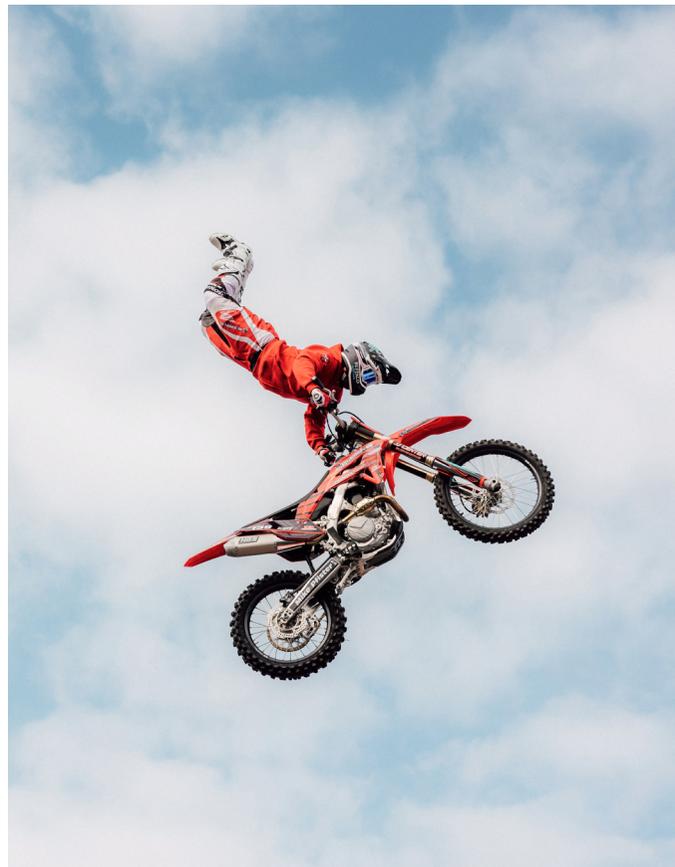


# motofestival



# 01

## This is the motofestival

The motofestival is the national motorbike exhibition which took place at the BERNEXPO site for the very first time from 23 to 26 February 2023.

A wide range of exhibitors presented their trends and new products to a motorbike-mad audience in an event space of over 25,000 m<sup>2</sup>.

The four-day event offers a varied program including music, food, action, new products, "Test & ride", and inspiration.



# 02



## That's why you should be there

### **Profiling**



Impress potential customers in face-to-face conversations and spark motorbike fever in your visitors. Maintain existing customer relationships and build new ones.

### **Relevance**



The motofestival is the leading national event for the motorbike, scooter, two-wheeler and accessory sector and marks the start of motorbike season 2024.

### **Quality**



Thanks to the premium standards of motofestival, you can reach the motorcycle-loving public in a targeted manner and conduct quality talks.

### **Publicity**



Show the Swiss motorbike community your commitment to the sector and what you have to offer.

### **Reach**



Present your latest products, best-sellers and trends to around 50,000 visitors.

### **Community**



The motofestival is THE motorbike event that brings together the industry and its fans.

# 03

## A look back on motofestival 2023

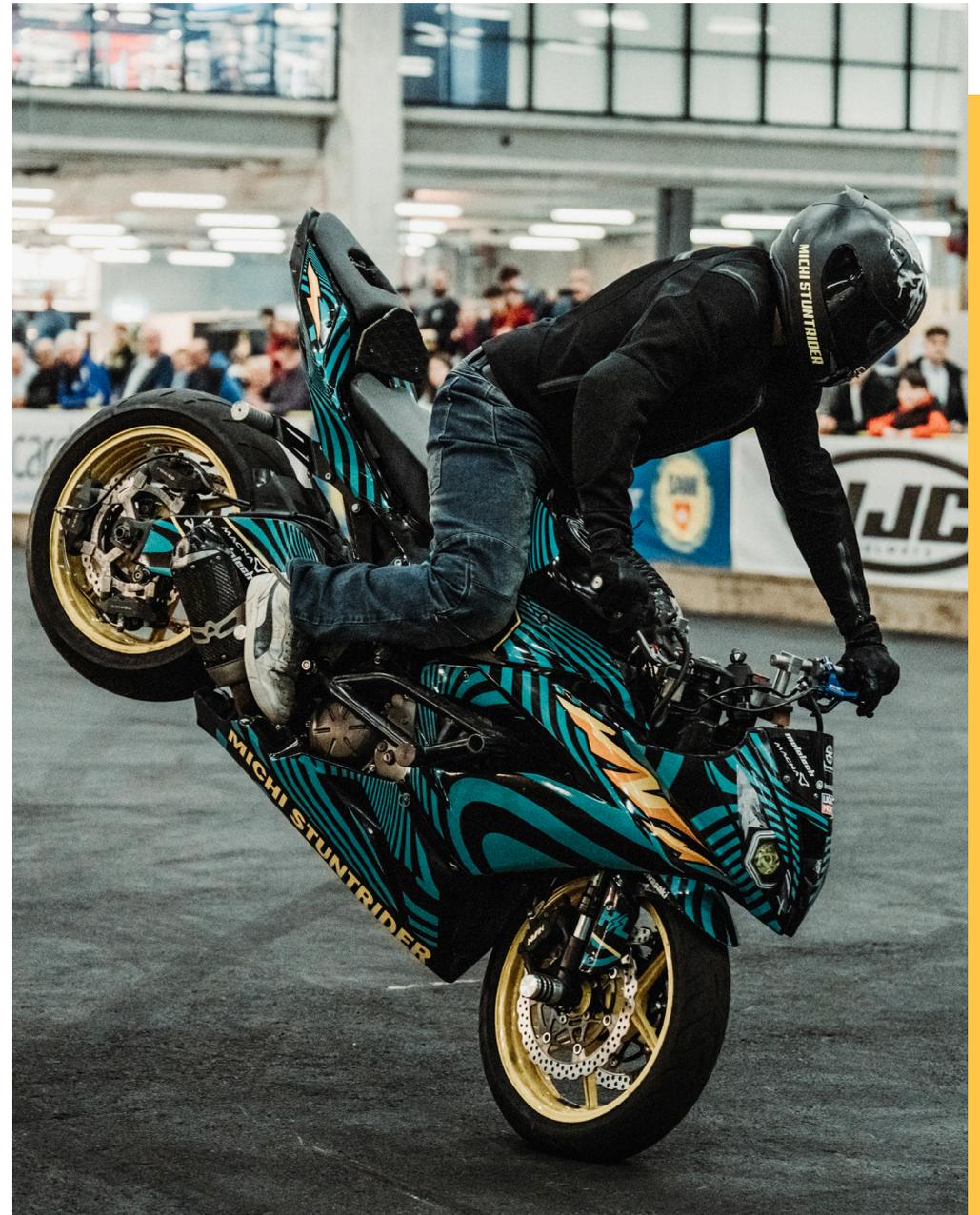
Over 40,000 visitors attended the premiere of the motofestival from 23 to 26 February 2023, which offered a comprehensive overview of the current range of motorbikes, scooters, quads, trikes, clothing, tyres and accessories. The new national event also thrilled the motorbike crowd with spectacular freestyle, stunt and trial shows, interesting exhibitions, test ride opportunities, exciting panel discussions, concerts - with the Swiss cult rock band Gotthard as the highlight - and last but not least a wide-ranging food festival.

### **Jörg Bucher, President motosuisse**

«Motorcycling is first and foremost a passion, an emotional experience that many people want to share with others. What is more suitable for this before the start of the new season than a central, informative and entertaining event? With its attractive character and professionalism, the motofestival has already clearly taken on this function as the new Swiss motorbike event at its premiere.»

### **René Klauser, Managing Director FIBAG AG, Kawasaki Generalimport**

«The first edition of the motofestival in Bern showed that motorcyclists are very interested in this national event. The good discussions at the stand have confirmed that visitors want to experience our products live and exchange ideas in the community on site. We are looking forward to continuing the history of the motofestival in 2024»





# 04

## Facts & figures about motofestival 2023

# 4 days

6 themed areas

**FOOD INSPIRATION TEST & RIDE  
NEW PRODUCTS MUSIC ACTION**

**over 130**  
brands and exhibitors

**large outdoor area**



1,448 followers



2,226 followers



**«The passion for the motorbike is unbroken.»**

**over 40,000**  
visitors



21,000 newsletter subscribers

over 700,000  
website visits



**around 200**  
test drives

**over 25'000m<sup>2</sup>**  
event space

# 3 halls

# 05

## An outlook on motofestival 2024

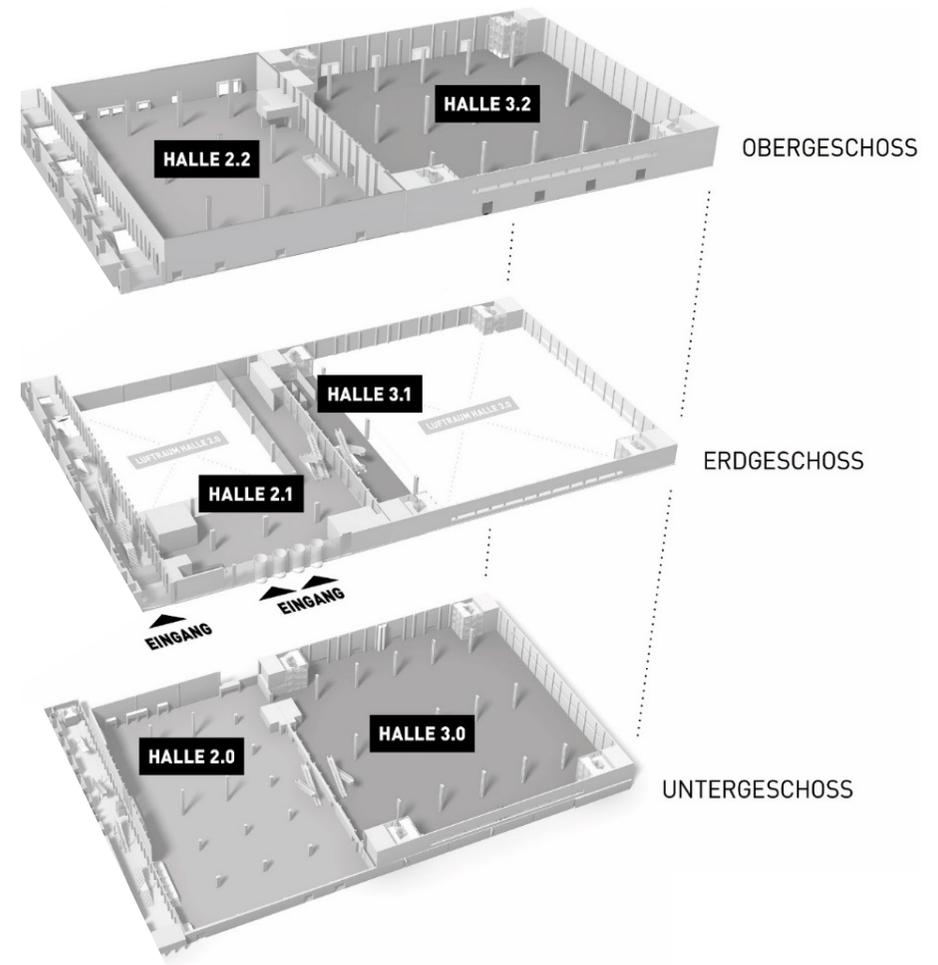
**29 February to 3 March 2024**

The starting signal for the motorbike season!

### **We want to grow and expand!**

The latest motorbikes, scooters and accessories in Switzerland, including all the new products, will be on full display at the motofestival, which is split across six halls. The six themed areas will help make the exhibition feel like a festival experience, providing the ideal platform for exhibitors.

Next year we expect over 50,000 visitors to the BERNEXPO site.



# 06

## Event organiser

The BERNEXPO GROUPE has been bringing passion and expertise to the events business for almost 70 years.

We connect people and brands in a way that extends beyond the here and now. We are effective in our presentation of content, brands and ideas at our specialist trade fairs and consumer exhibitions. Thanks to our unwavering commitment, we are a key economic driver for the city and region of Bern, as well as all of Switzerland.

The motofestival is held jointly with our sponsorship partner motosuisse.

**Contact us. We will answer your questions and advise you for an individual offer.**



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