



**MOTOSALON**

MOTORBIKE SHOW

**3-6 March 2011**

PVA - Letňany - Prague



**INTERNATIONAL FAIR  
FOR MOTORCYCLES,  
ACCESSORIES AND CLOTHING**

[www.bvv.cz/motosalon](http://www.bvv.cz/motosalon)



BVV



Veletrhy  
Brno

**final report**



## MOTOSALON 2011 IN FIGURES

|                                 |                       |
|---------------------------------|-----------------------|
| Number of exhibitors            | 96                    |
| Number of visitors              | 43 789                |
| Number of accredited journalist | 152                   |
| Covered exhibition area         | 17 000 m <sup>2</sup> |

## PRELIMINARY FINAL REPORT

The 2<sup>nd</sup> run of the International Fair for Motorcycles, Accessories and Clothing **MOTOSALON** this year staged in the Prague Exhibition Centre in Letňany again attracted tens of thousands of motorcycle lovers. During the entire venue of the fair they streamed into the two halls where some hundred exhibitors were showcasing their products. The total number of visitors to the fair was **almost 44,000**. The Press Centre accredited **152 journalists**.

The reason for the great interest of visitors was namely the fact that on show was the overwhelming majority of motorcycle brands available on the Czech market and the no less interesting **accompanying programme** which included attractive demonstrations of motorcycle stuntmen, programmes devoted to safety of operation and last but not least stands showing veteran motorcycles. At the fair the visitors could also **come across popular personalities of the motorcycling sport**, such as racers Karel Abraham, Jakub Smrž, Michal Filla and the motorcycle traveller Jaroslav Šíma.

Exhibitors in Letňany presented a good many novelties. Among those that aroused the keenest interest were, for instance, the six-cylinder touring bike **BMW K 1600 GL** with the most up-to-date equipment, the up-dated **Aprilia Dorsoduro 1200 ABS**, the hot newcomer **Honda Crossrunner**, **Suzuki GSX-R 750** and the new generation of the **Enduro Yamaha Super Tenéré**.

In 2012 the MOTOSALON fair will again be staged **at the exhibition centre in Brno, from 7 to 11 March**.

## Their comments on the fair

### Vladimír Přebyl, General Director, A-Spirit Company

„It suits us perfectly here. Naturally it can't be compared with the pavilion in Brno but for this purpose the dimensions and equipment of the halls in Letňany are convenient. The space is more compact; everything is close at hand and you don't have to run all over the exhibition area, going upstairs and downstairs etc. I do hope that we will come back in 2013 and that the exhibition centre will again have undergone a change for the better. Maybe it would be worthwhile to have more ticket offices and definitely there is even more that could be improved. However, on the whole we are satisfied and the conditions for our work here are favourable.“

### Petr Hubáček, Head of marketing of the motorcycle section of the Honda Company

„We are satisfied. We have lots of visitors and it is no problem for them to come to Letňany. It is a pity that at the same time another exhibition is staged but it appears that it has in no way affected the attendance to Motosalon. Visitors who come to see us are in good mood and they inspect the exhibited motorcycles with keen interest. From friends who visited both exhibitions I know that Motosalon was very well received; I would rather not comment on the exhibition in Holešovice.“

### Ing. Tomáš Loukota, Director of the Motorcycle Section of SUZUKI Motor Czech

„The exhibition area complies with our demands; i.e. enough space around the motorcycles, good lighting and a relatively clean environment. After all, dust on the products does not increase their attractiveness. I was surprised that the attendance was relatively high although naturally people criticised that Motosalon and the event in Holešovice were held in parallel; it was hard to explain it to them. Anyhow my evaluation of Motosalon in Prague is definitely positive. I was unpleasantly surprised by the high parking fee for visitors.“

### Luboš Hamouz, representative of Nolan

„The high attendance was a pleasant surprise for me. I appreciate the service which BVV provides for us exhibitors. Parking in the immediate vicinity of the stand saves our strength and time. The halls are spacious and they are not dusty as is the case in Holešovice. For us who are not from Prague access to the exhibition centre poses no problems and compared to Holešovice here it is much quicker.“

### Ing. Libor Hubík, owner of the firm PSÍ Hubík

„The area here in Letňany suits us much better than in Holešovice. Access is much better both for us and obviously also for the visitors. Ventilation in the halls is much better and they are spacious what the visitors should appreciate. The nearby station of the metro is excellent; we go by metro to the hotel. My overall impression of the event is very good.“

### JUDr. Petr Ondrašík, Director of the Speedway Grand Prix and Chairman of the AMK Markéta

„We have not attended such an event for a very long time so I am not able to draw a comparison; but we are happy with the conditions in Letňany. The interest of the people surprises me and so in retrospect I evaluate our decision to participate as very far-seeing. The place is bustling with activity; maybe it is noisier but we do not mind because we are accustomed to the noise of speedway motorcycles.“

### Ing. Antonín Šípek, Director of the Auto SAP Secretariat

„I have not been at this exhibition centre for a long time. I still remember the canvass halls and so I am pleasantly surprised. The halls are nice and the exhibition comes near to Brno of last year. I am also surprised at the numbers of motorbike fans who found their way to what must have surely been for them an unusual place. Even though I think that we should wait for the final figures, I am convinced that in the end the visit will be comparable to visits of previous years at the exhibition centre in Holešovice. Perhaps more attention should have been devoted to sanitation.“



For more information go to: [www.bw.cz/motosalon](http://www.bw.cz/motosalon)