



15 October 2017

MEDIA ADVISORY: Exhibitors and activities at the NZ Bike Expo

Exhibitors include:

Cycle trails, tours, and events:

- Adventure South NZ
- Adventurers Travel Company
- Alto Cycle Tours
- Bike it Now!
- Cardrona Alpine Resort (Cardrona Bike Park)
- Christchurch Adventure Park
- Escape Adventures – Unforgettable Cycle Tours
- Great Rides App
- Hanmer Springs & Hurunui District
- Hauraki Cycle Trail
- Haven Mountain Bike Park
- Highland Events
- Queenstown Bike Tours
- IronMaori
- The Flahute Presents
- Tour de Force Biking
- Venture Southland
- Welcome Rock Trail

Bicycles, electric bikes, parts, accessories, gear, apparel, nutrition, you name it brought by:

- Action Bicycle Club
- Back Alley Bikes
- Bikes International
- Black Seal
- Charge About
- Cycle Trading Co
- Cycsafe
- Ebenz Electric Bikes
- eScoozi
- iCycle Electric
- Industry X Distribution
- Marleen Wholesalers
- Studio Zedd
- Via Cycles
- Wishbone Design Studio
- X-Axis
- Yeti NZ

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- Zerode Bikes

And so much more! From:

- A E Tilley
- Biomaxa
- Cassels & Sons Brewing Co
- Christchurch City Council
- Christchurch Singletrack Club
- Cycling Action Network
- Cycling New Zealand
- Fulton Hogan
- Mainland North Region BMX
- Metro
- MTB Stand
- Revolve Christchurch
- Scotty Mountain Goat
- Share the Road
- Southern Approach
- SPOT NZ
- Track Me

Things to do include:

- Test ride bikes and electric bikes: 3 tracks: kids track, off-road demo track, and the runway
- Meet some of NZ's top competitive cyclists including Anton Cooper, Linda Villumsen, Ben and Craig Oliver
- Enter / watch the Cyclocross event kicking off at 10am Saturday morning (enter via eventfinda)
- Watch the Criterium road event kicking off at 10am Sunday morning (enter via eventfinda)
- Compete on Christchurch Adventure Park's CAP lap with tiny bikes, tiny circuit (fun for adults and kids) and be a winner on their leaderboard!
- Test yourself against the best in time trials on Cycling NZ's stationary bike
- Parents talk to Cycle Safe instructors who are teaching your kids at school and check helmets with Canterbury Plunket, put your little kids on balance bikes
- Sit in a truck and learn where its blind zone is – it can fit 20 bikes!!
- Try out Fulton Hogan's truck safety simulator
- Nostalgia: check out cycling memorabilia provided by Keith Guthrie from Cycle Trading Company
- Join a cycling club
- Practise putting a bike on the front of a Christchurch bus
- Listen and learn: full speakers programme includes tips on buying e-bikes, interviews with champion cyclists, insights into multi-day cycle touring
- Go in the draw to win some awesome prizes! (prize list to come)

The NZ Bike Expo is initiated by the Cycling Action Network, and created by Dare To special projects agency. It is supported by Gold partners Fulton Hogan and the NZ Transport Agency, Social Partner Cassels & Sons Brewing Company and other partners including Retail NZ's Bicycle Industry Association (BIANZ) and Cycling New Zealand.

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