

PRESS RELEASE

EICMA 2023. THE CURTAIN RISES ON MOTOLIVE: INTERNATIONAL RACES, SHOWS AND EXCITING EXHIBITIONS ON THE AGENDA

The International Exhibition of Two Wheelers unveils the schedule of the outdoor area, from November 9 to 12 one of the most eagerly awaited contents by fans returns

MILAN, OCT. 26. - European Supercross titles, pursuit races with twin-cylinder maxienduros, freestyle motocross and acrobatic trials contests, Radio DeeJay entertainment and the presence of VIPs and top riders. Plus Quad and Italian and world E-Bike competitions, the exclusive Buggy Back Flip show, introductory motorcycle activities for the youngest riders by the Italian Motorcycle Federation, special events by top brands, live music and much more. With less than two weeks to go before the opening of its Edition number 80, the International Exhibition of Two-Wheelers unveils the 2023 contents of the MotoLive arena, the maxi outdoor area of the industry's most important exhibition event, which returns to the pavilions of Fiera Milano in Rho from November 9 to 12. Thus, one of the most adrenaline-pumping attractions of EICMA is confirmed, where the large audience of the Milanese kermesse can experience firsthand the rich program of proposed initiatives.

"An event within the event," said EICMA executive director Giacomo Casartelli, "very challenging from the organizational point of view, but which at the same time, also thanks to sponsors, allows our audience to enjoy for free both an exciting racing proposal of national and international caliber, and the more spectacular and entertainment aspects related to two wheelers. And that of MotoLive in EICMA is a story that for eighteen years has been living of adrenaline and passion for engines together with Tissot, a well-known watch brand that, as Official Timekeeper of the MotoGP and Superbike World Championships, is confirmed again this year at the side of the riders who will win the Tissot Holeshott.

Alongside the exhibition offerings in the pavilions, made up of world premieres, new products, eBike and motorcycle test ride tracks, and two new themed spaces on urban mobility and gaming, MotoLive historically announces itself as ultimately one of the most anticipated contents of EICMA 2023. The official eicma.it website has all the information about the event and admission ticket