

Press release

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## Opening its doors for the 11<sup>th</sup> time, the excitement of Motobike Istanbul starts!

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**Organized by Messe Frankfurt Istanbul with main sponsor Motul, Motobike Istanbul, the largest motorcycle and bicycle sector event in the region, opened its doors at the Istanbul Expo Center with an opening ceremony by Messe Frankfurt Istanbul Managing Director Tayfun Yardım, Deputy Kenan Sofuoğlu, President of the Motorcycle Industry Association Bülent Kılıçer, Motul Turkey General Manager Dmitry Bakumenko, and Aytemiz General Manager Ahmet Eke.**

### **Sponsors of Motobike Istanbul 2019 share the passion of motorcycle and bicycle fans**

The main sponsor of Motobike Istanbul 2019 is the mineral oil sector giant MOTUL. Garanti Bank is the Platinum Sponsor, Aytemiz is the Exhibition Sponsor, Quick Insurance is the Insurance Sponsor, Super FM is the Radio Sponsor, and KTM is the Show Sponsor. These sponsors all share the excitement of motorcycle and bicycle fans, and they will add value to the exhibition with activities and services for visitors and sector representatives over the four days of the exhibition.

### **Prestigious Brands on Display**

Opening its doors for the 11<sup>th</sup> time this year, Motobike Istanbul once again hosts the launch of eagerly awaited new models by the most prestigious motorcycle brands, and visitors have showed great interest again this year. Over the four days of the exhibition, fans will have the opportunity to check out the new models of many prestigious brands including BMW, Ducati, Honda, Harley Davidson, Triumph, Yamaha, Vespa, KTM, Kral, Kuba, CF Moto, Volta, SYM, Bajaj, Polaris, Citycoco, Moto Gusto, Husqvarna, Yuki, and many more.

### **With its Seminars and Shows, Motobike Istanbul is more than an exhibition**

As it does every year, Motobike Istanbul's seminars and shows offer visitors experiences they will never forget. Birkan Polat and Onur Duva, whose motorcycle acrobatics were breathtaking on the opening day, will continue to offer motorcycle fans thrilling moments in the performance area across the four days of the exhibition. The "Motobike Academy" seminar series is an extensive talk and training program provided by experts on subjects that include safe driving training, winter routes, and conversations with Motovloggers. Kerem A Hero, Serkan Özbay, Ersoy Akkartal, Kemal Tuğrul Sümer, Asil Özbay, Erkin Yeşil, İlayda Yağmur Yılmaz, Özge Öztimur, Nesli Avcı, Adile Yavuz, Süren Bayan, Gülşah

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Merve Yüksel, Ömer Faruk Toprak, Murat Çopur, Yahya Dai, Buket Doran, Ozan Musluoğlu, Serdar Barçın, Emre Sen, Burak Ersöz, Özge Öztimur and other important guests from the motorcycle and bicycle sectors will meet with visitors with Yigit Top moderating during the four days of the exhibition. In addition, there will be a live video conference with Turkey's young talents: Toprak Razgatlıoğlu, and the brothers Deniz and Can Öncü. On Saturday at 11:30, there will be a commemoration ceremony for "Man in the Golden Suit" Barkın Bayoğlu.

Visitors can follow all the programs free of charge in the Efes Hall during Motobike Istanbul.

The "custom" area will continue to host guests who are interested in custom-made or customized motorcycles and bicycles. In addition, "The Distinguished Gentleman's Ride" event team with its elegantly dressed ladies and gentlemen and their classical motorcycles will also have a place in the "custom" area this year.

Please visit Motobike Istanbul's official website, Facebook or Instagram page for more details on the exhibition.

For more information: [www.motobikeistanbul.com.tr](http://www.motobikeistanbul.com.tr)

### **Supporters**

**BİSED** – Bicycle Industry Association

**MOTED** – Motorcycle Industry Association

**MOTODER** – Motorcycle Industrialists Association

Motobike Istanbul is supported by **Ministry of Trade**.

### **Background information on 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 €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters 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](http://www.messefrankfurt.com)

\*preliminary figures 2018