

## PRESS RELEASE

### **EICMA IS BACK, THE INDUSTRY OF THE TWO WHEELS ONCE AGAIN EMBRACES ITS PUBLIC**

**Today the 78<sup>th</sup> long-established exhibition event is presented: at Fiera Milano Rho more than 829 brands will be present, with foreign exhibitors from 35 different countries, news, entertainment and a tribute to the career of Valentino Rossi. Starting on Tuesday 23 November for the press only, then Wednesday 24 for the trade and press, and from Thursday 25 to Sunday 28 for all fans**

MILAN, 11 NOV. - EICMA, the International Two Wheels Exhibition, is back. From 23 to 28 November the present and the future of the sector meet at Fiera Milano Rho. The 2021 show, 78<sup>th</sup> of the most important exhibition event in the world for the industry of reference, was presented this morning at the Auditorium Testori of the Lombardy Regional Council in Milan, in the presence of the Governor Attilio Fontana, the President of EICMA Pietro Meda, the President of Confindustria ANCMA (National Association of Bicycles, Motorcycles and Accessories), Paolo Magri and the CEO of Fiera Milano, Luca Palermo.

Five halls will be occupied in the exhibition area designed by Fuksas and more than 820 brands will be present. Then there are innovations, previews, races and the entertainment offered in the outdoor areas, where there will also be the occasions for test rides of motorcycles developed by the exhibitors. There will also be an opportunity for eBike lovers, who will be able to test the latest products from the universe of pedal assist bikes in a technical track in Hall 24. Lastly, there is also space for the start-ups and the future of mobility of two wheels in the special area dedicated to them, which this year welcomes 15 innovative international companies ready to propose ideas, solutions and prototypes.

The first two days of the Exhibition are reserved for the press and the trade, Tuesday 23 is the exclusive press day, while on Wednesday 24, journalists and the trade will both be present. From Thursday 25 to Sunday 28 the exhibition is open to the general public of fans. The twofold b2b and b2c nature of EICMA is thus confirmed, as well as the international attractiveness of the event, with 47% of the exhibitors coming from abroad representing 35 countries and the interest of thousands of trade professionals and journalists who are already accredited.

This year, after last year's forced stop, puts passion at the centre. With "Welcome back, Adrenalin", the claim chosen for the launch of the 2021 advertising campaign, EICMA calls on the community of fans to gather together, working on the emotion that they most have in common. It was the President of EICMA, Pietro Meda, who emphasized this aspect at today's meeting with the press. "In a sector where passion is still a driving motivation for purchase," Mr Meda said, "the direct

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relationship with the products of the industry of reference and the emotive and sensory dimension make the EICMA model modern and open to the future. We are therefore increasingly convinced that there cannot be a virtual solution that completely replaces the visiting experience which we put on with exhibitors who once again are investing in this event: it is not like that for the general public, nor for the thousands of trade professionals who are showing their desire to be back doing business in person, especially at such a dynamic and interesting time for our market.”

“It is also the positive trend of bicycles and motorcycles, together with the leading role that two wheels have taken on in post-Covid mobility,” the President of ANCMA Paolo Magri confirmed, “which gives this year’s EICMA great symbolic value. Companies are at last getting back their natural stage, where they can direct the result of the efforts made in this last period and transform them into new opportunities. It is also important that this takes place in an excellent trade fair system like the Milanese one and in Italy, where the two-wheel industry, with over euro 7 billion of value and more than 100,000 jobs, plays an absolutely leading economic role at European and international level.”

“EICMA represents continuously-evolving event, full of challenges and new goals,” said Luca Palermo, CEO of Fiera Milano. “We are honoured to be able to have been able to host it for over seventy years. Fiera Milano is at the side of the International Two Wheels Exhibition, which is central and fundamental for the industry of the sector. By hosting EICMA, Fiera Milano is confirmed once again as an essential instrument of projection for companies on to international markets.”