

PRESS RELEASE

EICMA 2024, THE SHOW GOES ON UNDER THE BANNER OF INNOVATION AND SAFETY

At Edition number 81 of the International Two-Wheeler Exhibition, an area completely dedicated to industry start-ups and law enforcement agencies

MILAN, NOV. 9 - After 110 years of history, EICMA still confirms its openness to the future and to innovation. The 81st edition of the International Two-Wheeler Exhibition, scheduled in Rho Fiera Milano until tomorrow, Sunday, November 10, is not only setting the stage for all the most important manufacturers and the entire industrial chain, but is also dedicating an exclusive space to young entrepreneurial realities and motorcycle safety.

Thanks to the collaboration and support of ITA, the Italian Trade Agency for the promotion abroad and internationalization of Italian companies, the most important event for the industry in the sector offers visitors, in Hall 18, the area called Start up & Security. Inside it companies, institutions, law enforcement agencies, to which EICMA offers in particular an international showcase. Here it is possible to experience firsthand the innovation and products offered by the young companies hosted and to get to know up close the commitment of the law enforcement and all the institutional realities that contribute to the promotion of safety on two wheels. Law Enforcement includes Carabinieri, Police, Guardia di Finanza and the Army, while seven start-ups have been selected this year.

These range from the innovative Talet-e, which offers electrification and conversion kits for heat-engine scooters, to BYB Tech's sophisticated suspension data acquisition systems, to the Italian Wheelo app with more than 30 navigation, safety, route planning and vehicle maintenance functions. Space is also given to Carbotech's innovative materials and components, Prodamp Solutions' anti-vibration grips, the Hagane keyless bike lock managed and unlockable from the phone via app, and Bike&Gio's e-bike capable of reading the roughness of the terrain and also equipped with an anti-collision system.

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“The mobility sector,” stressed EICMA spa president Pietro Meda, “is today one of the areas where important challenges are concentrated as well as everything that is happening at the level of innovation. Therefore, in this area it is possible to conduct a visiting experience under the banner of creativity and the ability of young entrepreneurs to give answers and interpret changes. This space, in addition to the valuable presence of the Law Enforcement with their projects related to security, represents the bet of EICMA and ITA on young people, an exclusive place where startappers present ideas, solutions and prototypes to the general public, but also an essential moment to develop business opportunities and relationships with operators, media and institutions.”

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