



## **PRESS RELEASE**

### **EICMA, BENELLI SHOWCASES ITS INNOVATIONS AT THE 2021 SHOW**

*The organizers of the show confirm the presence of the Pesaro-based company*

MILAN, 29 MAR. – Benelli will be bringing its innovations to EICMA 2021. Confirmation of the presence of the Pesaro-based company, one of the most highly appreciated names on the Italian market, arrived today in a note from the organizers of the International Bicycle and Motorcycle Show.

The 78<sup>th</sup> year of the most important exhibition-event for the two-wheel industry, scheduled from 23 to 28 November next in the halls of Fiera Milano in Rho, thus gains another exhibitor of reference and is confirmed as one of the most eagerly awaited appointments for the sector.

"We are delighted and honoured to confirm the presence of Benelli at EICMA 2021 and to once again take the opportunity of presenting our innovations on one of the most important stages in the world in the two-wheel sector," announces Yan Haimei, the Sole Director of Benelli QJ. "EICMA has always been the place where all the motorcycle companies, the professionals and public come together to be able to share the same immense and extraordinary passion for two wheels. In consideration of the difficult period we are going through, we really hope to be able to return soon and involve all motorbike fans with live experiences, to give them the chance to see at first-hand all the innovations by Benelli for 2022."