

PRESS RELEASE

EICMA RIDING FEST, ONLINE PROCEDURE OPEN TO GET FREE ENTRANCE TO THE EVENT WITH OVER 250 BIKES ON TRIAL

***Countdown to the big EICMA-branded party on April 27-28 at the Misano World Circuit
Marco Simoncelli: for the fans, free demo rides on road and off-road, but also
experiences dedicated to the youngest and paid track rides***

MILAN, APRIL 9 – EICMA opens the online procedure to obtain free admission to the first edition of the EICMA RIDING FEST, the new format organized and promoted by the Milanese exhibition event on the occasion of its 110th anniversary, which will be held the weekend of April 27 and 28 at the Misano World Circuit Marco Simoncelli.

Enthusiasts just need to access the ticket shop on the official EICMA website and register to get a free admission ticket that will allow them to enter the paddock of the Santa Monica circuit, where they will find more than 250 motorcycles on trial, shows, entertainment, gaming, activities reserved for young people and even children from 6 to 12 years old.

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 unprecedented event that promises to please the tastes of a wide parterre of enthusiasts. In fact, the offer of the two-day EICMA RIDING FEST in Misano includes free demo rides on asphalt, 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 test rides on the international track (the only experience for a fee) with the supersport and hypernaked range. And then there is also space for the youngest with two specific and propaedeutic proposals dedicated to them: one reserved for the 125 test and one for boys and girls aged five to twelve developed thanks to the collaboration with the FMI (Italian Motorcycle Federation).

The EICMA RIDING FEST weekend also offers the public an exciting entertainment schedule developed on the winning model of MotoLive, the EICMA container that in the November event hosts titled races, shows, stage moments with talent and riders, freestyle motocross runs, acrobatic trials and much more.

The ticket, which is free of charge, will only allow access to the paddock area and the event, while every enthusiast will be able to request and activate the various riding experiences directly on site at the desks of the manufacturers and in the various thematic areas until availability of vehicles lasts.

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Motorcycle brands that have already confirmed their presence include Aprilia, Betamotor, Benelli, BMW, CF MOTO, Ducati, E-Boost Fantic, Honda, Kawasaki, Kove, Moto Guzzi, Moto Morini, Mondial, MV Agusta, Next, QJ Motor, Royal Enfield, SWM, Suzuki, Triumph, TM Moto, T-Moto, Voge, Yamaha and Zero Motorcycles.

Tickets and more information at www.eicma.it

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