

PRESS RELEASE

THE RETURN OF EICMA IS A FULL TANK OF PASSION

*Pre-pandemic enthusiasm and confidence for the International Two Wheels Exhibition in Milan.
The test of strength for the industry of the sector rekindles fans' dream: having reached the
maximum limit of capacity allowed by the current legislation on the days open to the public,
342,644 presences overall*

MILAN, 29 NOV. – In the end it was passion that won, the great desire by the public to experience the event in presence, the determination of the exhibitors and the desire by the trade to go back to doing business in person. The 78th EICMA, the International Two Wheels Exhibition, closed its doors last night at Fiera Milano Rho with a success that takes the exhibition event back to pre-pandemic enthusiasm. This statement, after the forced stop last year, also takes on great symbolic value and confirms that the model of trade fair implemented by the historic Milanese show is up to date.

Despite the contraction of the exhibition area, laid down by the consequences of the pandemic, in the four days it was open to the public, the maximum limit of capacity allowed by the legislation currently in force was reached. A total of 342,644 presences was registered in the five halls occupied this year and in the outdoor areas. This result was distinguished by a visitor experience in complete safety and with over 94% of the tickets purchased online thanks to the decision of the organization to avoid pressure on the ticket offices of the trade fair area, which contextually attests EICMA as the most important event in terms of numbers hosted in the Rho fair area since 2020. The international attractiveness of the exhibition event on the business front was also good and, despite the latest restrictions and the difficulties linked to international travel, welcomed 28,841 trade professionals (43% foreign) and 45,127 journalists, influencers, technicians and communication professionals (35% from abroad), who took advantage this year of the exclusive press day on the Tuesday, new this year. The success of EICMA 2021 with the public did not end in the halls, but expanded to the outdoor spaces of the event which, as well as hosting the exclusive tribute to the career of Valentino Rossi, this year presented a rich and consolidated programme of exhibitions, performances, races and test ride opportunities which were greatly appreciated by the lovers of two wheels.

"First of all," the Chairman of EICMA Pietro Meda, said, "I want to underline that we concentrated our efforts to apply the rules on the control of the accesses very strictly, which entailed a major organizational effort in collaboration with Fiera Milano and with the approval of the exhibitors. The great presence of the public allowed us to reassert the international centrality of our appointment and to project it again into the future. Over the past few months, we have strongly promoted the correct behaviour during visits, necessarily also relying on the common sense of fans during their visitor experience. In the light of the restrictions in force, that result achieved is the best result possible. It is a test of strength made possible thanks to the trust of the exhibitors and their loyalty to the public, who responded with great enthusiasm. Our sincere thanks go to them." And it was precisely the "commitment of the companies in the sector and of the partners was decisive,"



according to the CEO of EICMA Paolo Magri, "to channel the great desire for two wheels that is coming from the market in a unique container of global opportunities and to display the results of the investments of the industry of reference and the future of mobility on two wheels."

The appointment for EICMA 2022 is from 8 to 13 November.

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