



The largest-ever edition of the show: Motobike Istanbul 2024 comes to an end with record-breaking participation

Istanbul, 23.03.2024. With the contributions of sector associations MOTED and MOTODER, Motobike Istanbul 2024 hosted more than 300 brands in the halls 5, 6, 7 and 8 of Istanbul Expo Center. The show was attended by a total of 134.938 motorbike and bicycle enthusiasts over 4 days.

The show, where thousands of products were exhibited in a wide range from motorbike and bicycle models to accessories and equipment, also provided a full experience for the visitors coming to Motobike Istanbul from different parts of Türkiye and the world with training programs, interviews, presentations, competitions, raffles and maintenance workshops from the opening day until the closing. At the largest Motobike Istanbul edition of all time with a net exhibition area of 20,000 m², the world-famous brands that two-wheel enthusiasts are eagerly awaiting attracted great attention from the visitors, in addition to the country pavilions from China and Pakistan where manufacturers who want to expand their business volume by entering the Turkish market took part.

In addition to the product groups of motorbikes, bicycles and accessories, Gendarmerie and Police Forces under the roof of the Ministry of Internal Affairs, sector associations and custom motorbike workshops were present at the show. Instructor Zafer Akçay, one of the doyens of the motorbike world, came together with motorbike enthusiasts throughout the show within the scope of the Motobike Academy program powered by Akbank, made presentations on safe driving and answered the questions of the audience. While the Motobike Academy program also included famous names such as Serkan Ozdemir, Yosi Mizrahi, Onur Caki and Saliha Ozkan, social media phenomena Motorcu Muhabbeti and Kolaçan also met with their fans. Omer Faruk Gunay and Sefa Aynal made a presentation about the introduction of motorbike police teams and their training processes, informing the drivers and introducing young people who are passionate about motorbikes to a profession they can pursue.

Motul, the main sponsor of Motobike Istanbul 2024, Motobike Academy sponsor Akbank, and radio sponsor Power App had the opportunity to come together with the visitors at their stands and introduce their products and services in full detail, and gave the visitors colorful moments with surprise events and raffles. Visitors had the opportunity to access exhibitor lists, contact information, hall plans, event program, news and announcements from their mobile phones by using the Motobike Istanbul official mobile application for the first time at the 2024 edition.

The next edition of Motobike Istanbul will be held at the Istanbul Expo Center in 2025. Official show dates will be announced very soon.

Motobike Istanbul – The complete experience for motorbike enthusiasts
2025, Istanbul Expo Center

For more information:

www.motobikeistanbul.com.tr

Follow us on social media:

<https://www.instagram.com/motobikeistanbul/>

<https://www.facebook.com/motobikeistanbul/>

<https://twitter.com/motobikeist>



Your contact:

M. Can Yumer

Tel.: +90 216 384 50 50

can.yumer@turkey.messefrankfurt.com

www.messefrankfurt.com.tr

Messe Frankfurt Istanbul Ltd. Şti.

Bostancı Mah. Yazmacı Tahir Sk.

No: 50, Kadıköy, İstanbul, Türkiye

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).

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