

PRESS RELEASE

EICMA RIDING FEST: HERE'S WHAT ENTHUSIASTS WILL FIND OVER THE WEEKEND IN MISANO

*Saturday, April 27 and Sunday, April 28, the Misano World Circuit Marco Simoncelli
welcomes the big EICMA-branded party*

MILAN, APRIL 24 - The countdown now marks less than three days to the first edition of the EICMA RIDING FEST. The new free event organized and promoted by the Milan-based International Two-Wheeler Exhibition on the occasion of its 110th anniversary is in fact ready to overwhelm the paddock of the Misano World Circuit Marco Simoncelli on the weekend of **April 27 and 28**.

As announced, the party bill is very rich and exciting: more than **280 motorcycles on test on road, off-road and track**, propaedeutic activities reserved for young and very young riders and the presence of the best technical clothing brands. Plus freestyle shows, entertainment from the stage with **Radio DeeJay, Sky live coverage of the MotoGP races from Jerez**, food, an exhibition village and even an area reserved for gaming with motorcycle and car simulators.

But that's not all, so here is what and who fans will meet. Noteworthy, first of all, is the presence of riders and motorsport legends such as **Troy Bayliss, Antonio Cairoli, Alvaro Bautista, Danilo Petrucci, Andrea Iannone, Nicolò Bulega, Marco Melandri, Alex Salvini, Andrea Locatelli, Nicolò Canepa, Franco Picco, Jacopo Cerutti** and many others. Some of them will also have a chance to get on the saddle to experience riding together with the public. There will also be talent, content creators, including Sinaggaghi, jack_nbc, Andrea Pirillo and Frecciaverde. Non maccheranno poi anche talent, content creator, tra cui Sinaggaghi, jack_nbc, Andrea Pirillo e Frecciaverde.

Coming to the offer of free riding experiences, the EICMA RIDING FEST promises to satisfy riders of all appetites and ages. It starts with the youngest riders, those from 6 to 12 years old, who in the **EICMA for Kids** area will be able to take their first steps on motorcycles thanks to the propaedeutic courses developed by the **FMI (Italian Motorcycle Federation)**. Here there will be motorcycles and mini-motorcycles from Honda, Yamaha and T-Moto.

Space will also be given to 16-year-olds, who in the **Hashtag 125** arena will be able to learn how to ride and test on a mini-track created in the Misano paddock the 125 cc range of brands such as Betamotor, Fantic, Benelli, Yamaha, Suzuki, Kawasaki, Voge, QJ Motor, Zero Motorcycle, Mondial and SWM. This area also includes additional content reserved for those who do not have an A1 license, who are offered the exclusive opportunity to take their first steps on a motorcycle followed by qualified federal instructors through a program that includes a theoretical part and a practical test. All minors must always be accompanied by their parents..

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We then move on to the **Touring area**, the richest dish on the menu offered by the EICMA-branded festival and where the motorcycle park is the most extensive. In fact, there will be almost two hundred vehicles made available for these by the manufacturers to the public who, while availability lasts, will have the opportunity to test free of charge on the roads adjacent to the circuit the great new 2024 novelties in the naked, crossover, adventure and sport tourer segments. The demo rides take place with the help of an opener and last up to thirty minutes. In the area we find Moto Guzzi, Zero Motorcycles, MV Agusta, Ducati, Honda, Mondial, Etriko, Betamotor, Voge, CF Moto, Fantic, Triumph, Royal Enfield, QJ Motor, Kawasaki, Yamaha, SWM, Benelli and Moto Morini.

The **Track experience**, where test rides on the international track for a fee will be performed, went literally sold out in a matter of days. This area features supersport bikes from Ducati, Yamaha, Honda, BMW and Triumph, and all proceeds from sales will be donated to the **Marco Simoncelli Foundation**.

Last, but certainly not least, is the **Offroad experience**, which will take place inside a specific track set up near the paddock, where it will be possible for those who love treaded wheels to test specialized enduros, single-cylinder enduros and maxi-twin-cylinder enduros. This area will feature Aprilia, Honda, TM, Fantic, Kove, Kawasaki, BMW, Royal Enfield and Moto Morini. Finally, helmet and technical apparel manufacturers will include Airoh, Sidi, Acerbis, Dainese, Spidi, Gaerne and HJC.

Admission to the EICMA RIDING FEST is completely free, after registering on the eicma.it website, as are all riding experiences, with the exception of test rides on the international track, which can be purchased on the event website.

Please note that the free ticket - obtained as a result of registration - will only allow access to the paddock area and the event, then every enthusiast can request and activate all the various free driving experiences, with the exception of the track experience, directly on site at the desks of the manufacturers and in the various thematic areas until the availability of vehicles is exhausted.

For those who will be accessing the demo rides, it is highly recommended to fill out the waiver in advance, which can be downloaded from the official website, in order to facilitate the entry procedures.

SERVICE NOTE

Media, journalists and content creators can already apply for accreditation on the page dedicated to the event, MEDIA section, directly on www.eicma.it

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