

PRESS RELEASE

EICMA 2021, YAMAHA MOTOR ANNOUNCES ITS PRESENCE

The President of the International Cycle and Motorcycle Show, Pietro Meda: "A very important confirmation for the whole sector and for fans"

MILAN, 14 JULY – Yamaha Motor confirms its presence at EICMA 2021. The announcement of the Japanese company's participation at the 78th International Cycle and Motorcycle Show, scheduled to be held from 23 to 28 November 2021 in the halls of Fiera Milano in Rho, arrived this morning via a press release from Yamaha Motor Europe.

The undisputed star in competitions and of the Italian and global market, the presence of the Japanese top brand at EICMA joins that of other prestigious names in the two-wheel industry and emphasizes the attractiveness and the centrality of the Milanese exhibition-event on the international scene.

In a note, the President of EICMA S.p.A., Pietro Meda, has spoken of "a very important and meaningful confirmation for fans and the whole sector."

"The relationship with the products of our industry is undeniably a physical and sensory one: the highly-appreciated and foresighted words of the President and CEO of Yamaha Motor Europe N.V., Eric de Seynes," said Mr Meda, "make us very proud, because their participation is based precisely on the desire to meet the professionals and the huge community of fans again on a unique, exclusive and topical stage, without any intermediation. This is our mission, EICMA is everybody's home and, thanks to the exhibitors who continue to believe in this rendezvous, this year it will be an even more significant opportunity for the sector and celebration of two wheels after the absence of last year's show."