

## **MEDIA RELEASE**

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### **NZ Bike Expo brings the widest range of electric bikes in one place in Christchurch – for test rides**

Visitors to the NZ Bike Expo will be able to test ride the widest range of e-bikes yet seen in one place and time in Christchurch.

The NZ Bike Expo is a huge consumer show featuring ‘everything to do with the bicycle’, being held at the Air Force Museum of NZ in Wigram, on 28 and 29 October.

The NZ Bike Expo will feature about a dozen brands of electric bikes.

‘The Expo will also have several talks from e-bike experts on what to look out for when purchasing an e-bike. It will be a great opportunity to talk to suppliers directly and find out more about the technology and what’s best suited for your conditions,’ says NZ Bike Expo organiser Jo Mackay.

E-bikes are coming into their own. The NZ Bike Expo will feature different styles of electric bikes including urban/commuter/recreational styles, mountain bikes, and cargo bikes.

‘New Zealand is on the cusp of an electric bike revolution as consumers are becoming aware of the reach and potential that e-bikes can offer them. Electric bikes are a true alternative to a motor vehicle in many situations,’ says Jo.

The quality of electric bicycle technology is now established and the proliferation of cycle styles and brands is seeing a jump in e-bike sales. The brands featuring at the Expo will include European, Asian, and New Zealand designs.

E-bike focused retailers coming to the Expo include:

- Christchurch-based icycle Electric bringing the NZ-designed RIKONDA brand
- Christchurch retailer Action Bicycle Club is bringing cargo e-bikes made by Radkutsche
- Ebenz from Hamilton is bringing an award-winning light e-bike design by Tsinova
- Via Cycles, an online store, is showcasing Achielle bikes, a quality Belgian vintage bicycle.
- Bike It Now! from Clyde is bringing sport e-bikes from Haibike, Scott, and Merida.
- Chargeabout is bringing French electric bikes from Moustache.
- EScoozi is bringing electric scooters
- Marleen Wholesalers is bringing Felt road bikes and Norco’s first electric mountain bike
- Bikes International is also bringing electric bikes with its 2018 models.

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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