

## **PRESS RELEASE**

### **EICMA, TICKETS FOR THE 2021 SHOW ON SALE ONLINE FROM YESTERDAY**

*Available only through the official website of the International Two Wheels Exhibition, the tickets are on sale at a promotional price until 19 October*

MILAN, 6 OCT. – The wait is over. The online ticket office of EICMA 2021, the International Two Wheels Exhibition to be held from 25 to 28 November at Fiera Milano Rho, has officially opened yesterday, Tuesday 5 October. The tickets for the 78th historical exhibition event can therefore already be purchased, exclusively online and only on the event's website, [www.eicma.it](http://www.eicma.it). And at a special price of euro 14 (plus euro 1.50 of fixed handling charges) until 19 October 2021, an unprecedented promotional rate, euro 2 lower than in 2019. From 20 October until the last day of the exhibition, the cost of the ticket will be euro 19, while for children from 4 to 13 there is a discounted rate of euro 12.

In compliance with the measures currently in force which determine the capacity and regulate access to events, during the online purchase phase it is necessary to select in advance the day of entrance between Thursday 25 and Sunday 28 November. Access to EICMA will also only be with a mask and a valid "Green Pass" or anti-Covid vaccination certificate, or by presenting certification of the negative result of the molecular or rapid test done in the 48 hours previously. There will be installations at the entrances to the exhibition area of the East Gate, West Gate and South Gate where a rapid test can be done against payment before entering the event. Lastly, the opening hours of EICMA 2021: for the days open to the public, the exhibition and the external areas will be open from 9.30 a.m. to 6.30 p.m.

#### **SERVICE NOTE**

The day of Tuesday 23 November, with opening times 8.30 a.m. - 6.30 p.m., will be reserved exclusively for the press, while Wednesday 24 November, with the same opening times, will be exclusively for the press and trade professionals.