

## **PRESS RELEASE**

### **MOBILITY: AT EICMA 2023 A SPACE ENTIRELY DEDICATED TO URBAN MOBILITY**

***At the 80th Edition of the International Two-Wheeler Exhibition, the reference industry's response to the demand for urban travel; space is also given to innovative startups, institutions, informative meetings, demonstrations and surveys***

MILAN, NOV. 8 - "Cities are the cause and effect of a new demand for mobility, and two-wheeled pedal and motor vehicles already represent a concrete, usable and sustainable answer. This thematic space offers a vertical representation of our industry's offerings and the contribution we have always made to the demand for travel that comes from today's increasingly complex urban contexts." These were the words of Paolo Magri, president of Confindustria ANCMA (National Association of Bicycle, Motorcycle and Accessory Manufacturers) and managing director of EICMA, during today's presentation of the Y.U.M. (Your Urban Mobility) area, one of the brand new exhibition contents of Edition number 80 of the International Two-Wheeler Exhibition, held at Fiera Milano Rho until Sunday, November 12.

The Y.U.M. area welcomes in a single space, inside Hall 18, the products of companies in the sector, as well as the services and proposals of the entire supply chain: bikes and e-bikes, motorcycles, electric and endothermic-powered scooters, cargo bikes, mobility solutions and much more. Space is also given to the Armed Forces (Carabinieri and Police), the FMI (Italian Motorcycle Federation) and industry startups, to which EICMA offers an international showcase thanks to the valuable support of ICE, Italian Trade Agency. Inside the area, promoted by EICMA with ANCMA (National Association of Cycles Motorcycles and Accessories), there is also a space dedicated to informative meetings, demonstrations and presentations, which are divided into a rich schedule of daily appointments for the general public at EICMA. These range from meetings on road safety by Carabinieri, Traffic Police and FMI, to demonstrations with helmet testing machines, through presentations by the most innovative startups to in-depth discussions on trends and the market with experts and journalists.

But the Y.U.M. area was also created to be an opportunity for listening. It was EICMA's CEO Paolo Magri himself who emphasized during the presentation press conference-which was also attended, among others, by Edwin Bastiaensen, secretary general of IMMA, the international association of motorcycle manufacturers, and Antonio Perlot, secretary general of ACEM, the European association of manufacturers-"how much this area, which we want to grow from number zero and become recurring, is also configured as a privileged place for

listening to the instances of companies and, above all, of visitors who are road users. For this reason," Magri added, "we have prepared a survey that aims to collect the views of citizens and also investigate the relationship and coexistence between all the protagonists of the road: pedestrians, cyclists, motorcyclists, motorists and users of public transport.

And it is precisely the "diversity of interests and needs in the field" that Bastiaensen of IMMA spoke about, emphasizing that "the Y.U.M. area allows multiple actors to meet, exchange and present specific solutions. Although there are many differences among all road users," Bastiaensen continued, "motorcycles and scooters will continue to offer tremendous benefits for commuting and cab and delivery services in all urban environments".

Finally, Antonio Perlot, also referring to ACEM's Vision2030+, remarked that "urban mobility of the future requires thinking outside the box. The new area of EICMA," Perlot said, "offers the opportunity to show the advantages of smaller, lighter vehicles specialized in passenger mobility and for small logistics, such as the innovative mopeds, scooters, motorcycles, tricycles and quadricycles produced by ACEM member manufacturers."