

PRESS RELEASE

EICMA PARTNERS WITH FIM INTERNATIONAL 6DAYS ENDURO

The International Two-Wheeler Exhibition announces its partnership with the organizers of the Enduro Olympics, which return to Italy in Bergamo and its Valleys this August 24 to 29: 700 riders representing more than 30 countries will be at the start

MILAN, JUL. 3 - EICMA relaunches its presence in the racing world and continues its journey to the center of passion for two wheels ahead of the 81st edition of the exhibition event, which will be held this year from November 6 to 9. After the presentation of the 2025 communication campaign at the Mugello Circuit, on the occasion of the Italian MotoGP Grand Prix, the International Two-Wheeler Exhibition in fact announced today an important partnership agreement with Motoclub Bergamo, the association entrusted by FIM (Fédération Internationale de Motocyclisme) and FMI (Federazione Motociclistica Italiana) for the organization of the International Six Days Enduro (ISDE).

The annual motorcycling event, which awards the title of Enduro World Champion to national teams, returns to the Bergamo area of Italy-after the historic 1968 and 1986 Sanpellegrino editions-and is ready to welcome some 700 riders from more than 30 different countries. And it is precisely the international nature of the competition that is one of the factors that prompted EICMA to support the 6Days 2025, as confirmed delegate Paolo Magri: *"The Six Days is a true Olympics of the motorcycle, a sporting event where the industry expresses all its value through products and where we breathe passion: for us it certainly represents an important opportunity to promote our event in close contact with fans. It is also an opportunity to support the organizers, who thanks to their commitment will offer participants arriving from six continents an unforgettable racing experience developed with criteria marked by sustainability, promotion of the territories involved and motorcycle culture."*