

Press Release

CYCLINGWORLD HEADS TO MANHATTAN

From 2025 onwards, Cyclingworld will no longer be confined to Düsseldorf alone; Europe's leading expo for the world of bicycles will be held for the first time in the USA as well. The premiere of Cyclingworld New York City is scheduled for May 1st to 4th, 2025, coinciding with the TD Five Boro Bike Tour, one of the largest urban cycling events worldwide.

Düsseldorf, March 16, 2024: The second day of the Düsseldorf Cyclingworld Europe concluded with a bang: Initiator and CEO Stefan Maly announced during the traditional Exhibitor Night that in 2025,



Stefan Maly & Torsten Abels, Cyclingworld

alongside the traditional venue at the Areal Böhler, there will be a second event planned in New York City. The new Cyclingworld New York City will henceforth take place within the framework of the TD Five Boro Bike Tour, which has been kicking off every first Sunday in May for over 20 years. With approximately 34,000 participants covering a 65-kilometer route through New York, the bike tour is one of the largest cycling events for leisure riders of all stripes in the USA. Specifically for this event, the route in Lower Manhattan will be completely closed to automobile traffic to allow for the joy of cycling in an urban setting. "The organization of the TD Five Boro Bike Tour naturally aligns perfectly with the DNA of Cyclingworld, which, with an alliance of European and American exhibitors, offers an attractive overall package," said Stefan Maly. The location for Cyclingworld New York City, which will kick off the TD Five Boro Bike Tour from May 1st to 4th, 2025, will be an event hall at Pier 36 in Midtown Manhattan, not

far from Times Square. "Of course, we aim to start with 150 to 200 exhibitors in a smaller framework than the familiar Cyclingworld Europe. New York, with Manhattan, provides our exhibitors with a fantastic backdrop and perfect points of connection to reach the people of the metropolis. Therefore, we believe that Cyclingworld New York will find fertile ground with all stakeholders, and we can

establish ourselves in the long term on the East Coast of the USA as an expo for fine bicycle culture," continued Stefan Maly. The project manager of Cyclingworld, Torsten Abels, is already confident about good visitor numbers: "Our collaboration with Bike New York, the initiators of the big bike tour, includes, among other things, the distribution of registration materials for the TD Five Boro Bike Tour at Cyclingworld New York City. Therefore, it can be assumed that simply due to the number of participants, well over 30,000 trade fair visitors are guaranteed." Interested exhibitors and companies can already register for both the next Cyclingworld Europe in March 2025 in Düsseldorf and the premiere in New York.

Further information is available at: www.cyclingworld-nyc.com or www.cyclingworld.de/en/
Information about TD Five Boro Bike Tour: <https://www.bike.nyc/events/td-five-boro-bike-tour/>

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/
You can download additional image material here: <https://bit.ly/3YSBKSK>**

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