

PRESS RELEASE

EICMA, eBIKE IS ONCE AGAIN THE PROTAGONIST OF THE 2023 EDITION

An area of more than 1,500 square meters will feature a track open to visitors to experience firsthand the latest in the pedal-assisted bike universe

MILAN, OCT. 30 - Climbs, jumps, steps and technical passages on tires and tubes. But also a simple flat route suitable for everyone. The e-Bike universe will still be the protagonist at the 80th edition of EICMA, the International Exhibition of Two Wheelers, scheduled from Thursday, Nov. 9 to Sunday, Nov. 12 at Fiera Milano Rho. The world's most important exhibition event for the two-wheel industry announced this morning the presence of an outdoor covered area of more than 1,500 square meters, within which a test track of about 250 meters will unwind. The general public at EICMA will thus have the opportunity to test the advantages and pedaling feedback offered by eBikes and to gain firsthand experience of this solution of mobility, leisure and sports solution that is already highly appreciated by the market.

In addition to the novelties concerning this segment of the cycle sector present on the EICMA exhibition perimeter, visitors are thus offered a privileged opportunity to discover firsthand the potential and prerogatives of what in recent years has precisely established itself as a true market phenomenon. Indeed, the confirmations come from the numbers: in 2022 alone, in Europe and the United Kingdom, eBikes exceeded 5.5 million units sold (+8.6% over 2021). In Italy, too, the popularity of pedal-assist has been growing over the past few seasons: 2022 recorded nearly 340,000 units sold (+14% over the previous year), but what is impressive is the growth trend from 2019 to 2022, +72%.

The eBike Area will be located outside Hall 18 as a natural extension of the area Y.U. M (Your Urban Mobility), one of the exhibition novelties of the 2023 Edition, within which the pedal and powered two-wheeler industry brings to the stage its response to the new demand for mobility coming from cities: here the public will be able to see the stands of companies, institutions, talks and informative meetings and, above all, the startups of the sector, to which EICMA offers an international showcase thanks to the support of ICE, the Italian Trade Agency.

EICMA S.p.A.



Access to the test area, which EICMA makes available to exhibiting companies, will be restricted to those over the age of 18. The track can be run without having to face obstacles, a feature that, as anticipated, makes it suitable for everyone and open to the use of any type of electric bike. Among the brands that will make their eBikes available to visitors are Bergamont, Thok, CBT Italia, Ducati, World Dimension, Yamaha, MotorParts and Cicli Lombardo.

Tickets and more information at eimca.it

EICMA S.p.A.

Via Antonio da Recanate, 1
20124 Milano - Italia

Tel. +39 02 6773511
Fax +39 02 66982072

eicma@eimca.it
www.eimca.it

P.IVA / C.F. 04145450153
R.E.A. di Milano 1713750