

## **PRESS RELEASE**

### **EICMA 2023: ONLINE TICKETING OPENS TODAY, PROMOTIONAL RATE FOR ONE MONTH**

***Until July 17, admission to the 80th Edition of the International Two-Wheeler Exhibition to be held in November will be sold at a special price of 14 euros***

MILAN, 19 JUNE – With the presentation of the [2023 advertising campaign](#) last week, the path to Edition Number 80 of the International Two-Wheeler Exhibition, which will be held from November 9 to 12 in the halls of Fiera Milano in Rho, officially began. Today is the opening date of the ticket shop of the exhibition event. With a very advantageous promotional rate. For one month, until noon on Monday, July 17, the entrance ticket will in fact be available at a promotional introductory rate of 14 euros (+ 1.50 euros in fixed charges), compared to the full price of 19 euros (+ 1.50 euros in fixed charges). The only official sales channel remains unchanged: the event's website [www.eicma.it](http://www.eicma.it), which has been revamped for the occasion in its graphics and functions.