

PRESS RELEASE

EICMA 2022: THE SHOW IS ON, TOMORROW DOORS OPEN TO THE GENERAL PUBLIC

Edition number 79 of the International Exhibition of two wheels is ready to enchant, on the MotoLive stage of the event will also be present the new world champion Pecco Bagnaia

MILAN, NOV 9. – The greeting of MotoGP world champion Pecco Bagnaia, that of motocross legend Tony Cairoli and MXGP champion Tim Gajser, the live accession of the Aprilia RS-GP racing in MotoGP with official riders Espargaro and Viñales, the feats of Paul Tarres. These are just a taste of the rich menu of special effects offered by EICMA, the International Exhibition of Two Wheelers, which, after the two days dedicated to the press and industry professionals, opens tomorrow to the general public. At Fiera Milano Rho, until Sunday, November 13, will be showcased the best of the motorcycle and bicycle industry with the promise of entertainment inside and outside the six pavilions occupied by this edition, number 79, which welcomes more than 1,300 brands from 45 different nations

On the one hand, you'll find the present and future of the industry with hundreds of new products and previews, and on the other the adrenaline-pumping content of the MotoLive outdoor area. Here fans can watch for free the races of the best off-road disciplines such as, for example, the national and international competitions of SuperEnduro, the International Women's Motocross, the Final Rounds of the Internazionali d'Italia Supercross and the International Quad Cross. Also on the schedule are phenomenal Freestyle Motocross runs, Acrobatic Trials, the Buggy backflip show and live show and entertainment offerings.

Also new this year is an e-bike test ride track, where visitors will be able to try and discover the peculiarities of assisted pedaling through a trail featuring obstacles, climbs and steps. Finally, motorcycle test areas are confirmed, where vehicles offered by some exhibitors can be tested.