



## Press Release

### **CYCLINGWORLD EUROPE CELEBRATES THE BICYCLE**

**For the sixth time, Cyclingworld Europe will open its doors from March 15th to 17th, 2024, at the impressive grounds of Düsseldorf's Areal Böhler. With over 450 brands, numerous program highlights, a test area, and numerous rides for cyclists of all kinds, this year also sees the gathering of the Who's who of the international cycling culture.**

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From March 15th, the Düsseldorf Cyclingworld Europe, situated not far from the Dutch and Belgian borders, will once again play host to exhibitors, industry experts, and, of course, visitors for a weekend. For the sixth time already, the crème de la crème of the bicycle and e-bike world will be presenting itself, showcasing everything from the latest trends in the industry to bike fashion, art, or curiosities, as well as special areas and rides encompassing the entire world around cycling. With



around 320 exhibitors indoors and a total of around 450 brands, this year's event is almost fully booked well in advance, spreading across the entire Areal Böhler and reaching an exhibition platform of approximately 18,000 m<sup>2</sup> for the first time. Additionally, there's the generous outdoor festival area with around 80 additional exhibition stands, where the latest trends in the industry can be put to the test.

"The diversity of exhibitors and the early booking of exhibition space for 2024 shows that Cyclingworld Europe has once again gained importance in the industry and beyond. We are particularly pleased to welcome many international exhibitors again and to offer a diverse program. Thus, the fair once again proves to be the perfect meeting place for the audience and the industry at the start of the cycling season in the state capital of North Rhine-Westphalia," says Stefan Maly, initiator and managing director of Cyclingworld.

### **Cycling experience world "Bicycle" on and around Areal Böhler**

For the first time in its history, Cyclingworld Europe, with its six exhibition halls, occupies the entire space of Areal Böhler, representing in the spectacular industrial ambience a true universe with everything that makes cycling enjoyable and beautiful. In addition to numerous innovations, ranging from bicycles to stylish clothing and accessories, **world premieres** of renowned manufacturers like

Orbea, as well as the winners of the **Cyclingworld Awards**, will be presented. For the first time, 15 of the **best international bicycle frame builders** will be guests, showcasing what is possible in terms of construction and individuality. Speaking of individuality, this year also features a special exhibition entitled "**ONE – Riding with one gear or how little is enough?**". Curated by Frank Ostrowski, the exhibition showcases elaborately crafted steel bikes from top-level cycling of past decades, each with its own unique story.

For those who prefer a more practical experience, Cyclingworld can literally be experienced on a bike. In addition to the **Demoworld** and the special **off-road demo track** of Cyclingworld at Areal Böhler, numerous **rides and races** are offered, giving cycling enthusiasts of all kinds the opportunity to explore the surrounding area. Starting from **road bike or gravel rides**, star rides to Cyclingworld, **Fixedgear Crit** and **Cyclocross Race** to the legendary **Rrrrrringadingdoooooong-Opening-Ride** shortly before the fair opens, right through the sacred halls of Areal Böhler. Participating is also encouraged with the **Virtual Hero**, a new form combining sport, competition, technology, and fun, never before seen at a trade show. With this open racing series, audience members get the chance to participate in short, exciting virtual bike races and qualify as a Virtual Hero for the final event at Eurobike in Frankfurt.

While adults familiarize themselves with the latest trends in the industry and put them to the test outdoors or on various rides, even the little ones are not left out with the **Puky Kids World**. Thus, the entire "Glühofenhalle" is available for the next generation to practice their personal skills in the course with a lot of fun and to prepare for road traffic. Visitors can expect a very diverse concept, as all areas of the world of bicycles and e-bikes are consciously mixed together. Handmade can be found alongside Worldwide, with large and small exhibitors side by side. However, the common thread that connects everything is the love for cycling.



#### **Opening hours Cyclingworld Europe 2024**

Friday, March 15, 2024 - 5:00 PM: Pre-Opening 2024, only at "Alte Federnfabrik"

Friday, March 15, 2024 - 6:00 PM - 10:00 PM (no test rides on Friday)

Saturday, March 16, 2024 - 10:00 AM - 6:00 PM

Sunday, March 17, 2024 - 10:00 AM - 6:00 PM

**All information about the program can be found at: <https://www.cyclingworld.de/en/information/>**

### **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.

**Press information and image material in printing quality is available for downloading free under 'CYCLINGWORLD Europe' at [www.cyclingworld.de/informationen/presse/](http://www.cyclingworld.de/informationen/presse/)  
You can download additional image material here: <https://bit.ly/3YSBKSK>**

Further information is available at: [www.cyclingworld.de/en/](http://www.cyclingworld.de/en/)

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