

Press release

The leading event for motorbikes and scooters comes to Bern

Bern, 14 April 2021 – **On 7 April 2021, the motosuisse association and the BERNEXPO GROUPE signed the contract for the new flagship event for the motorbike and scooter industry. From 2022, the motorbike season will kick off in Bern every year in February/March. By moving the leading industry event to Bern, the motosuisse association is marking the first milestone of a new beginning. In future, the trade fair is set to have a more festival-like atmosphere, making the event relevant to a younger target audience as well.**

A new mood of optimism prevails in the motosuisse association. Bern provides a central location with good transport links, extensive outdoor areas and ample parking for the leading motorbike and scooter industry trade fair. From 2024, the Neue Festhalle in Bern will also be available as a modern infrastructure.

Jörg Bucher, president of the motosuisse association, is delighted about the collaboration with the BERNEXPO GROUPE. “Together with the BERNEXPO GROUPE, the entire motorbike and scooter industry is very motivated to embark on the future of modern, live motorbike events.”

The flagship event is aimed at a wide audience, from young and novice riders to hardcore aficionados and fans. In future, the event will not only score with the classic exhibition area for motorbikes, scooters, accessories and clothing, but also with a festival-like atmosphere and a varied supporting programme that includes shows and product demonstrations. In this way, the event will also attract younger target groups as an exciting place to discover new products and expertise. More attention is to be paid to the demand for ecological technology and the trend towards electric mobility. In times of COVID-19, the signing of the contract with the motosuisse association sends a powerful signal in favour of Bern as a trade fair venue.

Tom Winter, CEO of BERNEXPO AG: “We are confident that people are eager to meet face to face again and therefore look forward to welcoming motorbike and scooter enthusiasts from 2022. In addition to presenting innovations and new products, it is also important for us to use the new platform in Bern as a meeting place for all stakeholders. Starting in 2022, the motorbike and scooter season will kick off with a spectacular event in Bern.”

In the event of questions, please contact:

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About the BERNEXPO GROUPE

Every year, the live marketing company BERNEXPO GROUPE stages more than 30 exhibitions and guest exhibitions, over 300 congresses, trade shows and other events of all sizes. Live communication allows the BERNEXPO GROUPE to deliver memorable moments, create spaces where people can come together and offer a wide variety of platforms. The BERNEXPO site is one of Switzerland's largest exhibition premises. Eight exhibition halls across two building complexes offer around 40 000 square metres of event floor space and 100 000 square metres of outdoor areas. The BERNEXPO GROUPE employs a team of around 130 people. Generating a gross added value of around CHF 260 million, it is a leading economic driving force for the city and region of Bern – with a nationwide impact.