



For Immediate Release
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THE INTERNATIONAL MASTER BIKE BUILDERS ASSOCIATION BRINGS CHAMPIONSHIP TO CLEVELAND INTERNATIONALLY KNOWN COMPETITION AND SOLIDIFIES I-X PISTON POWER AUTO-RAMA AND THUNDER ROADS OHIO PARTNERSHIP

Cleveland, Ohio (September 19, 2016) The International Master Bike Builders Association (IMBBA) and *Thunder Roads Ohio Magazine* (TRO) have teamed up to add some extra power to the 2017 Summit Racing Equipment I-X Piston Powered Auto-Rama being held at the Cleveland I-X Center March 17-19, 2017. The alliance will once again bring the IMBBA and their judges to the I-X Piston Powered Auto-Rama to judge all the motorcycles in 13 classes along with the Duck Award, Best in Show and Pro Builders class of bikes.

Thunder Roads Ohio Magazine will host the Thunder Zone at the show and will collect ballots from show-goers for the "People's Choice" award. The IMBBA and TRO have invited bike builders from throughout the country to attend the show as part of a National IMBBA Championship. The top cash prize of \$5,000 will be awarded on Sunday, March 19 for the "Best in Show." The highest scoring custom build will also receive a magnificent Championship Ring valued at \$3,500 which is designed and sponsored by Vivid Jewelers in Bay Village, Ohio. Recognition and awards will be given to both pro builders and enthusiasts in an effort to select the best of the best. In 2016, Cole Rogers won the National Competition in Cleveland, Ohio and received the ring valued and will be the defending IMBBA National Champion.

"Over the last several years, we have worked hand in hand with the I-X Center and International Master Bike Builders Association to develop the motorcycle aspect of the world's greatest custom vehicle show," said Derek Smith, Publisher at *Thunder Roads Ohio Magazine*. "We are extremely proud of everything we've accomplished thus far – culminating with the first of our IMBBA National Championship Shows last year. As we once again host the National Championship this year – our expectations are even higher as we look to showcase the greatest builds and their creators from across the country as part of the 2017 I-X Piston Powered Auto-Rama! We are extremely proud of this partnership and consider this event an integral part of our commitment to the regional motorcycle community as we help host this National Championship right here in Cleveland!"

"We are extremely excited about the growing partnership with *Thunder Roads Ohio Magazine* and the Summit Piston powered racing team who have joined together to make up the strongest alliance to see professional Bike Builders and enthusiasts recognized by IMBBA professional trained judges in the fairest competition on this planet," said Jeff Starke President of IMBBA. "The organization of a National Competition where competitors meet and compete for the biggest prizes USA has to offer and the winner going on to compete in the World Competition is a dream IMBBA has longed to see and now comes to fusion. With the biggest venue in America to date, the competition adds so much excitement for all."

Vehicle Registration

Vehicle Registration started July 4, 2016. Participants can pick-up the registration form at Summit Racing Equipment in Tallmadge, all Rad Air Complete Car Care and Tire Centers or download the application online at pistonpowershow.com. Online registration is not available and there is a \$50 fee for each registered vehicle.

Cash Prizes

The show will award a total of \$9,000 in cash prizes including the \$5,000 for the Best in Show award who will be named the National Champion. The theme of the prize this year is the "Pot of Gold is in Cleveland" as the show opens on Saint Patrick's Day. Other cash awards include:

Best in Show	\$5,000
Pro-Builders:	\$1,000
Duck Award Winner	\$1,500
2nd Place	\$1,000
3rd Place	\$500

Ticket Pricing

Tickets will be \$20 for adults and new this year, kids 12 and under are free. Tickets go on sale on Black Friday, November 25, 2016. Discounted tickets will be available at select location for only \$18 and available at Summit Racing Equipment in Tallmadge, all Northeast Ohio Rad Air locations and select Discount Drug Mart locations. The show offers their deepest discount for Military and groups of 10 or more. The host hotel for the weekend is the Sheraton Cleveland Airport Hotel. A special room (single/double) rate has been negotiated for show-goers and vendors at \$98 per night. The show rate is available now through March 3, 2017 and is subject to availability. For more information about vehicle registration and/or ticket pricing, please visit pistonpowershow.com.

About the International Master Bike Builders Association (IMBBA)

The IMBBA was founded in 2005 by well-known custom bike builder, Jeff Starke, who had also worked as chief technical advisor and lead judge for the World Famous Rat's Hole Chopper Show until the show's owner, "Big Daddy Rat" Karl Smith, died during Daytona Bike Week 2002. The IMBBA currently has certified members in 10 countries and a growing number of IMBBA judges capable of judging bike shows around the world using the standardized point system. Member-representatives have been helping to spread the IMBBA story since 2005 and continue to help other tradesmen become certified. The IMBBA point system is aimed at globally strengthening the industry by rewarding performance and accomplishment, and ultimately by rewarding charitable giving within the industry. The IMBBA is in 17 countries with over 1700+ members.

About Thunder Roads Ohio Magazine

Thunder Roads Ohio Magazine is the nation's largest regional motorcycle magazine – reaching over 400,000 motorcycle enthusiasts each month through its print and digital editions. It covers virtually all aspects of the motorcycle industry – including American V-twin, metric, racing, motocross and vintage. In recognition of this commitment to the overall motorcycle community, TRO recently received the American Motorcyclist Association (AMA) 2015 Media Award. *Thunder Roads Ohio Magazine* is part of the Thunder Roads Network, with over 20 editions published coast to coast. For more information visit ThunderRoadsOhio.com or visit their Facebook page at facebook.com/thunderroadsOhio.

About the I-X Piston Powered Auto-Rama

The I-X Piston Powered Auto-Rama is the largest indoor showcase of custom cars, trucks, antique construction equipment, motorcycles, tractors, planes, military equipment and more of its kind in the world. Each year the weekend-long event fills more than one million square feet of space with over 1,000 vehicles at the I-X Center in Cleveland, Ohio. For more information please call 216-265-7223 (RACE) or visit pistonpowershow.com.

About the I-X Center

The International Exposition (I-X) Center in Cleveland, Ohio is one of the nation's premier exhibition facilities. It is the largest single building convention center in the United States, comprised of 2.2 million sq. ft., including more than one million sq. ft. of flexible presentation space. I-X Center is conveniently located adjacent to Cleveland Hopkins International Airport, just 15 minutes southwest of downtown Cleveland, with nearby hotels and secure on-site parking for more than 7,000 vehicles. With a unique 'one-stop sourcing' model for all production services, the I-X Center has hosted more than 1,500 events attracting 50 million visitors during the past 30 years. For more information, visit ixcenter.com. Follow us on Facebook at International Exposition Center and on Twitter @IXCenter.

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