

## **PRESS RELEASE**

### **EICMA 2021, THE CURTAIN RISES ON THE SHOW IN THE MOTOLIVE ARENA**

***The weekend of the International Two Wheels Exhibition is coloured with racing and passion: from today until Sunday, races, demonstrations and performances***

MILAN, 26 NOV – After the public's unforgettable embrace of Valentino Rossi yesterday, the long weekend of the 78th International Two Wheels Exhibition, on until Sunday 28 November at Fiera Milano Rho, opens featuring entertainment as its characteristic with the opening this morning of the EICMA MotoLive arena. This is the outdoor area of the exhibition-event which hosts races, demonstrations and entertainment.

It is a unique occasion eagerly awaited by fans to see close at hand the racers in the off-road sports disciplines and to be thrilled by the phenomenal runs of Freestyle Motocross, Acrobatic Trials and the spectacular Buggy backflip.

The competitions hosted this year include the Final Round of the International Supercross Italy, the national Superenduro EICMA Trophy, the International Quad EICMA Trophy and the EICMA Rider for Riders Charity Race.

The offer for the lovers of racing and entertainment does not end here. On Saturday and Sunday, the MotoLive arena will also host APRILIA LIVE, an event promoted by the Italian manufacturer with two spectacular events with the racers of the Aprilia MotoGp Team and a lap show on the track of the new and greatly awaited Tuareg 660. The area, with the long-term sponsorship of Tissot, would not be complete without entertainment and the Radio DeeJay show, the radio partner of MOTOLIVE 2021, with the DJs and presenters Andrea Marchesi and Michele Mainardi.

The complete programme is available on the [eicma.it](http://eicma.it) website in the MOTOLIVE section.