

## **ITALIAN BIKE WEEK, the late-summer motor fest returns in 2023**

*After the huge success of the first edition, the ITALIAN BIKE WEEK returns in 2023 to round off the summer season. The event has its roots in the Custom scene, but it will pay a special attention to Adventure and Off-Road enthusiasts*

Exactly one year after the first edition, **ITALIAN BIKE WEEK** returns to **Lignano Sabbiadoro (UD)**. Also in **2023**, the event born from a rib of the **BIKER FEST INTERNATIONAL** brings back the passion for two and four wheels in the beautiful seaside of the Adriatic Sea: in **September** the vacations are coming to their last act, but the magical atmosphere of late summer, the perfect weather and the shared desire to end the season with a bang represent the ideal assumptions for a fantastic event.

The appointment is scheduled for the third weekend of the month, from **the 14th to the 17th of September**, for a colourful **four-day event** that aims to repeat the international success of 2022, when Lignano was kindled by nearly **40,000 attendees**. What to expect, then? An amazing encore to the spring main event, the **BIKER FEST**, whose 37<sup>th</sup> edition in last May welcomed 120,000 people downing all expected records.

It was also the success of the September BFIs, staged in the 2020-2021 biennial, that allowed **holders, guests, exhibitors, international audience and local authorities** to appreciate the special 'virtues' of this time of year, therefore encouraging them to request a second date. The only event in the World to boast such an honour is the legendary 'Daytona Bike Week' held in Florida in March, paired with Autumn's 'Biketoberfest': on this basis was launched the Italian Bike Week, an event that saw the light as a sort of BFI's 'spin-off' but maintain **its own specific identity**.

An identity that also puts the wheels off the tarmac, where the road is not necessarily marked: the spotlights are also on the world of **Adventuring and Off-road**, with a rich program and plenty of exciting activities. The **OFF ROAD ARENA** is going to be the centre of the action: a 155.000 m<sup>2</sup> (1.670.000 sq. ft) area with trails dedicated to motocross and enduro, with the longest one (7 km) running along the track of the legendary **12 Hours of Enduro's** special stage.

The **DEMO RIDE AREA** – the stage, during May's BFI, for more than 4,000 test rides - also changes guise, getting 'dirty' for the occasion. In fact, the **ITALIAN BIKE WEEK** is configured as a unique event of its kind, giving enthusiasts the opportunity to touch and try a preview, on a dedicated circuit, of all the **new Off-Road and Adventure models**, from dirt bikes to dual sport best-sellers, thanks to the presence of the most **important motorcycle Brands**.

Still on the wave of Enduro, it is worth mentioning the **NOTTURNA TASSELLATA**, a nighttime experience on 350 km of unpaved roads to the way to Slovenia and back, and the **ADVENTURE RIDES** organized by **MV Adventure**, 70-km exploratory tours that will take place on on/off trails during the four days of the event.

Despite the attention that IBW pays to the off-road sector, the late summer event has its roots - as well as for the **BIKER FEST** - in the Custom motorcycle scene. The **LUNA PARK AREA**, with its stalls, ethnic and street food stands, live music and many exhibitors, opens its doors to all types of bikers, embracing the passion for two and four wheels in all its forms. On the evening of Saturday, the Luna Park's parking will turn in the 'starting grid' of the spectacular **SATURDAY LIGHT PARADE**, an impressive event-the-event that will flood the streets of Lignano with **thousands of motorcycles**. The day after, the same area will be the meeting point of the **U.S. CAR ON THE BEACH 2023**, the second edition of the huge American Cars late-summer gathering: an unmissable appointment for all the fans of star-spangled V8s.

### **ITALIAN BIKE WEEK INFO & CONTACTS**

**Web Site:** [www.italianbikeweek.net](http://www.italianbikeweek.net)

**Contacts:** [info@bikerfest.it](mailto:info@bikerfest.it) - Tel. +39 0432948777

**Stand:** [stand@bikerfest.it](mailto:stand@bikerfest.it) - Tel. +39 366.6310768

**Press:** Manuele Cecconi / Angelika Bianchi: [press@bikerfest.it](mailto:press@bikerfest.it)