

POST SHOW REPORT

Sponsor

Official Lubricant

Official Helmet

DreamLounge Sponsor

Game Arena Sponsor











Institutional Support



Organization and Promotion





THE MOTORCYCLE, ACCESSORIES AND EQUIPMENT INDUSTRIES IN BRAZIL ARE CONSTANTLY GROWING.

SALÃO DUAS RODAS HAS KEPT PACE WITH HOW THE MOTORCYCLE MARKET HAS EVOLVED IN BRAZIL,

WHICH IS CURRENTLY ONE OF THE WORLD'S BIGGEST CONSUMERS OF THIS TYPE OF VEHICLE.

IN 2019, MANUFACTURERS WITH FACILITIES IN THE MANAUS INDUSTRIAL POLE [PIM] PRODUCED 92,894 MOTORCYCLES IN SEPTEMBER.

THAT IS A VOLUME OF 15.1% MORE THAN IN SEPTEMBER 2018 [80,687 UNITS].

FROM JANUARY TO SEPTEMBER, 836,450 UNITS CAME OFF OF PRODUCTION LINES, WHICH IS 7.5% MORE THAN IN THE SAME PERIOD IN 2018 [7777,779 UNITS].

DATA FROM THE BRAZILIAN ASSOCIATION OF MANUFACTURERS OF MOTORCYCLES, MOPEDS, MOTOR SCOOTERS, BIKES AND SIMILAR PRODUCTS - ABRACICLO



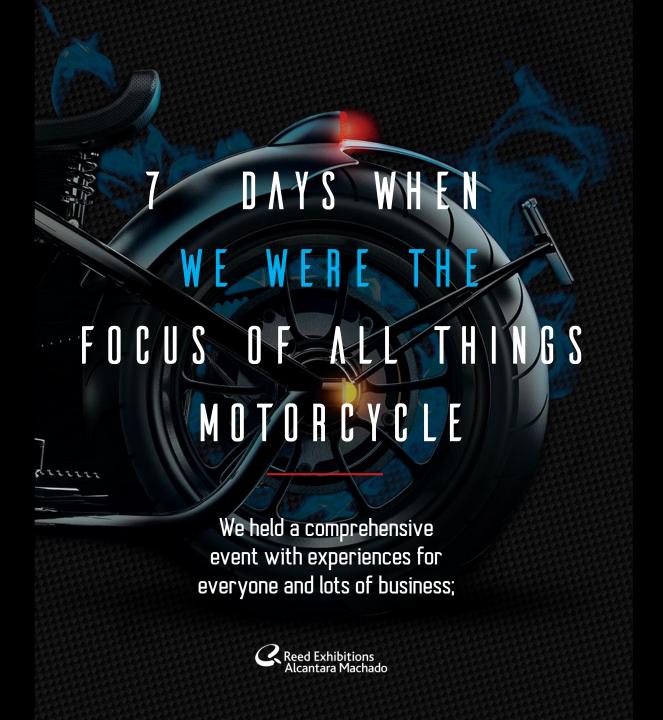
2 4 co-located events

+ 7 0 motorcycles for Test Rides

+ 4 0 0

national and international exhibitors

+ 5 6 0
motorcycles
on display



+ 5 6 0
Journalists

+ 5 . 0 0 0

Involved in the organization of the event

+ 9 0 0 0 professionals in the industry

+ 2 3 1 . 0 0 0

**VISITORS** 

AMONG EXHIBITIONS, PRESENTATIONS AND COMPETITIONS, THERE WERE

# OVER / 5

motorcycles available to Motorcycle aficionados



# EVENTS FILLED THE SHOWWITH ATTRACTIONS



MORNING DEDICATED TO

# PRESS CONFERENCE

WITH PARTICIPATING BRANDS.

160

JOURNALISTS IN ATTENDANCE



# \*\*\*\* AVANT PREMIÈRE

A time to network with a highly qualified public, invited by exhibitors and sponsors of the

# EVENT



# ABOUT TEST RIDES



featuring medium and high cc motorcycles. Brand new models for every audience.



The Off Road Test Ride had a track that featured the feeling of riding a trail filled with mud and obstacles.



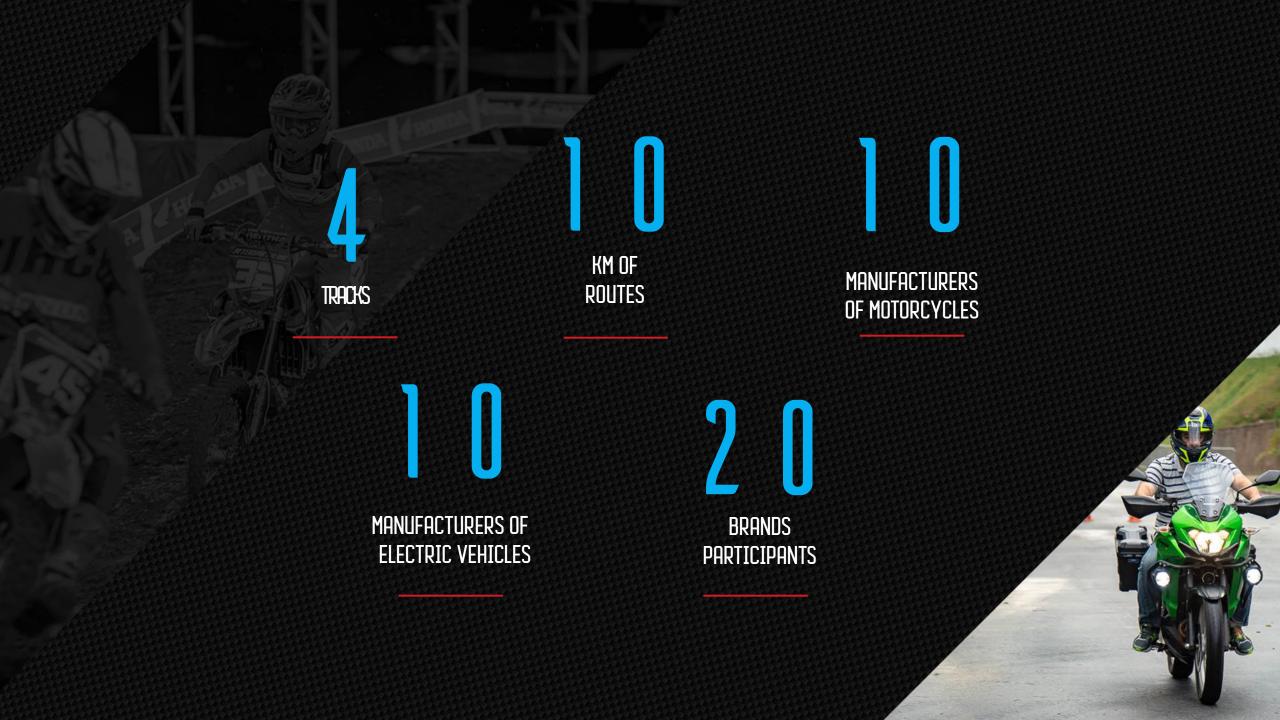
The most exclusive and high co models were at the VIP Test Ride



Urban Mobility Test Ride models were available inside the expo center, on the largest indoor circuit ever created for this type of experience.

# WE HAD THE WORLD'S LARGEST TEST RIDE OPERATION, WITH 15,380 TEST RIDES TAKEN





















#### ONE OF THE MOST IMPORTANT AND TRADITIONAL MOTORCYCLE COMPETITIONS IN THE COUNTRY.







AND THE FINALS OF THE BRAZILIAN CHAMPIONSHIP WERE HELD AT THE DUAS RODAS MOTOR SHOW!

over 5, 000 in 2 0 0spectators

competitions!





FEATURING COMPETITIONS AND PRESENTATIONS BY PROFESSIONAL RACERS AND TEAMS



ON THE ROOFTOP OF THE GARAGE BUILDING











Claudio Girotto Filho - Os TZudos: Creating gold for Brazilian high-speed motorcycle racing

Ricardo Medrano and Wel Calandria - Customizers

Alex Barros and Cesar Bartos - Brazilian High-Speed Motorcycle Racing's Greatest Racer of All Time.



#### THE MOST COVETED BRANDS IN THE

# WORLD

THAT KIDS AND ADULTS DREAM ABOUT WERE AT THE

DREAM LOUNGE **podium**SDR 2019









THE MOST EXPENSIVE MOTORCYCLE

R\$ I MILLION



















veloe

### ARENA RACING

SPACE DEDICATED TO PEOPLE WHO ARE PASSIONATE ABOUT MOTORCYCLES

## MOTORCYCLE RACING

THE RACING ARENA BROUGHT TOGETHER SOME OF THE BIGGEST WINNERS AND MOST ICONIC COMPETITION BIKES, AS WELL AS RACERS AND ICONS IN A VARIETY OF CATEGORIES, AT COOL AND UNUSUAL MEETINGS.

THE GOLDEN HELMET AWARD 2019 WAS HELD, AWARDING THE YEAR'S OUTSTANDING RACERS.







AREA DEDICATED TO

# PEOPLE PASSIO

ABOUT ADRENALINE AND SPEED ON THE TRACKS AND ON THE SCREEN!





YAMAHA





# espaço C S

VISITING SDR IS FOR THE WHOLE

## FAMILY

AND A PASSION FOR MOTORCYCLES STARTS YOUNG.













WITH NEARLY 30 YEARS OF EXPERIENCE, THE FORCE AND ACTION TEAM WAS AT SALÃO DUAS RODAS AND SHOWED THE PUBLIC OVER

## 50 MOVES

ALL DIFFERENT AND DONE WITH TONS OF SPECIAL EFFECTS, EXPLOSIONS, SKIDDING, PYRAMIDS AND JUMPS THROUGH FIRE.







AT THE 2019 EDITION, THE

# ADRENALINE

OF FREESTYLE MOTOCROSS (FMX) COULD BE FELT ON ALL SIX DAYS OF THE EVENT.

TWO-TIME MOTORCYCLE DUEL CHAMP FRED KYRILLOS HAD THE AUDIENCE GOING CRAZY WITH HIS RADICAL MOVES.



The PRO TORK TEAM BROUGHT UNPRECEDENTED MOVES AND SPECIAL EFFECTS TO SALÃO <u>DUAS RODAS</u>

## INNOVATIVE.

THE AUDIENCE HAD THE CHANCE TO TAKE PARTS IN SOME MOMENTS OF THE PRESENTATION, WHICH ENSURED EVEN MORE THRILLS.





ON A STREET TRACK, MOVING THROUGH SÃO PAULO

THE SUPER BIKES MEETINGS GATHERED GROUPS OF HUNDREDS OF PEOPLE WHO

ARE

## PASSIONATE

ABOUT BRANDS AND MOTORCYCLES, WITH THE SALÃO DUAS RODAS 2019 BEING THEIR FINAL DESTINATION.



ALL OF THIS AT THE BIGGEST **AMUSEMENT** PARK MOTORCYCLING



+ 55,000  $\mbox{M}^2$  of internal area  $\,|\,$  +30,000  $\mbox{M}^2$  of external area







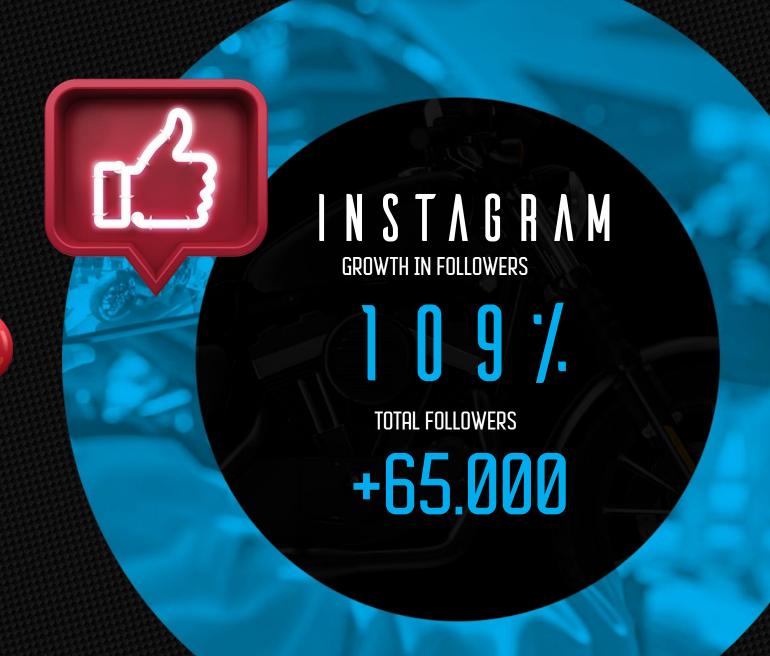


## FACEBOOK

TOTAL FOLLOWERS

227.453







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227.453





# THE BIGGEST SHOW IN THE DIGITAL WORLD!

MORE THAN DOUBLE OTHER MAJOR EVENTS COMBINED





3 0 0 5

STORIES PUBLISHED DURING THE EVENT



5 6 0

JOURNALISTS COVERED THE EVENT DURING THE PRESS CONFERENCES

VALUATION IN TOTAL OF

R\$ 51,164,278.03

IN SPONTANEOUS MEDIA





# GENERATING SPONTANEOUS MEDIA IN THE COUNTRY'S BIGGEST MEDIA OUTLETS



WITH STORIES
THAT ARE

POSITIVE

AND WIDE-RANGING COVERAGE WITH NATIONAL REPERCUSSIONS





MOTORCYCLING EVENTS-MG



DIÁRIO DO PODER - AL



NOTÍCIA EM FOCO-MT





JORNAL EXTRA



#### JORNAL MEIA HORA



JORNAL DO COMERCIO

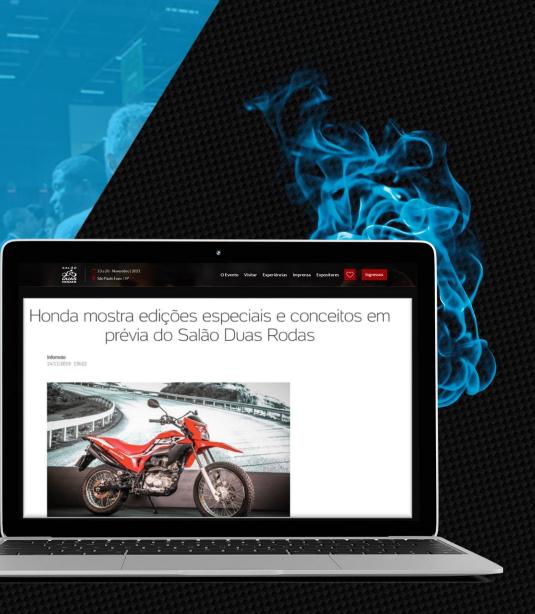
FOLHA DE SÃO PAULO





#### O GLOBO





HOMEPAGE OF THE UOL PORTAL

#### WEBMOTORS



#### PORTAL EXAME



#### AUTOESPORTE ONLINE



























# BUSINESS SDR BUSINESS

PLATFORMS,
TOOLS

AND SOLUTIONS

TO DO NEW BUSINESS
AND GENERATE LEADS.

Companies\*
participating
in the event

3 0 ...
more area occupied

\*Trade companies

IN THE COMMERCIAL AREA, FOR THE FIRST TIME, WE'VE PROVIDED

PLATFORMS,
TOOLS

AND SOLUTIONS
TO DO NEW BUSINESS
AND GENERATE LEADS.

over MILLIO

Negotiated during the national and international Business Talks.

RODADA DE **NEGÓCIOS** 





IN THE COMMERCIAL AREA, FOR THE FIRST TIME, WE'VE PROVIDED

# PLATFORMS, TOOLS AND SOLUTIONS

TO DO NEW BUSINESS AND GENERATE LEADS.

# **↑ P P** B2B / B2C

### SALÃO DUAS RODAS GAME

App developed to create interaction among the public and brands and products in attendance at the Show!



#### Kawasaki

bigger number of leads generated using the app SDR Game.

#### ROYAL ENFIELD

bigger number of leads generated using the app SDR Business.







