

## **A RECORD NUMBER OF NEW PRODUCTS**

There are countless novelties about to be presented this year at the Milan Show: an absolute record number of products that have either just been launched or are being previewed, making EICMA 2010 a hot event not only for international trade operators, but also for the multitude of enthusiasts among the general public.

**Honda** takes the lion's share, by announcing that their return to the Show will be marked by a preview of no less than **eight models**, to be unveiled during the exhibition and no sooner!

And neither will the other big companies be content to look on, **Ducati** in pole position: there is eager anticipation for the 1200 super street model bearing a name that is typically Bolognese - and very "tough": "**Diavel**".

**Harley Davidson** presents the new **SuperLow tm**, together with **four new CVO tm models**.

**Yamaha** will present **an electric scooter, a city mobility prototype**.

Italian visitors will have the opportunity to view the new **ZX-10R, the Z750R by Kawasaki** due to be launched on the market at the same time.

**KTM** will present the **Duke 125 in its naked version**

**Aprilia** presents two 4-cylinder models: **Tuono 1000 and RSV4** with traction and wheelie control, **as well as the Dorsoduro 1200**.

**BMW** presents two **Touring motorcycles**: a 6-cylinder in the versions **K 1600 GT and K 1600 GLT**.

At **Triumph** all eyes will be on the official presentation of the new **Tiger 800** enduro with 3-cylinder engine.

**Piaggio** presents a comeback of the **Vespa Classica (the PX 125** with handlebar gear lever) and the **Piaggio Typhoon**.

The novelty at **Moto Guzzi** will be the **V7 Racer**.

**Beta** presents the new **BETA EVO 2T MY2011** model.

Five new models for **Boom Trikes**: **Trike Shadow 750 Black spirit, Trike Harley Sporster 1200 Trike Intruder 1800 Firebird Photos 8510 and the two Thunderbirds**.

**Polini Motori** presents the **Carter Variatore Evolution** available for Minarelli-Yamaha engines.

**Aeon** will present a first-ever world preview of the **new 4-valve 350cc motorization**, to be mounted on their quad vehicles: the sports models **Cobra** and **Utility 4x4 Crossland**.

A European preview will present **the CO-IN 125cc scooter and the long chassis version of the existing Overland 600 vehicle.**

**Aspes**, together with its trade partners, will present no less than four new vehicles: **two Bicycles with pedal assist system - “Sibilla” and “Elios”;** and **two hybrid Scooters: Vega Hybrid 125cc and “Perseo Hybrid 150cc.”**

**Barracuda** presents its very latest range of rear-view mirrors: **RACE-indicator** made exclusively for racing bikes and the **STREET-indicator** mirror for naked motorbikes.

In the brand new **American Pavilion**, very interesting the **7 new electric models** presented by **Brammo**.

**CR&S Motorcycles** will launch the worldwide preview of their new **CR&S DUU** motorbike.

**Ipone**, which produces and distributes high-tech maintenance products and oils, specifically conceived for motorbikes and sports vehicles (quads, jets, karts etc.), will celebrate 25 years' activity **by launching a new range scooter products.**

The helmet manufacturer, **Kali**, will be presenting its **ROAD Line** series for the first time ever.

Their participation at Eicma is in itself a novelty for **Oxygen**, a market leader in the production of lightweight electric vehicles and a pioneer in the design and production of the first Italian-made all-electric scooter, the **CargoScooter**.

Following their debut last year, there is a welcome return to Eicma of **Scootergirls**, a firm from Los Angeles specialized in the production of protective motorbike garments of high fashion appeal, designed specifically for women bikers. And this year, for preview at the Milan Show, they will also be presenting **a protective clothing collection for men and jeans in Kevlar.**

Still on the subject of clothing, **Stylmartin** will present the **Denver** boot, as part of its Urban range.

This is all for now: but the list is far from complete: there is no end to the novelties being shown at the Milan Show this year.

**GREAT RETURNS**

As many as **47 Firms** are returning to the Salone di Milano after one or more years of absence. Leading the way are **Honda** and **Yamaha**, the Japanese giants forced to “skip” the exhibition in 2009, but they will be back in great style at EICMA 2010 (Honda have already announced that they will be making a preview presentation of no less than eight brand new products).

They will be joined by other important names such as **Nolan** and **Dainese** (the latter exhibitor had not been present for several years) in their return to the Milanese exhibition.

The other are: Adiva, Almhof Call, B 2 Products, Ber Racing Italy, Beta Utensili, Boom Trikes, Cobo Group, Datatool, Dieffe, Driveplanet, Eaglerider Motorcycle, Rental, Fuchs lubrificanti, H&H sports protection, Headbanger Motor Company, Italian Service, KHI Manufacturer, Let's Bike Together, Low Ride , Mag Europe, Maggi Catene, Mahr Garments, Mass di Antonio Satta, Media Concept, Moto, Motogpricambi.com, Oxygen, Pilot Apparels, Racer Outdoor, Racingbike, Ram Italia, Semerfil, Skin View Laether, Supersprox, Telematic Solutions, Villa Stampi, Zhejiang Benbao Electric Vehicle Technology and 3 Companies of the bicycle Sector: l'italiana Pennarola, la Fanciteck International e l'indiana Govind Rubber.

## NEW ENTRIES

EICMA 2010 has registered as many as **38 absolute new-entries** (5 in the bicycle sector), in other words 38 Firms who have NEVER taken part at the Salone di Milano and will be exhibiting for the first time ever.

Here is the complete list: Ax Lightness (bicycle) – Bajwa Star Industries – BNS corp.- Brammo – Cionti - CMC Italia – Createbikes.com (bicycle) – Enmoto – E Tropolis GMBH - Fare – FG Sport – GFG Group – Gruppo Pritelli - I Zero (bicycle) – Ichiban – Innovative & Superior Technology (bicycle) – Kiddimoto – Maggiora - SA International – Next – Nils – Phytoquant (bicycle) – Pro Media Company – Quadro Technologie - Ramirez – Reggiana Macchine Utensili – S.M.R.E. – S.P.I.N. Motorcycles – Saxon Motorcycles Europe – Scia – Sena Technologies – T.V.B. – Tamarri – Tecniche Europe - Technologic - Tianjin Jikong Darkhorse Bicycle (bicycle) – Vrooam Powersports Lubricants International - Zhejiang Zhenlong Battery co.

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## GREAT EVENTS

It is customary for EICMA to “launch” special events that add lustre and character to this exhibition. And since such initiatives stem from an analysis of market trends and consumer tastes, the Events inevitably encounter great success.

This is what happened with **Motolive**, which has now become a “must” at the Salone di Milano; it was also the case with **The Green Planet**, implemented a year ago in answer to the growing trend in favour of eco-friendly mobility; and the same thing will happen – we hope – with this year’s great novelty:

## CUSTOM CITY

CUSTOM CITY is an exhibition area entirely dedicated to custom vehicles, which sets out to be a “show within the show”, in the same way as “Green Planet” for hybrid and electric vehicles.

This idea matured thanks to the insistence of motorbike companies, manufacturers and enthusiasts, but finds its rational justification in numbers: against current downhill market trends, the share of vehicles dedicated to custom and touring bikes, which currently represents 17.5% of sales turnover, is increasing slowly but constantly. A positive growth rate has been registered in the segment of sports, technical and fashion accessories, while publishers of trade magazines are also becoming more enterprising and dynamic.

This sum of factors has induced us to reserve a dedicated “custom area” within the world’s largest exhibition pole to showcase the **highest expression of international production**, with a separate and exclusive area reserved for motorbike companies and manufacturers (some of which have actually been exhibiting at EICMA for several years), and welcome the opportunity to meet with the general public, acquire international visibility and widen their horizons.

CUSTOM CITY will be set up in Hall 2 of Fiera Milano, in collaboration with **Terre di Moto** srl, which will notably be putting on a Show, and fully sponsored by the trade magazine BIKERS LIFE.