

MEDIA RELEASE



**FEDERAL CHAMBER
OF AUTOMOTIVE
INDUSTRIES**

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SPIRITS HIGH AT SYDNEY MOTORCYCLE SHOW

Two wheel enthusiasts flocked to the 2008 Sydney Motorcycle Show in their thousands, enjoying the most extensive range of manufacturers and exhibitors on record, as well as a star-studded entertainment line-up.

26,995 visitors made their way through the doors at the Sydney Showground from Friday November 21 to Sunday November 23.

Inclement weather and an equally gloomy economic forecast did not dampen spirits, with exhibitors reporting a strong response.

The Federal Chamber of Automotive Industries (FCAI) chief executive Andrew McKellar congratulated all 115 exhibitors on creating the most visually exciting and visitor-friendly event to date.

“The Sydney Motorcycle Show has generated an overwhelmingly positive response from both visitors and our exhibitors, with the event rated as the best yet,” Mr McKellar said.

“The support of every major motorcycle manufacturer was invaluable, as was the presence of an

extensive range of industry exhibitors showcasing a range of exciting products and services,” he said.

The strong visitor response reflected record sales in the motorcycling industry.

“The Sydney Motorcycle Show goes from strength to strength each year and the 2008 event was no exception, with an impressive showcase of manufacturers and industry exhibitors on display,” McKellar said.

“The Show’s visitor numbers combined with current motorcycle sales figures indicate that the two wheel market has maintained strong momentum, with commuters and recreational riders taking full advantage of low running costs and reduced environmental emissions,” he said.

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