

ENDORSEMENT/LIVE COPY: FINAL: 1/19/2017: FIVE (5) VERSIONS:

2017 THEME: CLEVELAND IS NOW THE CITY OF CHAMPIONS. COME SEE MORE CHAMPIONS CROWNED AT THE 2017 SUMMIT RACING EQUIPMENT I-X PISTON POWERED AUTO-RAMA. WORLD CLASS CARS - TRUCKS, TOP BIKE BUILDERS - MOTORCYCLES AND INSANE HOT RODS IN THE ASYLUM.

2017 PRINT CAMPAIGN:

IF A PISTON MAKES IT GO, IT'S IN THIS SHOW!

MARCH
17-19
2017



I-X CENTER
CLEVELAND, OHIO

Proud Sponsor



We protect and beautify the world™



CITY OF CHAMPIONS

AWARD WINNING
Cars, Motorcycles & Hot Rods

TICKETS ON SALE NOW

Children 12 &
Under **FREE!**



Purchase discount tickets in advance at Summit Racing Equipment in Tallmadge & select Discount Drug Mart store locations.

PistonPowerShow.com



March 17
FRIDAY
3PM-10PM

March 18
SATURDAY
10AM-10PM

March 19
SUNDAY
10AM-6PM

VERSION #1: OVERVIEW

CLEVELAND IS NOW THE CITY OF CHAMPIONS....

COME SEE MORE CHAMPIONS CROWNED AT THE 2017 SUMMIT RACING EQUIPMENT I-X PISTON POWERED AUTO-RAMA...

WORLD CLASS CARS - TRUCKS, TOP BIKE BUILDERS - MOTORCYCLES AND INSANE HOT RODS IN THE ASYLUM....

AT THE I-X CENTER: MARCH 17th, 18th & 19TH

IT'S AIRPLANES, TRACTORS, MONSTER TRUCKS, MILITARY VEHICLES AND MUCH MORE...

IF A PISTON MAKES IT GO, IT'S IN THIS SHOW!!!

THE PISTON POWER SHOW IS A CHAMPIONSHIP EVERYONE CAN BE PART OF WITH KIDS 12 AND UNDER FREE - DISCOUNTED TICKETS ON SALE NOW AT SELECT DISCOUNT DRUG MART LOCATIONS AND SUMMIT RACING EQUIPMENT IN TALLMADGE.

VERSION #2: MILITARY

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AT THE I-X CENTER: MARCH 17th, 18th & 19TH

WORLD CLASS CARS - TRUCKS, TOP BIKE BUILDERS - MOTORCYCLES AND INSANE HOT RODS IN THE ASYLUM....

AND MILITARY DISPLAYS THAT MADE THE USA WINNERS OF BACK TO BACK WORLD WARS INCLUDING:

- **THE OHIO MOTORPOOL AND MILITARY VEHICLE PRESERVATION ASSOCIATION'S GIGANTIC MILITARY DISPLAY...**
- **WARBIRDS INCLUDING:**
 - **MISS VIRGINIA: THE FULLY RESTORED DC-3**
 - **A T-28B "TROJAN" FROM THE WARBIRD MUSEUM OF VIRGINIA**
- **A TRIBUTE TO WOMAN IN THE MILITARY TO SUPPORT WOMEN'S VETERANS PROGRAMS AT THE CLEVELAND V.A. HOSPITAL**

THE PISTON POWER SHOW IS A CHAMPIONSHIP EVERYONE CAN BE PART OF WITH KIDS 12 AND UNDER FREE - DISCOUNTED TICKETS ON SALE NOW AT SELECT DISCOUNT DRUG MART LOCATIONS AND SUMMIT RACING EQUIPMENT IN TALLMADGE. VETERANS GET THEIR DISCOUNT AT THE BOX OFFICE!!!

VERSION #3: BIKES/MOTORCYCLES

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AT THE I-X CENTER: MARCH 17th, 18th & 19TH

IT'S AIRPLANES, TRACTORS, MONSTER TRUCKS, MILITARY VEHICLES AND MUCH MORE...

THE INTERNATIONAL MASTER BIKE BUILDERS ASSOCIATION AND THUNDER ROADS OHIO MAGAZINE HAVE TEAMED UP TO ADD SOME EXTRA WORLD CLASS BIKES TO THE SHOW HAVING INVITED THE TOP 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 FOR THE "BEST IN SHOW."

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VERSION #4: FOR THE FAMILY

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AT THE I-X CENTER: MARCH 17th, 18th & 19TH

IT'S AIRPLANES, TRACTORS, MONSTER TRUCKS, MILITARY VEHICLES AND MUCH MORE...

AND PLENTY TO SEE AND 'DO' FOR THE WHOLE FAMILY:

- **THE PPG COLORING BOOK CONTEST: COLOR AND WIN!!!**
- **CHECK-OUT THE MODEL CAR CONTEST**
- **BE PART OF THE INDOOR RALLY TRACK OF THE CLEVELAND SOAP BOX DERBY**
- **PLAY IN THE SAND PILE AND GRAVEL PIT OF THE HISTORICAL CONSTRUCTION EQUIPMENT AREA**
- **SEE THE HOT RODDERS OF TOMORROW ENGINE BUILDING COMPETITIONS**
- **VISIT THE KRAZY PAINT PINSTRIPERS AND PICK UP CUSTOMIZED ONE-OF-A KIND ART**

THE PISTON POWER SHOW IS A CHAMPIONSHIP EVERYONE CAN BE PART OF WITH **KIDS 12 AND UNDER FREE - DISCOUNTED TICKETS ON SALE NOW AT SELECT DISCOUNT DRUG MART LOCATIONS AND SUMMIT RACING EQUIPMENT IN TALLMADGE.**

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AT THE I-X CENTER: MARCH 17th, 18th & 19TH

- 1. CHECK OUT THUNDER ROW!!! THE CRUISIN' TIMES ALL STARS ARE FEATURED AS A TRIBUTE TO LONG-TIME CAR GURU JOHN SHAPIRO...**
- 2. VISIT THE CONCOURSE – IT'S DOWN THE ESCALATOR FOR MORE HOT RODS AND CUSTOMS HOSTED BY THE NORTHERN OHIO CAR CLUB ASSOCIATION**
- 3. THE HOT ROD ASYLUM – IN THE SOUTH HALL-- WILL FEATURE VEHICLES OLDER THAN 1970 INCLUDING HOT RODS, KUSTOMS, NOSTALGIC RACE CARS CAMPERS AND A HUGE VAN COLLECTION AS VAN-ARAM II.**

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