



PRESS RELEASE

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Ricardo Motorcycle Conference 2018 programme announced

The programme for the fifth annual Ricardo Motorcycle Conference – to be hosted in Milan on 5th November 2018 the day before the start of EICMA 2018, the premier global trade show for two-wheeled transport – has been announced, as early-bird registration opens

The Ricardo Motorcycle conference is now firmly established as a must-attend event in the motorcycle industry calendar. Each year, the event draws together senior management, engineers and thought-leaders of the world's leading motorcycle brands and their technology and component suppliers, to discuss the future trends, legislative and market drivers, and technological opportunities that they face. The conference this year will take place at the Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci, in Spazio Polene, a spectacular space in the Air & Water Transport building of the museum.

Following the formal opening of the conference, technical sessions will focus respectively upon the topics of future powertrain technologies, future vehicle technologies, and motorcycle market drivers. Presentations will be provided by representatives of some of the world's leading motorcycle manufacturers, tier 1 suppliers, and academic researchers, including BMW Group, Bosch, Ducati, KTM Technologies, KISKA, Piaggio, Graz University of Technology, Politecnico di Milano, Queen's University Belfast, and Ricardo Motorcycle.



Following on the success of last year's event, three interactive 'Expert Dialogues' will complement the main conference programme. These are free discussion sessions covering a range of themes of relevance to motorcycle development, and drawing together experts from both the automotive and urban mobility sectors. The sessions focus on the latest technologies and discuss when and how these might be applied to future motorcycle development. Topics will be 'Human Machine Interface for Improving Riding Experience', 'Industrial Design Approach on Motorcycle Development' and 'RIDE and DRIVE - Efficient Calibration Methodology for Motorcycles'.

"Now in its fifth year, the Ricardo Motorcycle Conference has become a key technical event and an annual calendar fixture, being hosted in Milan immediately ahead of the EICMA show," said Paul Etheridge, Ricardo Motorcycle head of strategy and business development. "This conference provides an ideal opportunity to focus upon some of the technological, regulatory and market-related challenges and opportunities faced by the world's motorcycle industries. It also offers an excellent networking opportunity for motorcycle engineers and business people to meet and discuss matters of keen interest to our industry, ahead of the EICMA event which starts the following day. The Ricardo Motorcycle Conference has sold-out in recent years, so I would urge those interested in attending to register without delay, taking advantage of the early-bird rate that is being offered."

Further details of the technical programme and details of delegate registration – including the special early-bird rate available for those registering before 14 September – for the fifth Ricardo Motorcycle Conference can be found at: www.motorcycleconference.com.

Ends



NOTES TO EDITORS:

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