



PRESS RELEASE

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'King of the Builders' Crowned at the Progressive® International Motorcycle Shows® (IMS) **J&P Cycles Ultimate Builder Custom Bike Competition Names Top Builder at Inaugural U.S. Championship in Chicago**

The largest traveling motorcycle builder competition in the U.S. featured the largest tour wide offering of cash and prizes and attracted nearly 400 custom motorcycles from coast-to-coast

The Inaugural U.S. Championship Round featured a total cash and prize package of more than \$50,000 and drew a big crowd at Chicago IMS on Valentine's Day

Builders traveled from across the country, including select winners from past IMS Shows, to compete for prestigious 'King of the Builders' title

Santa Monica, Calif. – The Progressive® International Motorcycle Shows® (IMS), the most influential touring consumer motorcycle show in the U.S., crowned the 'King of the Builders' at the J&P Cycles Ultimate Builder Custom Bike Competition (UBCBC) during the Chicago Show on Sunday, February 14, 2016. During the 2015-2016 IMS Tour, this elite-level custom motorcycle builder competition offered attendees a unique opportunity to see nearly 400 one-of-a-kind bikes and meet the artists who created these jaw-dropping designs.

Jeff Najar, J&P Cycles Ultimate Builder Custom Bike Show: "February at IMS Chicago is the epicenter of the custom bike world. Builders from across the country travel to the Competition to showcase their motorcycles and best work. Attendees saw more than a million dollars' worth of world-class custom bikes at the U.S. Championship Round of the J&P Cycles Ultimate Builder Custom Bike Show."

The J&P Cycles Ultimate Builder Custom Bike Competition sets itself apart as the largest touring custom bike competition in the U.S. featuring the largest tour wide purse of any traveling motorcycle builder competition in the U.S. This head-to-head Championship Round featured prizes up to five times that of the other IMS cities, topping out at a total prize package of more than \$50,000 (cash and prizes). The highly anticipated annual competition was proudly sponsored by Royal Enfield, a key sponsor in the Modified Custom class of the U.S. Championship Round, and tour wide by J&P Cycles, in the title sponsor role; and Harley-Davidson, as the title sponsor of the Modified Harley-Davidson class.*

The votes are in and the 'King of the Builders' is Jeremy Cupp, a talented custom builder from Virginia, who also led in the Freestyle and Sponsored (Street Chopper Magazine) categories. After intense weekend of competition, the elegant brushed steel bike won a total prize package worth more than \$12,800 (cash and prizes). This work of art was the culmination of a two year journey from initial concept to final construction, with the majority of the parts handcrafted by Cupp himself. Cupp, not unlike other builders, traveled to Chicago IMS in order to compete for the prestigious 'King of the Builders' title. It was only a few weeks earlier that he swept the Freestyle category at IMS Cleveland.

Tracy Harris, Senior Vice President, Powersports Group, UBM Americas: "We were excited to host the inaugural U.S. Championship Round of the J&P Cycles Ultimate Builder Custom Bike Competition at the Chicago IMS Show and see the 'King of the Builders' crowned. The excitement created by the largest offering of cash and prizes at any touring motorcycle show in the U.S. added to the energy of the 2015-2016

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Tour. We congratulate Jeremy Cupp on his new 'King of the Builders' title and look forward to seeing more from him in the future."

The J&P Cycles Ultimate Builder Custom Bike Competition hosted four classes of competition at each stop on the 2015-2016 Tour including Freestyle, Modified Harley-Davidson, Modified Custom and Modified Street. Judging was conducted by the competitors themselves, with the top builders in each class receiving awards, along with a special "People's Choice" award given to the builder who receives the most votes from show attendees.

Cupp leads the list of esteemed UBCBS Champions that include: Dave Dupor, Champion of the Modified Harley Class, at \$11,500 in cash and prizes; Bill Dodge, Champion of the Modified Custom class and UBCBS winner from IMS Miami 2016, at \$9,200 in cash and prizes and Steve Iacona, Champion of the Modified Retro class, at \$3,900 in cash and prizes.

'King of the Builders' and Freestyle Champion, Jeremy Cupp: "The J&P Cycles Ultimate Builder Custom Bike Show was a great way for me to reach industry leaders, consumers and fellow enthusiasts with my artwork. The competition was well organized by the Progressive International Motorcycle Shows and I was thrilled to win the Freestyle category and 'King of the Builders' title during the inaugural U.S. Championship Round."

Prize and product sponsors of the UBCBS also included: Arlen Ness, Aeromach, Bare Bones Leathers, Bell Helmets, Belt Drives Ltd., C & S Customs, Chop Docs, Condor Stands, 5-Ball Leathers, Dunlop Tires, EagleRider, G-CLEAN Electric Portable Pressure Washer, GMA, HelmetLok, Klock Werks, Kuryakyn, LC Fabrications, Magnaflow, Mustang Seats, Performance Machine, Rinehart Racing, Speed Foundry, Suspension Technologies, Vance & Hines, Venture Heat and Whiskey Grade, among others.

Media sponsorship of the J&P Cycles Ultimate Builder Custom Bike Show included Hot Bike Magazine as the sponsor of the Editor's Choice Award and Street Chopper Magazine as the sponsor of the Best Chopper Award. These two additional awards were given out in each IMS market, beginning with the Long Beach show in November 2016, and winners were selected by Jeff Holt, Brand Director for both magazines.

The winners of the U.S. Championship Round of the J&P Cycle Ultimate Builder Custom Bike Show included:

- **Modified Retro**
 - 1 – 1425, Steve Iacona, UBCBS winner IMS Chicago
 - 2 – 1825, Jordan Dickinson, UBCBS winner IMS Minneapolis

- **Modified Custom**
 - 1 – 1625 Bill Dodge, UBCBS winner IMS Miami 2016
 - 2 – 1925 Rich Worley, UBCBS winner IMS Cleveland

- **Modified Harley**
 - 1 – 1325 Dave Dupor, UBCBS winner IMS Chicago
 - 2 – 1575 Art Steel, UBCBS winner IMS Dallas

- **Freestyle**
 - 1 – 1750 Jeremy Cupp, UBCBS 'King of the Builders' champion and winner IMS Cleveland 2016
 - 2 – 1900 Nick Bealiau, UBCBS runner up IMS New York

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- **Sponsored**

- Hot Bike Magazine – 600 Gary Capone, traveled from the Northeast
- Street Choppers Magazine – 1750 Jeremy Cupp, UBCBS 'King of the Builders' champion and winner IMS Cleveland 2016

For a complete list of J&P Cycles Ultimate Builder Custom Bike Show winners from the 2015-2016 IMS Tour please visit www.motorcycleshows.com

*Full contest rules and prizes available on request.

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About UBM Americas

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About Progressive® International Motorcycle Shows® (www.motorcycleshows.com)

The Progressive® International Motorcycle Shows® offer enthusiasts an all-access pass to the world of motorcycling. Launched in 1982, the tour showcases hundreds of the latest street bikes, dirt bikes, cruisers, scooters and ATVs for new and experienced riders, and gives enthusiasts of all ages the opportunity to check out the latest gear and aftermarket accessories, as well as hours of entertainment. The Progressive® International Motorcycle Shows® is managed by the UBM Americas Powersports Group, a member of the Motorcycle Industry Council.

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