

PRESS RELEASE

EICMA 2018, THE EVENT IS CONFIRMED AS THE WORLDWIDE REFERENCE POINT FOR THE TWO-WHEEL INDUSTRY

Milan, 12 Nov. – In the year when other two-yearly shows in the sector coincide with EICMA, the latter's growth shows no signs of stopping and is confirmed as the undisputed worldwide point of reference for the two-wheel industry. Hundreds of previews, 1,278 brands present (+13.7% compared to 2016, year of comparison) and six pavilions occupied, with an almost 20% increase of the surface area compared to the same year, the 76th Edition of the International Bicycle Motorcycle and Accessories show closes at Fiera Milano-Rho with another success.

Confirmations also come from the front of the global attractiveness of the event with 52% of foreign exhibitors coming from no fewer than 44 different countries and, above all, the interest of the media and of foreign professionals, who respectively increase their presence by 18.3% and 17.1% compared to the year of reference. The attendance by the public was also extraordinary, which reached the record numbers of last year, at the end of which the ticket office recorded +24%, electing it as the best in the past decades.

Visiting EICMA 2018 was an exciting and rich experience for visitors, as confirmed by the appreciation of the special areas in the Show: the one dedicated to E-Bikes with the test ride circuit, the ones for Start Ups and for Tourism on two wheels and the Temporary Bikers Shop with the commercial offers of second-hand vehicles, vintage motorbikes, accessories and clothing. The outdoor MotoLive area, the racing space of EICMA was fundamental, thrilling and exciting for spectators with the qualifying races of the best off-road disciplines, the freestyle shows and countless entertainment performances.

It is also the attention of the institutional authorities, the riders and well-known personalities which has grown and visited this year with great interest what the President of EICMA Andrea Dell'Orto defined in his opening speech as "the largest container in the world of passion". This was a feeling that the 76th edition successfully also conveyed to the city through a week-long calendar of more than 50 events, which took the EICMA spirit into the streets of Milan, culminating with EICMALAND, the first large evening party at the Alcatraz dedicated to two-wheels, with the participation of the leading figures of the industry and professionals, but also many members of the public and fans.

"If EICMA today is the most important, attractive and long-lasting trade show in the world, both to guarantee a presence of the public, professionals and media which no other appointment of its kind can claim," said the President Mr Dell'Orto, "it is thanks to the companies which continue to choose us. This is why I want to share with them the satisfaction for the success of this edition, as well as with all the organization's staff who filled EICMA with content, transforming it in time from a show to an event that is thrilling and exciting for hundreds of thousands of fans."

UFFICIO STAMPA

Alessandro Re

Cell. +39 339.7246502 e-mail press@eicma.it