TARO to Unveil New 400T Adventure Motorcycle and RA01 Urban Scooter at EICMA 2026

Saturday 31 October, 2026

MILAN, Italy — November , 2026 — TARO, a fast-growing motorcycle brand focused on accessible, design-led mobility, will present two major new models at EICMA 2026: the **TARO 400T** adventure motorcycle and the **TARO RA01** urban scooter. Visitors are invited to discover both models at **Hall 10, Booth A54**, from **3 to 8 November** at Fiera Milano.

EICMA is one of the world's most influential events for the two-wheel industry, bringing together manufacturers, distributors, media and riders from across Europe and beyond. For TARO, the Milan show provides an important stage to introduce products developed for riders who value bold design, everyday practicality and an engaging riding experience.

The new **TARO 400T** brings a confident adventure-inspired character to the road. With its commanding proportions, robust bodywork, elevated windscreen, distinctive front-end styling and purposeful wheel design, the 400T projects a strong and capable presence from every angle. Designed for riders seeking versatility, it combines a dynamic visual identity with a practical riding position intended for urban commuting, weekend rides and longer journeys.

The 400T reflects TARO's approach to modern motorcycling: combining eye-catching design, road-ready performance and rider-focused comfort in a package that is both accessible and expressive. Its adventure-oriented appearance is complemented by details that convey durability, practicality and a spirit of exploration.

Alongside the 400T, TARO will also showcase the new **RA01**, an urban-focused scooter created for contemporary city mobility. The RA01 features a streamlined silhouette, a spacious and comfortable-looking riding layout, protective bodywork and a distinctive front profile. It is designed to appeal to riders looking for an efficient, stylish and convenient solution for daily commuting, short-distance travel and everyday urban life.

With the 400T and RA01, TARO expands its product vision across two important categories: versatile adventure-inspired motorcycles and practical urban scooters. Both models demonstrate the brand's commitment to delivering fresh design, strong visual appeal and mobility solutions aligned with the needs of today's global riders.

"EICMA is the ideal place for TARO to meet international partners, industry professionals and motorcycle enthusiasts," said a TARO representative. "The 400T and RA01 represent two different riding lifestyles, but both share the same TARO spirit: bold design, accessible mobility and a passion for the road."

Visitors, distributors, dealers and media representatives are welcome to visit TARO at **Hall 10, Booth A54** during EICMA 2026 to experience the new 400T and RA01 in person.

About TARO
TARO is a motorcycle and scooter brand committed to creating distinctive, practical and accessible two-wheel mobility products for global markets. Through product design, rider-oriented development and an expanding international outlook, TARO aims to bring more choice and character to riders worldwide.

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