

## **PRESS RELEASE**

### **EICMA: IN 2024 THE 110TH ANNIVERSARY OF THE EXHIBITION EVENT, CELEBRATORY LOGO UNVEILED**

*International two-wheeler exhibition opens a year of celebrations, special events and initiatives  
are planned to celebrate the world's longest-running exhibition event*

MILAN, NOV. 12 - The last day of EICMA opens today. The International Exhibition of Two Wheelers is heading to the conclusion of a highly successful exhibition week, already aiming for the 2024 Edition. And it does so by opening a year entirely dedicated to celebrating the event's 110th anniversary. It was in fact 1914 when, at the Kursal Diana in Milan, the first edition of what was the Bicycle and Motorcycle Show was held: the first step of a fair, which in more than a century of history has established itself as the most important event in the world for the industry of reference, evolving together with the companies of the sector and telling the story of the country through two wheels.

To celebrate this unique milestone, EICMA launched during the six-day event its celebratory logo, the first and official communication action anticipating a year marked by special initiatives and events.

The president of EICMA Spa, Pietro Meda, confirms that "the presentation of this logo, which is inspired by art, coincides with the opening of a special year, not lacking in surprises and novelties: that of EICMA is a unique story in the world and this is a unique milestone, which dutifully deserves to be celebrated in a big way and together with the industry to which for 110 ten years we have offered an incredible stage. And only by looking at our roots and the value of our history can we look at the future."

"The art of two wheels, for 110 years" is the claim that accompanies the celebratory mark that came out of the stroke of Lorenzo Marini, publicist, co-founder and creative director of the Yes Marini agency in Milan. It is the artist himself who explains its origin and inspiration: "While graphic design is rational, art is impulsive. This graphic sign conveys speed, travel, emotion. I did not want to draw a number, the number of celebration, but to tell a story made of ideas, adrenaline, insights. Yellow represents light, the sun, energy; black represents the track, the path, the wheel. This combination creates a vibrant work of art that contrasts the importance of more than a century of history. It serves as a reminder that history is now, history happens in this moment, in the eternal present."

EICMA S.p.A.