

Press release

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The 1st Salón Moto of Argentina consolidates during the growth in sales of motorcycles in the country

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From October 25-28, the two wheel fans will meet in La Rural. In March, 69,410 units were registered.

At the end of 2017, 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- announced the 1st Salón Moto. The long-awaited event finally will take place in October this year in La Rural, with the participation of the most important brands and players of the market.

"This meeting will be a unique opportunity for the audience that not only will be able to know and test the latest launchings of each brand, but it will also enjoy races and sports exhibitions", said Lino Stefanuto, president of CAFAM. And he added: "Besides, we are working with the Road Safety agency and other organizations to offer seminars and driving schools."

Meanwhile, the Project Manager, Fabián Natalini, said: "It is a long-standing project. We have been working in its planning together with CAFAM for a long time, until we came to the conclusion that this was the right time to carry out it."

The Show is born within a strengthening framework of the sector, whose sales show a sustained growth one month after the other. According to CAFAM, 69,410 motorcycles were registered in March, of which 91% (63,203) are of national origin.

Meanwhile, the figures shown by the Motorcycle Division of the Argentine Republic Automotive Dealers Association (Acara) are also very encouraging: in March the growth was of 4.9% compared to the same month in 2017 and 18.6% compared to February this year. The 2018 total figures up to now are of 201,937 units, showing a 13.7% increase compared to the same period last year, when 177,661 motorcycles were registered.

In this first quarter of the year, CAFAC said, small engine motorcycles lead the sales: the first place was for 110 cc units (41%), followed by 150 cc ones (24%). On top of the ranking is Buenos Aires province, with

Indexport Messe Frankfurt
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27% of sales; followed by Santa Fe, with 10%; and Córdoba, with 9%. Then, we find Chaco, with 8%; and Tucumán, with 5%.

The outlook is promising since the trend is increasingly growing every month compared to 2017. "The main brands of the market have already confirmed their participation, and we continue working in the summoning of companies. Both the private and public sector were awaiting this event; for this reason, we trust that the Show will be a success and will reflect the industry growth", concludes Natalini.

The 1st Salón Moto will be held from 25 to 28 October, 2018 in La Rural Trade Center.

Further information:

www.salonmoto.com.ar

Press information and photographic material [here](#)

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 2,400 employees at 30 locations, the company generates annual sales of around €669 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).

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,

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

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
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