

Press release

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Absolute record: More than 80,000 people enjoyed Salón Moto

The second edition of the event, that brings together the entire motorcycle industry, became a resounding success with a great summoning.

Buenos Aires – May 27, 2023 - There were 4 days of exhibition where more than 200 national and international brands of motorcycles, helmets, clothing, accessories and motorcycle parts, were present at La Rural. It became the unmissable plan for the long weekend in the city.

Organized by the Chamber of Motorcycle Manufacturers (CAFAM) and Messe Frankfurt Argentina, the most important event in the sector ended today, far exceeding expectations and visitor's attendance compared to its last edition in 2018.

Motorcycles of different sizes, exclusive, classic, electric, all gathered in the same Event so that visitors can enjoy them. The companies took advantage of the exhibition to make important and long-awaited launches. In addition, the latest innovations and technology on the market and global trends were presented.

On the main track and for three days, there was the spectacular show "Super Enduro". With full grandstands, music and lights, 12 pilots performed incredible maneuvers and skills in a pure adrenaline circuit.

In the open auditorium, there were conferences by brands and also by well-known motorcycling figures and references. Moto GP, Mujeres en Moto, travel stories and road safety, were some of the topics addressed.

"It has been a great satisfaction to have been able to carry out this event of the size and quality that we have proposed. Despite finding ourselves in a difficult economic context, we have been able to achieve this great goal of carrying out this exhibition again after four years. The exhibitors are very pleased; the audience has accompanied us despite the weather and it being a long weekend. We closed a great Event and we wait for you in our next edition to be held on October, 2024", said Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina.

"We are very happy with the result of this exhibition. It was a great opportunity to show the value of our industry. To make our work, history, and national production visible; as well as all the growth potential we have. We appreciate the support we had from Argentina's Minister of Economy, Secretary of Industry and Productive

Development and Secretary of Commerce and we hope to continue working together to generate agreements that underpin the sustainable growth of the sector," said Lino Stefanuto, President of CAFAM.

For more information: www.salonmoto.com.ar

Press kit and photographic material:

<https://salon-moto.ar.messefrankfurt.com/buenos-aires/es/prensa/material-prensa.html>

Social media:

www.facebook.com/salonmotoar | www.instagram.com/salonmotoar | www.twitter.com/salonmotoar

About CAFAM

The Chamber of Motorcycle Manufacturers (CAFAM) was created in 2013 as a result of the union of all existing motorcycle terminals in the Argentine Republic. Since its foundation, it has worked together with its member companies in order to protect and foster the domestic motorcycle industry, promoting the best conditions for the development of industrial activities and the market, encouraging innovation and modernization at the national level, and advocating the sector's growth with an entrepreneurial spirit.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Salón Moto, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia and Arminera, among others.

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