



BUSINESS EDITORS

## MEDIA RELEASE

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### **Bike Expo to boost Christchurch's bicycle economy**

The bicycle economy in Christchurch is shifting up a gear with the arrival of the NZ Bike Expo.

The NZ Bike Expo is aiming to attract 6,000 people to its first-ever show. This is the first consumer show in New Zealand that is focused on 'everything to do with the bicycle'.

50 exhibitors are bringing hundreds of brands together at the Air Force Museum of New Zealand in Wigram on 28 and 29 October 2017.

The NZ Bike Expo is a new platform for the bicycle industry to reach consumers in an interactive setting that highlights the huge reach of bikes into New Zealand homes and economy.

Event owner Cycling Action Network (CAN) is thrilled at the response from the industry to this event, says spokesperson Jo Mackay.

'We created the NZ Bike Expo because of the explosion in cycling quality, brands, experiences. Cycling regularly for sport, fitness, leisure, and commuting is a lifestyle choice for so many people that we think the time is right to launch a bike-focused expo.'

This will be the first time in New Zealand that a range this extensive across sports, recreational, cycle tourism, and e-bikes is all under the same roof.

Also attending are more than a dozen cycling trail operators, event organisers, adventure bike parks, bike hire and bike touring companies, reflecting the phenomenal growth in cycle tourism and the fact that New Zealanders are taking advantage of the domestic holiday and recreational opportunities.

And bicycle accessories, apparel and parts from bike bags to custom-made componentry and accessories to GPS trackers, cameras, lights, and clothing will be available for sale, many at great Expo special prices. They reflect the stylish urban vibe as well as the athletic and thrill seeking sports aesthetic.

The NZ Bike Expo also brings together the widest selection of electric bike brands and people will be able to test ride them.

The exhibitors are a mix of local bicycle wholesalers and retailers, and ones who are attracted into Christchurch from other parts of the country and overseas.

Several major suppliers are using the Expo to launch the 2018 season models and some new brands of bicycles and accessories.

Jo says Christchurch is the ideal city to host the first NZ Bike Expo. It is home to a thriving sports cycling culture. The fruits of a planned city council and NZ Transport Agency \$160m investment in cycling infrastructure is starting to be experienced with an increase in cycling numbers of commuters and urban recreational riding. Basically Christchurch is a great place to cycle however you want to do it.'

Bikes are for riding and NZ Bike Expo will have 3 outdoor tracks for test riding: a kids track, off-road demo track, and asphalt runway.

'The NZ Bike Expo will also highlight some of the user experience of cycling. Visitors will be able to listen to expert speakers, talk to council about the new cycleways, to elite athletes, cycling instructors, road safety experts, and can even practise putting bikes onto the front of a bus and sit in the seat of a truck to see where the blind zones are.

'People are so positive about bicycles and biking is such a big part of so many people's lives that there's been intense interest in what we're creating,' says Ms Mackay.

'It's time New Zealand woke up to the size and extent of the bicycle economy that already exists, and to its future potential. We have spoken with hundreds of companies associated with cycling. When you add in events and trails and bike parks and urban cycleway investments, the bicycle economy is a hidden powerhouse with a bright future.'

'The Expo will help boost this economy and help to show just how big and full of potential the cycling sector is – it's a good-news story for Christchurch and New Zealand.'

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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