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JANUARY

2023

MBE

MOTOR BIKE EXPO



15TH ANNIVERSARY

MOTOR BIKE EXPO



An ever-evolving and unmissable appointment - point of reference for the two-wheel industry for 15 years

Motor Bike Expo is a mix whose main ingredient is the sharing of the love for motorcycles, which at MBE is expressed at the highest levels, overcoming the boundaries of the two-wheel industry and making MBE a stylish and trendy event.

Recognized as **the world's largest custom motorcycle event** (with more than 170,000 visitors, over 700 exhibitors and 100,000 square meters of exhibition space in 2020), it is the trade show to admire unique motorcycles customized by the best internationally renowned customizers as well as finding the latest models from the major motorcycle manufacturers along with accessories and apparel for motorcyclists.





WHY MBE

Motor Bike Expo is not just a simple static exhibition, but rather an unmissable showcase for companies which can meet face-to-face with true enthusiasts and talk to them to understand their needs, expectations and feedback on services and products. **Visibility is the real strength of this event** that, thanks to marketing mix operations, is a **valuable opportunity to talk to motorcyclists**, sharing news, promotions and special projects. Another peculiarity of MBE is the **possibility to sell directly at the fair**.



EXHIBITIONS



VISIBILITY



SALES



FEEDBACK





THE EXCELLENCE OF CUSTOM

The most important manufacturers, distributors and customizers on the planet gather in Verona to experience the international event for customization fans. More than 20,000 square meters are dedicated to this sector, with **unique creations, bike shows, artisans and artists** which mix together over three days that combine business and pleasure.



RACING STARS AND APPOINTMENTS

The passion for racing is rekindled in January, bringing to Verona accessories, technical apparel for the racetrack and, above all, World Championship riders, teams and the presentations of the most important trophies: this all combines to make **the fixed appointment that opens the doors to the new racing season.**



ALL THE LATEST STREET NEWS

MBE is **the first appointment of the motorcycle calendar** and, thanks to the participation of the biggest motorcycle manufacturers, an opportunity to preview new production models and the latest technologies.



TESELATED TIRES & OFF-ROAD ADVENTURES

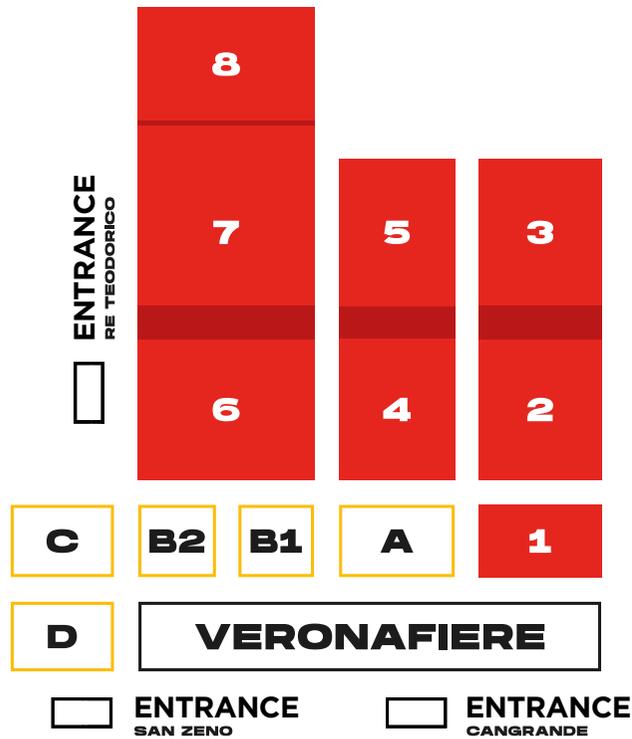
Off the paved roads there is another world... the world of off-road, which is increasingly present at MBE in terms of space and investment, where companies display new models and the figures that have shaped the history of the Dakar and the great rallies. Here visitors will find everything necessary for **adventouring, enduro, trial, and motocross.**



THE PRESENT AND FUTURE OF E-MOBILITY

Sustainable mobility is present at Motor Bike Expo with new proposals from the electric sector. **The latest models, new projects, services and components** designed with the utmost respect for the environment offering zero-emission solutions.





700+ exhibitors
100+ events
600+ journalists

100.000+ sqm exhibition area
170.000+ visitors



37 K FOLLOWERS



90 K FANS



40 K NEWSLETTER CONTACTS

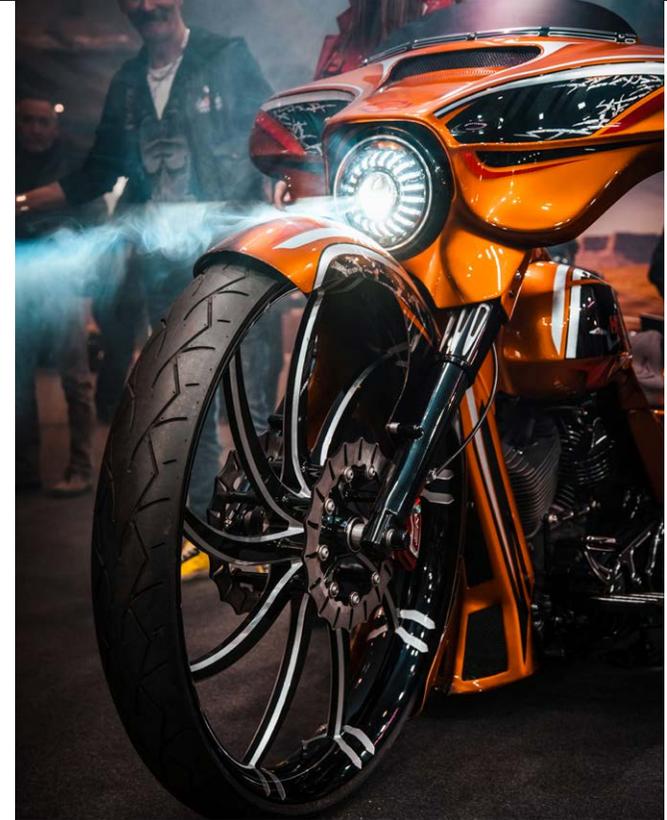
Data in reference to the 2020 edition

MBE

MOTOR BIKE EXPO

EXPOSITIONS

CUSTOM	1/2/3/4
STREET	4/5/6
RACING	5/6/7
TOURING	5/6
OFF ROAD	5/6/7
HERITAGE	4/5
SECOND HAND	7
CAFE RACER	4
LIFESTYLE	4
SHOPPING AREA	3/7
ELECTRIC	5
E-BIKE	8



MAIN PARTNERS MBE 2022



MAJOR MANUFACTURERS THAT HAVE PARTICIPATED OVER THE LAST THREE EDITIONS



15TH ANNIVERSARY



VERNICE & BENZINA

Motor Bike Expo's most exclusive evening event returns

An exclusive evening

Dedicated to the people who determine the dynamics of the motorcycling world: top management figures, institutions, media, riders and showbiz personalities who meet in an elegant setting where networking, representing the fulcrum of the event, takes place in an informal atmosphere.

A location rich in history and charm

Every year the Palazzo della Gran Guardia is the ideal location to get together on the eve of the world's largest event dedicated to custom motorcycles.



15TH ANNIVERSARY



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#MotorBikeExpo
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COMMERCIALE
EVENT ORGANISER

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