



# CYCLINGWORLD

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## EUROPE

### Press Release – Key Facts

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<b>Date:</b>	10-12 March 2023
<b>Place:</b>	Areal Böhler Hansaallee 321 D-40549 Düsseldorf
<b>Opening hours:</b>	Friday, 10 March 2023: 18:00h - 22:00h (no test riding) Saturday, 11 March 2023: 10:00h - 18:00h Sunday, 12 March 2023: 10:00h - 18:00h
<b>Area:</b>	5 trade fair halls covering 18,000 m <sup>2</sup> ; 65,000 m <sup>2</sup> outdoor area
<b>Side events:</b>	<a href="http://www.cyclingworld.de/en/side-events/">www.cyclingworld.de/en/side-events/</a>
<b>Tickets:</b>	Day ticket: from 10.00 euros to 28.00 euros for all three days Booking: <a href="http://www.cyclingworld.de/en/informations/visitors/#tab-id-3">www.cyclingworld.de/en/informations/visitors/#tab-id-3</a> Admission for children under 12 is free Discounts: schoolchildren, students, people with disabilities
<b>Press accreditation:</b>	<a href="http://www.cyclingworld.de/en/informations/press/">www.cyclingworld.de/en/informations/press/</a>
<b>Organiser:</b>	EVENTS4iDEAS GmbH Managing director: Stefan Maly Rubensstraße 3 D-40237 Düsseldorf <a href="http://www.events4ideas.de">www.events4ideas.de</a>

#### **How many stands can visitors expect?**

At present, we are anticipating almost 300 individual stands with 450 brands. CYCLINGWORLD Europe's capacities will be exhausted depending on the size of the booked stand areas.

#### **How many visitors are expected?**

Around 25,000 visitors.

#### **Can bicycles and e-bikes also be tried out on site?**

Yes, of course. In addition to all of the stands in the halls, the Brose-Demoworld will be available specifically for this outdoors in an area covering over 65,000 square metres. We are expecting around 100 manufacturers to make their bicycles and e-bikes available for testing there this year

**Further information:**

Web: [www.cyclingworld.de/en/](http://www.cyclingworld.de/en/)  
Social: [www.facebook.com/cyclingworld1](https://www.facebook.com/cyclingworld1)  
[www.instagram.com/cyclingworld\\_europe/](https://www.instagram.com/cyclingworld_europe/)

**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](http://www.kernpunktpr.de)**

**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.

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**Press contact:**

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