

PRESS RELEASE

EICMA 2023, THE EMOTION OF THE AUDIENCE APPEARS FOR THE FIRST TIME IN THE ADVERTISING CAMPAIGN

With the slogan 'EICMA EFFECT, Real People Real Emotion', visitors to the International Exhibition of two-wheelers become the image of Edition number 80, which returns to Fiera Milano Rho from November 7 to 12

MILAN, JUNE 16 – EICMA is you, a real emotion. The International Exhibition of Two Wheels launches its 2023 advertising campaign and does so by putting its own audience at the center. In fact, the faces and expressions of visitors, portrayed during the last edition, are the image of the communication initiative presented today in Milan, paving the way for Edition number 80 of the most important and long-lived exhibition event for the two-wheel mobility industry. Signed by Lorenzo Marini, artist, publicist, co-founder and creative director of the Milan-based Yes Marini agency, the EICMA 2023 ADV, with the slogan 'EICMA EFFECT, Real People Real Emotion,' is a multi-subject campaign composed of six shots that, for the first time in the more than 100-year history of the Milanese kermesse, represents its real audience.

"Today we show the natural evolution of the 2022 campaign. With the claim EICMA EFFECT," said EICMA President Pietro Meda, "we have in fact promised our audience a fitting tribute to their emotions, to what everyone feels when visiting our event. The result are real shots, of ordinary people portrayed in the photo set we set up during the last Edition, and the Real People Real Emotion becomes for us today a sort of corporate name, the truest possible representation of a deep bond, of the passion that goes on, that we breathe and share at EICMA."

It is Lorenzo Marini himself who explains the creative evolution of the 2023 campaign, pointing out that "right in the midst of the controversy about the 'Fake,' there comes a desire to do a 'Real' campaign. It comes wanting to use real people, to tell the real emotions, to use the space of communication as a mirror, to enrich the value of EICMA as a place of a collective experience".

With today's presentation, therefore, begins for EICMA the official path towards Edition number 80, which returns to Fiera Milano Rho from November 7 to 12. Real People Real Emotion, but also new content and, above all, a solid exhibitor presence. Paolo Magri, CEO of EICMA and president of Confindustria ANCM (National Association of Bicycle, Motorcycle and Accessory Manufacturers), in fact remarked on "the international attractiveness of EICMA and the relevance of the exhibition model." "To date," Magri anticipated during the presentation event of the campaign, "we can already count on two extra pavilions compared to last year, on important returns and on an almost choral participation by manufacturers and the supply chain related to two-wheelers, which authoritatively brings us back to the pre-pandemic season".

The unmissable event will take place from November 7 to 12. The day of November 7 will be dedicated exclusively to the press, while that of the 8th to operators and the press. From November 9 to 12, EICMA will welcome the general public. Tickets will already be available starting at 12 p.m. on Monday, June 19 on the event's revamped web page www.eicma.it, the only sales channel, at an introductory price of 14 euros (+ 1.50 euros in fixed charges) until 12 p.m. on Monday, July 17. "A very advantageous rate, which," stressed EICMA CEO Magri, "remains unchanged again, despite the inflationary surge, the caliber of the visiting experience offered and the increase of many costs incurred in the organization".