

PRESS RELEASE

EICMA 2016: The International Motorcycle Exhibition is confirmed as a worldwide benchmark for the sector of two wheels. Operators from abroad increased by 24%.

Milan, 13th November 2016 – The International Motorcycle Exhibition is confirmed as the most important showroom for two wheels in the world, making it an unequalled benchmark by number of exhibitors, operators and media, and by the presence of the public.

A significant increase in the number of exhibitors was recorded, with 1143 present, including both direct and indirect, showing +8.55% compared to 2014, the year of the last edition held at the same time as other shows. The figure is also confirmed by an increase in the net occupied area of +19.6% compared to the same year, a sign that not only a larger number of companies was present but also with larger exhibition areas, proving that they are more inclined to invest in their image for the show. The exhibitors came from 41 countries, 45.5% from abroad and 35% are new exhibitors or returned after some years of absence.

Participation by trade operators was consistent with the last editions of the Show, but an important double-digit increase has been recorded compared to 2014 for foreign operators (+24%), confirming the fact that the Milan show is increasingly the privileged benchmark for the sector at an international level.

The presence of trade and non-trade media has shown the same numbers as in previous editions, whereas the attendance of the public recorded +9.38% compared to the last edition.