

PRESS RELEASE

EICMA RIDING FEST RETURNS: THE SECOND EDITION OF THE FREE MOTORCYCLE TEST EVENT IN MISANO TO BE HELD APRIL 25-27

For 2025, demo rides on road, track and off-road will rise to three days. Plus more experiences for youngsters, entertainment, exhibitions and show

MILAN, FEB. 5th - You've seen a lot of them, now it's time to try them out. The International Two-Wheeler Exhibition launches the second edition of Eicma Riding Fest, the event organized and promoted by the Milanese exhibition event entirely dedicated to demo rides of the motorcycles seen and presented during Eicma in November, which returns this year in the paddock of the Misano World Circuit Marco Simoncelli from April 25 to 27.

The first 2025 novelty is precisely the duration of the event: after the success of the 2024 edition- which saw the participation of more than 14,000 enthusiasts and the presence of more than 300 motorcycles on trial- this year the number of days during which free trials will be held on asphalt in the surrounding hilly territory, offroad on a specific dirt track open to enduro specialists and two-wheelers, and on the track will rise to three. There will also be no shortage of trial and introductory two-wheel riding offerings for the youngest riders developed in collaboration with FMI (Italian Motorcycle Federation), with dedicated propaedeutic areas for girls and boys from 6 to 12 years old, for 14-year-olds and the one reserved for 125 cc gear motorcycles for those over 16.

The three-day Eicma Riding Fest will then see the unfailing presence of motorsport legends and will also present the general public with an exciting entertainment schedule developed on the winning model of MotoLive, the Eicma container that hosts shows, stage moments with talents and riders, acrobatic trial runs, gaming and much more.

As anticipated, admission to ERF 2025 will still be completely free, as will participation in the trials of the motorcycles that the manufacturers will make available to the public, with the

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exception of the track experience, which will be the only one with a fee and whose proceeds will be entirely allocated to support charity projects. In the next few days, all the Brands present will be made official, as well as the methods of entry to the event and those for enjoying the various test experiences.