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BRNO - EXHIBITION CENTRE

final report



INTERNATIONAL FAIR
OF MOTORCYCLES, MOTORCYCLE
ACCESSORIES AND CLOTHING

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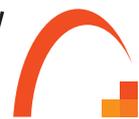


Central European
Exhibition Centre



BVV

Veletrhy
Brno



MOTOSALON BRNO 2010

The motorcycle season started off in Brno

Motosalon 2010 in figures

Number of exhibitors	99
Number of visitors	60,379
Number of accredited journalists	256

Halls occupied

Hall P (motorcycles and accessories)	11,000 sqm
Open area P (accompanying programmes)	5,000 sqm
Hall V (Free Style Motocross Race)	8,000 sqm

The turnout of the first Motosalon exceeded all expectations

The first International Trade Fair of Motorcycles, Motorcycle Accessories and Clothing MOTOSALON 2010 organised by BVV Trade Fairs Brno in co-operation with the motorcycle section of the Car Importers Association was exceedingly well received by the motorcycling public. The unexpectedly high turnout of the four days which were open to the public agreeably surprised the exhibitors. The record-breaking day was Saturday when Hall P was full to bursting. The total turnout of the first Motosalon fair was over 60,000 visitors. The Press Centre registered 256 journalists from the Czech Republic, The Netherlands, Poland and Slovakia.

Hall P suited the high-powered machines

The new fair was allocated the largest hall of the Brno exhibition centre with an area of 16,000 square meters; the accompanying programme took place on another 5,000 sqm of neighbouring outdoor space. The modern Hall P was an excellent backdrop for the exhibitions of leading motorcycle makes; the exhibitors appreciated the generous space and high-quality background.

Motosalon novelties

Ninety-nine exhibitors participated in the first Motosalon fair. Among the novelties were, apart from others, the Honda VFR1200F, BMW S1000RR, the special racing Aprilia RXV 450 Rally Dakar, Moto Guzzi V 12 Strada, the new Kawasaki Z1000 and electric scooters AKUMOTO 300 and AKUMOTO 600. The world premiere of the Velor-X-Trike tricycle aroused keen interest, the firm Motoscoot is continuing in the tradition of the popular Velorex.

Attractive programme for visitors

A raised platform with firm presentations, competitions, shows of motorcycle clothing and projection of documentaries took place. Talks and signing sessions with well-known personalities were held, among others with racers of the Czech Dakar Team and successful motorcycle racers Karel Abraham, Jakub Smrž, Martin Koreň, Ondřej Záruba, Martin Liška and Petr Kuchař. The test tracks inviting the visitors to try out the electric scooters, electric bikes and the segway two-track vehicles aroused keen interest. Engines of motorcycles and four-wheelers roared on the outdoor demo tracks.

Free Style Motocross Race

On Saturday, in parallel with Motosalon, the international race and exhibition Free Style Motocross Race Brno 2010 took place. In Hall V, which has an area of 11,000 sqm and is 13 meters high and which is ideal for such shows, leading freestyle riders from 5 countries presented themselves.





What they said about the fair

Petr Hubáček, Marketing, PR Motorcycle Department, Honda CR Company:

Honda is displaying on 624 sqm because in Brno they found an area fit for such a presentation, parking and easy access – and the exhibition grounds in Prague can never provide this. The organisation was perfect and attendance exceeded all expectation; on Saturday our stand was packed.

Vladimír Příbyl, General Director, A Spirit Company – exclusive importer of Aprilia and Moto Guzzi motorcycles:

The conception of the fair was a success and except for small organisation drawbacks which the first run of the fair brought about my evaluation of Motosalon is positive. The premiere turned out very well and what was most successful was the high attendance. Even though motorcycle shows have always been visited by many people, we indeed did not expect so many. We were a bit concerned but the reality came as a very pleasant surprise; on Saturday we had maybe too many.

Vladimír Hřebřina, Sales Manager of MTC Yamaha, MMB Company:

Motosalon was a success, its publicity was good and considering that it was the first Motosalon the attendance was excellent. The environment here appeals to visitors because it is more airy and spacious than in Prague and it is also well-arranged. I visit exhibitions abroad in Italy, Germany, England and I must say that the Motosalon in Brno is at an international level.

Karel Abraham, motorcycle racer:

It's great that Motosalon is held in Brno. Many motoring events have taken place at the Brno exhibition centre but I always found the Autosalon fairs as super events and it could be the same with Motosalon. I saw a number of very nice pieces which I would maybe once like to own. I hope the first run of the fair is successful and that Motosalon will again be held in the future and with even more stands and motorcycles.

Přemysl Švanda, motorcycle dealer of the RENOCAR Company – supplier of BMW Motorrad:

It is evident that the Motosalon in Brno is worthwhile. In Prague people complained that the exhibition space was inconvenient; here we have a nice spacious hall and modern background. The interest of the visitors is great so I hope that more firms will come next year. We are definitely satisfied.

Richard Bayer, representative of the Japanese SHOEI make on the Czech market:

We came to Motosalon to give as many customers as possible the opportunity to compare crash helmets of various brands. So far it is successful and I am indeed thrilled with Motosalon. I must say that the attendance surprised me very agreeably.



Lukáš Drahovzal, representative of the ERSICO Company, supplier of the AKUMOTO electric scooters:

Previously we participated in exhibitions in Prague, but the Motosalon in Brno came as a nice surprise, in terms of both the organisation and beautiful areas, and the attendance probably caught everybody by surprise. In terms of business we were also successful; we have several dozens of binding reservations for our electric scooters. The main reason for our participation is to present ourselves, so that the economic effect in the form of orders is something extra which we had not taken into account. It is quite obvious that locating the motor-cycle exhibition in Brno was the right decision as it opens a new target group. Interest is indeed very keen and in the future we shall favour Brno.

Eliška Loukotová, Executive Director of the For Bikers Company:

Nobody expected such high attendance; it is absolutely super! The exhibition space, culture and background of Brno are amazing. The standard here is much higher than in Prague. However in the future it will be necessary to improve the organisation for the exhibitors.

Roman Onderka, Lord Mayor of the Statutory City of Brno:

At last we have Motosalon in Brno! I must confess that it was my great dream and aspiration to have everybody come to Brno to admire these beautiful machines. In my opinion Motosalon and Brno belong together and this year's first run is opening a new tradition. The new Hall P is a hall with an attitude, the stands of the respective exhibitors have class and the firms brought interesting novelties. When I look at the machines which are on display I must say that one machine is more beautiful than the other. I am convinced that a rosy future is awaiting this fair and that it is going to develop further. And I am with it not only as the Lord Mayor of Brno but also as a motorcyclist.

Leoš Tržil, Director of the Služby dopravní policie ČR (Czech Road Police Service):

Motosalon displays new motorcycles and current trend in the development of motorisation, but from the viewpoint of the police it has an additional importance. A number of firms display safety elements intended to protect the motorcyclists and their fellow riders in order to prevent injuries in road accidents. The stands and the accompanying programmes alike focus on safety; for instance at the BESIP stand visitors will find samples of suitable motorcycling clothes and safety elements as well as video clips on safety when riding a motorcycle.

Pavel Tunkl, Secretary of the Svaz dovozců automobilů (Association of Automobile Importers):

In terms of the quality of the exhibition area and background the Brno exhibition centre is unrivalled and we are glad to be here. Just about all the makes are here and Hall P is beautiful in itself, the exhibitions are airy and there is space enough for the visitors to inspect all the products comfortably. And what is particularly important – we are here for our customers, to create for them the most favourable and pleasant conditions for inspection.



Petr Veruněk, business agent for MSA – importer of the KYMCO make:

We account the first Motosalon as a great success. It has many advantages when compared with Prague; in terms of the exhibition areas and background Brno is incomparably better. I see two aspects as negative. We lacked the free-of-charge WiFi connection for the exhibitors which is quite common abroad. Another thing that we did not like was the sales of goods at some stands; in our opinion sales do not belong to a fair of such a high standard. On the other hand the turnout came as a very pleasant surprise and definitely exceeded the expectations.

Zdeněk Hönig, owner of the MOTOCYKLY BRNO Company – authorized dealer of Harley Davidson:

For a long time we were undecided whether to attend the fair, but in the end we were glad that we did. Indeed many visitors came by. What is wonderful is that access to the Brno exhibition centre is very easy and fast. There are no problems with parking and services are excellent. We are satisfied very much and next year we shall come again.

Radek Klímeš, Director of TRIUMPH Prague:

We were quite concerned about the fair; will enough people get to know about the Motosalon and will they come to the fair. As it turned out our concern was unfounded. Lots of visitors came and in the end the exhibition turned out to be a pleasant surprise. If the business will be also be as high remains to be seen but the Triumph make aroused keen interest and we held many dealings with customers.

Oldřich Hřích, owner of the ASP Group:

We rate the first Motosalon very positively and on behalf of our firm we are maximally satisfied. The turnout was very high and interest in our exhibition was very keen. It was definitely better than the previous exhibitions held in Prague, and in terms of space, comfort for the exhibitors and parking for the customers it bears no comparison. We saw those who were interested coming from all parts of the Czech Republic and many from Slovakia what is a very positive aspect for us. For the future we would very much welcome only one exhibition which should be held in Brno because for the Slovakian customer Brno is close and we would not have to stage an exhibition in Bratislava.

Bohuslav Hruška, owner of the MBW Company:

The environment and organisation in Brno are much better than in Prague and also the turnout was satisfactory. We liked it here. Next year we shall come again and maybe we shall rent out a larger area.

Pavel Brída, owner of the Motoscoot Company:

The world premiere of the new Velorex attracted keen attention and was mentioned probably in all media and for many visitors it was the sole reason why they came to Brno. From my point of view the interest



of the public in the Motosalon exceeded all expectations and I would say that for this our stand can also claim credit. As a patriot I am glad that the world premier was staged here in Brno, although I expect that sales will be concluded particularly at fairs abroad. I am pleased with our participation and I thank the organisers for ensuring that everything proceeded as it should.

Lenka Honzíková, co-owner of the EuroCycles Company:

Compared with Prague here the standard is much higher; the Brno area is beautiful and for instance the problem of parking, which was unsolvable in Holešovice, was non-existent here. Also the coupling of Motosalon with the Prodítě exhibition proved to be a good idea. With one admission ticket the family could make a tour of both. It is only a pity that this year two motorcycle exhibitions were organized at the same time. It must have had an effect on the turnout, although even so it was very high, especially considering that it was the first run. What is more important is that some exhibitors were absent; some of them had been biding their time and then attended neither.

Standa Berkovec, journalist, sponsor and moderator of the accompanying programme:

I was delighted with the first Motosalon. I see motorbike clubs here which organised buses from Prague; I am meeting buddies from Liberec and I can hear the Slovakian language. All bikers have received the fair absolutely. It turned out that Prague is not the navel point of the world and that who was interested in motorcycles came to see them. Motorcycles are actually here and that is why also bikers are here and they will spread the information – the tom-toms are working very well. Everybody whom I have met here speaks highly of the fair. I myself am glad that the audience received the accompanying programme without reservations, even though on the stage they could see not only beautiful girls or Martin Dejdar, but that also such matters as safety were discussed. The other thing is that our country's only exhibition centre of world standard is here in Brno and that its quality is indisputable. The strength of the fairs in Brno was most evident on Saturday when the turnout was record-breaking. Without reservation all the bikers agreed that here the organisation and logistics were absolutely professional. Access from the motorway is easy, you have no problems with parking and the entire area is generous so that everything ran smoothly. I have a lot of friends in wheelchairs and they too liked it here very much because they had free access everywhere. That is also the advantage of modern architecture.