

Press Release

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A Record Number of Visitors at Motobike Istanbul

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Organized by Messe Frankfurt Istanbul with main sponsor Motul, Motobike Istanbul, the biggest motorcycle and bicycle industry event in the country welcomed more than 100,000 visitors this year. With its target of being a “Carbon Neutral Fair”, Motobike Istanbul opened its doors with a new groundbreaking plan - the fair and its management decided to plant trees in the name of all its participants, sponsors, and its record level of visitors to meet this goal.

New models exhibited during launch events at the fair grabbed visitors' attention

This year's Motobike Istanbul was organized once again with the support of the industry's leading associations - The Motorcycle Industry Association (MOTED) and The Motorcycle Industrialists Association (MOTODER), with a booth area of 12.385 sqm and participation by 285 brands from 24 countries. New model launches left great impressions, attracting lots of attention and breaking sales records. Motorcycle fans from Turkey and abroad had the opportunity to take close looks at, obtain information about, and take advantage of sales on new BMW, Brixton, Ducati, Honda, Harley Davidson, KTM, Kral, Kuba, CF Moto, Vespa, Volta, SYM, Bajaj, Peugeot, Polaris, Moto Gusto, Mondial, Husqvarna, Triumph, TVS and Yamaha models, as well as many other prestigious brands.

Messe Frankfurt Istanbul Managing Director Tayfun Yardım said, “In Motobike Istanbul's 12th year, we hosted 285 brands from 24 countries. Every year, 40% of all motorcycle sales happen at our fair. We're glad to see that sales go even beyond these figures. We had announced that this year we would take a new groundbreaking step at Motobike Istanbul: to carry out the country's first “Carbon Neutral Fair” project, to plant trees in the name of all participants, sponsors and visitors, and a record number

of visitors supported us. We will continue to plant saplings within the scope of our project with cooperation from the “Aegean Forest Foundation.”

Visitors enjoyed event and show programs, and even got to witness a marriage proposal

Many new groundbreaking steps were taken at Motobike Istanbul this year. One of the most interesting events was the **Custom Motorcycle Beauty Contest** which was held for the first time. Attracting intense competition, custom motorcycle applications to the contest made via www.thecustomfest.com were evaluated by the contest jury according to certain criteria and ranked by their classifications. As proof of its bond with its visitors, Motobike also hosted a marriage proposal this year.

With his breathtaking motorcycle acrobatic show, Birkan Polat thrilled motorcycle fans in the show area during the fair. And as part of “Motobike Academy”, sponsored by Garanti BBVA, visitors had the chance to attend to conferences, events and workshops about motorcycle and bicycle world.

Motobike Istanbul's sponsors make the fair much stronger and more comprehensive

The main sponsor of Motobike Istanbul 2020 was the mineral oil sector brand giant **MOTUL**, **Garanti BBVA** was the Platinum and Academy Sponsor, **Aytemiz** was the Fuel Oil Sponsor, **Quick Sigorta** was the Insurance Sponsor, **OMM** the Training Sponsor, and **Metro FM** the Radio Sponsor, all of whom shared the excitement of motorcycle and bicycle fans for four days.

Dates for the 13th Motobike Istanbul have been announced

The 13th Motobike Istanbul, the meeting point for motorcycle and bicycle enthusiasts, will be held between February 25 – 28, 2021. For detailed information, please visit Motobike Istanbul’s official web site, Facebook and Instagram accounts.

For more information: www.motobikeistanbul.com.tr

Supporters

MOTED – Motorcycle Industry Association

MOTODER – Association of Motorcycle Industrialists

Motobike Istanbul is organized with the support of the Republic of Turkey's Ministry of Commerce and KOSGEB (Small and Medium Industry Development Organization).

About Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 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