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## **Good news at ten for the Dirt Bike Show**

### ***Visitor numbers increase by 14% for the 10<sup>th</sup> annual Dirt Bike Show at Stoneleigh Park***

This year's Dirt Bike Show was one of the best-attended in its 10-year spell at Stoneleigh Park, with 21,000 people flocking to the Coventry venue over four days, an increase of 14% over last year's figures.

Many leading manufacturers chose the Show to exhibit key new models to the British public; Sherco took the opportunity to make the World premiere of their ST2.9 trials bike and even brought along European Intermediate Trials Champion and X Factor contestant Katy Bullock to sing the bike's praises. Meanwhile Husqvarna were showing off their new CR 125 2-stroke and KTM unveiled their new 525 road legal ATV to the British public.

The organizers pulled out all the stops to ensure that this year's show was a success and to build a firm foundation for the next decade. In addition to a new virtual race paddock there were many interactive features, including the Vertical Trix wheelie machine, a climbing wall and race simulator. Live entertainment in the Arena by the Xtreme Trials team, who performed a 'Kickstart' tribute, was supported by the Bolddog Lings Minibike Freestyle, performing simultaneous back-flips! In the main exhibition halls Danny Butler's mountain bike trials display in Hall 1 and the Dirt Bike Dancers in Hall 2 added to the excitement.

"Ten years on and the Dirt Bike Show is stronger than ever and that's because it's organised by people from within the industry who understand what their customers want" states Show Organisers Joanne Watson.



Stars shone at the Show too, including British MX1 British Champion Brad Anderson, MX2 Champion Stephen Sword, Red Bull KTM rider Shaun Simpson and MVR-D Suzuki 's Carl Nunn. From the world of Trials, current British champion James Dabill and Youth World Champion Jonathan Richardson were both performing in the Live Arena daily. Other big names included triple World MX Champion Dave Thorpe and twice World Superbike Champion Troy Corser, all relaxing and mingling with the public.

**The 2010 Dirt Bike show is provisionally booked to run from 4<sup>th</sup> – 7<sup>th</sup> November.  
For more information visit [www.dirtbikeshow.co.uk](http://www.dirtbikeshow.co.uk)**