



Press Release | Lignano Sabbiadoro (Udine - Italy) | May 23, 2025

# The Biker Fest International celebrates an edition beyond all expectations

Initial estimates suggest that 260,000 bikeriders visited the event over the four days

The five themed areas and the new 'events within events' are growing in success

The 39th edition of the Biker Fest International was a resounding success, exceeding all expectations. The four-day event, which took place from 15 to 18 May, will go down in history as a new record-breaking gathering in Lignano Sabbiadoro (UD - Italy). This was not only due to the impressive numbers, but also to the overwhelming energy that swept through the seaside town, welcoming enthusiasts from all over Italy and neighbouring countries into the party atmosphere and spirit of sharing that represents the true strength of the BFI.

It wasn't easy, but the organisers once again managed to raise the bar for the event. The five areas hosting Europe's most historic and important motorcycle rally — Luna Park, Offroad, Stadium, Market and PalaPineta — were peacefully invaded by a flood of motorcyclists and enthusiasts. «The 2024 edition was extraordinary, setting new records, partly thanks to the perfect weather. Improving on this seemed like an impossible challenge. Yet, despite the somewhat inclement weather this year, the Biker Fest once again surpassed itself, continuing its unstoppable growth. Initial estimates indicate that 260,000 people attended this excellently organised event, which continues to be a hit with the public» said Massimo Brini, Lignano Sabbiadoro municipality's councilor for Tourism.

Behind this exponential growth is the relentless work of the Persello family, the heart and soul of BFI, which has always believed in the driving force of the motorcycle movement. The 6,700 test rides—one of the highest numbers in Europe—carried out by more than 25 automotive brands confirm BFI's central role in the two-wheel market, especially during its most important season. And that's not all: the BFI confirms its status as a multifaceted and cross-cutting event with the growing success of the US Car Reunion, which this year offered a spectacular sight, bringing together 550 American cars in the Market area. It was preceded by the new Kustom Classic, the car meet reserved for pre-1999 cars, destined to become yet another highly attractive “event within the event.” And then there was the confirmation of the 50cc Fever Fest dedicated to vintage 50 cc mopeds, a favorite with younger audiences, which had former MotoGP rider Marco Melandri as its special guest.

The most historic Custom Bike Show in Europe lived up to expectations, rewarding the best of the more than 100 special bikes entered, all of which were of a particularly high standard. This year, the show was joined by another promising new addition: the 1st Performance Bagger Show. This show put the spotlight on the current trend: racing and sporty baggers, examined and awarded by the legend of WSBK Ruben Xaus. Live rock concerts, mototours and spectacular off-road performances rounded out

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the event, which stays true to itself while renewing itself every year. It is capable of thrilling veterans and newcomers, bikers and families, industry experts, and the simply curious.

As the engines cool down after this extraordinary edition, attention is already turning to 2026, when the BFI will celebrate its 40th anniversary with new themed areas and services designed to attract new enthusiasts and increase the fun. For now, however, mark your calendars for the 4th Italian Bike Week. From September 18 to 21, it will be the closing event of the tourist season in Lignano Sabbiadoro (([www.italianbikeweek.net](http://www.italianbikeweek.net))).

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