

**ONE MORE LAP: YAMAHA CHOOSES EICMA TO CELEBRATE  
VALENTINO ROSSI AND HIS HISTORY WITH THE BRAND**

22 October 2021

YAMAHA & VALENTINO. 16 YEARS TOGETHER.



**ONE  
M46 RELAP**

**#FOREVR46**

VALENTINO ROSSI LIVE AT EICMA 2021  
THURSDAY NOVEMBER 25TH - 14.00 CET C/O ARENA MOTOLIVE  
Info: [www.eicma.it](http://www.eicma.it)

On 25 November, fans and racing enthusiasts will be able to greet their hero Valentino Rossi at a special event organised by Yamaha in the MotoLive Arena of the International Motorcycle and Accessories Exhibition (EICMA) in Milan.

At **EICMA 2021**, **Yamaha Motor** will be celebrating its successful sporting partnership with **Valentino Rossi** with **'One More Lap'**, an unmissable event promoted by the **Japanese manufacturer**. The legendary MotoGP hero from Tavullia will be invited to take 'one more lap', the lap of honour, together with fans and motor enthusiasts at the Milan event. The date is set for the early afternoon of **Thursday, 25 November** in the **MotoLive Arena of EICMA**, which houses the racetrack of the most important exhibition for the motorcycling sector. **EICMA** is scheduled to take place this year **from 23 - 28 November in the exhibition centre of Fiera Milano in Rho**.

**One More Lap** will be a special last opportunity to pay tribute to **Valentino Rossi** and recapture all the emotions he has experienced during his long career with the **Yamaha brand**. It will be a metaphorical last lap on which The Doctor's fans will be able to meet him live and look back with him at the crucial moments of his career as well as relish the anecdotes and trivia from his **16 years** of challenges and successes.

**Yamaha's** initiative will also mark **Valentino Rossi's debut appearance at EICMA**. He will travel to the centenary exhibition to be celebrated and greeted by the public at a unique occasion that is destined to become a memorable moment for the **nine-time World Champion** and **EICMA** itself. The live meeting scheduled for the **78th edition of EICMA** will take place just a few days after the Grand Prix event at the Ricardo Tormo circuit in Valencia, which will see **Rossi** compete in the last official race of his legendary MotoGP career.

The special **Yamaha One More Lap** event, which has been made possible thanks to the support of **EICMA**, will take place in the open air and **in full compliance with the current distancing regulations**. Access to the event area will be limited and free of charge. If you would like to be one of the lucky ones to secure an exclusive ticket to **One More Lap**, all you have to do is **purchase your ticket for Thursday 25 November on the official EICMA website <http://www.eicma.it>** and then follow the **instructions for participation, which will be published in the coming days** on the **EICMA** website and on its social media platforms.

**PRESS OFFICE Yamaha Motor for "One More Lap"**

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