



QUEBEC'S TWO LARGEST MOTORCYCLE EVENTS ARE BACK THIS FEBRUARY 2019!

Quebec City, Tuesday, December 4, 2018 – Quebec's two largest events for powersport enthusiasts, the **Quebec City Motorcycle and ATV Show and Montreal Motorcycle Show**, presented by **La Capitale General Insurance**, will rev up once again from February 1 to February 3, 2019 at the **Centre de foires in Quebec City** and from February 22 to February 24, 2019 at the **Palais des congrès de Montréal**. For new and expert riders alike, the Shows are the perfect opportunity to see all the new models, as well as the latest riding gear and accessories, all under one roof.

Produced by **Power Sport Services**, The Motorcycle Shows feature all the biggest names in the industry including Aprilia, BMW, Can-Am Spyder BRP, Ducati, Harley-Davidson, Honda, Indian Motorcycle, KTM, Kawasaki, Moto Guzzi, Piaggio, Slingshot, Suzuki, Triumph, Yamaha and Vespa, and more! The events also offer ATVs, scooters and other powersport vehicles, as well as a wide range of equipment, motorcycle clubs and industry federations, and a host of activities and entertainment. **Hangar 17**, in collaboration with Oneland Magazine, is back this year at the **Montreal Show** providing visitors with a behind the scenes look at Quebec's custom motorcycle scene. Step into Hangar 17 and connect with custom bike builders and independent brands that celebrate the culture and lifestyle of riding.

SHE RIDES NIGHT will roll out on Friday evening at both Shows. With more and more women taking up riding, this special event is the perfect opportunity for any motorcycle curious ladies to take the first or next step in their riding adventure. On the program for that night: half-price admission for women after 5 p.m. and activities dedicated to women, including a draw for a new Kawasaki motorcycle.

Children aged 6 to 12 will love the **Yamaha Riding Academy**, where they'll get outfitted in the latest motocross gear and learn to ride Yamaha's newest TT-R off-road bike in a safe environment under the supervision of trained and certified instructors. Participation is limited to eight riders at a time, and each session lasts 15 minutes. The **Yamaha Riding Academy** is a great way to get kids started in an exciting sport and help them develop a real passion for it.

"Attending the **Motorcycle Shows** is the best way to forget Quebec's harsh winter and dream about next summer's adventures! There's something for everyone at the Quebec Shows: new bikes, travel ideas, the latest equipment and a host of tips and advice from industry experts, who are passionate about motorcycles. And with the return of the Kawasaki Z125 PRO Double-Take Motorcycle Giveaway, attendees have the chance to win big at this year's shows", said Bianca Kennedy, Manager of the Quebec City and Montreal Motorcycle Shows.

ABOUT POWER SPORT SERVICES

Power Sport Services (PSS), producer and promoter of the Quebec **Motorcycle Shows**, presents six major Shows across Canada. These Shows are supported by the **Motorcycle & Moped Industry Council (MMIC)** and the **Canadian Off-Highway Vehicle Distributors Council (COHV)**, two national not-for-profit organizations whose members include many of the shows' exhibitors.

ABOUT LA CAPITALE GENERAL INSURANCE

La Capitale Insurance and Financial Services, created in 1940, has a strong presence across Quebec and throughout Canada. With over 2,740 employees and guided by the values of mutualism on which it was founded, La Capitale works with clients to build, protect and value what they feel counts for their financial security. It offers insurance products and financial services to the general public, as well as to Quebec public service employees. With assets of \$7.1 billion, La Capitale occupies a choice position among leading insurers in Canada.

TICKETS FOR THE MOTORCYCLE SHOWS ARE AVAILABLE ONLINE NOW!

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