

Press release

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For the first time, Argentina will have its Salón Moto

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The Chamber of Motorcycle Manufacturers -CAFAM- and Messe Frankfurt Argentina -one of the leading companies of the country in the organization of exhibitions, congresses and events- celebrated a strategic cooperation agreement to carry out the 1st Salón Moto. The event, which will gather the motorcycle industry and its passionate followers, will take place on October 25-28, 2018 in La Rural.

The Show is born in a strengthening context for the motorcycle industry. Argentina is the third largest market in South America, after Brazil and Colombia. According to data provided by the Chamber, from January to October 2017, 564,218 units were registered, a 46% more than in the same period of 2016. Taking into account the whole motorcycle value chain, the sector locally employs more than 5,000 people.

The president of CAFAM, Eng. Lino Stefanuto, said: "It is a great satisfaction for all the manufacturers who are members of CAFAM to announce the first Salón Moto, which will undoubtedly allow the positioning of the motorcycle sector and industry that with great effort and trust has achieved an important recovery in sales since the middle of 2016." And he added: "The motorcycle market is growing in terms of volume, brand variety, models and proposals for all kind of preferences and needs, thus this meeting will be a great chance to strengthen the bonds with customers and increase the business opportunities in the whole value chain."

Besides, Mr. Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH, said during the meeting: "we are very pleased to incorporate this event to our exhibition portfolio related to mobility and logistics. It will be in accordance with Motobike Istanbul and the classic Motor Show that is carried out in our Frankfurt trade center. From the headquarters, we will closely work with Argentina to turn this Show into an international and referent event."

On his part, the President and CEO of Messe Frankfurt Argentina, Mr. Fernando Gorbarán, stated: "It is a great challenge for us. We have been thoroughly working for a long time together with CAFAM in the fulfillment of this project and we are convinced that it is the right moment to do it. As organizers we also have great experience in the automotive sector,

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since we know some of the most important players of the market.”

The 1st Salón Moto will be an unmissable event for professionals and lovers of the two wheels. There will be prototype launchings, presentations of new models, shows and several surprises for visitors.

Further information:

www.salonmoto.com.ar

Press information and photographic material:

<https://salon-internacional-motocicleta.ar.messefrankfurt.com/buenos-aires/es/prensa/material-prensa.html>

Links to websites:

www.facebook.com/salonmotoar | www.instagram.com/salonmotoar | www.twitter.com/salonmotoar

About CAFAM

The Chamber of Motorcycle Manufacturers (CAFAM) was created in 2013 as a result of the combining efforts of all the existing motorcycle terminals in Argentina. Since its foundation, it works together with the member companies with the aim of protecting and promoting the national motorcycle industry, thus favoring the best conditions for the development of industrial and market activities, driving innovation and technification nationwide and promoting the sector growth with entrepreneurial spirit.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Salón Moto, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at www.argentina.messefrankfurt.com

1st Salón Moto
La Rural Trade Center
Buenos Aires, October 25 - 28, 2018

