



MEDIA RELEASE

July 17, 2026

Get Ready to Ride North!

The 2027 Motorcycle and Powersport Shows have been scheduled in B.C., Alberta, Ontario and Quebec

MARKHAM, Ont. – The countdown to the 2027 riding season begins as Moto Canada announces the dates for the 2027 Motorcycle and Powersport Shows, inviting riding enthusiasts across the country to Ride North and discover the latest motorcycles, gear, technology and innovations shaping the year ahead.

The 2027 Motorcycle and Powersport Shows will take place in four cities across the country:

- Abbotsford – January 15th to 17th at TradeX
- Calgary – February 5th to 7th at BMO Centre at Stampede Park
- Toronto – February 19th to 21st at Enercare Centre at Exhibition Place
- Montreal – February 26th to 28th at Palais de Congrès

As Canada's premier powersports event, the Motorcycle and Powersport Show offers on-road and off-road riders, future riders and lovers of motorcycle and quad lifestyle the opportunity to check out some of the most anticipated models for 2027 – including the electric vehicles – and explore special features at each show.

"After an incredible 2026 show season, we're looking forward to getting back on the road in early 2027," says Landon French, President and CEO of Moto Canada. "We're proud of the momentum we've built and excited to welcome riders back for another year of unforgettable experiences, featuring their favourite motorcycles, the latest innovations and special features designed to bring the powersports community together."

More information, including features, exhibitions, guests and other events, will be announced throughout this year and in the lead-up to the shows.

For more information or tickets, please visit motocanada.com/shows or engage on the socials on [Instagram](#), [Facebook](#) or [YouTube](#).

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

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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, Aprilia, BMW Motorrad, BRP, Can-AM, CF Moto, CMI Motor, 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 marketing and media company owned by Moto Canada and powersport manufacturers. Moto Canada Connect owns and produces The Motorcycle and Powersport Shows, Canada's premier powersport shows.

Learn more at MotoCanada.com.

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