



# PRESS RELEASE

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## **Ricardo Motorcycle 7.0 goes online for a 2020 event with even greater reach**

**The Ricardo Motorcycle conference will take place online in a globally accessible format offering interactive sessions, speeches and presentations hosted during the week commencing Monday 2<sup>nd</sup> November 2020**

Firmly established as a must-attend event in the motorcycle industry calendar, the Ricardo Motorcycle conference has for the past six years taken place in Milan in the first week of November. With the travel restrictions and public health precautions in place around the world due to the Covid-19 pandemic, it has been clear for some time that it would not be possible to hold a face to face event for the seventh annual conference.

Instead, Ricardo Motorcycle Conference 7.0 will now take place online during the week commencing 2<sup>nd</sup> November, in a series of live and interactive sessions as well as pre-recorded content. The event will launch with a video on demand opening speech by Ricardo Motorcycle head of strategy and business development Paul Etheridge. This will be followed by three live and interactive sessions to be hosted at mid-day GMT (13.00 CET/07.00 EST) over each of the following three days. On Tuesday 3<sup>rd</sup> November a live panel discussion will focus upon the transfer of new motorcycle technologies from the domain of motorsport to real-world, on-highway applications. On Wednesday 4<sup>th</sup> November a webinar will be presented featuring Yamaha on the subject of future trends in gasoline engine technologies for motorcycles. On Thursday 5<sup>th</sup> November a further

panel discussion will focus on the future of light urban mobility; how to transport people and goods more sustainably, quickly and efficiently.



Finally, to conclude the online week of Ricardo Motorcycle Conference 7.0, a content hub will be launched on Friday 6<sup>th</sup> November, providing a range of materials including technical papers, case studies, blogs, interviews and videos of carefully selected topics, relevant to the current challenges and future technology developments in the motorcycle industry.

“It is disappointing that we are not able to meet in person this year for what is now our seventh annual motorcycle conference, but I am pleased that we have been able to find an online format that allows us to come together to share our passion for all things motorcycle,” commented Paul Etheridge. “This format will enable us to reach a potentially even larger audience than our annual event in Milan, and I would urge colleagues from around the motorcycle world to register for the online sessions which will ensure that in 2020, the Ricardo Motorcycle Conference remains truly relevant to and representative of our exciting, dynamic and global industry.”

*Those wishing to sign-up for free-to-attend live panel discussions of Ricardo Motorcycle Conference 7.0, should use the following links:*

- *Tues 3<sup>rd</sup> Nov, Motorcycle race technology into real world applications:*  
<https://register.gotowebinar.com/register/4974429607900386060>
- *Weds 4<sup>th</sup> Nov: Future trends in gasoline engine technologies for Motorcycles:*  
<https://register.gotowebinar.com/register/4754620740833553164>
- *Thurs 5<sup>th</sup> Nov, The future of light urban mobility; how to transport people and goods more sustainably, quickly and efficiently:*  
<https://register.gotowebinar.com/register/7340446689479016460>

*For further information about the conference, visit: [www.motorcycleconference.com](http://www.motorcycleconference.com)*

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## NOTES TO EDITORS:

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