

# Biker Fest International opens on-the-road season with overwhelming success

*Authenticity and increasingly wide-ranging program underpins a memorable edition*

The **38th Biker Fest International** reports a **record-breaking edition**. Admissions to the Village and Demo Ride areas increased exponentially, **estimated at 240,000 over the four days of the event**. The numbers reward beyond all expectations and say much, not all. Behind the massive popularity of the BFI are the credibility and increasingly thorough work of the Organizers, the Persello family; free admission, the enchanting location and dates. The Ascension weekend, from May 9 to 12, greets the opening of the tourist season and, thanks to the almost summer sun, attracts in Lignano Sabbiadoro many bikers from all over Italy and European countries - Austria, Germany, Slovenia, Czech Republic, Hungary. The BFI, which this year had the pleasure of having as its patroness the italo-american model and actress **Justine Mattera**, thus confirms its role as a driving even, sponsored by **SMP, Bardhal** and **Metzeler**.

At Biker Fest International, enthusiasts like to return because they know they will find a **friendly atmosphere and an increasingly mixed crowd**. They are also attracted by the many opportunities for fun, guaranteed by a comprehensive offer, which for years has gone **far beyond the "welcome bikers" philosophy**. The focus on the two-wheel market and the general public is increasingly meeting with the favor of the riders. The great motor festival enhanced the beauty of the region with a series of itineraries dedicated to mototourists and the **Cavalcata Tassellata**, a mini off-road raid which revives the myth of the legendary 12 Hours Enduro Lignano. It offered **5.000 free test rides**, gathered hundreds of American cars in the spectacular **US Car Reunion** - the main meeting of its kind in Italy with its huge parade - which was joined by the **e-Mobility area** and the **50cc Fever Fest** dedicated to vintage mopeds. The volume and atmosphere remained high with a variety of **11 live rock concerts** on the Village Main Stage and the **Pin Up Contest**, which elected its Biker Fest "Miss". The **Saturday Light Fever**, the traditional parade involving thousands of motorbikes, has returned to thrill motorcyclists and spectators with a simply incredible turnout.

While staying true to itself, each year BFI introduces new features that help create new reasons for interest. Like **the Chicano Show**, dedicated to Mexican-style custom Harley-Davidsons, one of the most popular trends of the moment. The invitation-only show has further enhanced the quality of **Europe's most historic custom bike show** (held continuously since 1987), which brings together the best custom workshops from **the Italian Motorcycle Championship**, the springboard to **the World Custom Bike Championships**. On the jury for this edition, also the representatives of the **Twin Club MC**, who have been organizing since 1971 the most historic european event of this in the Swedish city of **Norrtälje**.

Like any great story, the end of Italy's number one outdoor motorcycle event already heralds the anticipation for the third edition of **Italian Bike Week**, scheduled for September 12-15.

## CONTACTS

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