

## **PRESS RELEASE**

### **EICMA 2021, THE FIRST IMPORTANT CONFIRMATIONS RECEIVED**

*The organization announces the presence of Honda and continues preparations for the event*

MILAN, 8<sup>th</sup> MARCH – Preparations on the next International Bicycle and Motorcycle Show, scheduled to be held from 23 to 28 November 2021 in the halls of Fiera Milano in Rho, are continuing and the first official confirmations are also being received. In a note published this morning, the organization has announced the presence of the Honda Motor Company. A top brand of the sector is thus confirmed, alongside other important names that have registered as exhibitors at the 78<sup>th</sup> year of the most important exhibition event in the world for the two-wheel industry.

In the note, the organization says that it is “monitoring, obviously, the evolution linked to the Covid-19 pandemic and is looking confidently at the continuous progress of the offer of vaccinations and their distribution. It is a concrete and conscious approach to protect the value of the event, the public and the whole sector of reference involved, with the structure of EICMA S.p.A. and the manufacturers committed to facing up to the complexity of the organization of the event in a context in continuous development.”

“The path towards EICMA 2021,” it says in the note, “is distinguished by a reasonable expectation and a more flexible vision compared to the past. Sharing this new orientation therefore implies a surplus of compactness by all the players involved and the positive confirmation of Honda, together with the other significant names which have already assured their presence, go in exactly this direction. We hope that we can soon communicate other confirmations.”

“The common objective,” the note concludes, “is that we can once again gather around our passion for the products of this industry and reconquer the freedom to do what EICMA has been doing for over one hundred years: creating opportunities for companies and offering the public visitor experiences which are increasingly exciting and thrilling.”