

MBE

MOTOR BIKE EXPO

an **MORE** *than*
EXHIBITION

REPORT MBE 2023 - 27/29 JANUARY



The international
MOTORCYCLE SHOW

160.000

VISITORS

720

EXHIBITORS

100.000

SQM EXHIBITION AREA

*80.000 sqm indoor
and 20.000 sqm outdoor*

35

COUNTRIES OF ORIGIN

*From United States, Indonesia,
United Arab Emirates, Taiwan, Turkey,
China and from all over Europe*

3.000

MOTORCYCLES

*Representing the global
two-wheeler industry*

100

EVENTS

*More than 50 performances
in the outdoor area*

500

DEMO RIDE

During the three-day event

600

ACCREDITED JOURNALISTS

International press and media

+4.5 MILLION

PEOPLE REACHED

through MBE's official channels

95.000

**FACEBOOK
FANS**

42.000

**INSTAGRAM
FOLLOWERS**

30.000

**NEWSLETTER
CONTACTS**

15.000

**PRIVILEGE CLUB
CONTACTS**

6.000

**PRESS AND MEDIA
CONTACTS**

2 MILLION

**WEBSITE
VIEWS**

NEXT EDITION 19/21 JANUARY 2024
