The Italian Army at Motor Bike EXPO 2026: Tradition, Innovation, and Communication

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The participation of the **Italian Army** at the **Motor Bike Expo** 2026 confirmed the role of the Verona event as a privileged meeting space between institutions, industry, and the public. Now in its **18th edition**, the exhibition has established itself as one of the main national showcases dedicated to two-wheel mobility, capable of combining motorcycle culture, technology, and entertainment in a high-visibility context.

The Army's stand, curated by the **Command of the Land Operational Forces**, offered an immediate and recognizable visual impact, presenting an exhibition path focused on **land military mobility**. High-mobility light vehicles, operational motorcycles, and tactical setups were included in a setup capable of evoking the operational environment, giving visitors a concrete perception of the military instrument's capabilities. The arrangement of the vehicles and the opportunity to observe them up close helped highlight the central role of mobility in

modern operational scenarios, making the stand one of the reference points of the exhibition area and effectively synthesizing **institutional identity, operational functionality, and openness to the public**.

Military Mobility, Historical Memory, and Institutional Value

The value of the exhibition was also expressed through the participation of top authorities, confirming the importance attributed to the initiative within the framework of communication and enhancement activities of the land instrument. In this context, the presence of the **Commander of the Land Operational Forces, Lieutenant General Lorenzo D'Addario**, served as a signal of attention towards the exhibition contents and the overall message conveyed by the Italian Army's stand.

Italian Army stand at MBE2026 - Copyright Italian Army.

The visit helped underline the cultural and professional significance of the setup, centered on **military mobility as an enabling factor for operations**, linking the historical legacy of Military Motorization with contemporary doctrinal and technological evolution. The presence of historical motorcycles, alongside modern platforms and cutting-edge solutions, offered a coherent interpretation of the evolution of land operational capabilities, highlighting the continuity between experience gained over time and innovation.

In this framework, the participation of the leadership of the Land Operational Forces reinforced the institutional value of the event, confirming its relevance not only as an exhibition showcase

but as a **moment of synthesis between identity, military culture, and communication**, capable of engaging with the public and credibly representing the role of the Italian Army within a high-visibility context like the Motor Bike EXPO 2026.

Sport, Excellence, and Institutional Communication

The dialogue between the Army and civil society found further and significant expression also through the world of sports, a field where values such as discipline, preparation, and determination assume a universal dimension. In this context, the presence of the rider Elia Bartolini, recently joined the **Army Sports Group** and active in the national and international motorcycle scene, is noteworthy. Bartolini participates in the **Superbike World Championship** , Sport Bike category, riding a motorcycle bearing the **Italian Army's livery**.

Rider Elia Bartolini on his bike - Copyright Italian Army.

Bartolini's participation in the Superbike World Championship, Sport Bike category, with a motorcycle bearing the Italian Army's livery, represents an effective tool of **institutional communication through sport**, capable of conveying the image of a modern, dynamic, and excellence-oriented Institution. High-level sport thus becomes a shared language, able to bring the public closer to the founding values of the Armed Forces without resorting to formal mediations.

Alongside the sporting dimension, the stand continued to offer immersive experiences and content of high interest, such as the activities curated by the **5th AVES “Rigel” Regiment**, which allowed visitors to experience piloting the Mangusta attack helicopter through a

dedicated simulator. The action of the speakers and technicians of Radio Esercito finally contributed to strengthening the dialogue with the public, completing a presence model based on **engagement, credibility, and openness**, in which sport, technology, and communication work together to tell the role of the Italian Army in contemporary society.

News link: https://www.esercito.difesa.it/comunicazione/esercito-italiano-al-motor-bike-expo26/128533.html