

PRESS RELEASE

EICMA 2024, OPENING TO THE GENERAL PUBLIC TODAY: HERE'S WHAT TO DO AT THE 110TH ANNIVERSARY CELEBRATORY EDITION

The most eagerly awaited event for fans is kicking off: until Sunday, at Rho Fiera Milano, all the latest in the industry, as well as entertainment, gaming, an exhibition of vintage motorcycles and the exciting races with motorsport legends. Great anticipation for the return to racing of Australian champion Casey Stoner

MILAN, NOV. 7 - After the success of the two days dedicated to the press and trade operators, the 81st Edition of the International Two-Wheeler Exhibition opened this morning to the general public. Until Sunday, November 10, in Rho Fiera Milano, the most awaited event for motorcycle enthusiasts and the entire reference chain is staged. EICMA 2024 opens the doors of the edition celebrating 110 years of the most important and long-lived industry exhibition event in the world with a very rich schedule. Here's what visitors will find.

EXHIBITORS- More than 770 exhibitors from 45 different countries and as many as 2163 brands represented. With the return of all the most important manufacturers, the exhibition offer of this Edition is almost complete. In the pavilions all the latest innovations from industry companies, the present and future of mobility on two wheels and the presence of many riders, VIPs and content creators.

MOTOLIVE - It is the event within the event, the outdoor area of EICMA where visitors can watch free competitions with the best riders of the off-road disciplines, be thrilled by the stuntmen, get carried away by the stage moments, music and entertainment offered by Radio DeeJay. The stage then welcomes moments dedicated to the Houses and also the greeting of Giacomo Agostini on his MV Agusta 500. Instead, enduro legends such as Verona, Freeman, Holcombe and Bolt, Supercross specialists and many others are expected on the track.

Every day three different runs of freestyle motocross, acrobatic trials and the exclusive Buggy Back Flip number. Completely revised in its layout and enriched in its content offerings, MotoLive will also

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host this year's SBK paddock, the top series-derived motorcycle championship, and the tented Africa Eco Race paddock, which has chosen the EICMA stage to present the 2025 edition of the competition and the riders who will participate. Finally, there will be no shortage of test areas, six in all, dedicated this year to the testing of small-cube motorcycles and scooters with thermal and electric engines.

CHAMPIONS CHARITY RACE AND THE TWIN-CYLINDER BATTLE - Among the most important new features from the four-day MotoLive event is the debut of the Champions Charity Race, which puts more than sixty riders, including true motorsport legends, in the saddle. This new format features duels in pursuit and three different categories: Rally, Legend and Superbike.

TODAY AND TOMORROW space is given to the Rally category with the exciting challenge between the specialists of the discipline on twin-cylinder maxienduros, featuring no less than 17 different brands: all the best of the segment.

SATURDAY, NOVEMBER 9 on the other hand, it's time for the highly anticipated Legend category, the non plus ultra of motorsport, 12 riders and more than 30 world championship titles on asphalt and dirt, the best of both worlds. Aboard specialized single-cylinder two- and four-stroke flat-track bikes, again using the chase race formula, the likes of Casey Stoner, who returns to racing after twelve years, Carlos Checa, Loris Capirossi, Marco Melandri, Troy Bayliss and Randy Mamola will compete against each other. The off-roaders include Stefan Everts, Alex Puzar, Christophe Pourcel, Joël Smets, Chicco Chiodi and Marco Belli.

SUNDAY, NOVEMBER 10 the Superbike category closes the MotoLive weekend, with a top-notch entry list featuring champions such as Andrea Iannone, Jonathan Rea and Andrea Locatelli.

VINTAGE MOTORCYCLE EXHIBITION - To best celebrate the 110-year history of the event, the organization has set up an exhibition entitled "Eicma: 110 Years of Two-Wheel Design." Thirty-six unique motorcycles that have left their mark for originality and supremacy with their shapes, proportions and materials accompany visitors on a journey of more than a century inside the genius of great designers, emotions, daring and challenges interpreted by the two-wheel industry. Unmissable and free. SOUTH GATE CONVENTION CENTER.

GAMING AREA - After debuting last year, gaming returns to EICMA with a space of over 300 square meters dedicated to the world of motorsport video games. This area offers exciting and immersive gaming experiences thanks to the presence of the latest generation of simulators and PS5 consoles with motocross games and car driving simulators. The big news this year is precisely

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the incredible realism of the motorcycle simulators, which will allow gamers to literally ride real motorcycles, turning the digital experience into pure adrenaline. There will also be no shortage of spectacle, entertainment and the presence of VIPs, influencers and riders of international stature.
PAVILION 9

START UP & SAFETY AREA - This area is one of the most curious proposals of EICMA. It welcomes companies, institutions, law enforcement agencies and industry startups, to which EICMA in particular offers an international showcase thanks to the support of ICE, the Agency for the promotion abroad and internationalization of Italian companies. Here it is possible to experience firsthand the innovation and product offerings of the young companies hosted, and to get up close and personal with the efforts of law enforcement and all the institutional entities that contribute to the promotion of safety on two wheels. PAVILION 18

TEMPORARY SHOP - It is now a must for the EICMA audience. The Temporary Bikers Shop is the commercial space dedicated to motorcyclists, where it is possible to buy accessories, clothing, helmets, components and equipment of all kinds for motorcycles. The most eagerly awaited shopping area for two-wheelers is located in PAVILION 9.

ACCESSIBILITY - Thanks to the collaboration with the Municipality of Milan and Atm (Azienda Trasporti Milanese), 10 thousand free parking spaces will be made available on Saturday, November 9 and Sunday, November 10, distributed in ten ATM interchange parking lots in correspondence with the main public transport lines (Abbiategrosso M2, Cascina Gobba M2, Famagosta M2, Forlanini M4, Lampugnano M1, Maciachini M3, Molino Dorino M1, Rogoredo-Santa Giulia M3, San Donato M3 and San Leonardo M1).

Customers can already reserve parking when purchasing a ticket to EICMA directly at www.eicma.it, an opportunity also reserved for those who have previously purchased an admission ticket. This offer of free parking spaces, which can be activated only after purchasing a ticket to EICMA, is in addition to the paid parking inside the Fiera Milano exhibition center in Rho, effectively doubling its overall availability. Each ticket holder can reserve only one free parking space, and parking spaces are subject to limited availability.

On the rail transportation front, on the other hand, from today through November 10, Trenord has activated a special ticket, called "Trenord 4 EICMA" at the price of 13 euros, which includes a round trip from all stations in Lombardy to Rho Fiera Milano, valid on the day of validation, for an adult and children/youth under the age of 14 having a degree of kinship. An initiative promoted thanks to the commitment and collaboration with the Lombardy transportation company to encourage the use

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of the train as a quick, economical and sustainable means of transportation to access the Rho Pero Fairgrounds during the exhibition period.

Admission tickets and more information on eicma.it and on the event's official social media profiles.

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