

# M.R.A. Motorcycle Expo '83

Dear Exhibitor

The MRA Motorcycle Expo '83 will be held at the Royal Melbourne Showgrounds on the 21st, 22nd and 23rd October 1983 from 10 am till 10 pm Friday and Saturday and 10 am to 6 pm Sunday.

The set up date is 19th and 20th of October, and the move out date is 24th of October.

The Motorcycle Exhibition 1982, saw 13,000 people attend over the three day period (an increase of 30% on 1981). We will retain the same building as the 1982 show was held in due to the success of this larger venue.

The Motorcycle Expo will promote Road Safety and is aimed at the general public, as well as the enthusiast. Therefore it will cover a very broad spectrum, from commuters through off road bikes to litre plus machines, from accessories to sidecars and trailers.

To encourage small businesses to be involved, a permit has been secured from the Department of Labour and Industry to allow the sale of goods at the Exhibition. We feel that this will mean smaller firms and clubs will be able to afford a stand and that the larger range of goods and services available will attract more people to the show.

A \$3 admission charge and the possibility of picking up a bargain will ensure an even bigger crowd than last year. Children under 14 years of age will be admitted for \$1 and family tickets will be available (maximum 4 children ) for \$6. Attractions will include a full range of bikes and accessories, a tyre sales and fitting service and video as well as 16 mm movies may be shown in the theatrette.

A 200 seat theatrette is available to exhibitors wishing to show films or video tapes, at extra cost, by arrangement with organisers.

Terms of payment are as follows:

- a. Deposit to be paid with application to secure preference for allocation of floor space. No firm booking will be made without receipt of deposit.
- b. One half of the total cost, less deposit, to be paid on signing the contract.
- c. The balance to be paid thirty (30) days prior to the show.

Exhibitors participating in the MRA Motorcycle Expo '83 will have preferential rights to their existing stands for future shows, if booked prior to the termination of the show.

In fairness to all exhibitors failure to meet payment dates will result in preference for space allocation being forfeited.

This is your opportunity to promote your product and work for the good of our growing motorcycle population. We urge companies to support the clubs that use or promote your products.

For further information please do not hesitate to contact Mr. L. Bordon or Mr. D. Codognotto on (03) 419 5737 or (03) 417 2718.

# Expo '82:

## EXPO '83 AWARDS

**BEST CHOPPER**  
**BEST CAFE RACER**  
**BEST VETERAN/  
VINTAGE BIKE**  
**BEST CLASSIC BIKE**  
**BEST TRIKE**  
**BEST SIDECAR**  
**BEST COMPETITION  
MACHINE**  
**BEST CUSTOM  
TOURER**

(The above awards include a trophy and \$100 cash).

**BIKE OF THE SHOW**  
(Trophy plus \$500)  
**BEST CLUB DISPLAY**  
(Trophy plus \$500)  
**BEST INDUSTRY  
DISPLAY**

(Trophy plus Shield. The Shield will be displayed permanently at M.R.A. House and the names of each year's winners will be added.)

ARTICLE COURTESY  
"TWO WHEELS"

MELBOURNE'S MRA Motorcycle Expo '82 could be summed up in a single word — impact. Typical of its effect was the statement from the sales manager of one of Australia's largest accessory importers: "We just had to be there, there was no question about it."

Despite an impressive record of gaining both recognition and credence for motorcycling as a whole, the Motorcycle Riders Association has, until recently, generally lacked the support of the majority of the industry. All of this changed with the huge success of the inaugural MRA Bike Show at Camberwell Civic Centre in 1981. When a second bigger, better and more heavily promoted exhibition was announced, the industry listened hard, then reached for their cheque books. Weeks in advance,

all available space was sold.

The Big Four all brought forth new models. Suzuki unveiled its XN85 Turbo to the masses and Yamaha appealed to the boulevard cowboys with its "Midnight Special", a semi-chopped XV750 in striking black and gold livery. For the more conservative, the XC180 "Super Scooter" with its 180cm<sup>3</sup> four-stroke engine, automatic clutch and electric start was parked nearby. Downstairs, the Kawasaki GPz1100B2 in a new bronze colour scheme caught the eye, while the dirt freaks were able to get a close look at some of the hot contenders for 1983 motocross honours, including the Honda CR250RD, Yamaha's YZ250K and an all-new lineup from KTM.

As part of its annual Safety Week, the MRA had put a lot of effort into



The modern, spacious setting of the Melbourne Show-ground Expo centre proved an ideal venue for the show (above). Cycle Style's lower-half fairing for the Suzuki Katana (right) attracted a good deal of attention.

