

## **PRESS RELEASE**

### **EICMA, THE 2021 SHOW RECEIVES CONFIRMATION FROM TRIUMPH MOTORCYCLES**

***The organization of the exhibition event announces the presence of the  
long-established English brand.***

MILAN, 8 SEPT. – Triumph Motorcycles will be displaying its new models at the 78th International Two Wheels Exhibition, scheduled to be held from 23 to 28 September next in the halls of Fiera Milano in Rho. Confirmation of the presence of the long-established British brand at EICMA 2021 came this morning in a note disclosed by the organizer.

With almost 120 years of history behind it (the brand was founded in 1902), Triumph Motorcycles is today the main manufacturer of motorcycles in the United Kingdom and has more than 650 dealers in the world. A highly appreciated brand for its wide range including on the Italian market, the participation of the British company enriches the list of the exhibitors already announced and confirms the value and the attractiveness of the most important exhibition event for the industry of the two wheels.

**Andrea Buzzoni**, General Manager and CEO of Triumph Motorcycles Italia, has said, "It is with great pleasure that we confirm our participation in EICMA, because we want to be closer and closer to the many motorcycling fans who every day decide to join the Triumph family. We firmly believe that being able to see in person and actually touch our motorcycles in an experience that is still of great value, especially in a context like the one we have lived through in these past months. We will be presenting new features at EICMA 2021 that we are sure will arouse great interest."

**Paolo Magri**, CEO of EICMA S.p.A., also emphasized that "just under three months from the opening of the gates, this confirmation represents an important piece of news for the general public and also for the entire sector of the industry involved in our event. EICMA is an appointment for the industry and of the industry: taking part this year is very significant, because it is an act of responsibility towards the sector and towards the community of fans who, after a year at a standstill, can finally return to living and seeing the sector's products with their own eyes."