

MOTORS, EICMA TITLE SPONSOR OF THE INTERNATIONAL ITALIAN 2021 MOTOCROSS CHAMPIONSHIP

The International Bicycle and Motorcycle Show renews its sponsorship of the most important pre-season world circuit, which gets off to a start on 28 February in Sardinia

MILAN, 9 FEBRUARY – EICMA puts its name to the 2021 International Italian Motocross Championship and opens the promotional road to the 78th exhibition-event of reference for the two-wheel industry, which will be held next November. After the success in previous years, the International Bicycle and Motorcycle Show will again be the title sponsor of the most important pre-season of the motocross world championship.

Three consecutive rounds, three weeks with the best of the specialists of off-road tyres. The mini-series organized by Off Road Proracing under the aegis of the Italian Motor-Cycling Federation, will again see this year the participation of the Top Teams and the best MX riders at international level. The first appointment is scheduled for Sunday 28 February on the sand of the Riola Sardo (Oristano) circuit, the second leg, again in Sardinia, is on 7 March in Alghero, whilst Lombardy will be hosting the last race on the Mantua circuit on 14 March.

The mini championship branded EICMA is thus confirmed as one of the most important tests for bikes and riders in view of the opening of the MXGP world championship season.

“In racing,” said the CEO of EICMA S.p.A. Paolo Magri, announcing the sponsorship, “the maximum expression of passion coexists with the technical commitment of the two-wheel industry, a characteristic which the world of competitions has in common with our event. This is why we have chosen to renew our sponsorship because, thanks also to its international appeal, it allows us to put another spotlight on to our sector and to be present on the race tracks of an increasingly strategic, spectacular and attractive discipline.” The road to EICMA 2021- which will be held at Rho Fiera Milano from 23 to 28 November – is open.

The races will be streamed live on www.offroadproracing.it. Post production pieces of about 55 minutes are also planned on RAISPORT (DTT channel 57) and on MS CHANNEL (SKY channel 814). Lastly, the hashtags to follow on the social media are #INTMX and #RoadToEicma2021.