

## **PRESS RELEASE**

### **EICMA 2021 OPENS TO THE PUBLIC TODAY**

***A huge and orderly turnout from the early hours of the morning and in the afternoon there is the special event, already sold-out, with Valentino Rossi***

MILAN, 25 NOV. – The 78th International Two Wheels Exhibition opened this morning to the general public, housed in the exhibition district of Fiera Milano in Rho. After the success of the first two days dedicated exclusively to the press and the trade, the curtain rises again on the most important exhibition-event in the world for the industry of reference.

There was a huge and orderly turnout from the early hours of this morning at the exhibition area, which this year hosts over 829 brands from 36 countries in five halls. Fans have also given a very significant response to the presence of the One More Lap special event organized by Yamaha, in collaboration with EICMA to celebrate the career of Valentino Rossi with the Japanese manufacturer. In the afternoon there will be the exceptional participation of the racer from Tavullia. The appointment, already sold out, will be outdoors in the EICMA MotoLive arena.

The party for the lovers of two wheels continues until Sunday 28 November, every day from 9.30 a.m. to 6.30 p.m., with the unique offer of EICMA: the innovations, the previews, the races, the acrobatic exhibitions and the entertainment offered in the outdoor areas where there will also be occasions for test rides developed by the exhibitors. There is also an opportunity for eBike lovers, who can test the latest products from the universe of pedal assist bikes on a technical circuit in hall 24. The Temporary Bikers Shop, the commercial area dedicated to bikers, where accessories, clothing, helmets, components and equipment of all types for motorbikes can be seen and bought.

Lastly, there is also room for the start-ups and the future of mobility on two wheels in the special area dedicated to them, which this year hosts 15 innovative businesses ready to offer ideas, solutions and prototypes. Milan is back to being the world capital of two wheels.

#### **TICKETS ONLINE**

Tickets are purchased directly on the official website of the Exhibition [www.eicma.it](http://www.eicma.it). The cost of the ticket without discounts in euro 19 (plus euro 1.50 for fixed administrative fees), while for children from 4 to 13 the discounted rate is euro 12.00 (plus euro 1.50 of fixed administrative fees). The discount for members of the FMI (Italian Federation of Motorcyclists) is also confirmed. Lastly, in agreement with Fiera Milano, a minimum number of physical cash desks is open with a reduced service. The price of the physical ticket is euro 23. This is a method of purchase which however is not recommended, in order to reduce the pressure on the cash desks, waiting, and occasions for people gathering together.

#### **ACCESS TO EICMA**

EICMA S.p.A.



In accordance with the provisions currently in force, which establish the capacity and regulate access to events, during the phase of online purchase the day of entrance has to be selected in advance, between today, Thursday 25 and Sunday 28 November. Face-mask and a currently valid vaccination pass or presenting certification of the negative result of the molecular test or rapid test done in the previous 48 hours are compulsory to enter EICMA. The organization has also set up stations at the entrances to the exhibition area at the East, West and South Gates, where a rapid test against payment can be done before entering the event.

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