

PRESS RELEASE

EICMA RIDING FEST: THE SECOND EDITION CONFIRMS THE SUCCESS OF THE EVENT, OVER 25 THOUSAND FANS AT MISANO WORLD CIRCUIT

The new format of the International Two-Wheeler Exhibition closes with another extraordinary success: 15,100 test rides, 378,000 kms ridden. Plus, meet and greet with motorsport stars, stage moments, previews and the enthusiasm of the very young with two thousand tests in the areas dedicated to them

MISANO, APR. 28 - The numbers leave no doubt. The second edition of the Eicma Riding Fest, the free event dedicated to motorcycle trials organized and promoted by the Exhibition at the Misano World Circuit Marco Simoncelli, closed yesterday with an extraordinary success that definitively determines the success of the format and marks its appointment for 2026. In fact, 25,200 fans invaded the paddock of the Romagna circuit during the three-day EICMA event.

For them more than 400 motorcycles on trial, six different riding experiences including road, track, off-road and the three areas dedicated to young people from 6 to 16 years old. Plus special initiatives with FMI's safe riding courses, the flat track and motorally experience, the central stage animated by Radio DeeJay with a rich schedule of initiatives, Sky live coverage of the MotoGP races from Jerez, the exciting parade on the track with more than 400 motorcycles in memory of Marco Simoncelli, world previews and product presentations, the exhibition setups of helmet and technical apparel companies the content creators, food, freestyle

motocross and acrobatic trial runs and the presence of riders and motorsport legends such as Kevin Schwantz, Troy Bayliss, Antonio Cairoli, Andrea Iannone, Nicolò Bulega, Danilo Petrucci, Stefan Everts and Andrea Locatelli, Alex Salvini, Davide Valsecchi and many others.

The beating heart of the event was the motorcycle trials with the 15,100 test rides carried out by the 32 manufacturers present, amounting to 378,000 kilometers covered in the reference areas and on the hilly stretches around the circuit. Immediately sold out were the track test rides with the supersport bikes, the only paid experience, whose proceeds were entirely donated to three local associations to support their charity projects (Fondazione Marco Simoncelli, La Prima Coccola and Lega Italiana Fibrosi Cistica Romagna).

Noteworthy is the extraordinary interest generated in the areas dedicated to young people. The tracks set up for the 50- and 125-bike tests, with their propaedeutic areas offered to novices, totaled more than 1,400 test rides, while Eicma for Kids, the two-wheel introductory content for boys and girls aged six to 12, developed thanks to collaboration with the Italian Motorcycle Federation, put more than 500 very youngsters in the saddle. The gaming area, which was taken by storm by young and old alike, also marked numbers that exceeded the success of the last edition, thanks in part to the presence of state-of-the-art motorcycle and car simulators, with nearly 2,000 entries.

“A special thanks to the industry for believing in this project” was expressed by EICMA CEO Paolo Magri and President Pietro Meda. “Eicma Riding Fest,” emphasized EICMA's top executives, “has already found in its second edition its full consecration as a formidable marketing tool, which finds in its circularity with EICMA in November a unique strategic element in the global motorcycle scene.

“We experienced three days of pure passion: the public's interest around the event and the world of two-wheel motorcycles,” Magri and Meda added, “was orderly and lively, and the consistent participation of young people also gives great hope to our sector.

Finally, Magri and Meda thanked for “the attention and fruitful collaboration all the partners involved, the facility of the Misano World Circuit, the Emilia-Romagna Region and the Municipality of Misano, the Italian Motorcycling Federation and the Motor Valley association: the appointment is for 2026.”