



Turkey's largest motorcycle and bicycle gathering exhibition, Motobike Istanbul 2025, concluded with new records.

Istanbul, March 20, 2025 – Motobike Istanbul 2025, the largest motorcycle, bicycle, and accessories exhibition in Turkey and the surrounding region, welcomed thousands of motorcycle and bicycle enthusiasts over four exciting days at the Istanbul Expo Center. Bringing together over 350 brands from Turkey and abroad, the event once again proved to be a key meeting point for industry professionals and motorcycle and bicycle lovers alike.

With a record-breaking 20,500 square meters of exhibition space, 230 exhibitors showcased their latest models and products. Visitors enjoyed a complete trade show experience featuring raffles, competitions with prizes, workshops, live music and DJ performances, and dance shows. The opening ceremony began with a speech by Messe Frankfurt Istanbul Managing Partner, Tayfun Yardım, where he announced that Eurobike, the world's largest bicycle trade show held in Frankfurt, will also take place in Istanbul starting in 2026. Following this, Turkish Minister of Internal Affairs, Ali Yerlikaya, delivered an impactful presentation as part of the "Bir Kural 1 Omur" which is one rule one life safety campaign, emphasizing the importance of road safety for motorcycle riders. After the ribbon-cutting ceremony, the exhibition was officially opened to the public.

In addition to locally manufactured brands such as Salcano, Volta, Arora, Motolux, and Kuba, global motorcycle giants including Kawasaki, Ducati, Triumph, Harley-Davidson, and Indian showcased their latest models. International participation was also strong, with 89 companies from China, Pakistan, and Spain joining the exhibition to establish a presence in Turkey's rapidly growing market.

The platinum sponsor, Sadece Motor, hosted engaging activities in their stand at Hall 7, offering visitors a fun experience with raffles, competitions, dance performances, and giveaways. Motul, a long-time main sponsor of Motobike Istanbul, once again brought together motorcycle enthusiasts with its innovative products. Radio sponsor, Power App, added to the excitement with its simulation trucks and live music broadcasts, extending the thrilling atmosphere beyond the exhibition halls. Motorcycle experts, industry professionals, social media influencers, and trainers also met with visitors at Petrol Ofisi Academy's discussion sessions, sharing insights and expertise with the audience.

The Guinness World Record-holding motorcycle "Medusa," the world's most expensive motorcycle, and "The Turks," the world's fastest electric motorcycle, designed by Turkish engineers also drew significant attention from visitors. Another major highlight was the Antika Garaj special area, featuring restored Japanese motorcycles from the 1970s to 1990s. This display attracted great interest from motorcycle enthusiasts, showcasing legendary bikes that even appeared in iconic movies such as Top Gun.

With overwhelming enthusiasm and participation, Motobike Istanbul 2025 once again

demonstrated its position as a leading platform for the growth and development of the motorcycle and bicycle industry. We look forward to welcoming you back in 2026 for an even bigger and more exciting edition!

Motobike Istanbul – Motorcycle, Bicycle, and Accessories Exhibition
March 12-15, 2025, Istanbul Expo Center

For more information:

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).

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