

Beat: Sports

## **EICMA 2014 CELEBRATES 100TH BIRTHDAY**

### **THE INTERNATIONAL MOTORCYCLE EXHIBITION**

Milan, Italy, 07.11.2014, 12:20 Time

**USPA NEWS** - The 72th Esposizione Mondiale del Motociclismo (from November 4th to 9th at the Fair Milano "" Rho) is the most important exhibition in the world regarding motorcycles and scooters and in 2014 celebrates its centennial anniversary.

Antonello Montante, EICMA S.p.A President "" ""Motorcycle industry represents an important part in the Italian patrimony. This long lasting history has allowed Italy to ""move"" [?], to rise in the darkest moments, to implement our genius, to collect successes in sport and to be the state-of-the-art in technical development. Only the ability to recognize who we have been and who we are, can be the key that opens the door for a new path. A path that can't be ignored by the people who run this country. Starting from local institutions: because two wheels must be the privileged interlocutor to make citizens' transfer easier and make our cities healthier." [?]

EICMA CUSTOM-True art masterpieces, jewelry of fine craftsmanship, unique pieces, leader industries, international personalities and Rock'nRoll atmosphere for what has become a trend of lifestyle: these are, the elements which sign the success of the area dedicated to the customization, which continues to assert itself in the landscape of Kustome Kulture. Even in 2014, a must see is the appointment with the International Custom Bike Show.

TEMPORARY BIKERS SHOP- At EICMA 2014 for the first time, and thanks also to the partnership with the website Subito.it, all the visitors will be able to go shopping at Temporary Bikers Shop. The place to be, where dreams come true at reasonable prices. In the special area, indeed, it will be possible to find famous brands sold at small prices by the most important dealers in the Italian market. From clothing to bags, helmets and tires, but also components and parts. The real news is actually the creation of the first outlet for bikers, where they will be able to touch and see the products of the past seasons and be assisted by expert vendors. The Temporary bikers Shop is also a great chance for early Christmas shopping.

#### **Article online:**

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#### **Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)