

Press release

MOTOFESTIVAL IN BERN FROM 3 TO 6 MARCH 2022

Bern will be a motorbike Mecca in March 2022

Bern, 22 November 2021 – Aprilia, BMW Motorrad, Ducati, Honda, Indian Motorcycle, Kawasaki, Moto Guzzi, Piaggio, Royal Enfield, Suzuki, Triumph, Vespa, Yamaha and Zero Motorcycles: the major, leading brands in the Swiss motorbike and scooter industry have already booked or reserved their booth areas for the new national leading trade fair for motorbikes, the motofestival, in the BERNEXPO halls in the Swiss capital.

Everything is in place for the new national leading trade fair for motorbikes, the motofestival, to be held from 3 to 6 March 2022 in the BERNEXPO halls, an inspiring kick-off to the new motorbike season. After all, the major and key players in the industry have already booked or reserved their booth and exhibition areas. As a result, the current range of motorbikes, scooters and accessories in Switzerland will be on full display at the motofestival, including all the new products for 2022.

Motorbikes: Japan, Great Britain, Italy, Germany, USA

So far, Aprilia, Benelli, BMW Motorrad, Brixton, CF Moto, Ducati, Energica, Honda, Indian Motorcycle, Kawasaki, Malaguti, Moto Guzzi, Motron, Royal Enfield, Suzuki, Triumph, Yamaha and Zero Motorcycles have confirmed their participation. The Japanese Big Four is thus just as fully represented as the British, German and Italian motorbike industries.

Scooters: petrol-powered and electric

All the top names in scooters will also be there. Petrol-powered or increasingly also electric city and interurban motorbikes from Aprilia, BMW Motorrad, Honda, Kumpan, Niu, Piaggio, Silence, Super Soco, Sym and Yamaha will be featured, as well as the immortal Vespa model range.

Colourful accessories

The accessories and clothing industry is also rushing to the motofestival: major outfitters such as hostettler ag with its top brand iXS, Bihl Swiss SA, B+B Sport AG and Polo Motorrad Schweiz GmbH have announced their participation, as have Bridgestone, Michelin, Motorex, various motorbike tour providers, driving schools, professional associations and trade media.

Switzerland needs a central national trade fair

Jörg Bucher, president of motosuisse, the association of Swiss importers of motorbikes and scooters, feels that the encouraging number of bookings is an endorsement: "Nothing compares to the experience of seeing, feeling and hearing an emotional product like a motorbike first-hand. This is why we need a central national trade fair for the industry and the end consumers. The great experience of the trade fair organiser BERNEXPO gives the event a real festival character in addition to the extensive offer of the motorbike, scooter and accessories industry."

The motofestival 2022 at a glance

Date	3 to 6 March 2022
Opening hours	
Wednesday (pre-opening)	6 p.m. to 10 p.m.
Thursday to Friday	10 a.m. to 9 p.m.
Saturday	9 a.m. to 7 p.m.
Sunday	9 a.m. to 5 p.m.
Venue	BERNEXPO site
Organiser	BERNEXPO GROUPE Mingerstrasse 6 3014 Bern
Website	www.motofestival.ch
Facebook	www.facebook.com/motofestivalswitzerland
Instagram	www.instagram.com/motofestival_switzerland
Admission	
Adults (on-site/online)	CHF 24
Students/seniors (on-site/online)	CHF 10
Children (aged 7 to 16)	CHF 9
Families (2 adults, 3 children up to 16 years)	CHF 50
Evening admission after 5 p.m.	CHF 14
Pre-opening (limited number of tickets)	CHF 42
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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.