



MOTOSALON

MOTORBIKE SHOW

5. - 8. 3. 2015  PRAHA - LETŇANY

MEZINÁRODNÍ VELETRH MOTOCYKLŮ, ČTYŘKOLEK, PŘÍSLUŠENSTVÍ A OBLEČENÍ

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final report



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Brno

Final Report



Motosalon in Prague with a record turnout

The sixth annual International Fair of Motorcycles, ATVs, Accessories and Clothing, Motosalon, which is held alternately in Prague and Brno, again saw a record attendance.

More than **56 000 visitors** came to Letňany which was the highest attendance in Prague so far.

A total of **104 exhibitors with 240 brands** attended the fair on an area of **13 thousand square metres** in three pavilions. The press centre accredited **220 journalists**.

Motosalon is the only fair sponsored by the motor section of the Car Importers Association with the participation of importers.

„Motosalon pleasantly surprised by the range and attendance this year. It proved to be a feast for the biker community and there is great interest in similar events even in the age of the Internet.“

Jiří Kuliš, CEO, Brno Exhibition Centre

In brief...

Karel Abraham introduced his motorbike for the new season

Motosalon was launched by a press conference with the participation of the Czech Republic GP riders Karel Abraham and Karel Hanika. Motosalon hosted the world premiere of Abraham's new motorcycle HONDA RC213V-RS for the next season. Trade fair visitors saw this machine in its final design for the first time (pre-season tests took place in black colour). „The biggest changes compared to the previous model include pneumatic valves that increase performance a lot,“ commented Abraham on the novelty, as the only Czech representative in Moto GP who starts in the premier class in his fifth season.



Interesting people at Motosalon

Motosalon was accompanied by signings of various famous personalities, such as riders Pepa Sršeň and Míra Lisy, Dakar Rallye racers Ondřej Klymčiw and Zdeněk Gottvald, road racing rider Marek Červený, chef and gourmand Zdeněk Pohreich, musician Václav Noid Bárta, moderators Petr Vágner, Dalibor Gondík, actress Alice Bendová, moderator Eva Decastelo, actors Jan Révai, Pavel Liška, producer Egon Kulhánek, legends of the Brno circuit from its beginnings: Jaroslav Falda, Antonín Bobrovský, Peter Baláz, Jiří David, Miloš Sedlák and others. The whole programme was compered on the stage by biker, MP and moderator Standa Berkovec. The fair was also visited by the Chief of General Staff, General Petr Pavel.

The opening of the fair was attended by the Governor of the Central Bohemian Region Miloš Petera, director of Traffic Police services Tomáš Lerch, director of the Regional Directorate of the South Moravian Region Police force Leoš Tržil, head of the independent road safety department of the Ministry of Transport of the Czech Republic Martin Farář, chairman of the motorcycle section of the Car Importers Association Vladimír Příbyl, CEO of the Brno Exhibition Centre Jiří Kuliš, Members of the Parliament of the Czech Republic, representatives of ministries and of the Association of Automotive Industry.

Motorcycle of the Year 2015 Survey results announced

Results of the Motorcycle of the Year 2015 Survey were announced on Sunday 8 March at 2 p.m. of. The beauty of the exhibits was assessed by an expert committee and the general public through our website or in person at Motosalon, where visitors had the opportunity to try out the bikes. In addition to the award-winning motorcycles, attractive prizes were won by 25 visitors who voted in the survey. Motorcycle of the Year poll was organized by the Brno Exhibition Centre for the first time.



Harley bikers display ride and Harley Davidson novelties at Motosalon

Members of the Harley Owners Group Chapter of Prague and Pilsen arrived at the fairgrounds in Prague-Letňany with 80 machines on Saturday 7 March at 2 p.m. The display ride through sunlit Prague ended with greetings by the heads of the clubs on stage in Hall 4. Harley Davidson presented its largest exhibition at domestic shows at MOTOSALON 2015, including 20 latest models. On the first day of Motosalon, the company introduced dealer conversions of the HD Street 750 motorcycle and announced a competition for the best customised bike called The Battle of the Kings, which is intended for European dealerships and will culminate in June in Biarritz, France.



Quotes...



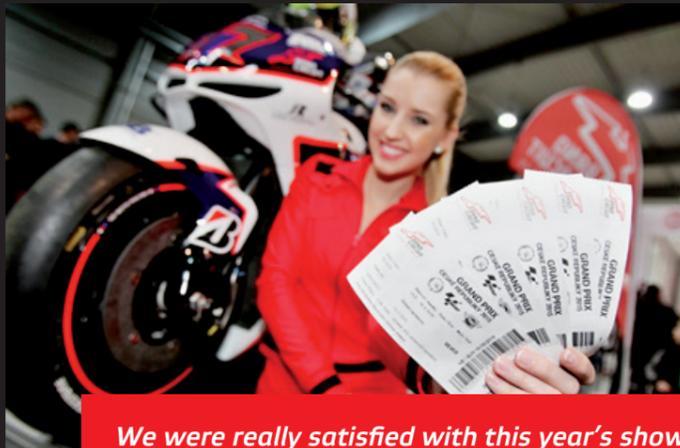
This year we have seen better organization of our test rides on higher volume motorcycles beyond Prague. We were also surprised by the really high attendance, I would even call it a massacre. But I have one comment – I would reduce the opening hours, it seems too long until 8 p.m.

Eva Hlavatá – YAMAHA



Our expectations have been fulfilled in all ways. There was high attendance here. We are satisfied.

Petr Hubáček – Honda



We were really satisfied with this year's show. Both with the services as well as with the attendance, which was even quite brutal on Saturday. Also the tickets to the Moto GP with a 25 percent discount were selling very nicely here in Prague.

Jiří Smetana – Automotodrom



It was good in Prague this year, we do not have any reservations about organization, attendance and the exhibition itself; we are satisfied.

Petr König – BMW



We were surprised by the number of visitors on Saturday; we had to hold on to our tables to keep to the ground. And I would certainly provide a playroom at the next Motosalon. For the kids and mums, so that the dads could look at all motorbikes in peace.

Pavel Hejník – KTM

We were surprised by the high number of visitors this year. I think that increasing the number of cash desks really helped, so that people did not have to wait for tickets for an hour like in 2013.

Vladimír Přebyl – SDA, A-Spirit

„The show was okay, there were a lot of visitors.“

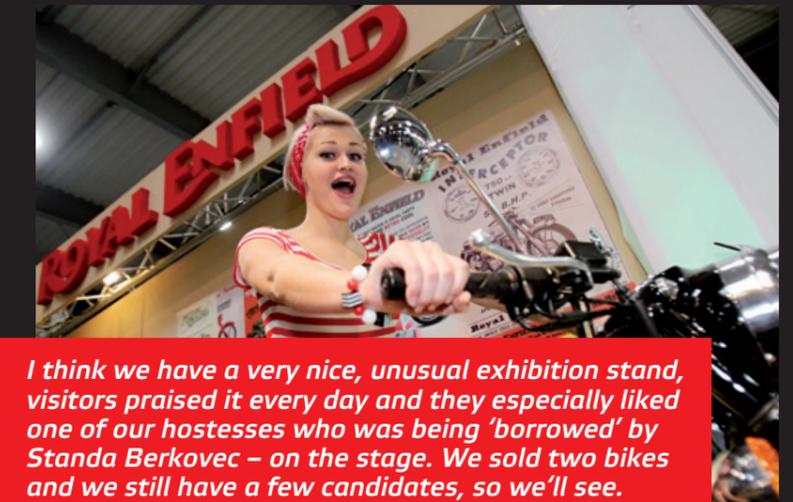
Ondřej Horyna – BRP

Quotes...



We are at the exhibition for the first time this year and we are pleasantly surprised. Both by the level of service, such as clean toilets, decent catering, and by the exhibition itself. We used to go to another show, and there is no comparison - it's chalk and cheese. A Saturday had really good attendance.

Jan Linhart – Indian Motorcycles



I think we have a very nice, unusual exhibition stand, visitors praised it every day and they especially liked one of our hostesses who was being 'borrowed' by Standa Berkovec – on the stage. We sold two bikes and we still have a few candidates, so we'll see.

Tomáš Černý – Royal Enfield



Service and construction was no problem for us. I think the show was a success. Huge satisfaction with the attendance.

Petr Veruněk – MSA - Kymco, Quadro



We liked the exhibition, we are satisfied, I would just reduce the opening hours, there were only a few people from 7 p.m.

Tomáš Loukota – Suzuki

Participation in the exhibition fully met our expectations, I would even say that we were satisfied beyond expectations. What was beneficial for us this year – a huge amount of people came here and we hope that we have gained new potential clients. There were such visitors here who encountered the quads for the first time and we captured their interest. The Motosalon exhibition has a good niveau, no messing around.

Eduard Šlampa – Journeyman



We presented a lot of novelties this year and we were surprised by the huge interest of people in both the quads and the helmets. I would like to commend BVV for good organization this year. But I would change the opening hours from 9 to 7.

Oldřich Hřích – ASP group

Strong satisfaction with the composition and number of visitors – from families with children, to those who want to buy a motorcycle. Our visitors also liked our exhibition stand.

Michal Fric – Harley Davidson

A close-up, low-angle shot of a motorcycle's rear wheel and tire. The tire is black with a tread pattern. Bright orange and yellow flames are trailing behind the tire, suggesting a burnout or high-speed maneuver. The background is dark, making the fire stand out. The motorcycle's frame and suspension are visible in the foreground.

...see you in **Brno**
in 2016

3-6/3/2016