

EICMA 2016: MOTORBIKES NEVER SEEN BEFORE, TECHNOLOGY AND INNOVATION

Innovations, surprises and trends, the Milan Bicycle and Motorcycle Exhibition gets a makeover and offers many new events.

Milan, 18 October 2016 – The 74th edition of EICMA - the Milan Bicycle and Motorcycle Exhibition, to be held at Rho Fiera from 8th to 13th November (8th-9th November are reserved for the press and the trade), promises to be full of innovations and surprises both for visitors and exhibitors who will further strengthen their central role thanks to the functionalities of the new Eicma site and the app connected to it.

As always, the event guarantees standards of excellence from the presence of all the top brands in the 2-wheels sector, the traditional special areas (EICMA Custom, Safety Area) the external MotoLive arena, important returns like the Temporary Bikers Shop and new features not to be missed such as the new Eicma E-Bike and Eicma Start up and Innovation areas.

This year the Exhibition once again occupies pavilions 2-4, 6-10- 14-18 and will not stop at the trade fair area alone, but the whole of Milan will be involved in the **2-Wheels Week**: from the fashion shopping district to Isola, cool par excellence, and upcoming and innovative Lambrate.

To date, with a list of requests that is still open and awaiting confirmation, there are **1010 exhibitors and companies represented** that have confirmed their presence and taking place at the same time as the Intermot has not lessened the attraction of Eicma for the big names: all the leading brands will be at the November show. The exhibitors come from **38 different countries**, and **48% from outside Italy**.

Moreover, the success of Eicma is obvious in the numbers: **+ 9% of net surface area sold** compared to 2014 and gross occupied which stands at around 280,000 sq. m., **+7.33% of confirmed exhibitors** compared to 2014, sale of tickets through the **Ticketone circuit +30%** compared to 2015 in the same period.

The Match Making service, at the disposal of all the exhibitors free of charge, which offers the chance to enter into direct contact with the professionals of the sector and organize targeted meetings, is also confirmed. The new area wholly dedicated to B2B also offers participating exhibitors a series of workshops and seminars on topics relative to the most interesting foreign markets, new opportunities for international networking, post event assistance and follow up. The initiative will take place thanks to the collaboration with the Ministry for Economic Development – MISE, with the Agency for foreign promotion and the internationalization of Italian businesses – ICE, with the agency for the internationalization of businesses of the Milan Chamber of Commerce – Promos and with Confindustria Retimpresa.

“This year again the International Bicycle and Motorcycle Exhibition is getting ready to be the richest, most interesting and most highly appreciated international event in the world of two wheels. An extraordinary opportunity to celebrate a sector which has played a leading role in the Italian manufacturing system and which has contributed to making the name of our country famous and authoritative abroad,” comments Antonello Montante, President of EICMA -. The Show has had a complete makeover giving much more space to innovation, to young talents and new mobility. The objective is to be recognized not only as an ideal platform for the companies of 2 wheels, but as a real incubator of new trends and a solid incentive for the young generations of entrepreneurs.”

Eicma E-Bike

Bicycles are back at the Milan Motorcycle Show thanks to the latest innovation: the E-Bike. In collaboration with BikeUp, the first Italian festival dedicated entirely to the electric bike, Eicma offers a special area with an outside track 1300 metres long for test rides, with an average gradient of 8% which will let you appreciate with direct experience the benefits of this new article which is winning over inquiring people and enthusiasts of all ages.

Eicma Start-up and Innovation

Eicma Start-up and Innovation is the special area dedicated to start-ups and young and innovative companies that offer services and products related to the sector of 2 wheels, the place where innovation and tradition meet, the kingdom of creativity. Nine companies have decided to take part with innovative products and solutions.

MotoLive

This year again, the racing area of Eicma will offer excitement and entertainment thanks to the presence of prestigious races such as the finals of the International of Italy of Supermoto, with the relative award of titles by class, which will alternate with the competitions International Quad Cross, National Supermoto and the International Flat Truck where the drivers will contend for the title on the circuit of MotoLive. There will also be Freestyle Motocross, which thanks to the DaBoot Team will offer a show and adrenalin. Not to be missed is the Action Group Show, synonymous not only with refined technique, but also with fun. The charity event, Eicma For, will be dedicated this year to Movember, a global association which raises funds and awareness on some pathologies which affect men, such as prostate cancer and cancer of the testicles. Lastly, there will also be the areas for Test Rides and the Riding School and the live broadcasts of Radio DEEJAY which is confirmed as the official radio of the event.

Eicma Custom

The partnership with the most important magazine in the sector, Low Ride, and its unmissable Custom Bike Show, is also confirmed this year: unique pieces, leading companies in the sector, figures of an international calibre and atmospheres inspired by Rock'n'Roll for what is now a lifestyle trend. Absolutely new this year is the presence of **Rolling Stone**, a historical and established brand in musical entertainment and more, which will be present throughout all six days of the show. DJ Sets, live performances by internationally acclaimed artists, activities to engage with the public and much more will enliven the Rolling Stone lounge, involving not only visitors but also exhibitors and operators. The photographic projects of the area will be curated by **Monica Silva**.

Website and the EICMALIVE app

Eicma is getting ready to become the first show in Italy to integrate three different channels (app, website and beacon). At the centre of the innovative digital project there is the new website which takes on the appearance of a real marketplace at the disposal of the exhibitors, full of useful functions. The exhibiting companies have a real mini-site at their disposal, where they can publish pages on products initiatives, innovations and events during the intense week of Eicma 2016. This information can be enjoyed "live" by visitors who have downloaded the new EicmaLive app. How? Thanks to the over 2000 beacons – small digital devices that take advantage of Bluetooth technology – which will be positioned throughout the show area.

2-wheels Week

This year Eicma does not stop at the edges of the Fiera di Rho, but arrives in the city involving various parts of Milan, with its charge of adrenalin and passion, for the first edition of the 2-Wheels Week, the fringe events of Eicma. Starting from the partnership with La Rinascente: the window-dressing of "The Best Department store in the World 2016" will be in line with the theme and the store will host a full programme of events and performances throughout the week from 8th to 14th November. Just a few hundred of metres away and thanks to the collaboration with Rolling Stones and the Association of Shopkeepers of Via Montenapoleone, the streets in the luxury shopping district will have installations on the theme of two wheels. There will of course be the chic event, as befits the most luxurious street in Milan, organized at the VIP Lounge in the street. More events will be organized in the Isola and Lambrate parts of the city. The full programme will be posted on the website www.eicma.it.

Safety Area

Confindustria ANCMA with the patronage of the Ministry for Infrastructures and Transport, the Milan City Council and the support of the Italian Foundation for 2 Wheels is continuing for 2016 the social campaign for road safety “Keep an eye on the 2 wheels”. The aim is to increase the levels of attention for the people who use bikes, scooters and motorbikes, by drivers of other vehicles on the roads. The special area this year will host primary and middle schools for a series of meetings on road safety. Thanks to the partnership with the Motofalchi of Milan (the Bikers’ Club of the Milanese local police force), they will also be able to test out what they have just learned on a dedicated outdoor circuit.

Temporary Bikers Shop

This year the Temporary Bikers Shop is also back, the “commercial area” entirely dedicated to the biker and now in its third edition and this year, in collaboration with Moto.it. In the area it will be possible to find major brands offered at second-hand process thanks to the presence of the most important dealers on the national market. From clothing to bags, from helmets to tyres and even spare parts and components. A real outlet for the biker, where it will be possible to buy the best products from past collections with the assistance of specialists of the sector.

The Sector

In 2015, the number of registrations showed a significant inversion of trend, closing with a positive +9.5%, after having touched the minimum in 2013 and a timid +1.5% in 2014. The increase in motorbikes equal to 14.5% is significant, whilst scooters, with greater volumes, have recorded +7%. In the first quarter of 2016, we see a double-digit recovery: +18% for vehicles >50cc. Once again motorbikes are driving growth with +24%, while scooters are increasing by 14.5%. There has also been a positive increase in quadricycles with a total of 4,891 pieces equal to +32.2% driven by the doubling of electric vehicles (1,342). In the first five months of 2016, growth is confirmed with 1,564 light quadricycles equal to +27.4%, while electric ones increase by 14.1% with 430 pieces. A total of 1,653,709 bicycles were sold in Italy last year, with this figure keeping the market data stable. The real boom is represented by the E-bikes. In 2015 56,189 bikes with pedal assist were sold, and the number manufactured also doubled, going from 8,720 pieces manufactured in 2014 to 16,600 in 2015; export is also positive, soaring to +166.9%.

Eicma Press Office
Email press@eicma.it
Tel. +39 02. 677. 3511