



MEDIA RELEASE

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Right place, right time: Cycling Action Network selects Christchurch for its first Bike Expo

Christchurch is the ideal city to host the first NZ Bike Expo and now is the perfect time.

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.

There’s a shift in the culture and Christchurch is regaining its cycling mojo,’ says Cycling Action Network (CAN) spokesperson Jo Mackay.

CAN was persuaded by its local group Spokes Canterbury to run the first expo in Christchurch, as the grand finale to the month-long bikefest called ‘biketober’.

‘As I’ve got to know Christchurch more, I think it’s the ideal place for the Bike Expo. For a start there’s space to cycle here!’ says Wellington-based Ms Mackay. ‘The new cycleways are so much nicer to be on than the road, they feel safe and pleasant,’ says Jo who has ridden the Papanui Parallel and the Little River Link.

Christchurch won the 2017 ‘New Zealanders’ favourite place to ride’ competition run by the NZ Transport Agency.

Lynne O’Keefe, St Albans resident and a former local retailer, can see the change in her own cycling habits. ‘I’ve been cycling more often since the earthquakes. Because I live close to Edgware Shopping Village, I can do all my shopping on my bike. The more people you see on a bike encourages more people to use them,’ says Lynne.

Jo says the fundamental shift toward biking is driven by factors including the availability of electric bikes, new urban infrastructure, and the gradual but steady build-up of bike parks and cycle tourism opportunities available within easy reach of Christchurch in the past decade.

Sports cycling is very popular in Christchurch with numerous bike parks, cycling events, clubs, and other opportunities for all levels of leisure to elite cyclists.

E-bikes are really taking off this year as people start to see their potential. Christchurch has several retailers who are focused on e-bikes and many others carry e-bikes within their range now.

Bicycle holidays are popular with locals as well as overseas tourists. The range and diversity of trail options from gentle rides through to extreme sport options have boosted the regions and opened up fun, active all-year-round holiday options for many people.

‘There’s never been this much variety and quality of bicycles and biking experiences on offer before. Christchurch is at the centre of all of this for the South Island. That’s why it’s the ideal city to host the first NZ Bike Expo.’

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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