



The meeting point of two-wheel enthusiasts: The countdown begins for Motobike Istanbul 2024

Istanbul, 08.03.2024. Motobike Istanbul, the largest motorbike and bicycle event in Türkiye and surrounding countries, is preparing to introduce many innovations with the 2024 edition. Motobike Istanbul, which will offer a brand new experience to all two-wheel enthusiasts in the new halls at the Istanbul Expo Center, will offer its guests a wider, safer and more comfortable visit opportunity, and will host many brands that have just entered the market and are eagerly awaited by the visitors.

Motobike Istanbul 2024, which is eagerly awaited by motorbike and bicycle lovers, will bring together the popular names of the mobility world, as in previous years. Social media influencers, experienced names of motorsports and famous names who are passionate about motorbikes will add color to the Motobike Istanbul 2024 with interviews within the scope of the Motobike Academy program. Motobike Istanbul, which will open to the public at 14:00 on Wednesday, March 20, 2024, will end at 19:00 on Saturday, March 23, 2024. In accordance with the updated operation regulations of the Istanbul Expo Center, the fair will not be held on Sunday this year.

With its proximity to the metro station and a large parking area, the renovated halls 5, 6, 7 and 8 of the Istanbul Expo Center, where the Motobike Istanbul will be held, will provide all guests with a much safer and more comfortable fair experience. Along with multiple entrance doors, common areas, toilets, cloakrooms, restaurants and cafeteria options, the exhibitors' exhibition area will also expand approximately 2.5 times. In this way, motorbike and bicycle enthusiasts will have the opportunity to examine the brand and product more closely than they have ever seen before at Motobike Istanbul. Answers about which brands will take part in the fair are included in the participant list on the Motobike Istanbul official website. Due to high demand, the participant list of the fair, whose registrations are still ongoing, is constantly updated.

MOTUL announced as main sponsor & Akbank is the Motobike Academy sponsor

As in previous years, the main sponsor of the Motobike Istanbul 2024 will again be MOTUL. At the MOTUL stand located in the foyer, visitors will be able to shop at the "MOTUL Shop" store where licensed products will be offered for sale, and at the MOTUL stand located in Hall 5, they will be able to find a special area where they can experience motorbike maintenance, motorbike oils and maintenance products and fun games. Preparing to create interactive areas for visitors at both stands, the MOTUL team will introduce its new series of bicycle care products, which are the official products of the Tour de France and UCI Mountain Bike World Series.

The Motobike Academy program, in which popular names followed closely by two-wheel enthusiasts participate as speakers, is being prepared with the contributions of Akbank at

Motobike Istanbul 2024. A very colorful conversation program for all visitors with riding experiences, road adventures, maintenance suggestions, questions, answers and comments awaits the participation of visitors at Motobike Academy with the contributions of Akbank.

Tickets are on sale!

Visitor tickets for Motobike Istanbul 2024, which is eagerly awaited by all motorbike and bicycle enthusiasts with its new concept, are now on sale via Biletix. Motobike Istanbul's ticket prices, which are offered for sale at prices starting from 200 TL, vary depending on the days the fair is open to visitors.

All details such as participating brands, products, hall and stand information, and contact information that will take part in the fair are available on the Motobike Istanbul official website and are constantly updated. Another innovation awaiting visitors at the 2024 edition will be the Motobike Istanbul official mobile application, which will include event and activity programs that will continue throughout the fair, in addition to the exhibitor list of the fair. Visitors will be able to access the brands and products they are looking for much more easily by using the mobile application.

Don't miss the opportunity to discover the latest trends, technologies and models in the world of mobility by visiting Motobike Istanbul 2024! Buy your tickets now for an unforgettable experience!

Motobike Istanbul – Motorbike, Bicycle and Accessories Exhibition
20 – 23 March 2024, Istanbul Expo Center

For more information:

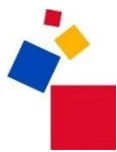
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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).

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