



MOTOSALON

MOTORBIKE SHOW

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Final report

Motosalon 2019 Record-breaking Interest from Exhibitors and Visitors

The tenth international fair of motorcycles, ATVs, accessories and clothing, Motosalon this year took place under the direction of BVV Trade Fairs Brno at Prague's Letňany **from 28 February to 3 March 2019**. The traditional opening of the motorcycling season was visited by **64 000 visitors**. The largest number were on Saturday, when the exhibition was visited by almost **26 000 motorcycling fans**. **160 journalists** were accredited in the press centre. **Motosalon will be taking places also over the next five years alternating between Brno and Prague**. This has been agreed by representatives of the motorcycle section of the Car Importers Association, which arranges the exhibition and representatives of BVV Trade Fairs Brno, which is the organiser of the exhibition. Motosalon was placed, thanks to increasing interest from exhibitors in five halls at Prague Exhibition Centre in Letňany, and the accompanying programme took place on the stage, at the exhibits of exhibitors and in the free spaces in front of the entrance hall. On an area of **22 000 square metres** the exhibition involved some **162 exhibitors** and another **70 represented firms** with more than **366 brands**. All the major brands active on the Czech motorcycling market exhibited at Motosalon.

„Motosalon fulfilled expectations of record visitor numbers and confirmed the significant interest of Czech society motorcycles. It is a great challenge for further improvement, to have the eleventh year in Brno improve on the already high level of the exhibition. A motorcycle is not just a means of transport, but for many Czechs also a passion,”
said Josef Pokorný, secretary of the Car Importers Association.

„This year's Motosalon reflected the strengthening Czech motorcycling market, the positive mood of consumers and the overall good economic situation.”

*stated Jiří Kuliš,
CEO of BVV Trade Fairs Brno*



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Mobile application BVV Trade Fairs

A new feature of Motosalon was the **expanded mobile application BVV Trade Fairs**, which made it possible for visitors to scan QR codes for individual motorcycles, scooters and ATVs. After that the mobile shows the product sheet for the given model and it is even possible to reserve a test drive. 19 companies took part in this extension and visitors saved in their mobiles **almost 3 000 products**.



ATVs filled the largest area in the history of the fair

There were many ATVs, taking up the largest area in the fair's history. Motosalon was taking place on the occasion of its first round number jubilee, and the main theme for 2019 was "the motorbike as a member of the family".

Emphasis on Safety

Safety of motorcyclists was emphasised immediately at the ceremonial opening and interwoven into the accompanying programme. 2018 was the most tragic year for motorcyclists since 2010. This most involved **the responsibility of drivers**, road conditions and safety equipment state, such as airbag vests.

A new feature was **the transport playground for kids** installed in Hall 6.



Motorcycling programme packed with adrenaline

A much sought after part of Motosalon was **the outdoor Show Arena**. The performance included **stuntmen from Crazy Day**, examples of motorcycle competitions and a prepared **motorcycle gymkhana** as well as **Míra Lisý**. On Saturday **Harleys** from the HOG Praha Chapter came to the exhibition site.

Revival of a Czech motorcycling brand

At the fair the brand **Čezeta** presented a machine which follows on from **the models 501 and 502** made in Strakonice. The scooter is driven by an electric motor.

There was also great interest in the rebirth of the brand **ČECHIE-BÖHMERLAND**. These motorcycles were manufactured in northern Bohemia in 1924 to 1939, and at Motosalon 2019 two studies were presented, according to which a prototype will be made within a year.



Motorcycling personalities

On Thursday 28 February at 1 p.m. the ceremonial opening took place on the stage of Hall 5. The guests included **Jiří Kuliš**, CEO of BVV Trade Fairs Brno, **Tomáš Lerch**, director of the Services of the Czech Transport Police, **Adam Žert**, president of the motorcycling section of the Car Importers Association, **Tomáš Neřold**, acting head of the Independent section of BESIP of the Czech Ministry of Transport and, Central Bohemian councillor for transport. The second part of the opening brought to the programme the stuntman **Pepa Sršeň**, the racer **Ondřej Ježek**, the freestyle motocross rider **Petr Pilát**, General **Petr Pavel**, the actress **Vanda Hybnerová**, the racer **Karel Hanika**, the singers **Matěj Ruppert** and Helena Zetová, the actors, adventurers and travellers **Honza Révai** and **Pavel Liška**. The number of guests recalled the tenth anniversary Motosalon. Fans also came to Motosalon to greet the racers **Ollie Roučková**, **Veronika Hankocycová**, the motocross rider **Ervín Krajčovič**, Rally Dakar participant **Milan Engel**, racer **Michal Indi Dokoupil**, safe driving promoter, racer and stuntman **Míra Lisý**, supermoto riders **Pavel Kejmar** and **Jan Ulman** and presenter and sportsman **Roman Šebrle**. The adventurer and motorcycle traveller **Jarda Šíma** celebrated 1 500 000 km ridden on a motorbike at Motosalon.



Motorcycle of the year 2019 was the BMW R 1250 GS

On Saturday 2 March at a ceremonial evening the results of **Motorcycle of the Year 2019** in the Czech Republic were announced. The one with the largest number of votes and so the absolute winner was the **BMW R 1250 GS**. The Munich brand had other trophies this year – with the **BMW C 400 GT** which one in the category of scooters over 125 cm³, also the **BMW 1250 RT** in the road motorcycle category and the **BMW S 1000 RR** which took the highest slot in the category of sporting road motorbikes. Among scooters up to 125 cm³ the winner was the **Čezeta type 506**, while the classic category was won by the Indian **FTR 1200 S** and the Italian **Ducati Diavel 1260 S** came top among the naked bikes. ATVs competed in two categories. From the nominated ATVs the jury and the public chose the **CAN AM Outlander**, and from the side by side utility vehicles the **Polaris GENERAL 1000 EPS**. Motorcycle of the Year 2019 in the Czech Republic is announced by the Car Importers Association and the organiser is BVV Trade Fairs Brno. From 2015 it has been linked with the Motosalon fair.



Next year Motosalon will take place from 5 to 8 March 2020 in Brno.

Observations from Motosalon

„I am convinced that the quality of Motosalon is improving every year. Of course it is linked to the overall economic situation. We participated in every exhibit because our visitors wanted to see us. For us it is a wonderful thing, to meet the customers and chat with them. With us dealers are in the front line with the customers and aside from events and Motosalon we don't have that many opportunities to talk with them and get feedback.“

Martin Heřmanský – Harley-Davidson



It certainly was not dull at the Faber Moto stand. They had special hostesses – the attendants for the new Aprilia motorbike for Pepa Sršeň, another attractive miss drew visitors to the compact three-wheel scooter Piaggio MP 3 and twice daily visitors had a chance to see Rošťa Kočař. **„Before the fair my colleague returned from training in Noale, where he had been told of every detail of the V 85. Each day he gave a talk on this motorbike and it was the best acoustic and visual experience“** says Adam Žert. Also a draw was the Czech premiere of the elegant Vespa Electrica electric scooter.

Adam Žert – Faber moto



The ASP Group is one of the biggest distributors of brand-name ATVs and ATV/motorbike accessories in central and eastern Europe and offers not only utility and sports ATVs but also dual-use vehicles that can also go in water. On the question of whether this really is a jubilee year, Luboš Řeřicha, for ASP answers: **„Definitely yes.“** He happily confirmed that generally there has been greater interest at this year's exhibition. And what did he see as the biggest draw to the stand? **„Many people were attracted by the Linhai brand, thanks to the price. The machine is one of the cheapest on the market and is reliable.“**

Luboš Řeřicha – ASP Group



Did you know that the director of Kawasaki CZ first sat on a motorbike at the age of eleven and it was a Kawasaki KX 60? He also likes ATVs with which he enjoys venturing into the countryside. And how does Petr Majer see this year's fair? **„Already on Friday I was surprised at the much larger number of visitors than we were used to from earlier years, and of course it peaked on Saturday.“**

Petr Majer – ASKO KC





Petr Veruněk really enjoys his work. He is really into motorbikes and especially those that are exceptional in some way, but he also rides scooters. **"In principle it is all the same to me what I ride, what matters to me is where I ride. I leave aside the motorways and highways, preferring twisty country roads which you can most enjoy."**

Petr Veruněk – FB Mondial, Kymco



"Visitors come prepared, wanting to try motorbikes as they admire them," stated company executive of the Nevima group, Libor Nevima. **"It is fantastic, it can be seen the increase in visitor numbers at first glance. Nothing is lacking – we're happy."** And how did the visitors see the exhibition? **"Whoever is looking for a reliable machine, can make their choice here, or at least stop off to admire the machines. It's really worth it."** said one of the fans of the presented motorcycle and scooter brands.

Libor Nevima – Benelli, Keeway, SYM



The traditional seller and distributor of the popular Gladiator ATV for the Czech Republic and Slovakia is newly focusing also on motorcycles. They are at Motosalon for the second time and are acknowledging especially that there are not two exhibitions running in Prague at the same time. **"It definitely benefits the Czech market. All the main players on the market are in one place. Finally it has the right parameters."**

Eduard Šlampa – Journeyman



It's great that traders ride on motorbikes themselves and at the Husqvarna stand we found three. **"There are lots of people and of course a great atmosphere. At home I have a total of 7 motorcycles,"** admitted the first of them, Petr. He came clean that one of them, a veteran Čezeta 250, even has a place in the living room. He has two motorcycles from the Husqvarna brand and prefers to ride on an Enduro 350 FE. His colleague Milan is currently not riding much due to injury, but he has a scooter at home. The third of them, Láďák, travelled the world on an Enduro, and now he is looking forward to riding with his kids.

Three guys at Husqvarna



Pavel Heiník, seller of KTM, evidently does not have a problem with motorbikes, even in a standing position, as caught by our photographer. He loves motorbikes, and apparently rides on all of them, because in the company he can borrow anything. **"In work I can choose anything I want, any motorbike that suits me. The biggest hit this year is the 790 Adventure R,"** admits the salesman.

Pavel Heiník – KTM

Observations from Motosalon



The American company Polaris is a newbie at Motosalon and they certainly aren't regretting their involvement. **"The fair has exceeded our expectations and time will tell how many customers return to our dealers. It is our first experience,"** confirmed Michal Stárek, one of the managers, who estimates that seventy per cent of the customers visit dealers and thirty per cent will consider a purchase.

Michal Stárek – Polaris

This year's novelty, the Suzuki Katana, has taken the image of an iconic motorcycle of the 80s and comes from the best that the brand makes. According to Tomáš Loukota we are currently in a retro period and the return to the past is evident. Himself he is rather a lover of fast rides. His favourite motorbike is the Suzuki GS XR 1000 super sport and he even has a certificate for a record speed of 281 km/h at the airfield in České Budějovice. And how does he see the number of visitors at this year's Motosalon? **"This year had a surprisingly large number, a record compared to previous years. The fair has become an attraction for the whole family."**

Tomáš Loukota – Suzuki



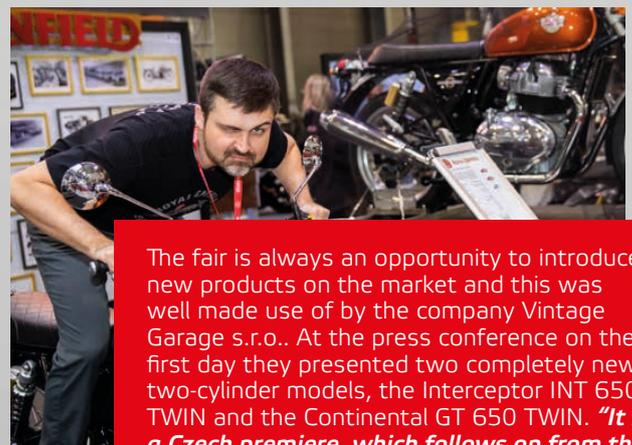
"It is good that the number of visitors and exhibitors has risen and that everything is together and finally there is one proper exhibition!" says Radek Klimeš. Their stand was constantly busy and the greatest triumph at the stand of DK auto-moto s.r.o. was this year the new Triumph Scrambler 1200.

Radek Klimeš – Triumph



This year Ducati came to the fair with the XDIAVEL cruiser. For Ducati this category is new and is apparently a challenge, that they have met with distinction. Otherwise the fair is something they take for granted. **"What most impressed me was the attendance, which was huge. Friday exceeded all our expectations and the interest in motorcycles in general,"** stated Petr Portužák, head of servicing and also brand salesman. He confirmed that they will definitely be going to Motosalon in Brno next year.

Petr Portužák – Ducati



The fair is always an opportunity to introduce new products on the market and this was well made use of by the company Vintage Garage s.r.o.. At the press conference on the first day they presented two completely new two-cylinder models, the Interceptor INT 650 TWIN and the Continental GT 650 TWIN. **"It is a Czech premiere, which follows on from the initiating of sales of both new models on the Europe-wide market. They are revolutionary models for Royal Enfield and forerunners of a new era of sales, especially in western markets,"** said Martin Šrámek. Did you know that the brand Royal Enfield made their first motorcycle already in 1901 and production has never been interrupted since then?

Martin Šrámek – Royal Enfield



The MV Agusta was at the Prague Motosalon for the first time, but their representatives coped well with the flow of visitors. ***“We have a nice stand, a bigger stand and the organisation was great, and we like the position of the stand,”*** said Ondřej Metela, fellow exhibitor of the MV Agusta brand. ***“Everyone was disciplined, they didn’t climb on motorcycles in limited editions that they weren’t meant to, and for me it was great,”*** added Metela and admitted that they were tired but above all content.

Ondřej Metela – MV AGUSTA

The jubilee Motosalon was a major premiere and a media boom for the Čezeta 506 electric scooter that is the series range of three modern models with an ageless design of the popular “pig”. ***“It is a completely new model which has been developed over four years. There are no parts used from the original model and we are keeping to that. We are the last historically Czech company which manufactures in Bohemia,”*** says David Vantuch, sales manager for the Czech and Slovak republics. ***“We set up lots of opportunities for renting Čezetas and at the moment we have registered from the fair about 400 interested parties. We want people to be riding Čezetas,”*** he added.



David Vantuch – Čezeta



“Overall I was surprised by the interest from people, that they already know Nortons and know what to expect from them and also that we represent four brands including Moto Morini. We no longer had to explain to people what UM is, they already knew the models and the motorbikes. We were most surprised by the new Zontes, which really had a big response from people. We anticipated that the number of visitors on Thursday would be weaker but it was pretty strong, and that was great. Friday was “so-so:”, and the weekend was a crisis. We rather defended the motorbikes, rather than trying to give them an interpretation,” was the smiling response of Martin Rigó from the company MR43, who represents the brands.

Martin Rigó – Norton, UM, Moto Morini, Zontes

At the stand of BCE, s.r.o. visitors could catch up with novelties in the field of recreational and transport three and four-wheelers. ***“The feedback was great,”*** stated Ondřej Horyna, representative of the company, and praised the organisation as well as the large numbers of visitors. ***“The visitors are pleasantly surprised when they see it all live, since on the internet studio photos do not correspond to the real form and so they have a completely different impression. They come in and you hear from them ‘wow, it is much bigger than I thought’. Exhibits still have a point. If we sold via the internet then half the people wouldn’t buy anything ...,”*** noted Horyna.



Ondřej Horyna – BCE



Observations from Motosalon

"There were too many visitors. But no we are just joking – we were happy," says Vladimír and recalls: *"Everyone is dealing only with motorbikes, but on the journey the most important thing is what you are wearing."* And because the best person to advise you is someone who themselves rides, we will tell you that his longest journey took him 12 500 km across Australia and back, and the most dangerous route he considers to be Bolivia where miners were on strike, and the happiest for him is always the journey home.

Vladimír Příbyl – Yshop.cz



"Originally we planned to participate in Motosalon only next year after approval of the prepared motorcycles. We were still unsure of the final form, so we decided to present the possible visualisation this year. We were greatly surprised that the response from visitors and experts was so positive. On the basis of voting the points went clearly to the retro version. Many people told us that they came to Motosalon specifically because of the brand Böhmerland. Our participation was also supported by the motorcycle was part of the visuals of the fair. There was huge interest on the part of journalists."

Peter Knobloch – 3D Tiskárna,
trade mark proprietor for Böhmerland



"We were overjoyed at the number visitors – the event was a great success. The weather was good for the time of the exhibition. Due to the large number of visitors the doors to the hall were constantly open on Saturday and since we had our stand by the doors we had to go and buy warm socks," laughed Barbora Vágnerová.

Barbora Vágnerová
– VÁGNER sport





Manager Petr Krajča did most of his walking not at the exhibition BMW Motorrad, but at the ceremonial Motosalon evening. To collect prizes for Motorcycle of the year he had to go to the podium four times and that was in these categories: scooters over 125cm³, endurance including travel, road motorbikes and sports road motorbikes. The overall winner was the BMW R 1250 GS. It was this motorbike that was chosen for his trip Petr Krajča. And where would he go? ***“Definitely once more to the Balkans, last year I was enchanted by Bosnia’s untouched countryside and endless gravel tracks, and I would like to take a look at Montenegro and the Ukraine.”*** If he could choose the destination of his dreams, it would be Australia and Africa.

Petr Krajča – BMW



“On Thursday afternoon there were more people and I was surprised that on Friday, when people are supposed to be in work they found time to come to the exhibition in such large numbers. On Saturday it was really crowded but despite there being so many people there was a friendly atmosphere and a pleasant mood. People look forward to spring and the new season”, says Petr Hubáček. He himself sat on a Pionýr at the age of six, illegally, but today he goes for anything from Honda. ***“For me personally my favourite is the naked streetfighter CB1000R, which defines what I like – speed and toughness.”***

Petr Hubáček – Honda

“At Yamaha we have the right horse for both little and big boys – from the smallest, through young guns, urban scooter riders and cool classics to travellers and experienced wanderers. The Yamaha Ténéré 700 at a super price is here and on the last day and that wanderer with a big ‘W’, Honza Révai, arrives at our Yamaha team with it.



Martin Tománek – Yamaha



“The world of motorbikes is something that you fall in love with suddenly. There are plenty of great people in it. It is kind of a large family,” is how the mother-to-be, and press spokeswoman for the Czech Police, describes her relationship to this community. ***“The Indian is not just a hobby and something for the weekend – it is part of life,”*** adds her husband, Ondřej Hrůza from the company Meteor Motor Tech ČR, which represents the Indian brand.

Petra a Ondřej Hrůzovi



...We look forward
to you in 2020 in **Brno**

5.-8.3. 2020



www.bvv.cz/motosalon