

PRESS RELEASE

EICMA ANNOUNCES EBAY'S PRESENCE AMONG EXHIBITORS AT 2022 EDITION

The leading global marketplace participates for the first time at the Milanese event dedicated to two-wheelers

Milan, November 3 2022 - eBay, the leading global marketplace, is making its entrance for the first time at EICMA, the International Exhibition of Two Wheelers, scheduled from November 8 to 13 at Fiera Milano Rho.

The sale of parts and accessories for cars and motorcycles is one of the most relevant segments of eBay's business, which has chosen to be present at the 79th edition of the world's most important and longest-running B2B and B2C trade show dedicated to two-wheelers to meet and engage with enthusiasts and build relationships with industry brands.

The eBay Garage will host stories from some of the leading sellers who have their own store on eBay.it and will show visitors the breadth of offerings for motorcycle parts and accessories available on the marketplace. The booth will in fact be a "physical showcase" of what can be found online. In the outdoor area of the fair, eBay will also be the protagonist of the Mainstage, with several moments of attraction and involvement for the public.

For Giacomo Casartelli, Executive Director of EICMA, "the presence of such an important international player is a source of satisfaction and confirms the attractiveness of our event. That of EICMA is an open and never self-referential stage: we are confident that this new experience can be for eBay a further significant opportunity for visibility on the general public and networking with the industry of the sector".

Martina Colandrea, B2C Commercial Director eBay Italy says, "We are very happy to be at EICMA, which represents a source of inspiration and an incubator of trends and passions for the world of motorcycles. eBay is the 'marketplace of passions' and two-wheelers are one of the most followed interests of our Community, which we want to support and nurture. Meeting enthusiasts and professionals allows us to raise awareness of the opportunities in our marketplace for both dealers and buyers."



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