

PRESS RELEASE

EICMA, EDITION NUMBER 80 OPENED TO THE PUBLIC TODAY

The two-wheeler show returns to Fiera Milano Rho, great public participation from the early hours of the morning

MILAN, NOV. 9 - After the success of the two days dedicated to industry professionals, EICMA opened today to the general public. The stands of Fiera Milano in Rho, where until Sunday, November 12, the 80th Edition of the International Exhibition of two-wheelers is celebrated, were very crowded from the early morning. More than 700 direct exhibitors, more than 2,000 brands present inside the eight pavilions occupied this year, two more than in 2022. But the winning recipe of the world's most important and longest-running event for the sector is the special combination of shows, special initiatives and previews that flank the new products presented by companies in the supply chain.

Among the big news this year is the EICMA Esports Arena. For the first time the world of gaming lands at the Milanese kermesse with its own dedicated format, where visitors will be able to play games, meet VIPs, influencers and riders of international stature. Another absolute premiere is the YUM area, an exhibition space entirely dedicated to urban mobility, institutions and the most innovative start-ups in the sector, where it is also possible to attend a rich schedule of informative meetings on topics related to road safety and new trends in the sector.

Also confirmed is the MotoLive outdoor area, one of EICMA's most adrenaline-pumping and long-running attractions, where the public can attend free international races, shows and special events. On the agenda for this 2023 Edition are the European Supercross titles, pursuit races with twin-cylinder maxienduros, freestyle motocross and acrobatic trials contests, entertainment by Radio DeeJay 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. The e-bike test ride area also returns. More than 1,500 square meters indoors with a test track of about 250 meters: here the general public of EICMA has the opportunity to try the advantages and pedaling feedback offered by e-bikes and to live a direct experience to get to know better this solution of mobility, leisure and sport already highly appreciated by the market. Also not to be missed is a visit to the Temporary Bikers Shop, the commercial space dedicated to motorcyclists,

where it is possible to buy accessories, clothing, helmets, components and equipment of all kinds for motorcycles.

Finally, after the success of last year's edition, the EICMA EFFECT photo set is also confirmed, where EICMA photographers will capture for free the public's emotions aroused by the visiting experience. So everything is ready to celebrate what promises from the numbers to be a successful edition.

The purchase of admission tickets is done directly on the official website of the Exhibition, the only sales channel. The full ticket price is 19 euros (plus 1.50 euros in fixed handling fees). There is also a reduced ticket price of 12 euros (plus 1.50 euros fixed handling fee) for visitors from 4 to 13 years old and reduced rates for schools, motorcycle associations, FMI (Italian Motorcycle Federation) members and Motoclubs.

There is also a minimum number of physical checkouts open at the fair, a purchase method that the organization advises against in order to reduce pressure on sales desks and waits: the physical ticket price is 25 euros.