

PRESS RELEASE

EICMA RIDING FEST, THE INTERNATIONAL TWO-WHEELER EXHIBITION CELEBRATES ITS 110TH ANNIVERSARY WITH A NEW EVENT DEDICATED TO MOTORCYCLE TESTING

Appointment in Misano on the weekend of April 27-28 with demo rides on the road, track and off-road, as well as experiences for youngsters. Plus entertainment, exhibitions and shows

MILAN, MARCH 14 – "You've seen a lot, now it's time to try them." This is the slogan that the International Two-Wheeler Exhibition has chosen to launch the EICMA RIDING FEST, the new format organized and promoted by the Milanese exhibition event, which will be held the weekend of April 27 and 28 at the Misano World Circuit Marco Simoncelli.

On the occasion of its 110th anniversary, EICMA once again puts fans and the motorcycle industry under at the center, stepping out of the exhibition halls to peacefully invade the paddock of the Santa Monica circuit with an event entirely dedicated to demo rides of the most beautiful motorcycles seen and presented during the November event.

In a press release issued this morning, EICMA launches the communication campaign and anticipates some of the contents of the two-wheeled weekend, which will feature a wide range of experiences for all tastes and ages: touring tests on asphalt, which will take place in the surrounding area, track rounds on the international circuit and off-road tests of single and twin-cylinder motorcycles on a specific track for taxidermied wheels. And then space to the youngest with two specific and propaedeutic proposals dedicated to them: one reserved for the 125 test and one for boys and girls from five to twelve years old.

The two-day EICMA RIDING FEST will also offer the public an exciting schedule of entertainment developed on the winning model of MotoLive, EICMA's container that in the November event hosts titled races, shows, stage moments with talents and riders, freestyle motocross runs, acrobatic trials and much more.

"It is a tribute that we want to pay to our audience and to the industry of reference on the occasion of a unique milestone in the world, such as that of EICMA's 110 years of history, but at the same time," explained EICMA CEO Paolo Magri, "this event brings to the most important motorcycle market in Europe, and in a particularly strong territory, an attractive and very effective communication tool for the Cese. A new format capable of creating a potentially very virtuous circularity, which complements and strengthens the November exhibition in Milan. This closes a kind of exclusive motorcycle circle: I see them in the fall, I try them in the spring."

Also of great impact is the visual of the campaign for the EICMA RIDING FEST, signed again by Lorenzo Marini, artist, publicist, co-founder and creative director of the Yes Marini agency in Milan: the design of the Misano

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track becomes the recurring carving of a tire that occupies the center of the billboard and announces the spirit of this new EICMA event. It is Marini himself who explains its creative imprint and message, emphasizing how "contemporary language is becoming more and more visual and how speed forces all of us to synthesis: nothing better than a dynamic symbol that expresses the power of speed made with the chromaticism of the EICMA brand."

"Now that all posters seem to resemble each other, using basically only one media which is photography, ours," remarked Marini, "is meant to be a return to illustration, the stylistic signature of the outdoor medium since its birth."

Admission to the EICMA RIDING FEST will be completely free, as will participation in tests of the motorcycles that the manufacturers will make available to the public, with the exception of the experience on the international track, which will be chargeable and whose proceeds will go to support charity projects.

In the next few days, all the brands present will be made official (there are already many sign-ups from manufacturers), as well as the procedures for entering the event and those for enjoying the various test experiences.

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