



2020

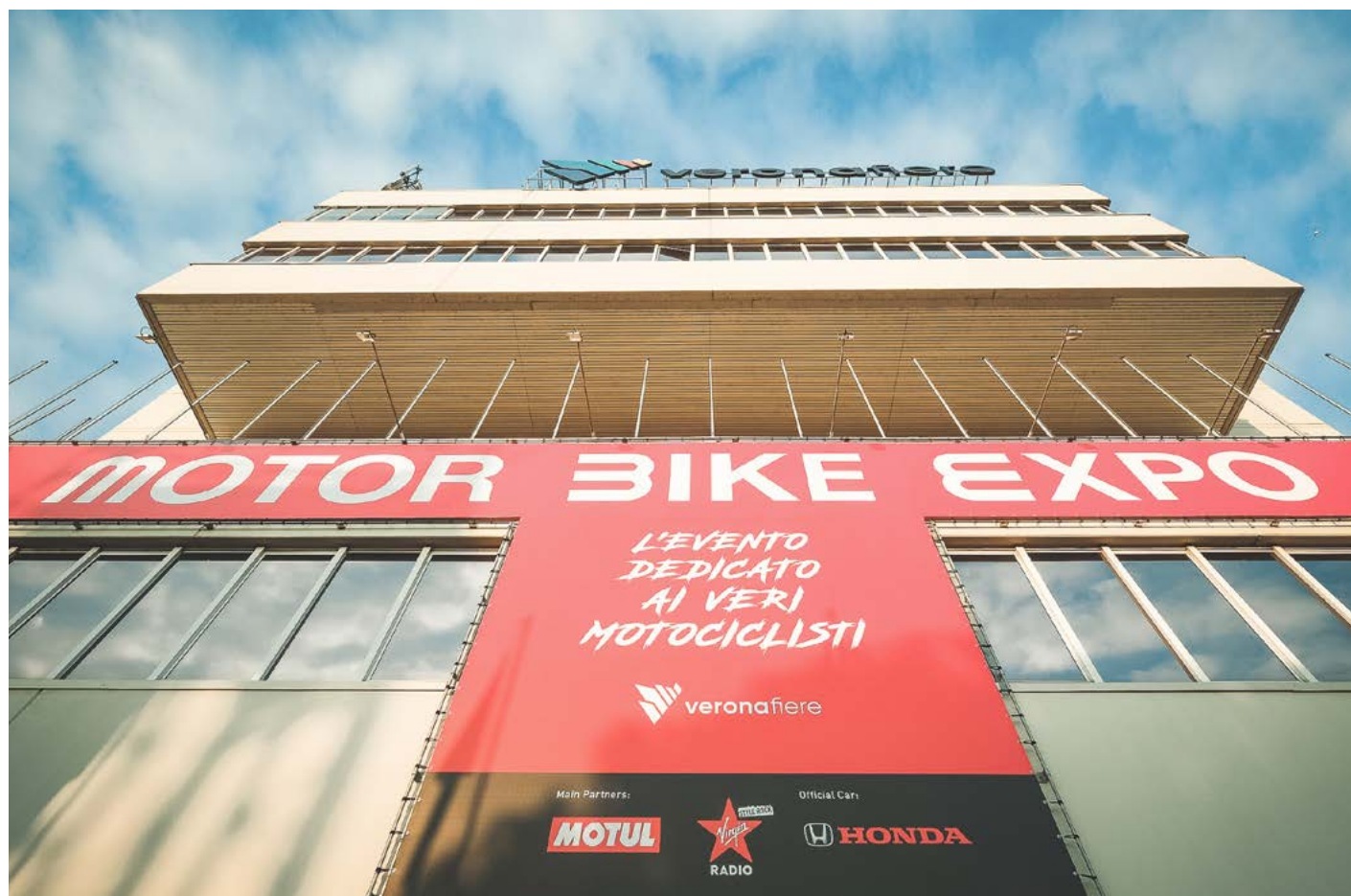
16-19 JANUARY

VERONA -ITALY

Everyone needs something Special



ABOUT MOTOR BIKE EXPO



Motor Bike Expo is an event recognized as the most important and prestigious in the world for customized motorcycles. Over 170.000 visitors meet here in Verona, a number that grows every year and confirms that it's the beating heart of the international motorcycle scene. It is a point of reference for the most important brands in the motorcycle industry spanning from Custom to Sport, also including the worlds of Off Road and Touring.

EVENT ORGANIZERS

COMMERCIALE Srl

Via Monte Bianco 31, 30173 VENEZIA

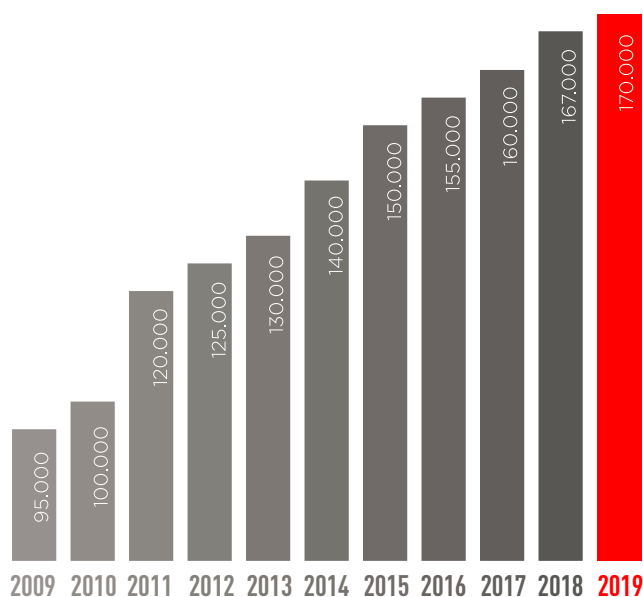
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16/19 JANUARY 2020, VERONA - ITALY

MBE 2019 REPORT



170.000 visitors

+20.000 over the last 5 editions

100.000 m² exhibition area

80.000 m² indoor area, 20.000 m² outdoor area

700 exhibitors

From 35 different countries

2.000 motorcycles on display

50 presentations and conferences

50 shows and exhibitions

600 accredited journalists

From 23 different countries

All figures are rounded down.

MAJOR MOTORCYCLE MANUFACTURERS AT MBE 2019

aprilia



Benelli



Husqvarna

Kawasaki



MOTO GUZZI



ROYAL ENFIELD

SUZUKI



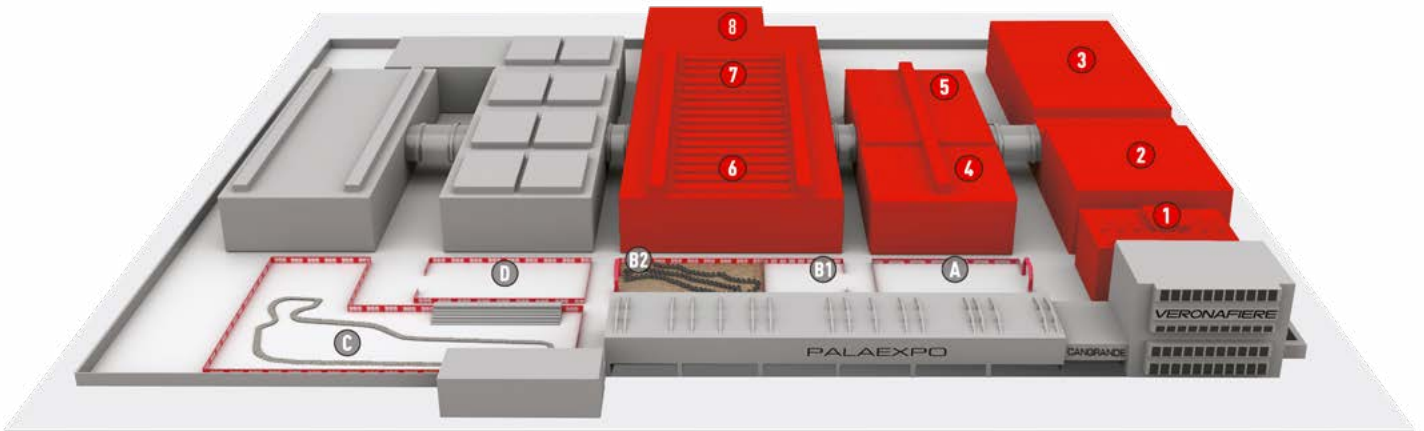
TRIUMPH

YAMAHA



EXHIBITION MAP MBE 2019

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HALL 1

CUSTOM

The pavilion which hosts the MBE Award, the most highly coveted contest at Motor Bike Expo, along with an impressive Bike Show.

HALL 2

CUSTOM

Home of the passion for all things Custom with the best customizers from across the world as well as international accessories distributors.

HALL 3

CUSTOM

The ideal hall for finding unique, hand-crafted parts for personalizing your motorcycle in your unique style. Don't miss the bikers' party!

HALL 4

CAFE RACER

The MBE "lounge" dedicated to Café Racer style. Where major manufacturers get inspired by the world of customization.

HALL 5

STREET RACING

Here you will find the world of street motorcycles, with manufacturers, clothing, and unique accessories.

HALL 6

STREET RACING

The world of Racing with everything needed to get on the race track or the street. All this alongside technical gear and specialized components.

HALL 7

OFF ROAD AND TOURING

Divided into four areas, this pavilion hosts the large Off Road area, the world of Touring, the Used Motorcycle area, and the Marketplace.

HALL 8

Paddock

The full paddock experience, complete with boxes, official teams and shows which get the public involved.



AREA A

MOTUL ARENA

Where the best stuntmen in the world challenge each other with their best tricks: the Stuntman Competition!

AREA B1

TEST RIDE

The area which allows the public at Motor Bike Expo to be the among the first to try out brand new models and gives birth to new riders.

AREA B2

ENDURO TRACK

Urban Enduro competitions and races through mud, logs, and gravel, with the riders who live for these tracks.

AREA C

DRIFTING CIRCUIT

These 4-wheel machines are the stars on this track, competing in breathtaking races involving the art of drifting.

AREA D

MINIMOTO

Dedicated to the youngest members of the public, where they can ride their first meters in the saddle of a real mini motorcycle.

PALAEXPO

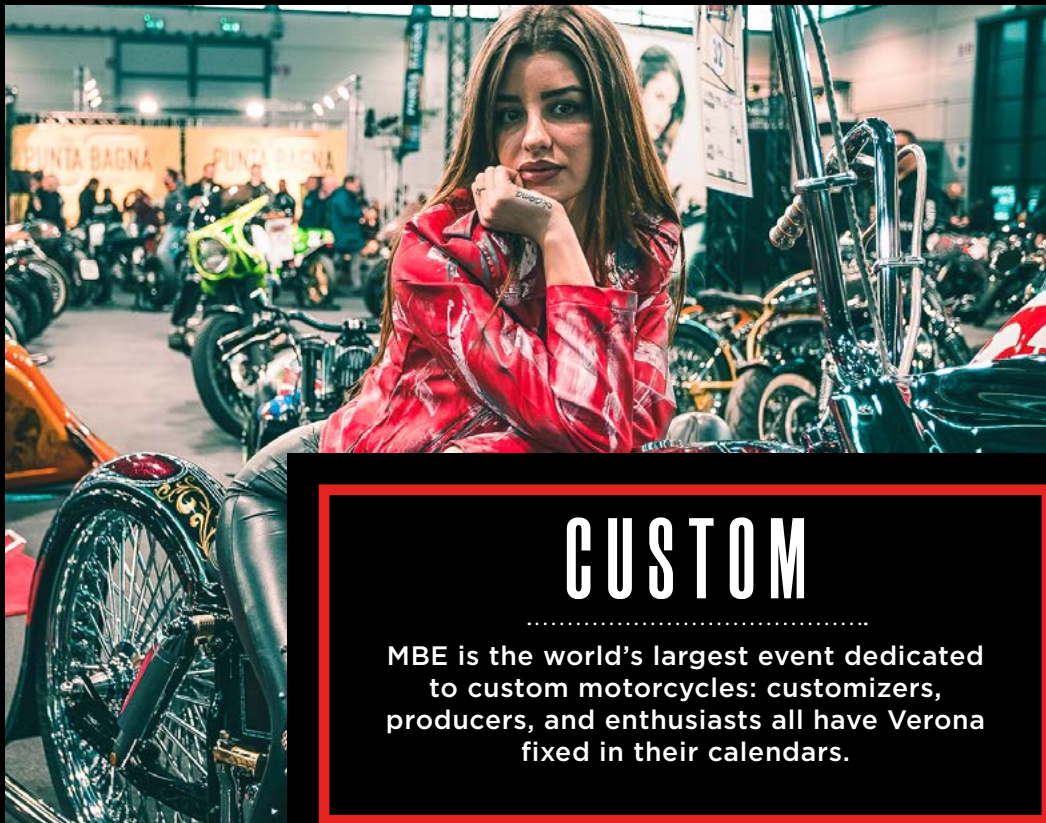
AUDITORIUM

The conference hall of the event where presentations, award ceremonies, and conferences are held.

CENTRO CONGRESSI

CONFERENCE ROOMS

Where Partners and exhibitors can host conferences and workshops, as well as interact with their dealers and clients.



CUSTOM

MBE is the world's largest event dedicated to custom motorcycles: customizers, producers, and enthusiasts all have Verona fixed in their calendars.





CAFE RACER

The sector that always keeps up with the latest trends in fashion and gear: a true sub-culture of personalization.





RACING

Riders, teams, international championships, accessories, and gear for speed lovers. At MBE, the upcoming racing season is presented and award ceremonies are held for the champions of the past season.





STREET

The sector that encompasses all models and accessories of the Sport motorcycles made for the streets. Added value comes from the official presence of the major motorcycle manufacturers with their full product lines.





TOURING

One of the most important sectors in the market which brings together series of producers of technological accessories made to help motorcycle travelers to arrive at great distances with even greater comfort.





OFF-ROAD

From the outdoor track to indoor exhibitions:
Off Road is always present at MBE with
famous rally and motocross riders, teams,
clothing producers, replacement parts, and
the official presence of major manufacturers.



ELECTRIC

MBE shines a spotlight on the exciting developments from the electric and sustainable energy sector of motorcycling.

SCOOTER

The well-founded sector which goes on display in Verona thanks to scooter and accessory producers.

HERITAGE

The world of collectors, museums, personalities, and machines that have shaped the international history of motorcycling.





OUTDOOR AREA

The outdoor areas at MBE represent the most dynamic part of the event: exhibitions, races, contests, and demo rides get the public involved and pass on the thrill that only the rumbling of motors, motorcycles in motion, and the smell of burning rubber can give.





MEETINGS

There are many companies which organize meetings dedicated to producers, clients, and their sales network while at MBE.

There are an array of solutions that offer everything necessary for successful meetings.



PRESENTATIONS AND UNVEILINGS

Motor Bike Expo is the first event of the year marked on the calendars of true motorcycle enthusiasts, the perfect occasion to unveil brand new models, along with new collections and initiatives, to the press and public.



CONTESTS

The concentration of media attention on the event and the desire to compete among top professionals and enthusiasts has led to a series of contests, all becoming top priorities for builders, stuntmen, and magazines.



WORKSHOPS

Motor Bike Education is an informational showcase: workshops, seminars, lessons, and conventions in which Higher Institute and University students from around Italy participate. MB Education strives to be a small step which helps transform passion into profession.



INSTITUTIONS

The support of institutions such as the Italian Motorcycle Federation (FMI) and the Region of Veneto is a precious plus for MBE, which works together with these institutions throughout the year on truly collaborative initiatives.



SALES

Motor Bike Expo is also a point of sales. In Verona, companies can find their target audience since the visitors wait until January to purchase clothing and accessories for the upcoming riding season.



SECONDHAND

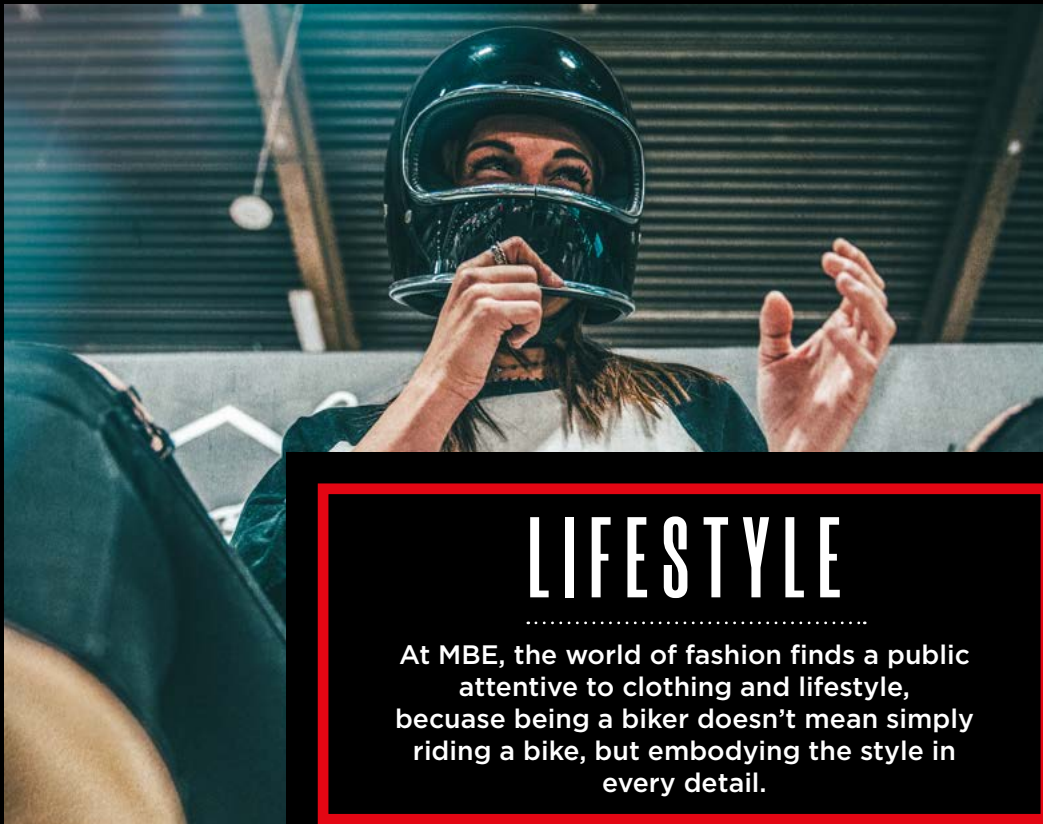
The Secondhand Area is dedicated to both dealerships and private sellers. For four days, used motorcycles are on display for the public looking for a deal at Motor Bike Expo.



MBE TRAVEL

An ample area dedicated to touring: well-researched itineraries, motorcycles, and, above all, accessories for those who eat up the miles on two wheels. An important slice of the market that generates continuously growing numbers with true enthusiasts.





LIFESTYLE

At MBE, the world of fashion finds a public attentive to clothing and lifestyle, because being a biker doesn't mean simply riding a bike, but embodying the style in every detail.





MBE AWARD

The MBE Award is the top prize given to the best motorcycle in the show, awarded directly by the event organizers and chosen thanks to an international panel of VIP judges.





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#MotorBikeExpo

