

Presseinformation
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International
Motorcycle Exhibition
January 24 – 26, 2020
Messe Friedrichshafen



Internationale
Motorradmesse
24. – 26. Januar 2020
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Final Report

Trade fair at Lake Constance off to a great start – International motorcycle exhibition sets a new record with over 50,000 visitors

The 26th Motorradwelt Bodensee closes with a double record

Friedrichshafen, Germany—The three-day motorcycle exhibition Motorradwelt Bodensee ended on Sunday after showing that the fast track belongs entirely to motorcycles. This international trade fair all about motorcycles exceeded all expectations. It broke two records, drawing a total of 50,200 visitors (over 46,450 in 2019) and 325 exhibitors (nine more than in 2019), and filled the halls of the exhibition center. The latest machines, tons of accessories, an extensive travel section, and a diverse program of shows and activities had the audience well satisfied with the attractions on offer. The uptick in the motorcycle segment was clearly perceptible over the course of the weekend, with 325 exhibitors (including 30 brands from 12 different nations) presenting their latest products for the coming season. "We're pleased to report that Motorradwelt Bodensee was able to further consolidate its position as the leading trade fair in southern Germany, Austria and Switzerland, setting two new records. Its unique combination of a trade fair program with spectacular events drew a diverse and technically well-versed audience from all three countries," explained Messe CEO Klaus Wellmann.

Throughout the three days, the five action halls and five exhibition halls were abuzz with activity, with more than 42 events on the program – including stunt shows and presentations, six tryout courses, and over



Abteilung Kommunikation
Wolfgang Köhle
Telefon: +49 7541 708-307
Telefax: +49 7541 708-331
E-Mail: presse@messe-fn.de

Messe Friedrichshafen GmbH
Postfach 2080
88010 Friedrichshafen
Neue Messe 1
8804 Friedrichshafen
GERMANY
www.messe-friedrichshafen.de

Sitz der Gesellschaft: Friedrichshafen
Amtsgericht Ulm HRB 63119
Aufsichtsratsvorsitzender:
Oberbürgermeister Andreas Brand
Geschäftsführer: Klaus Wellmann

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1,000 motorcycles on display. "We're overwhelmed," reported project lead Petra Rathgeber. "Motorradwelt Bodensee managed to exceed in every respect. We're proud to have broken the 50,000 visitor mark. We're especially happy to have welcomed so many notable brands."

The exhibitors were also well pleased: "The quality of the trade fair has increased steadily over the last few years, which is visible not least in the fact that more manufacturers of motorcycles and accessories are present every year. It's a very positive development," said Alex Schek-Popp, sales manager at Motorrad Schek GmbH. Industry expert Andreas Ilg, managing director at the MO Medien Verlag publishing house, explained, "Motorradwelt Bodensee continues to develop very nicely. The program is interesting and exciting for the spectators. The industry is responding better each year to this southern German motorcycle trade fair. It's not without reason; the exhibition team is top-notch and what's on offer for the visitors is one-of-a-kind in Germany."

The newly inaugurated "Living Workshop", which provided visitors with initial impressions of the various professions in the motorcycle industry, was very well received. The master class students of the vocational school in Breisach, Germany, worked together with with an airbrush specialist and a saddler to build a working custom bike. The product of their efforts, dubbed "La petite poseuse", will doubtless turn many heads. Thirty customized motorcycles were on display that had been submitted for consideration in the Best Bike Awards, which honored the most unique accomplishments in various categories.

Over 900 "polar bears" set out to prove that motorcyclists are a tough bunch by riding to the exhibition on their machines despite the cool weather.

The 27th Motorradwelt Bodensee will take place from January 29 to 31, 2021. Find out more at www.motorradwelt-bodensee.de, <http://www.facebook.com/motorradweltbodensee> and <https://www.instagram.com/motorradwelt.bodensee/>



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