

## **PRESS RELEASE**

### **EICMA EFFECT, MILAN IS ONCE AGAIN THE CENTER OF THE WORLD FOR THE TWO WHEELERS**

*Today the 2022 edition of the motorcycle and bicycle industry exhibition as inaugurated at Fiera Milano Rho 1370, with 1370 brands from 45 countries*

MILAN, NOV. 8 - For the 79th Edition of the International Two-Wheeler Exhibition, which opened this morning at Fiera Milano Rho, it is the year of the EICMA EFFECT. This is the goal and also the slogan chosen by the organizers to promote the appointment that, until Sunday, November 13, brings on stage the show and the state of the art of the industry of the sector. And a first "effect" of the event is already in its numbers: in fact, on the stage of EICMA 2022 will be showcased 1370 brands, 59% coming from abroad, representing 45 different nations. Pre-Covid data, which again confirm the attractiveness and relevance of the EICMA exhibition model. A tool appreciated by companies in the motorcycle and cycle sector, which populate six pavilions in the Milan fairgrounds this year, marking a solid +35% over 2021 in terms of the number of square meters occupied.

Consistent and important are the returns among the manufacturers, but significant are also the new presences: in fact, more than 20% of exhibitors have decided to participate and showcase at EICMA for the first time the fruit of their own investments.

Kick off today, with the exclusive press day reserved for the media, while on Wednesday entrance is reserved for the tens of thousands of already accredited industry operators, journalists and communication professionals. A two-day event with over seventy official press conferences, product presentations, conferences and visits by institutions, events at the stands, networking activities and business meetings, confirming the b2b nature and institutional value of EICMA.

From Thursday, Nov. 10 to Sunday, Nov. 13, space is given to the general public of enthusiasts with all the successful elements of the event: novelties, previews, entertainment and the visits of riders and showbiz personalities. The most apt alchemy to arouse again that EICMA EFFECT caused by the experience of visiting inside and outside the pavilions. And precisely the MotoLive outdoor area will still be one of the most adrenaline-pumping free attractions at EICMA with acrobatic runs, entertainment, live shows, motorcycle races in the offroad arena and the presence of national and

international riders. The outdoor spaces will also host motorcycle test areas, eBike test rides and other initiatives promoted by exhibitors. Also among this year's novelties will be a real photo booth, where visitors will be able to have their portrait taken in the expression that best represents and tells about their EICMA EFFECT and keep this memory forever.

Finally, thanks to the strategic collaboration and support of ITA the Italian Trade Agency, the public will find among the various proposals for visits also a special area dedicated to the most innovative Italian start-ups in the sector, a unique opportunity for young entrepreneurial realities to enjoy the visibility offered by the Exhibition and to project themselves on international markets.

## **STATEMENTS**

### **PIETRO MEDA, PRESIDENT OF EICMA S.P.A.**

*“More than 1,300 brands, coming from 45 different countries and choosing our world showcase already represents a relevant fact in itself. These are pre-Covid numbers, they are a cause for celebration for all enthusiasts, confirming the irreplaceability of EICMA and the relevance of the exhibition model. And then they repay us for the efforts we make to strive for excellence and always try to implement the visitor experience and business opportunities for exhibitors. If we then look at the geopolitical scenario and the complexity of international challenges, this fact becomes news, case history: the EICMA EFFECT, which we used as a slogan to promote the event, is precisely this uniqueness”.*

### **PAOLO MAGRI, PRESIDENT OF CONFINDUSTRIA ANCMA (NATIONAL ASSOCIATION OF BICYCLES, MOTORCYCLES AND ACCESSORIES) AND CEO OF EICMA S.P.A.**

*“EICMA is the right place at the right time. In a very challenging period for the mobility industry, this edition still confirms itself as an open, forward-looking and never self-referential international stage, also strong in the primacy of our country. In fact, Italy concentrates 38% of the registered vehicles of the main European markets, the desire for two-wheelers is very high, the motorcycle industry, with a value of 5 billion euros, represents excellence, in the eurozone it is the first country in terms of production and even that of the cycle is at the top of the Old Continent”.*

EICMA S.p.A.

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**EICMA 2022: AREAS, INFORMATION, EVENTS  
AND FINANCIAL DATA OF THE TWO-WHEELER INDUSTRY**

**ARENA MOTOLIVE, THE FREE SHOW OF THE OUTDOOR AREA**

MotoLive is one of the ingredients for the success of EICMA, the most spectacular, eagerly awaited and adrenaline-pumping racing experiential container that enlivens the outdoor area of the Exhibition. Now in its 17th Edition this year, the MotoLive area confirms itself as a unique opportunity for the

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public to watch free competitions and be thrilled by shows, music and entertainment performances. Even the most demanding fans will find here plenty to do: phenomenal runs of Freestyle Motocross, Acrobatic Trial, the Buggy backflip show, many new surprises and the opportunity to see up close the riders of the most prestigious off-road disciplines. Just to name a few, among the competitions hosted this year are the national and international SuperEnduro races, the International Women's Motocross, the Final Rounds of the Internazionali d'Italia Supercross and the International Quad Cross.

The MotoLive arena also hosts APRILIA LIVE MOTOGP, an event promoted by the Italian manufacturer that includes stage show moments with Aprilia Team riders and the official RS-GP accession engaged in MotoGP.

The full schedule is available on the event's official website at this address: <https://www.eicma.it/it/motolive/>.

So the engines are fired up again in the EICMA arena and Tissot, a Swiss watch brand that has always been close to the world of two wheels, renews for 2022 its multi-year partnership with MotoLive. Passion, determination, perseverance and precision are the values that Tissot has shared for years in competitions as Official Timekeeper, supporting again this year those who will compete in the Racing area of EICMA to win the Tissot Holeshott.

#### E-BIKE TEST RIDE

In addition to the novelties concerning electric-pedal mobility present throughout the exhibition, the universe of e-bikes, true protagonists of the market, is also dedicated a test ride track in the MotoLive outdoor area. A privileged opportunity to discover their potential through a specific test track. In fact, the track features some obstacles, but also climbs and steps to test the power and pedaling feedback offered by e-bikes.

#### EICMA EFFECT PHOTO SET

The outdoor area hosts the EICMA EFFECT photo set. The objective and slogan chosen to promote the 2022 Edition, in this space the public can have their portrait taken in the expression that best

represents and narrates the emotions aroused by the visiting experience and keep this memory forever.

### **NFT EICMA'S ROAD COLLECTION**

Unveiled just a few days ago on the event's official social profiles, EICMA'S ROAD COLLECTION marks the International Two-Wheeler Exhibition's entry into Web 3.0. Eleven digital rarities make up the exhibition event's inaugural collection of non-fungible tokens (NFTs). NFT number one represents the animated evolution of the logo of the Milanese event, while the other ten reproduce a selection from among the most significant posters of EICMA, from 1914 to the present day. It is a journey rooted in EICMA and projects it into the future of the web with an innovative tale of the two-wheeled history of the Exposition and Italy.

However, the discovery of the entire NFT collection does not end on the web, but continues during the days of EICMA, from November 10 to 13, with a sort of physical "treasure hunt" reserved for visitors to the entire exhibition, not free from surprises: from the virtual to the real.

### **START UP AREA (HALL 9)**

Thanks to the strategic collaboration and fundamental support of ITA, the Italian Trade Agency, EICMA is able to offer its visitors a view on the future of the two-wheel sector and its supply chain.

The Start Up area, located inside Hall 9, is a concrete visibility opportunity for fledgling realities, allowing young companies to have the same opportunities as longer-lived brands and to get on the most important international stage of the industry.

The mobility sector today is one of the areas where major challenges are concentrated and everything that is happening at the level of innovation. Therefore, in this area it is possible to conduct a visit experience under the banner of creativity and the ability of young entrepreneurs to give answers and interpret changes. This space, with an exhibition formula now consolidated in recent years, represents the bet of EICMA and ITA on young people, an exclusive place where startups present

ideas, solutions and prototypes to the general public, but also an essential moment to develop business opportunities and relationships with operators, media and institutions.

### **PRESENCE OF LAW ENFORCEMENT REPRESENTATIVES (HALL 24)**

The 2022 Edition of EICMA once again welcomes the representatives of the various corps of law enforcement. In Hall 24 enthusiasts and operators will find the stands of the Italian Navy, Italian Army, Carabinieri, Polizia Stradale, Guardia di Finanza and Opera Milano Prison. A privileged opportunity to get to know their activities and service up close.

### **TEMPORARY BIKERS SHOP (HALL 9)**

After the success of the past editions, the most awaited shopping area for bike lovers is back. The Temporary Bikers Shop is the commercial space dedicated to motorcyclists, where you can buy accessories, clothing, helmets, components and equipment of all kinds for motorcycles.

### **ONLINE TICKETS**

The purchase of entrance tickets is done directly on the official website of the Exhibition [www.eicma.it](http://www.eicma.it), the only official channel. The full ticket price will still be 19 euros (plus 1.50 euros in fixed handling fees), the same cost as last year. EICMA has pledged to take on the increased costs and inflationary surge to keep the price of the admission ticket unchanged. There is also a reduced ticket price of 12 euros (plus 1.50 euros in fixed handling fees) for underage visitors aged 4 to 13, and reduced rates for schools, motorcycle associations, FMI (Italian Motorcycle Federation) members and Motoclubs. A minimum number of physical checkouts at the fair is also open: the physical ticket price is 23 euros. This is a mode of purchase that is nevertheless discouraged to reduce pressure on the sales desks and waits.

### **OPENING TIMES**

**PRESS:** Tuesday, November 8 and Wednesday, November 9 from 8:30 a.m. to 6:30 p.m.  
**OPERATORS:** Wednesday, November 9 from 8:30 a.m. to 6:30 p.m. **GENERAL PUBLIC:** Thursday, Nov. 10 through Sunday, Nov. 13, from 9:30 a.m. to 6:30 p.m.

## **FREE MOTORCYCLE PARKING.**

For those reaching the Fiera Milano Rho exhibition center by motorcycle, EICMA offers free covered parking (PM1 - West Gate of the fairgrounds).

## **THE LIST OF EXHIBITORS**

The list of exhibitors, with their respective locations on the exhibition grounds, is available on the official EICMA website at the following link: <https://catalogo.eicma.it/it>

## **B2B MEETING OPPORTUNITIES**

The exclusive My Matching platform is confirmed for the 2022 Edition of EICMA, an opportunity to promote the matching of market supply and demand, facilitating B2B dialogue and the development of concrete business opportunities. The automatic matching system, based on company profiles, makes it easy to identify like-minded operators and exhibitors and to schedule appointments before and during the event.

## **SUSTAINABLE EICMA**

In 2019 EICMA became the first exhibition in the world in its sector to be certified ISO 20121, the international standard for sustainable event management. For the 2022 Edition, EICMA is once again committed to obtaining the certification, which covers impact characteristics in event design and organization. Sustainability from an environmental and social perspective, which is developed through involvement of all stakeholders (visitors, suppliers, exhibitors, operators and media) and EICMA's promotion of good practices and behaviors before, during and after the exhibition.

## **ANTI-COUNTERFEITING CONCILIATION OFFICE.**

EICMA has always stood by exhibitors to protect intellectual property of trademarks, designs, copyrights, utility models or patents. The Anti-Counterfeiting Conciliation Office is active also for the

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2022 Edition. Its duties include receiving reports of the unauthorized display of trademarks, distinctive signs, products or prototypes belonging to third-party companies, the display of products or prototypes that are a blatant copy of existing third-party products or that infringe patent or intellectual property rights of third parties even if they are not exhibitors.

### **ITALIAN PATENT AND TRADEMARK OFFICE (DGTPU-UIBM)**

The Directorate General for the Protection of Industrial Property - Italian Patent and Trademark Office (DGTPU-UIBM) is present at the 2022 Edition of EICMA. The office of the Ministry of Economic Development is the one who deals mainly with the administrative activity of patenting, registration and granting of industrial property rights obtainable through patenting and registration. In addition, the DGTPU-UIBM works nationally and internationally to bring the business world closer to the world of research, to provide assistance in the fight against counterfeiting, and to encourage innovation and competitiveness of the business system. DGTPU-UIBM's participation in the International Two-Wheeler Exhibition is a privileged and concrete opportunity for all exhibitors. DGTPU-UIBM's assistance is declined through free initiatives of communication, guidance and information, legal advice and in-depth study of key issues such as traceability systems, internationalization, telematic filing of industrial patent applications and business support measures.

### **MOTORCYCLE INDUSTRY, ITALY IS THE POINT OF REFERENCE IN EUROPE**

Edited by Confindustria ANCMA (National Association for Bicycles, Motorcycles and Accessories)

In Europe, motorcycling-related activity contributes 21.4 billion euros to the continent's GDP and provides employment for 389 thousand people, generating tax revenues of 16.6 billion. With nearly 5 billion euros and more than 88 thousand employees, Italy is the leading country in the eurozone in terms of production, market, sales and production of accessories and sporting events related to motorcycles. \*Motorcycle production in Italy in 2020 was 300 thousand units, accounting for 46% of the European total, while the trade balance is in the black by 1 billion euros, with an export value of 2.5 billion.

\*Data 2019, source: Oxford Economics study for ACEM (Association des Constructeurs Européens de Motocycles)

### **THE 2022 DOMESTIC MARKET FOR POWERED TWO-WHEELERS**



In the first ten months of 2022, mopeds, scooters and motorcycles overall mark only a slight decrease of - 0.71 percent with 266,118 vehicles placed on the market. Motorcycles continue to grow with 116,565 units sold and an increase of 5.41%, while mopeds confirm the positive trend by registering 18,908 vehicles or + 15.38%. Scooters, which are suffering from the negative partials of recent months due to supply problems, stop at 130,645 vehicles registered equal to a drop of 7.37%.

## **ELECTRIC MARKET**

After stopping in August and September, the push for electric vehicles resumes vigorously - also helped by the restart of government incentives - with 1,363 vehicles and an increase of 30.81 percent in October. In the cumulative year, electric-powered vehicles, which had already surpassed last year's volumes in July, are approaching the 15,000-unit mark, registering 14,236 vehicles, representing a growth of 56.37 percent, mainly concentrated in commuting.

Data source: Ministry of Transport and Infrastructure, processed by UNRAE for ANCMMA

## **BIKE MARKET (data 2021)**

### **EUROPE**

In 2021, the European cycle industry set new records: after a very positive performance in the previous year, the 2021 market exceeded 22 million units sold for the first time.

Growth in the Eurozone was driven in particular by continued robust demand for e-bikes, which exceeded 5 million units sold. Total sales of bicycles and e-bikes reached a value of 19.7 billion euros, up 7.5 percent from 2020. Looking at the production of bicycles and e-bikes, there was an estimated growth of about 10 percent from 2020, corresponding to just over 16 million units in Europe in 2021. Production of bicycle parts and accessories also increased in 2021 to EUR 3.6 billion (from EUR 3 billion in 2020). In 2021, total investment in the sector reached a level of more than EUR 1.75 billion, up 17 percent from EUR 1.5 billion in the previous year. Direct manufacturing jobs increased from over 77,500 in 2020 to nearly 87,000 in 2021, bringing total direct/indirect jobs in Europe to an estimated 170,000. \*

*\*Data from CONEBI's (European Confederation of the Bicycles, E-Bikes, Components and Accessories Industry) 2021 report on the cycle industry and market in Europe.*

## **ITALY**

Product shortages, global supply difficulties and delivery delays, which have affected the 2-wheels supply chain in recent years, are not curbing Italians' desire for bicycles. After record numbers in 2020, with more than 2 million units sold, the 2021 market is in fact close to the previous year's figure, stopping at 1,975,000, or -2 percent. Annual estimates from Confindustria ANCMA (National Association for Bicycles, Motorcycles and Accessories) describe a healthy national market, where traditional bicycles, with 1,680,000 units sold, mark a slight decline (-3%), while eBikes continue, albeit less robustly, their growth with 295,000 pedal-assist bicycles sold, +5% over 2020.

## **2022**

According to ANCMA forecasts, the 2022 domestic market is reasonably expected to be close to the previous year's volumes.

## **THE CYCLE SECTOR**

The cycle sector in Italy consists of about 250 companies, mostly SMEs, with a turnover of 1.7B euros. In 2021, with more than 3.2 million bicycles, overall production was +7% over the previous year.

Our country holds 21% of the bicycle production share in Europe, ranking first, followed by Germany and Portugal. Under the production heading, the eBike segment stood out, which alone grew by 25%, while the traditional bike registered +5% over 2020 and more than 2.9 million pieces produced.

Also positive, with double-digit increases, were the export figures for traditional bicycles (+21%) and eBike exports (+56%) for a total value of 418 million euros (+45%), while even more important was the value of exports of parts and components, which came to a total of 528 million euros (+36%). A trend that consolidates the traditional Italian manufacturing excellence of saddles, groupsets,

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frames, and wheels for high-end bikes. Finally, also growing were the volume and total value of imports - a sign of the surge in domestic demand and the influence of international dynamics on the component stocks of bicycle assemblers - which led to an exceptional closing of the trade balance of the bicycle sector *with a negative balance of 64 million euros.*