

PRESS RELEASE

EICMA: DUCATI, BREMBO AND MIVV THE BEST STANDS AT THE 76TH EDITION

The three Italian brands rewarded yesterday at the Alcatraz during the EICMALAND evening by the President Mr Dell'Orto

Milan, 11 Nov. – The public voted and decided: the best stands at the 76th edition of the International Bicycle, Motorcycle and Accessories Show are those of Ducati, Brembo and Mivv. They are the winners of the “Visit EICMA 2018 and vote for your favourite stand, you can win fantastic prizes” competition on the internet, linked to the ticket. There were three categories, divided by the square metres of the stands - up to 50 square metres, from 51 to 199 square metres and over 200 square metres – and, above all, the desire of the organizers to reward the creativity and efforts of the companies in designing their exhibition spaces.

The three brands received the awards last night at the Alcatraz in Milan directly from the hands of the President of EICMA, Andrea Dell'Orto during EICMALAND, the first great party dedicated to two wheels. The EICMA night was attended by the leaders of the industry, professionals but also many members of the public and fans who were entertained by the DJ sets of Street Clerks, Djette and DJ Molella.

The prizes were collected by the Marketing Director of Ducato, Patrizia Cianetti for the category of more than 200 square metres, by Simone Piattelli, Director of Communication of Brembo, for the 51 – 199 square metre category and by Gianluca Foglia Commercial Manager Italy of Mivv for the section of up to 50 square metres.

At the end of the evening, the President Dell'Orto stressed “the great significance of this contest, because it ideally represents a tribute to the work of all the exhibitors, as well as to the three important Italian companies which received the majority of the votes and appreciation of the public.”

“Beauty is at home in EICMA,” Dell'Orto added, “its greatest expression is found here and if today we are the most important exhibition for two wheels it is thanks to the companies that engage and fill this great container of passion in the world.”

With the awards of the competition, which will give all those who voted the chance to win prestigious prizes linked to the world of motorbikes in a draw , the EICMALAND party formally closed the week of RIDEMOOD, the calendar of events, collaborations and initiatives which took the EICMA spirit into the city, contaminating the streets of Milan with a passion for two wheels.

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