

Press Release

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Motobike Istanbul 2020 Preparations Accelerated!

Begüm Gök
Tel. +90 216 384 50 50
begum.gok@turkey.messefrankfurt.com
www.messefrankfurt.com.tr
www.motobikeistanbul.com.tr

The most comprehensive event of the motorcycle and bicycle sector, Motobike Istanbul is preparing to open its doors in its 12th year on February 20-23, 2020.

Motobike Istanbul, the most comprehensive event of the motorcycle and bicycle sector in the region organized by Messe Frankfurt Istanbul, is preparing for its 12th meeting with the sector. The early-bird tickets of the show, which will be held in Yeşilköy, Istanbul Expo Center between February 20-23, 2020, are offered for sale through Biletix. Opening its doors every year with its strong sponsors, Motobike Istanbul's Main Sponsor this year is the giant brand of the mineral oils sector, MOTUL, while Garanti Bank is the Platinum and Academy Sponsor, Aytemiz the Gas Sponsor, Quick Sigorta the Insurance Sponsor and OMM the Training Sponsor.

Motobike Istanbul is again very colorful with surprises in 2020

The show will host launching events of pioneering motorcycle brands and just like every year, visitors will have the opportunity to see new models up close for the first time this year. **In his press statement, Messe Frankfurt Istanbul Managing Partner Tayfun Yıldırım said,** "We are pleased to host Motobike Istanbul, the first motorcycle exhibition in the portfolio of Messe Frankfurt - the world's leading exhibition organizing company. We aim to take one step further every year in Motobike Istanbul, which brought together 255 exhibitors and 99.231 visitors in 2019. For the development of the motorcycle and bicycle market in Turkey, Motobike Istanbul will open its doors for 12th time in February and host local and foreign motorcycle and bicycle fans with the cooperation of the sector's leading associations MOTED (Motorcycle Industry Association) and MOTODER (Motorcycle Industrialists' Association), our main sponsor Motul and other sponsors Garanti Bank, Quick Sigorta, Aytemiz and OMM. In addition

Motobike Istanbul

to launching events of many prestigious brands, numerous innovations will be waiting for our visitors. Under the sponsorship of Garanti Bank, Motobike Academy will offer interesting and informative seminars and conferences, while visitors will experience enjoyable and exciting moments during the exhibition with motorcycle shows and surprise events in the show area.”

Early tickets with advantages are on Biletix!

Tickets of Motobike Istanbul, the most important meeting point of the motorcycle and bicycle sectors are offered for sale with early advantageous prices this year as well. Visitors who do not want to miss the early advantageous prices can buy their tickets through Biletix website and all Biletix sales points. In addition, tickets are sold with a 50% discount on Thursdays and Fridays only for students and women.

For details, you can follow Motobike Istanbul’s official website, Facebook, Instagram and Twitter accounts. For more information:

www.motobikeistanbul.com.tr

Sponsors

MOTED – Motorcycle Industry Association

MOTODER – Motorcycle Industrialists’ Association

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group’s key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019