



MEDIA RELEASE

June 3, 2024

## Mark Your Calendars: 2025 Motorcycle and Powersport Shows locked in

*Canada's premier powersports event, the Motorcycle and Powersport Show, comes back to B.C., Alberta, Ontario and Quebec in January and February*

**MARKHAM**, Ont. — Riding enthusiasts can circle dates for next year, as Moto Canada announces the 2025 Motorcycle and Powersport Shows across the country.

The shows will once again go from west to east in January and February:

- Vancouver: January 17-19 at the Abbotsford Tradex
- Calgary: January 31-February 2 at BMO Centre at Stampede Park
- Toronto: February 14-16 at Enercare Centre at Exhibition Place
- Montreal: February 28-March 2 at Palais de Congrès

“After an incredible run of shows in 2024, we can’t wait to get back on the road in 2025,” says Landon French, President and CEO of Moto Canada. “We made great strides last year and we’re so excited to show our crowds their favourite rides along with some exciting new attractions.”

Along with showcasing the best new motorcycles, ATVs, Scooters, and Side by Sides on the market, the Motorcycle and Powersport Shows will promote the groups, clubs and organizations that make riding in Canada what it is, celebrate women who ride, promote safety on our roads, spotlight innovation in the industry, showcase adventure riding, highlight the industry’s economic impact and so much more.

Returning and first-time showgoers can look forward to the return of She Rides Night, the ExPLR zone and riding academies for adults and kids, but stay tuned later this year for what new and expanded features for all ages will be hitting the show floor.

Stay up to date with Moto Canada and The Motorcycle and Powersport Shows on Facebook at [/motocanadarides](https://www.facebook.com/motocanadarides), Instagram [@moto\\_canada](https://www.instagram.com/moto_canada), YouTube [@motocanadarides](https://www.youtube.com/motocanadarides).

**Let's Ride, Canada Wide. Roulons ensemble à travers le Canada.**

o. 416 491 4449 tf. 877 470 6642 e. [info@motocanada.com](mailto:info@motocanada.com) @motocanada  
3000 Steeles Avenue East, Suite 201, Markham, Ontario L3R 4T9

[MotoCanada.com](https://www.MotoCanada.com)



## **About Moto Canada**

We exist so Canadians can ride.

Moto Canada is the nation's leading industry association representing the interests of the world's best powersports brands — including Arctic Cat, Argo, Aprilia, BMW Motorrad, BRP, Can-AM, Ducati, GasGas, Harley-Davidson, Honda, Husqvarna, Indian Motorcycles, Kawasaki, KTM, MV Agusta, Moto Guzzi, Piaggio, Polaris, Royal Enfield, Suzuki, Triumph, Vespa, and Yamaha. Moto Canada is a driving force, uniting Canadians with the exhilarating world of powersports and as industry advocates, we champion Canadians' ability to ride both on and off road. Moto Canada members represent over 90% of the powersports industry in Canada, generating \$17 billion in economic activity and over 88,000 Canadian jobs.

Moto Canada Connect is a for-profit marketing and media company owned by Moto Canada. Moto Canada Connect owns and produces The Motorcycle and Powersport Shows, Canada's premier powersport shows, with proceeds from our shows re-invested in the organization for other rider programming.

Learn more at [MotoCanada.com](http://MotoCanada.com).

**-30-**

For more information, please contact

Deborah Potter

Moto Canada

Vice-President, Marketing & Business Development

1-289-338-7548

[dpotter@motocanada.com](mailto:dpotter@motocanada.com)