



Press Release

MORE VARIETY THAN EVER BEFORE AT CYCLINGWORLD EUROPE IN DÜSSELDORF

From 10 to 12 March 2023, Cyclingworld Europe will be opening its doors for the fifth time in the impressive industrial halls at Düsseldorf's Areal Böhler. Boasting around 450 brands and two additional halls with a Kids' Area and special exhibition, the who's who of international cycling culture will be meeting up once again this year to celebrate the world of bicycles.

Düsseldorf, February 2023: Although the bicycle has already been around for over 200 years, the industry is constantly reinventing itself and will remain a key element of mobility in the future. From 11 March, Cyclingworld will again be playing host to exhibitors, industry experts and, of course,



visitors for a whole weekend and will be presenting the crème de la crème from the world of bicycles and e-bikes that can not only be marvelled at, but also tested. And there's more: as the name of the trade fair, which is already taking place for the fifth time, implies, Cyclingworld represents the entire cycling lifestyle ranging from the latest trends and bike fashion, art or curiosa up to and

including the special exhibition.

With around 300 exhibitors and 450 brands, the event is not only booked up and back to its pre-pandemic level of success, but has also grown into an exhibitor platform covering around 18,000 m² spread throughout five trade fair halls. Added to this is an outdoor fair area measuring roughly 65,000 m², where the industry's latest trends can be put through their paces in practical tests.

"More than two and a half years of pandemic have taught me to be cautious with forecasts. Nevertheless, the variety of the exhibitors and that fact that we're booked to capacity in 2023 clearly shows that Düsseldorf will remain a firm part of the scene in the future. The bicycle and e-bike industry has also recognised that North Rhine-Westphalia's capital is a perfect place to meet", says Stefan Maly, Cyclingworld's initiator and managing director.

Experience the world of cycling in style at Areal Böhler

Extending the trade fair by two halls in the spectacular industrial ambience of Areal Böhler is also leading to an increase in what's on offer at the 'Fête du Vélo', such as a generous area for children and families as well as the special '**Fast Move – the evolution of racing bikes over 120 years**' exhibition. The latter is a world premiere, because such a curated collection of original racing bikes from the beginning of the 20th century to the present has never been shown to the public before. Each individual bike will have its own spotlight in the otherwise unlit hall, and visitors will be able to learn all about the history of racing bikes. While races were still being run over 450 kilometres of unpaved roads back in the 1910s, 220 kilometres on perfect asphalt and with new materials pose entirely different challenges. Visitors will embark on a journey from craftsmanship to the achievements of engineers in today's CAD-driven world via the athletes' experiences. In a manner of speaking, steel will encounter stainless steel paired with design and technical progress in this impressive ambience.

While the maxim of light, lighter, lightest is not only true in racing, Cyclingworld will be setting a counterpoint to this with an additional highlight. By contrast, visitors can marvel at **the world's heaviest bicycle**, which weighs in at 2.18 tons and will be transported to the event location on its very own low-loader.

Visitors can expect a very varied concept on the whole, because all of the theme areas from the world of bicycles and e-bikes have been consciously intermingled. The five trade fair halls and the additional **Demoworld**, boasting around 85 brands for testing, will be offering hand-made alongside worldwide, large and small exhibitors side by side and no dedicated theme areas. However, the leitmotif that brings everything together is the love of cycling.

The event will be rounded off with **numerous side events** such as various tours, rallies and a single-speed criterium or one of several urban art rides that will be taking place through Düsseldorf. Added to these will be workshops, training sessions and more, simply everything else surrounding the topic of bicycles and e-bikes.

"We can already state with pride that this year's Cyclingworld Europe will be even bigger and more varied than ever before. When we see hipsters chatting to pensioners next to a beautiful bike, then we've really got it right", says Torsten Abels, trade fair project manager, in anticipation of the festival.

About CYCLINGWORLD Europe

Since being launched in 2017, CYCLINGWORLD Europe has consistently developed into the 'Place to be' for Europe's bicycle and e-bike industry, and is now the premium event for high-quality, innovative and stylish brands in Europe. At the start of each cycling season, Europe's bike business insiders get together at Areal Böhler in Düsseldorf, one of the most attractive and spectacular trade fair locations in Europe, to present the most breath-taking products from the world of bicycles and e-bikes to an interested public.

To this day, the CYCLINGWORLD Europe team is made up of bicycle and e-bike enthusiasts as well as internationally experienced event professionals at the same time.

Further information is available at: www.cyclingworld.de/en/
Accreditation at: www.cyclingworld.de/en/informations/press/

Press information and image material in printing quality is available for downloading free of charge at <https://bit.ly/3YSBKSK> or from the press area ('Pressebereich') under 'CYCLINGWORLD Europe' at www.kernpunktpr.de

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