

PRESS RELEASE

EICMA, 110TH ANNIVERSARY EDITION READY TO MAKE ITS MARK AGAIN

The International Two-Wheeler Exhibition unveils its communication campaign and opens the path to the 2024 event, to be held Nov. 5-10 at Fiera Milano-Rho. Tickets will be sold online starting from Aug. 1

MILAN, JULY 17 – 1914-2024. EICMA turns 110 and is getting ready to celebrate in style a new edition, number 81, from Nov. 5 to 10 at Fiera Milano-Rho. In fact, the International Two-Wheeler Exhibition launched its communication campaign this morning, marking the kickoff of EICMA 2024's promotional journey.

The chosen claim, “Eicma. We've been leaving our mark for 110 years,” is a manifesto of the international event itself, which stands out on a visual that depicts, with an artistic stroke, the wake left by the passage of a motorcycle.

Explaining its inspiration is the president of EICMA, Pietro Meda, emphasizing how “EICMA marks a before and an after every year: at the end of each edition the world of two wheels, as well as that of mobility, is in fact no longer the same: it transforms, evolves, takes a step forward.”

“The objective,” remarked CEO Paolo Magri, “is therefore to celebrate the history, the evolution of the EICMA brand and its exclusive function for the industry and its supply chain, but above all a unique achievement in the world, which is most likely unprecedented among trade shows of any commodity nature. And it is Lorenzo Marini himself, artist, advertising agent, co-founder and creative director of the Milan-based Yes Marini agency, which again signed the EICMA campaign, who expresses the meaning of his creative work.

“The difference between the product and the brand,” said Marini, “is that while the product makes, the brand is. While the product leaves a memory, the brand leaves a mark. Eicma has had the great privilege of leaving marks for 110 years. Even the wake of a motorcycle tells the beauty of speed, the pleasure of freedom, the journey through time.”

The road to EICMA 2024 is therefore open: see you there from November 5 to 10; the days of Tuesday, November 5 and Wednesday, November 6 are reserved for industry professionals, while the opening to the general public is scheduled from Thursday, November 7 to Sunday, November 10.

On the event's website you can find starting from now the first news about what promises to be an edition marked by large numbers, great returns, and unique and engaging exhibition and entertainment offerings. The ticket office, online, again at www.eicma.it, will open instead on August 1.

EICMA S.p.A.