

PRESS RELEASE

AT THE 2022 EICMA EDITION WILL PARTICIPATE ALSO FIAT PROFESSIONAL WITH ITS RANGE OF ELECTRIC COMMERCIAL VEHICLES

The International Exhibition of Two-Wheelers opens again its doors to LCVs, essential partners of enthusiasts and professionals in the sector: the vans of Fiat Professional enter for the first time among the stands of the Milanese event

MILAN, NOV. 2 - Fiat Professional commercial vehicles are making their debut at EICMA. The 79th edition of the International Two-Wheeler Exhibition, scheduled from Nov. 8 to 13 at Fiera Milano Rho, opens again its doors to commercial vehicles. After the success in 2021 of this new exhibition offering, the world's most important and longest-running trade show event for the industry will host this year for the first time the vans of the leading brand in the commercial vehicle market in Italy. Increasingly indispensable partners and used by motorcyclists, cyclists and industry professionals in commercial or racing settings, LCVs today represent the most popular four-wheelers among two-wheeler enthusiasts. Fiat Professional will showcase an E-Ducato and an E-Scudo set up specifically for the needs of enthusiasts to whom it offers sustainable mobility thanks to its 100% electric versions

The intuition to open up to light commercial vehicles represents an evolution of the exhibition offer and broadening of the product categories of EICMA, which also confirm the dual b2b and b2c nature of the events. From the teams engaged in sporting competitions on the motocross fields and in the paddocks on the track, to the network of dealers and enthusiasts, and finally to the artisans, workers and suppliers of the motorcycle and bicycle production chain, the use of vans in fact intercepts the demand of industry operators and also that of the general public at EICMA.