

Media release

motofestival – kick off the motorcycle season

Bern, 29 June 2021 – From 3 to 6 March 2022 for four days in spring 2022, the new national flagship event for motorcycles in the halls of the BERNEXPO GROUPE in the Swiss capital will be presenting the latest motorcycles, scooters and accessories in Switzerland. The festival kicks off the new motorcycle season, and also features special exhibits, action shows, test drives, street food stands and fantastic concerts.

Following the coronavirus pandemic in Switzerland, Bern trade fair organiser the BERNEXPO GROUPE and Swiss motorcycle and scooter importers association motosuisse are ready to get back on track. They are collaborating to set the wheels in motion for the motofestival, a new leading flagship event for the motorcycle and scooter industry that will be held in the exhibition halls and large outdoor areas of the Messeplatz in Bern. In future, the motofestival will signal the start of the motorcycle season.

Around 55,000 visitors are expected at the motofestival, Switzerland's biggest event for the motorcycle and scooter industry, from 3 to 6 March 2022. Around 120,000 m² of exhibition space in the halls and outdoor areas will play host to an amazing flagship event with vehicles and the latest trends and innovations in the industry, as well as an attractive programme of supporting events for action, fun and entertainment. A range of special exhibitions and action shows, test drives with petrol-driven and electric motorcycles and scooters, a varied range of street food stands, and amazing concerts in the evening are planned.

For **Jörg Bucher, President of the industry association motosuisse**, Bern is the ideal location for a new Swiss leading trade fair: "Nothing can replace the experience of seeing, feeling and hearing an emotional product like a motorcycle live and in person. That's why we need a Swiss flagship event for the industry and end customers. The Messeplatz in Bern is ideally located and can be easily reached by car, motorcycle or public transport. The perfect infrastructure of the site, which is located directly next to the Wankdorf stadium, and the vast wealth of experience BERNEXPO has in organising trade fairs enable us to give the event a real festival character alongside the fantastic exhibitions by the motorcycle, scooter and accessories industry.

Tom Winter, CEO of the BERNEXPO GROUPE, agrees: "People really want to experience live events again following the coronavirus pandemic. We are delighted to be hosting this event for motorcycle and scooter fans from 2022 onwards. The presentation of innovations and new products, the attractive programme of supporting events and the number of bike fans who will be in attendance will make this event a highlight on the industry calendar. I am sure that, starting next year, the motofestival in Bern will signal the start of the motorcycle and scooter season!"

For enquiries, 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.

www.bernexpo.ch

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