

MOTORCYCLING TRAVELING INNOVATION

ZURICH - 09/04/2024



MOTOCICLISMO





AGENDA

🕒 **ABSTRACT**



🕒 **THE ACTUAL SCENARIO IN EUROPE**

🕒 **MOTOCICLISMO IN NUMBERS**

🕒 **MOTOCICLISMO APP**

🕒 **IT'S TIME FOR Q&A**

A green and black motorcycle is shown performing a wheelie on a racetrack. The rider is wearing a green and black suit. The background is a blurred landscape with trees and a clear sky. The word "ABSTRACT" is overlaid in the center in a bold, white, sans-serif font with a red outline.

ABSTRACT

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The **journey itself** and the **anticipation of the destination** represent the heart of the motorcycle tourism experience.

This is the baseline from which we drew **inspiration for our ideas** to evolve and build an innovative digital experience for all riders.





THE ACTUAL SCENARIO IN EUROPE

THE ACTUAL SCENARIO IN EUROPE



+15.0M

Motorcycles

Units Sold in 2023: 2.56M



+24.2%

Units Sold in
2022 vs. 2023

The motorcycle tourism in Europe is experiencing significant growth, with the European market booming in 2023. Sales across the continent surged to 2.56 million units, marking a remarkable increase of 24.2% compared to previous year¹.

¹ Considering 38 Countries - <https://www.motorcyclesdata.com/2024/02/09/european-motorcycles-sales>

THE ACTUAL SCENARIO IN EUROPE



+119.3%
698.8K units sold



+16.1%
341.1K units sold

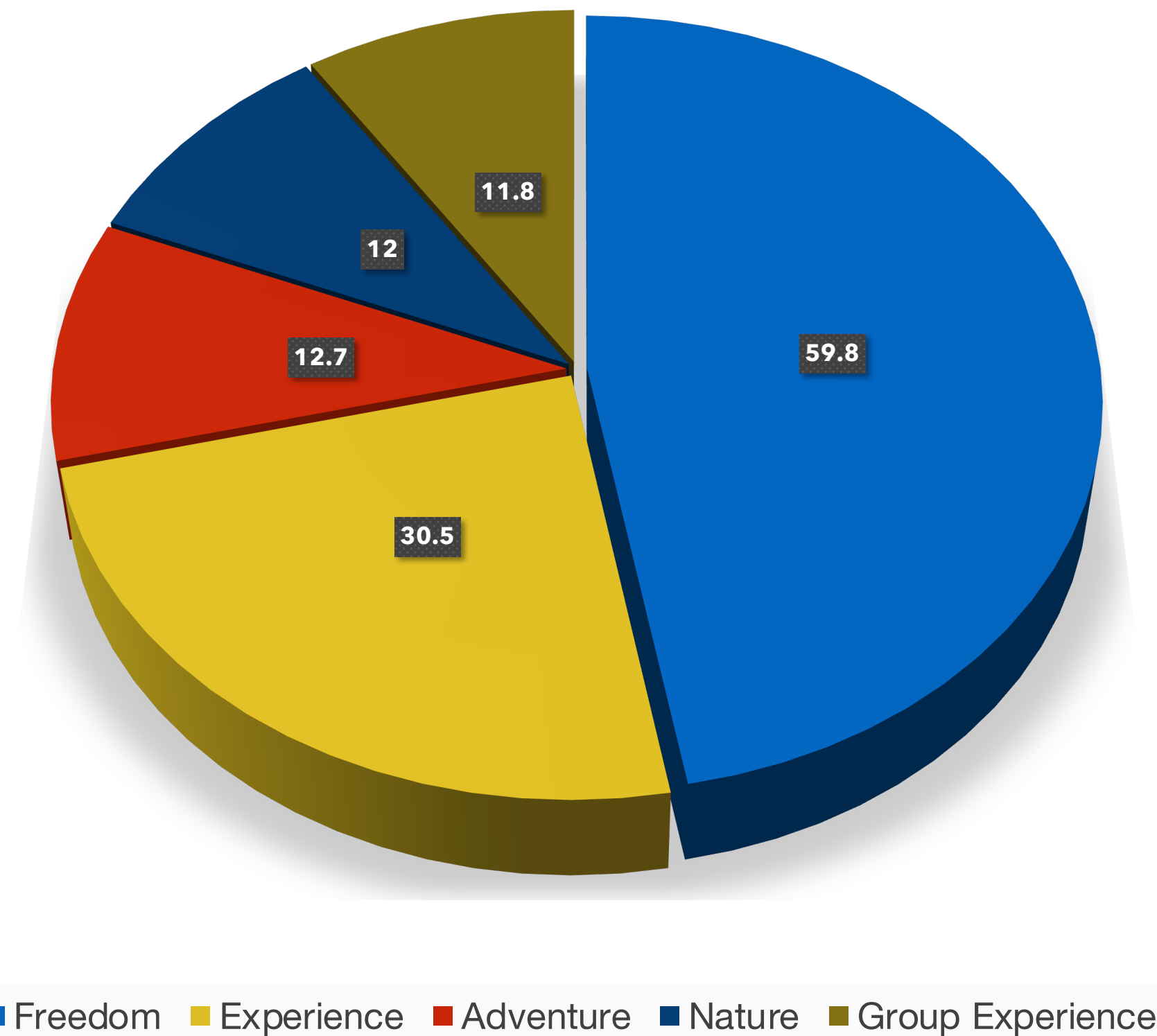


+12.1%
222.1 units sold

Percentage of motorcycle units sold in 2023 compared to 2022.

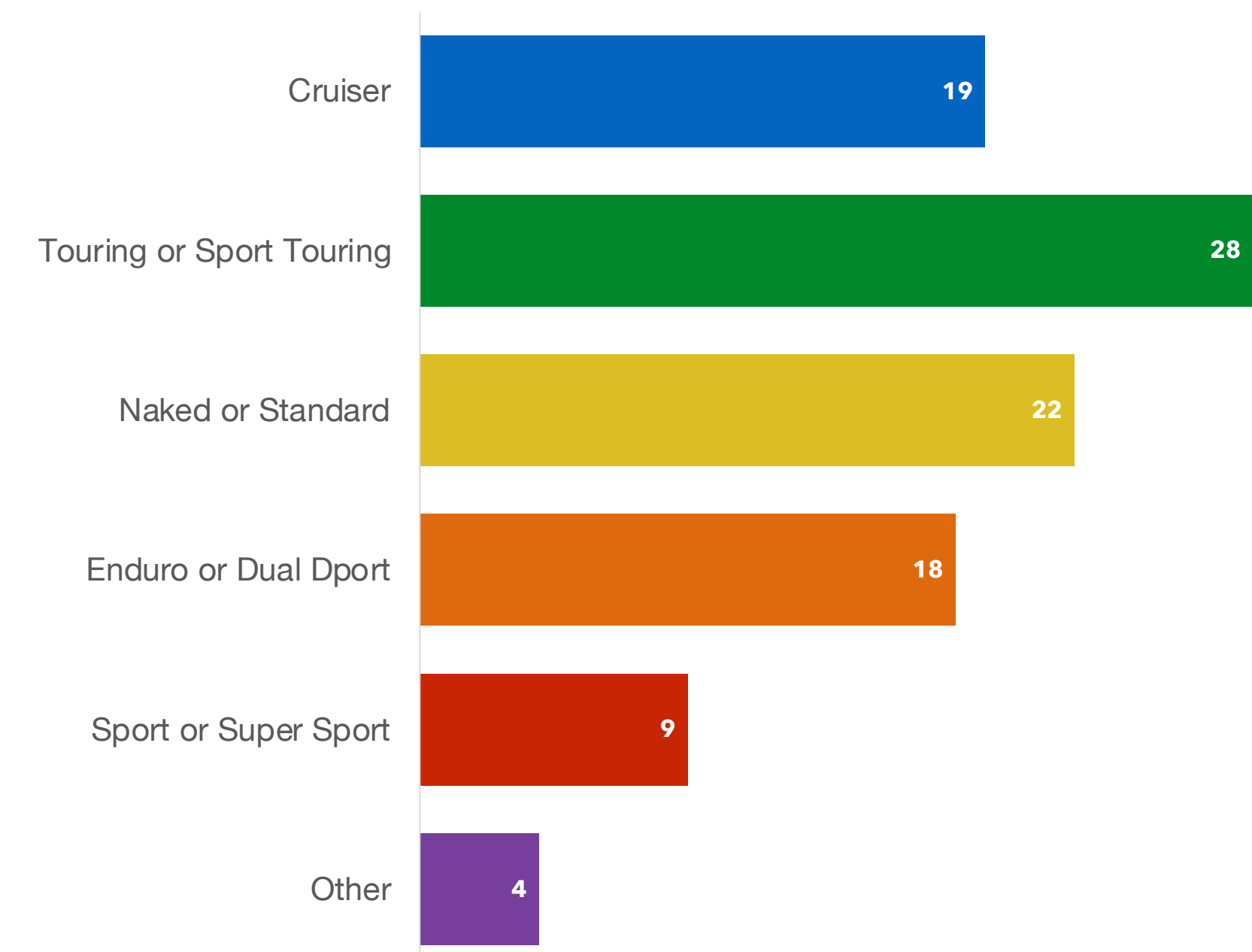
THE ACTUAL SCENARIO IN EUROPE

Unprompted mention of characteristics of motorcycle tourism¹



¹ The grand total is not 100% because the survey format is multiple choice

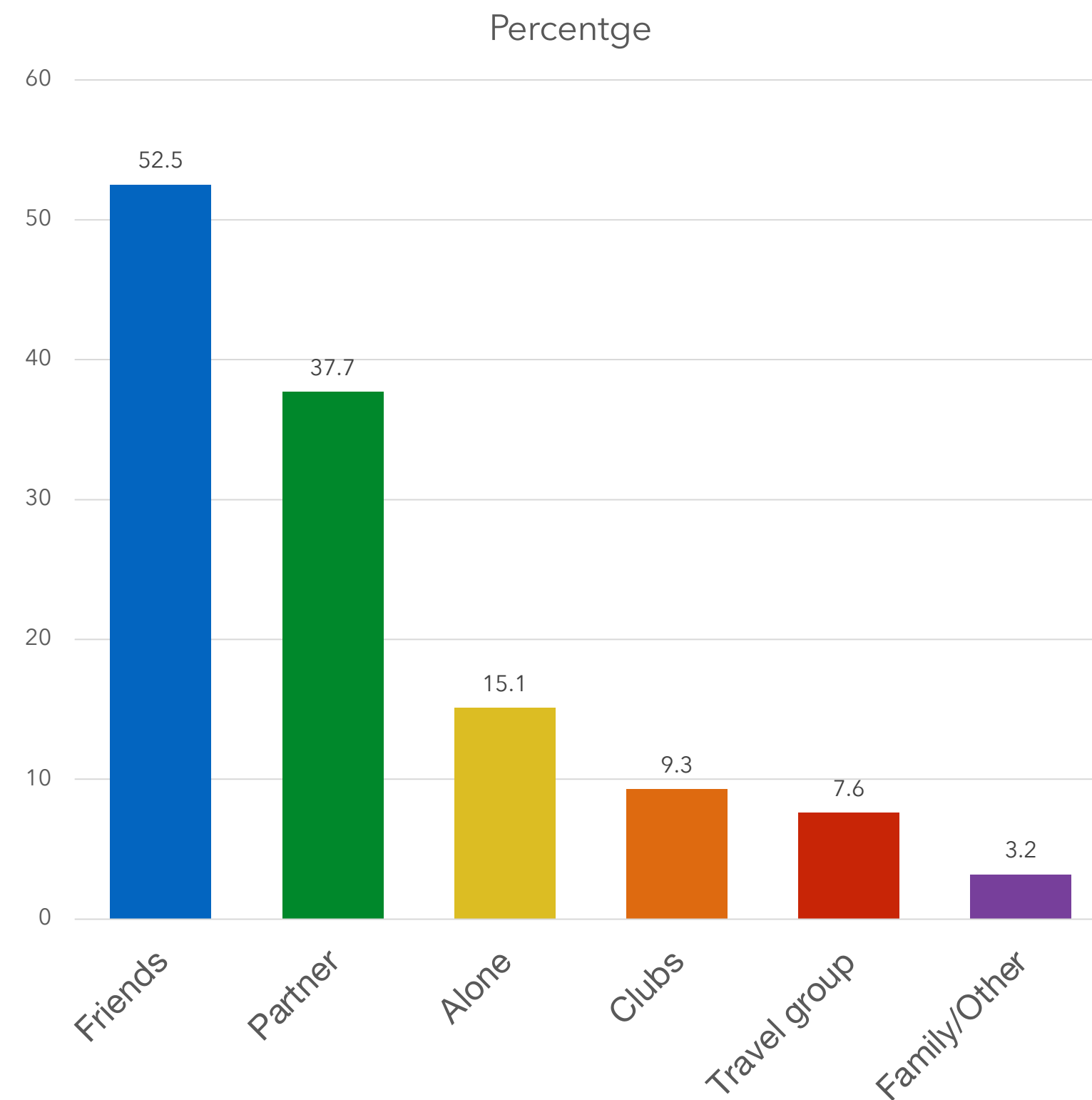
Which category of motorcycle² do they drive (%)?



² <https://www.degruyter.com>

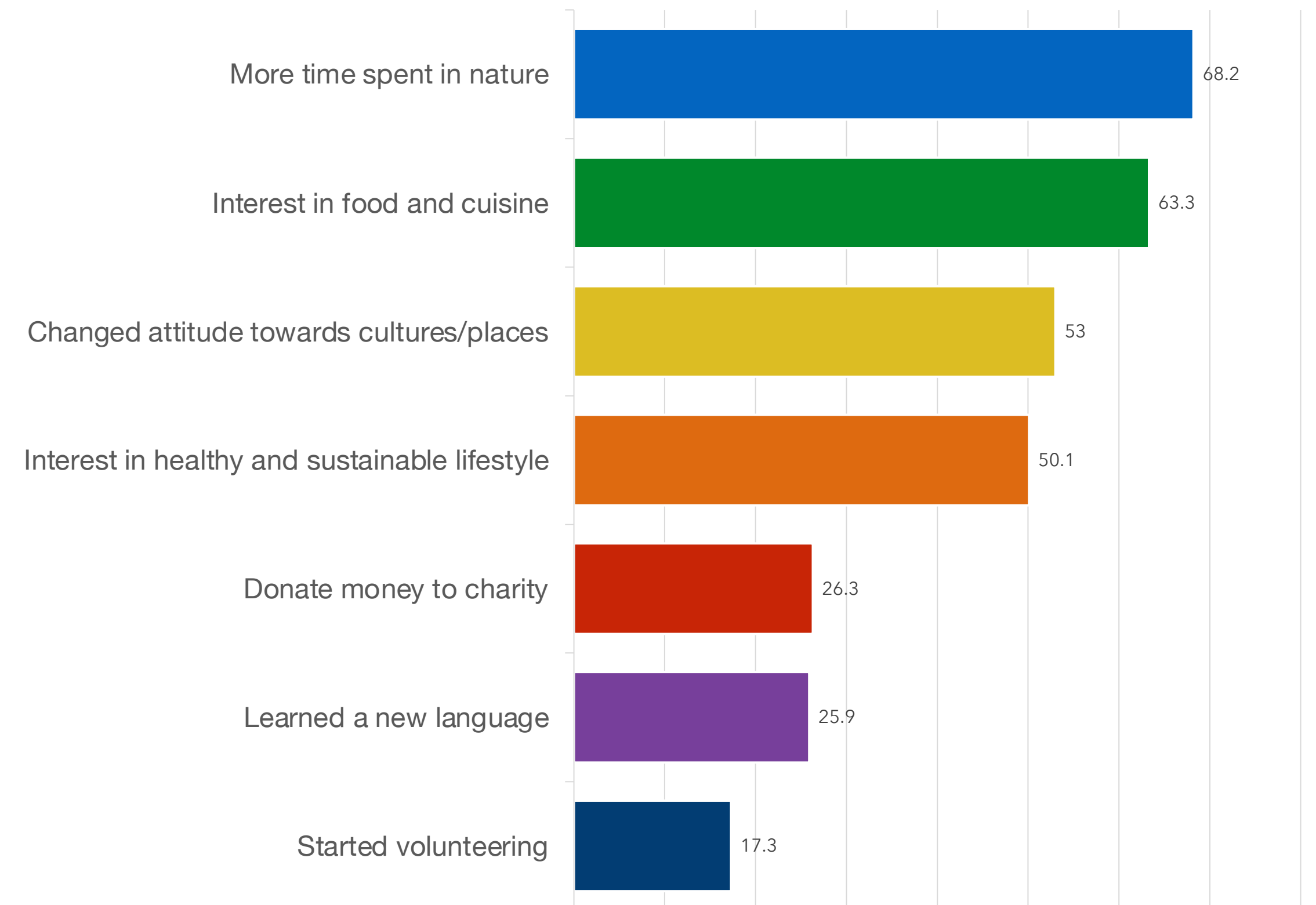
THE ACTUAL SCENARIO IN EUROPE

Who is your travel companion?



¹ The grand total is not 100% because the survey format is multiple choice

Lifestyle changes after motorcycle tours^{1,2}



² <https://www.degruyter.com>

MOTOCICLISMO IN NUMBERS

MOTOCICLISMO IN NUMBERS

DIGITAL PLATFORMS

- +800K**
Unique users per month (web)
- +70K**
Newsletter subscribers
- +6.7M**
Page viewed per month (web)
- +8.5K**
Magazine subscribers (digital version)

MAGAZINE SPECS

- +85K**
Average monthly circulation
- +440K**
Average readers per month
- +10K**
Magazine subscribers (printed version)
- +70K**
Printed copies distributed

MOTOCICLISMO APP

MOTOCICLISMO APP



TRAVELS

Find, share, review, create and enjoy your journeys



PROFILE

Add your info to customize the in-app experience



MY GARAGE

Store your digital vehicles and equipment



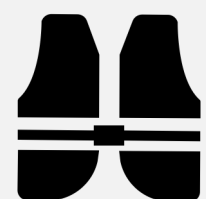
CLUBS

Collect followers and be the coolest motor club in the community



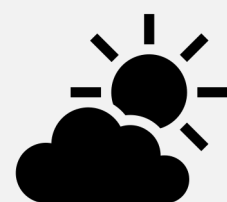
NEWS

Stay updated with the latest news in the motorcycle world



SHOP

Buy and sell within the MOTOCICLISMO community



LIVE WEATHER

Check the weather and don't be shocked by the sky conditions



THE BEST

...is yet to come: new features available in releases



IT'S TIME FOR Q&A

THANK YOU

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