

PRESS RELEASE

THE FIRST EDITION OF EICMA RIDING FEST IS READY TO LAND IN MISANO WITH MORE THAN 280 BIKES ON TRIAL

*Countdown to the big EICMA-branded party on April 27-28 at the Misano World Circuit
Marco Simoncelli: free demo rides on and off-road for fans. Plus propaedeutic
experiences dedicated to the youngest, little girls and boys, as well as paid track
rides, gaming, food and lots of entertainment*

MILAN, 18 APR. – The countdown to the opening of the first edition of the EICMA RIDING FEST has begun. In fact, the brand new free event organized and promoted by the Milan-based International Two-Wheel Exhibition on the occasion of its 110th anniversary is ready to land at the paddock of the **Misano World Circuit Marco Simoncelli** on the weekend of **April 27 and 28**.

The business card of the big EICMA-branded party already announces an electrifying and unprecedented two days: **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**, the presence of VIPs, talents, riders and motorsport legends, **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.

Admission to the EICMA RIDING FEST is completely free, subject to registration on the eicma.it website, as are all riding experiences, with the exception of the test rides on the international track, which can already be purchased, again on the event website, and whose proceeds will be entirely donated to the **Marco Simoncelli Foundation**.

With the slogan "You've seen a lot, now it's time to try them out," the International Two-Wheeler Exhibition thus summons its large audience to the heart of the Motor Valley for an event that promises to please the tastes of a wide parterre of enthusiasts.

In fact, the offer of the two-day event in Misano includes free demo rides on asphalt with openers, which will take place in the area surrounding the circuit, off-road tests on a specific track open to both specialized enduros and twin-cylinder bikes and, as anticipated, track test rounds with the supersport and hypernaked range. And then there is also room for the youngest with two test proposals dedicated to them: one for 16-year-olds reserved for the testing of 125 motorcycles on a mini-track carved out of the MWC paddock and one, more propaedeutic, for boys and girls aged six to 12 developed thanks to the collaboration with the **FMI (Italian Motorcycle Federation)**.

The president of EICMA S.p.A., Pietro Meda: "We have chosen a place particularly suited to hospitality that represents beauty, history and passion for two-wheel motorcycles, in order to set up another important stage for the motorcycle industry. Here in Misano the protagonists will be the finished product, the motorcycles and the enthusiasts who will come together in a unique experience, all without forgetting the show and contents dedicated to safely bring young and very young to this fantastic world. In fact, we are inaugurating a unique and fascinating new dynamic based on a simple recipe: I see all the new models at the Milan exhibition event and then I test them in the spring. It is very useful for the manufacturers, but above all it is a dream come true for all enthusiasts almost for free. As of today we count on being able to put a few thousand people on the bike throughout the weekend and welcome as many in the circuit paddock: their happiness is the best way to celebrate the value of our exhibitors, our partners and a unique milestone in the world like that of EICMA's 110-year history."

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Giovanni Copioli, FMI President: "We are excited to participate in EICMA Riding Fest, a novelty that, I am convinced, will attract many motorcyclists to Misano. The Italian Motorcycle Federation will be an active part of this event: we will organize courses for children and we will be present with our instructors inside the Hashtag 125 area. We will therefore be focused on activities for the young and very young, to whom our Instructors will address with competence, dedication and enthusiasm. We will convey our passion and safety-related concepts to the youngsters. In addition, we will be available to the public with the opening of the Federal Technical Center overlooking the Square. This facility has now become a reference point during major events and is essential throughout the year for the training of motorcyclists, whether riders or road users."

Luca Colaiacovo, Santa Monica S.p.A. President: "Misano World Circuit is a reference point for many global motorsport communities and now it becomes the place where motorcycles go from being a dream with eyes closed to the reality of testing. In recent years with the investments of the property, the Financo Group, we have created a great Motor Park, in which it will be easy to show enthusiasm in contact with the fantastic motorcycle models that will be available".

Fabrizio Piccioni, Mayor of Misano Adriatico: "In motorsport 'Misano' means motors and the whole area is tuned in to such a highly anticipated event. The EICMA Riding Fest enriches a truly extraordinary calendar of events, guests will find an immediate feeling and the efficient organization of our hospitality industry".

Andrea Albani, Motor Valley Vice-President: "The people of EICMA Riding Fest arrive in the heart of the Motor Valley, where the passion for motorcycles has generated a heritage that has consolidated into an industrial district unparalleled in the world. I like to think that in all these 110 years, the creativity and industriousness of this area have offered many two-wheeled jewels that have made EICMA visitors happy. The event adds a precious pearl to a winning combination, I am sure it will be a great show".

Paolo Simoncelli, Marco Simoncelli Foundation: "I thank the whole organization of EICMA and its managers for this opportunity, I am happy about it. In these years, also thanks to their help, we have done many things. For example, we built "Casa Marco Simoncelli," a day care center for disabled kids in Coriano or last year we gave an ultrasound scanner to the Infermi Hospital in Rimini. Inside the circuit's MWC Square, right in conjunction with the EICMA RIDING FEST, our annual "Motoincontro del Sic" will be held. The proceeds from these two events will help us donate an ultrasound machine worth €100,000 to Ceccarini Hospital in Riccione (RN). It is an honor to be the chosen non-profit organization as the recipient of the donation, especially since you will be celebrating your 110th right on the track dedicated to my son".

The free ticket-obtained as a result of registration-will only allow access to the paddock area and the event, while each enthusiast will be able to request and activate all the various free riding experiences, with the exception of the track experience, directly on site at the manufacturers' desks and in the various thematic areas until vehicle availability is exhausted.

Among the motorcycle-exclusive brands that have already confirmed their presence: **Aprilia, Betamotor, Benelli, BMW, CF MOTO, Ducati, E-Boost, Etriko, Fantic, Honda, Kawasaki, Kove, Moto Guzzi, Moto Morini, Mondial, MV Augusta, QJ Motor, Royal Enfield, SWM, Suzuki, Triumph, TM Moto, T-Moto, Voge, Yamaha and Zero Motorcycles.**

Tickets and more information at www.eicma.it

SERVICE NOTE

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

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