



PRESS RELEASE – For immediate distribution

EVERYTHING YOU NEED FOR A VACATION ROAD TRIP AT THE MONTREAL MOTORCYCLE SHOW

Montreal, February 11, 2019 – Many riders are counting down the days until spring when they can hit the roads and explore Quebec or more distant horizons. From February 22 to 24, those who love wide open spaces will find everything they need to plan their next riding adventure at the Montreal Motorcycle Show, presented by **La Capitale General Insurance**.

Where to go?

There's nothing like a vacation that combines travel with motorcycles. But how do you choose a destination?

If you're longing to explore la Belle Province, experts from **Motorcycling Québec** will be at the Show to help riders plan their next excursions or vacations. Visitors will be able to pick up the latest edition of the *Motorcycle Guide* with 25 tours covering nine regions (Abitibi-Témiscamingue, Centre-du-Québec, Charlevoix, Côte-Nord, Eeyou Istchee Bais-James, Lanaudière, Mauricie, Outaouais and Saguenay-Lac-Saint-Jean. The Gaspésie and Bas-Saint-Laurent are explored in a separate paper guide.) You'll also find packages, outdoor terrace suggestions and events you won't want to miss. The Haute-Mauricie is considered a must for riders partly because of Route 155, one of the most scenic roads in the province. There's so much to discover!

The Show also has options for those who wish to travel further afield in Canada, the United States or other parts of the world.

If you're dreaming of a European adventure and like to travel independently, you can always rent a bike at your destination and design your own trip. **Universal Riders** enables you to rent motorcycles (Harley Davidson, Indian, BMW and Triumph) through six agencies in France, and from there the continent is at your doorstep! You can also rent the necessary equipment (helmet, jacket, gloves, rain gear, luggage) and even a GPS with pre-programmed routes as well as suggestions for bike friendly hotels, restaurants and tours.

According to **MégaVoyages**, which organizes semi-autonomous guided tours in Europe, the most popular destinations for riders are the beautiful roads of Tuscany and the Alps. However, Slovenia and Croatia are beginning to steal the show. Popular with European riders, these wilder and less travelled regions abound in great paved roads and scenic beauty. **Road2luxe** offers tours with writer Zabel Bourbeau to discover Provence and Corsica, from the Mediterranean coast to the perched villages of the Luberon through the Gorges du Verdon, then more scenic roads and the small villages of the Ile de Beauté. An unforgettable ride! You can also combine safaris and wine tours with motorcycles in South Africa, travel to the top of world in India, admire the unusual charms of the Kingdom of Morocco or discover the exoticism of Thailand by joining a group organized by **Traditours**.

Whether you want to safely transport your motorcycle from point A to point B with Air Canada Cargo or head out with a group to discover new roads, you'll find many exhibitors who'll be happy to discuss your plans.

For those who prefer to explore North America, **Amerik@Moto** is a travel and transport company that specializes in western Canada and the United States with tailored packages ranging from all-inclusive to motorcycle transport only. **Voyage moto route 66** features a dozen guided tours for a memorable trip to places off the beaten track, while **Rent a Ride** offers tours as well as motorcycle rentals. **Fly and Ride** specializes in motorcycle transport and offers a tour guide service for each of their U.S. and Canadian destinations.

Gear up

Whatever option you choose, the gear you have will play a key role in how much you enjoy your trip. Every year, new products arrive on the market that enhance comfort, safety and make life easier for riders. Here are some examples:

Are you a fan of long trips but not the aches and pains that go with them? **AIRGO** can install an air cushion in the current seat of your motorcycle. The cushion is adjusted through an integrated compressor that can be controlled with the press of a button. By varying the pressure points, you can increase blood circulation and eliminate numbness.

Touratech Canada is a leader in innovative and high-performance products for on-road, off-road and touring motorcycles. The company's range includes accessories and special parts for adventure bikes. All products are tested in the most extreme conditions, on very long trips and on enduro and rally tracks.

Motorcycles can easily produce sounds reaching 100 decibels or more. Ear plugs are essential gear for your trip. **BigEar** will be at the Show offering several products made for motorcyclists, by motorcyclists.

See the list of exhibitors: <https://www.montrealmotorcycleshow.ca/exhibitors>

Don't miss the Motorcycle Show, from February 22 to 24, at the Palais des congrès de Montréal.

ABOUT POWER SPORT SERVICES

Power Sport Services (PSS), producer and promoter of the Quebec **Motorcycle Shows**, presents six major Shows across Canada this year. 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 most of the manufacturers, distributors and retailers involved in the **Motorcycle and ATV Shows**.

ABOUT LA CAPITALE

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.

February 22 to 24, at the Palais des congrès de Montréal (1001 Place Jean-Paul-Riopelle)

Friday, February 22: noon to 10 p.m.

Saturday, February 23: 10 a.m. to 9 p.m.

Sunday, February 24: 10 a.m. to 5 p.m.

Admission (taxes included)

Adults (15 and over): \$16.50

Seniors (65 and over) and students (upon presentation of a valid student card): \$13.50

Juniors (6-14): \$11

Children (under 6): Free when accompanied by an adult

Family pass (two adults and two juniors): \$40

Friday after 5 p.m. (women only): \$8.25

Buy your tickets at a dealership and save \$3 per ticket (adult admission only).

Information: montrealmotorcycleshow.ca



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