

PRESS RELEASE

EICMA 2023: GOLD MEDAL EDITION, OVER 560 THOUSAND PEOPLE ATTENDED THE EXHIBITION

The International Two-Wheeler Exhibition prepares the year to its 110th anniversary with numbers and results that confirm an indisputable international leadership

MILAN, NOV. 13 - EICMA brings the curtain down and the flame goes out on what had been called at the opening "the Olympics of passion and mobility on two wheels." 2036 brands were present, (a historical record for the event), more than 700 direct exhibitors, 67% of whom came from abroad representing 45 countries. More than 30 percent of the companies were present for the first time in the eight occupied halls, two more than in 2022 and three in comparison with 2021.

The premises of the 80th edition of the International Exhibition of two-wheelers, which closed last night at Fiera Milano Rho, were already those of a heralded success, and the results, at the end of the exhibition week, award the Milanese event yet another gold medal.

Attendances have in fact exceeded 560 thousand, 563,848 more precisely, equal to a +19% over 2022, numbers that attest the 2023 edition as the best in the history of EICMA.

Very substantial data related to the business sphere: there were 39,392 industry professionals, selected and profiled with the renewed quality criteria introduced in 2022, who visited the Exhibition in this 2023 edition. Of these, 52 percent were from abroad and specifically from 120 different nations.

Good news also on the data concerning media attendance: just over 7,000 people from 62 countries, journalists, technicians and communication professionals, content creators, who took advantage of the exclusive press day on Tuesday and recounted, even throughout the entire exhibition week, the entertainment offered inside and outside the pavilions. And speaking of the entertainment offered by the Exhibition, also considerable is the success of the MotoLive arena, the outdoor space dedicated to racing, entertainment and show, with the more than 3,000 seats in the stands always occupied. Nearly 9,000 visitors also took advantage of the test ride areas dedicated to e-Bike and exhibitors' vehicles, while the Esports Arena, the brand new and engaging exhibition content dedicated to the gaming world, was taken by storm, with many young people and numerous VIPs and riders in attendance. Also noteworthy was the interest developed around the YUM (Your Urban Mobility) area,

another novelty of 2023, which welcomed companies, institutions, Armed Forces, but also the most innovative startups in the sector, to which EICMA offers an international showcase thanks to the support of ICE, the International Trade Agency.

Positive, finally, was the feedback on digital services and in particular those related to online ticketing, a purchase method chosen by 88 percent of the general public, while 12 percent opted for the physical box office.

Paolo Magri, CEO of EICMA S.p.A.: "There is no pre- or post-pandemic, there is EICMA. Reading these results leaves no room for interpretation and confirms how much our appointment is still today the best performing business and relations, and above all, marketing and communication, opportunity for companies in our sector. We continue to demonstrate an international appeal and value unique in the world, growing uninterruptedly and exponentially in all indicators since 2021, when some thought our event was obsolete. Added to this is the growing attention of institutions, which also relaunches the value of EICMA as an indispensable moment to turn a spotlight on the instances of the industry and increase its and relevance and authority."

Pietro Meda, president of EICMA S.p.A.: "EICMA has not only continued to invest on its evolution from a trade fair to an exhibition event, but it enters its 110th year of history with an open eye to the future and to the innovation of the event itself, attesting to some extent also as a cross-cultural and lifestyle event. The pavilions were packed with families and young people, with passion, new special content, entertainment and events, which flank in an increasingly comprehensive and engaging way the great commitment of the exhibitors, to whom we extend our heartfelt thanks for the trust and loyalty they continue to show us. We also extend the same gratitude to our sponsors, partners and institutions that support EICMA."

The appointment with EICMA 2024 is November 5-10.