



Press Release

CYCLINGWORLD NEW YORK CITY WILL NOT TAKE PLACE IN 2025

Unforeseen circumstances have led the organizers to postpone the inaugural Cyclingworld event on the other side of the Atlantic and to refocus on Cyclingworld Europe in Düsseldorf next year. The trade fair for the finest cycling culture, taking place from March 28 to 30 at the Areal Böhler, is already nearly sold out and has expanded once again.

Düsseldorf, October 10, 2024: In the spring of this year, Stefan Maly, managing director and organizer of Cyclingworld Europe, announced that the successful format of his trade and public fair in Europe would be expanded to the USA—specifically, to New York City. What was initially driven by great enthusiasm and positive feedback from the industry in recent months has now had to be temporarily shelved. The reason for this is not a lack of interest from exhibitors but dubious occurrences related to the activities of an American entrepreneur living in Germany, who was intended to serve as the American sales agent for Cyclingworld New York City.

"The original desire to create an event with Cyclingworld New York City that brings together and



inspires people and companies from both sides of the Atlantic in the spectacular setting of New York City has now turned into a significant amount of frustration and discontent. Especially considering that Cyclingworld Europe will be bigger than ever next year, we have decided to invest all our energy and passion into this project," said Stefan Maly. "Cyclingworld Europe has been and remains a premium

event, and under the current circumstances, we cannot implement this format in the USA to our quality standards," Maly continued. Nevertheless, the trade fair chief remains committed to the idea of holding the event in the USA in the future. He sees particular potential among exhibitors from the high-end road bike sector and e-bikes, who have already expressed interest. At this time, more than a third of the exhibition space had already been firmly booked, with about half reserved. The organizer of Cyclingworld is now initiating various legal steps, and reports indicate that tax investigation authorities from the Free State of Bavaria have also begun investigations.

Further information is available at: www.cyclingworld-nyc.com or www.cyclingworld.de/en/

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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