

PRESS RELEASE

EICMA, KYMCO AT THE 78th SHOW

The organization of the International Cycle and Motorcycle Show announces the presence of the Taiwanese manufacturer

MILAN, 3rd AUG. – Kymco will be at EICMA 2021. The announcement of the presence of the Taiwanese manufacturer at the 78th International Cycle and Motorcycle Show, scheduled to be held from 23 to 28 November in the halls of Fiera Milano in Rho, arrived today through a note from the organizer. One of the most important manufacturers of scooters, motorcycles and quads in the world and a highly appreciated brand on the Italian market, the confirmation of Kymco joins the now considerable number of exhibitors who will be bringing their new models to the most important stage for the industry of mobility on two wheels.

Stefano Gianotti, the legal representative of the Padana Sviluppo Group, which through the company KMI Italia S.r.l. represents and distributes Kymco products in Italy, said, "It is a pleasure for us to confirm the presence of Kymco at EICMA even in such a particular and difficult year: after the forced halt in 2020 it is important to give a sign of a new start and a return to normality and EICMA is a symbolic event not only in the sector of two wheels but in the whole world of shows and events at worldwide level. What better instrument then, than EICMA, to present to the public all our new models of scooters directly from Taiwan and to give the right acknowledgement to those who, like us, never stopped and believe in the future."