



# MOTOSALON

MOTORBIKE SHOW

8.-11. 3. 2018

Výstaviště Brno



final report



Anketa



Partneři



BVV



Veletrhy  
Brno

# Final Report

## Motosalon 2018 Two halls full of bikes and beautiful women

The ninth season of the Motosalon International Fair for Motorcycles, ATVs, Accessories and Clothing was held at the Brno Exhibition Centre from 8 to 11 March 2018. The traditional start of the motorcycle season was again visited by about **60,000 visitors**, with more Slovaks and Poles coming in this year, which was positively appraised also by exhibitors. The largest number of people arrived on Saturday when almost **25 thousand motorcycle fans** passed through the exhibition grounds. The press centre issued accreditation to **212 journalists**.

Motosalon was housed in Halls P and F, while sideline programmes and shows were held in outdoor areas adjacent to Halls Z and P. For the sideline programme there was also Hall Z available, which was not used thanks to good weather. An exhibition area of **thousand square meters** was attended by a total of **exhibitors with more than 300 brands**. All major brands operating on the Czech motorcycle market were exhibiting at the Motosalon. **Motosalon is the only trade fair to be held under the auspices of the motorcycle section of the Car Importers Association with the participation of importers.**



*„This year's Motosalon was moved to two most modern exhibition halls of the Brno Exhibition Centre. It got bigger again. The presence of all brands and large attendance of suppliers of accessories certainly surprised and pleased the bikers' community.”*

*Jiří Kuliš, CEO, Trade Fairs Brno*

## Happened at the fair...

### World Première of the electric Pionýr

It was the world premiere for an electric motorcycle introduced at the fair, which is based on the Czech legacy - a little motor scooter named **Pionýr**. Machines with electric drive were presented also by other brands such as **BMW, KTM, Zero** and others. At the **Kawasaki** stand, the Czech premiere took place for the **Ninja H2 SX** and the retro machine **Z900RS Cafe**. Two other Czech premieres were viewed by visitors at the display of **Harley-Davidson – Iron 1200** and **Forty Eight Special**. The legendary American brand used the Motosalon in Brno to reveal more detailed information about the celebrations of its 115<sup>th</sup> anniversary. BMW has premiered in Brno its **F 750/850 GS** and its **C Evolution** electrically powered **maxi-scooter**. Yamaha introduced its revolutionary **Niken** three-wheeled motorcycle.



### Honda Africa Twin Became the Motorcycle of the Year

An integral part of the Motosalon fair is the announcement of the **Motorcycle of the Year** based both on a professional and a general vote. This year it was dominated unbeatably by Honda – its **CRF1000L Afrika Twin Adventure Sports** is the absolute winner, which also scored in the Enduro category. „We have big plans with Africa. We thank everyone for sending us their votes,” said Petr Hubáček, PR Manager at Honda Motor Europe Limited. Honda’s representatives also came to receive prizes in the Naked Bikes category for the Honda **CB1000R** and Road Travel Bikes for the Honda **GL 1800 Gold Wing Tour DCT**. The best machine from the Classics category is the Indian **Scout Bobber**; BMW with its **C-Evolution** scored in the category of motor scooters, while the category of Sports Road Motorcycles was unmistakably ruled by the revolutionary **Ducati Panigale V4 S**.

### Motorbike Personalities at Motosalon

Traditionally, the most famous Czech biker **Pepa Sršeň**, arrived to meet with his fans, as well as the Dakar Rally racers Czech rider **Ollie Roučková**, **Honza Veselý** and **Milan Engel**, the Superbike World Championship rider **Ondřej Ježek**, riders **Kamil Holan** and **Jakub Kornfeil** and members of the INDI Racing Team **Michal Indi Dokoupil** and **Veronika Hankocypová**.

Visitors were accompanied through the ceremonial opening by moderator **Dalibor Gondík**. The guests were brought in on motorcycles and quad bikes also by motorcycle racers; visitors were addressed from the stage by the Mayor of Brno **Petr Vokřál**, Chairman of the Motorcycle Section of the Car Importers Association **Adam Žert**, the Director of the Traffic Police Service **Tomáš Lerch**, then by **Tomáš Neřold**, responsible for the management of a separate department of BESIP, the Director of the Regional Police Headquarters of the South Moravian Region **Leoš Tržil** and CEO of Trade Fairs Brno **Jiří Kuliš**. The official guests emphasized mainly road safety. Motorbike fans were also visited by TV presenter **Eva Decastelo**, fashion model **Lucie Kovandová**, racer **Ollie Roučková**, actor **Leoš Noha**, actor **Martin Písařík**, stuntman **Pepa Sršeň**, and singer and actor **Jan Toužimský**. The opening ceremony was not missed by motorbike racers either.



### Stunts, Testing of Scooters and Electric Drives

For the whole four days of the event, the stage in Hall P hosted an interesting programme, while in the outdoor show arena stunts, gymkhanas and instructors of motorcycles performed their shows. Visitors used two tracks in Hall F to test scooters, quad bikes and electrically powered bicycles. The outdoor polygon was used to test motor scooters and refurbished motorcycles. Members of motorbike clubs also arrived at the Exhibition Centre, and some of them took promo rides around Brno.



# Feedback from Exhibitors...



*We were satisfied in Hall F, the event certainly benefited from being divided into two halls. There have also been a lot of people and I am pleased by the big interest in testing our scooters.*

**Adam Žert – Head of Motorcycle Section,  
Car Importers Association, Vespa, Piaggio, Moto Guzzi**



*Motosalon was OK for us; on Saturday, we were surprised by the huge number of visitors. Even though two halls were available, they were always full of people. We might perhaps complain about some parents – their children confuse our motorbikes with playground climbers.*

**Jan Tůma – Autonova Brno/KTM**



*In our company there has been satisfaction for quite a long time, visitors to the trade fair are interested in our motorbikes and they are also interested in our test rides, called greendays, which makes us happy.*

**Petr Majer  
– Kawasaki**



*This year we were very happy with the show, and this not only because we won the Motorcycle of the Year vote! We always find agreement with the organisers of the event and the event was as successful as every year – the weather was fine, visitors came in who were interested in our motorbikes and there was a pleasant atmosphere!*

**Petr Hubáček – Honda**



*We welcomed the fact that the Exhibition Centre opened two halls for Motosalon and expanded the aisles between individual displays. This change brought more comfort to visitors as well as our dealers, who had thus more room to communicate with those interested in our products. Participation in the show is a matter of course for us and a great opportunity to show our new product portfolio before the upcoming season.*

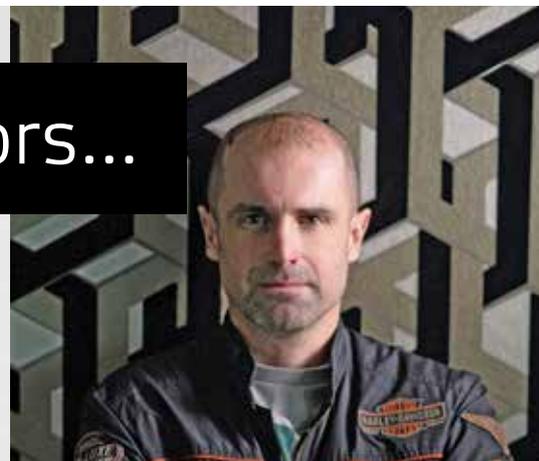
**Petr Krajča – BMW**

*We are satisfied, Motosalon in Brno is working well. There is no problem with logistics, there is good service and good attendance. We also like the expansion of the event into two halls; we would just welcome if there were more major companies in our Hall F, rather than just Yamaha. However – as someone has said long ago – „It is better to be number one in a small town than number two in a big one!“*

**Petr Pastor – Yamaha**



# Feedback from Exhibitors...



*In Brno we were satisfied with our display; I can say that this was probably the best display we have ever put in place in the Czech Republic. Also, interaction with customers was great. We are always very happy when Motosalon is held in Brno, because there is a better atmosphere here, it has a tradition and more people come in – it simply has the vibes of the right show!*

**Michal Fric – Harley Davidson**



*We welcomed the two halls, visitors flowed through both of them, which was great. The attendance was classically excellent, the trend is that the whole bikers' scene is starting to gather in here. There could be more conversions.*

**Petr Veruňek  
– FB Mondial**



*We highly appreciate the service offered during the event – clean environment, nice people and everything working well. For us it was work professionally done. The only thing I would perhaps change in the future is the motorbikes for visitors – we prefer to leave the most expensive pieces behind a chain, because they are in danger of being damaged due to the quantity of visitors.*

**Ondřej Hrůza – Indian**



*Perfect space, air, place, food – I just enjoyed everything. We are at the fair to represent and this year we are very happy with the location. People spend the whole day here, go through the exhibition, view the sideline programme outside, then they come back, and it's nice.*

**Pavel Kučera - Ural**



*I liked everything at Motosalon!*

**Pavel Kubíček – Secretary of Motorcycle Section, Car Importers Association**



*We are very happy with the trade fair and we estimate a record-breaking number of visitors, because we almost never rested. We were a little afraid of being in the new Hall F, but all was fine. For us, the best season so far!*

**Libor Nevima – Benelli, SYM**



*We liked the excellent communication before the event itself and we are also satisfied with its course. Division into two halls looks like a very good idea, and we were also pleased by the attendance.*

**Radek Pulkrábek – Ducati**



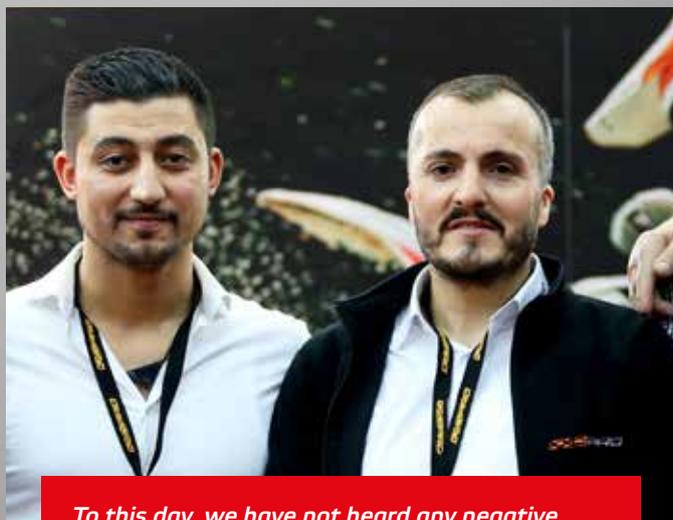
*Feedback from visitors is the most positive for us. By participating in the fair we also support our distribution network and show the public what we can do. Otherwise, the Brno Motosalon is all on the plus side – from service to attendance, human approach and helpful staff. Our foreign representative visited us here and also rated the event as very successful!*

**Radek Plandor – MotoPalič**



*On behalf of ourselves and our French manufacturer, we rate the exhibition very positively. We also liked the overall atmosphere in the halls, the number of visitors and the interest in our products. For us, it is an ideal PR and marketing mix. The place is lively, there are crowds of people here, and it's not just a pastime.*

**Leopold Peroutka – Yacoo**



*To this day, we have not heard any negative reactions from anyone. We are enjoying the great attendance; we will definitely come back to Brno and we would like to enlarge our exhibition area as well.*

**Semih Arslan - 4Traders**

... we look forward to seeing  
you in **Prague** in 2019

**28 February to 3 March 2019**



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