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CONNEXIA PRESENTS YAMAHA "ONE MORE LAP" @EICMA 2021

*THE EVENT CELEBRATED VALENTINO ROSSI AND HIS 16-YEAR
RELATIONSHIP WITH THE IWATA BRAND.*

Milan, 1 December 2021 – Adrenaline. Joy. Nostalgia. Surprise.

Emotions were running high during the **"One More Lap"** event, created by the Milanese agency **Connexia** for **Yamaha Motor Europe** and held in the **MotoLive Arena** at **EICMA 2021** (International Motorcycle and Accessories Exhibition). Surrounded by his adoring fans, **9-time World Champion Valentino Rossi** completed his **final lap** in a blaze of glory.

Organised by **Yamaha in partnership with EICMA**, **"One More Lap"** was held on 25 November, the first day the trade fair opened to the public. Making his first appearance at the Milan show, **Valentino Rossi** spent 1.5 hours meeting with his fans: a fitting farewell and an unforgettable experience for followers of "The Doctor".

Under the supervision of the **Business Development Director Mattia Airoidi** and the **creative direction of Riccardo Catagnano**, **Connexia** was responsible for the creative concept and naming, visual identity, content production, authorial contributions, direction and production coordination for **"One More Lap"**, as well as media relations and social media management.

The **host** of **"One More Lap"** **Federica Masolin**, known for her work on **Sky Sport**, accompanied **Rossi** on a 16-year journey back through his time with **Yamaha**, tracing the 16 most exciting moments of this winning partnership.

- Looking back on his unrivalled career, with 16 remarkable years racing



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under the Yamaha banner, "The Doctor" was also joined by his friend **Linus, Artistic Director of Radio DeeJay**. Rossi told anecdotes and stories from their longstanding friendship, giving the audience a glimpse behind the scenes and raising many a nostalgic smile. During the event, several of **Rossi's** other VIP friends shared their messages of thanks and admiration with the **MotoGP** legend.

Lin Jarvis, Managing Director of Yamaha Motor Racing, also took to the stage to pay homage to **Rossi**, presenting him with a small **Yamaha PW50 "pink" #46**, a gift for **Rossi's** unborn daughter.

Éric De Seynes, President of Yamaha Motor Europe, expressed his gratitude, honouring **Rossi** with a surprise gift: a **Yamaha R1 GYTR VR46 Tribute**, based on the bike that just won the 2021 WorldSBK Championship.

On the "**One More Lap**" stage, **Pietro Meda, the President of EICMA**, personally thanked **Yamaha** for choosing **EICMA** to celebrate **Valentino Rossi's** extraordinary relationship with the Iwata brand. He also recognised **Rossi** himself for his motorcycling achievements and his impact on the global motorbike industry.

*"We are proud that **Yamaha Motor Europe** entrusted us with "**One More Lap**", an extraordinary and unrepeatable event, which represented **Yamaha's** final farewell to the legendary **Valentino Rossi**, as well as the brand's return to major public events. **EICMA**, the biggest motorcycle exhibition in the world, was the perfect opportunity to celebrate both of these occasions," explained **Mattia Airoidi, Business Development Director at Connexia**. "The relationship between **Connexia** and **Yamaha** has strong roots reaching back over 13 years. In addition to managing live experiences, we work with the brand as consultants on digital issues, social media and content production. In the years leading up to "**One More***



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Lap", Connexia has been responsible for the last 8 editions of the Yamaha Motor Global Press Première in Milan, all in conjunction with EICMA, and the last two Pan European Dealer Meetings (Barcelona 2016 and Seville 2019)."

"After 2020 slammed on the brakes, **Yamaha's** presence at **EICMA** represented our desire to be close to our customers and the two-wheeler community," noted **Paolo Pavesio, Marketing & Motorsport Director at Yamaha Motor Europe.**" While the media landscape is increasingly complex, with digital channels playing a growing role, the latter should be used to expand the reach of **EICMA** events, not replace them... Hundreds of thousands of people flocked to the exhibition in Milan last week, demonstrating a clear enthusiasm for live events. Bringing **Rossi** to **EICMA** for the first time, with a main event dedicated to him, was therefore the best way to give fans the opportunity to celebrate a global sports icon and a **Yamaha** legend. Ultimately, it was this brand partnership that saw **Valentino** through most of the races and wins in his unparalleled career. In terms of the event, **Connexia** was a natural choice: their relationship with **Yamaha** dates back to the time **Valentino** joined our MotoGP team, they know the brand inside and out, and they have held several highly successful live events with us in the past. Expectations were high, and "**One More Lap**" definitely did not disappoint. Despite the inclement weather, the event was an unforgettable experience for everyone who attended. And it's not over yet: we are still working on the post-event PR activities."

Here the video: ["One More Lap": https://www.youtube.com/watch?v=Xdy1FdnJjMI](https://www.youtube.com/watch?v=Xdy1FdnJjMI)



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Credits

Business Development Director - Mattia Airoidi
Creative Director & Head of Branded Content - Riccardo Catagnano
Account Supervisor - Francesca Coco
Deputy Creative Director - Emiliano Di Leno
Deputy Creative Director - Renata De Rosa
Event Producer - Alessandro Diotallevi
Event Manager - Benedetta Airoidi
Junior Event Manager - Giulia Panetta
PR & Media Relation Coordinator - Maria Caso
Senior Account - Michela Spagnuolo
Account Executive - Alberto Prestileo
Account Executive - Gioiamaria Ciavarelli
Account - Cesare Calvisi
Social Media Coordinator - Angelo Bermani
Social Media Manager - Barbara Blanco Noguera
Video editor & Visual effects - Andrea Marchi
Direction - Andrea Corti

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 140 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.