

Italian Bike Week 2024, the countdown begins for the end-of-Summer Motorcycle Festival



Now in its third edition, the Italian Bike Week returns to Lignano Sabbiadoro (Udine, Italy) to wrap up the 2024 motorcycle season in style. Focusing on the world of Adventure & Off Road, the event will also feature a spectacular airshow by the Frece Tricolori. Mark your calendars for the weekend of September 12-15!

Born in 2022 to offer off-road enthusiasts a unique event and a grand finale to the motorcycle season, the **Italian Bike Week** will back from **September 12 to 15**. This end-of-summer motorcycle festival brings the passion for two wheels back to **Lignano Sabbiadoro (Udine, Italy)**, just a few months after its parent event, the historic Biker Fest International. Last year's edition saw nearly **50,000 visitors**, making it a huge success.

For motorcyclists and enthusiasts, September is almost magical: with the sun still high, pleasant temperatures and the desire to end the warm season on a high note, it creates the perfect atmosphere for a long riding weekend. This period also follows the presentation of new **Off-Road motorcycles**, the **main focus of IBW** starting with **Demo Rides**. Riders and enthusiasts will have the opportunity to see and test the **latest models in the Adventure, Scrambler, Enduro, and Cross segments**. Additionally, a new testing area dedicated to road-oriented models will be set up near the Teghil stadium, where safe riding courses and introduction sessions for new riders (like the Young Riders School proposed by

Honda) will also take place. In 2023, the **14 official motorcycle brands** present totaled nearly **1,500 test rides**.

The heart of the action will be the **Off Road Arena**, a **155,000 m² dirt surface** with various tracks suitable for all skill levels. The main track, hosting the Enduro Days by MC Sabbiadoro, spans 7 km and partially follows the route of the legendary 12-Hour Enduro Lignano, offering a fantastic opportunity for riders to test themselves on a historic race course.

Fans of knobby tires will enjoy the **Adventure Rides**, 70 km off-road tours organized by MV Adventure, and the **Cavalcata Tassellata**, a 350 km "mini-raid" set up by Amici del Bicilindrico: the passion for Off Road meets the desire to explore a region rich in biodiversity with the charm of borderlands. Confirmed for 2024 are the **Moto-Therapy** sessions, which are especially significant this year as the Italian Chamber of Deputies recently approved a bill recognizing moto-therapy as a complementary therapy that can aid in the rehabilitation and well-being of children and adults with disabilities.

At Luna Park Strabilia, the bustling heart of the event with its stands, food stalls, shows and **live rock concerts** on the Main Stage, an entire area will be dedicated to **Grandi MotoViaggiatori**: these "globetrotters", who have made traveling on two wheels their life mission, will share tales of their journeys to the ends of the world. Speaking of motorcycle tourism, on Friday and Saturday the MotoClub FMI 'Danilo Vian' will once again offer **Mototours**, on-road itineraries to discover the most picturesque spots in Friuli-Venezia Giulia.

Adding a fresh twist to the winning formula of Biker Fest, the Italian Bike Week remains firmly rooted in the custom world with the **Custom Bike Show**, round of the **Italian Motorcycle Championship (IMC)** and an internationally recognized date within the **AMD World Championship of Custom Bike Building**: custom bike builders are called upon to showcase their skills, artistry and creativity.

Finally, the roaring **US Car on the Beach 2024**, a major American car gathering culminating in the Saturday morning parade, and the spectacular **Saturday Light Parade**, the grand motorcycle parade on Saturday evening, will be joined this year by an amazing **airshow by the Freccie Tricolori**: for the first time in IBW history, on Sunday (September 15) **the Italian Air Force acrobatic display team** will paint the sky of Lignano in green, white and red.

INFO & CONTACTS

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