



## MEDIA RELEASE

15 October 2017

### The first-ever NZ Bike Expo launches a unique consumer show format

The first-ever NZ Bike Expo launches in Christchurch on 28 and 29 October 2017 at the Air Force Museum of NZ at Wigram, 10am-5pm both days.

The NZ Bike Expo is an enormous consumer show featuring about 50 exhibitors targeting 6,000 people to its first 2-day event.

Bicycles are incredibly popular. For many, it's a thrilling sport or an endurance event that pushes them to their limits. For others, it's a wonderful way of taking a different holiday where you can be active and connect with the countryside and communities you cycle through. For kids, it's sheer fun on two wheels. For an increasingly wide range of people, it's the quiet joy of getting up a hill or further afield with a little bit of electric assistance. For a growing number of city folk, it's just the most convenient way to get around town.

**The first-ever NZ Bike Expo brings 'everything to do with the bicycle' together for the first time in a celebratory, unique hands-on experience based consumer show.**

**This consumer show has a community heart.** It brings the industry and community together to create a show that includes cycling events, test rides, and community groups alongside a strong showing from commercial exhibitors.

It's the grand finale to Christchurch's first 'biketober' – a month-long bikefest during October.

The NZ Bike Expo is for everyone and anyone interested in bikes. If you're looking for a new bicycle, wanting tips on e-bikes, considering a bicycle holiday, or want to try out some cycle trails or train for an event, the NZ Bike Expo will get you on your journey.

Bike retailers and suppliers from Christchurch and beyond will be there in force, alongside events and trails operators, and many other bike-related exhibitors from around the country and overseas. The Expo will feature the biggest range of e-bikes yet seen in one place in Christchurch. There will be bicycles and componentry of interest to sports cyclists, parents, and for the urban / recreational cyclist. People interested in cycling events, trails and tours will find a lot on offer.

Besides the indoor exhibition space, the NZ Bike Expo will have 3 trial areas outside on the airfield and runway: a kids track, an off-road demo track, and the 1km runway route for testing e-bikes and road cycles and a full programme of speakers throughout both days. Visitors will have the opportunity to meet some of New Zealand's top cyclists including Anton Cooper and Linda Villumsen.

The event will open with all the excitement of a race each day: a Cyclocross event will be held as doors open on Saturday and a Criterium on the runway on Sunday.

Several exhibitors are bringing new season product with some exciting new product launches at the Expo.

Fabulous prizes will be given away! Prizes will be listed closer to the event.

**Adults \$10, 11-17 years \$5, under 11 free. 10am-5pm on Saturday 28 and Sunday 29 October 2017, Air Force Museum of NZ, Harvard Ave, Wigram. Plenty of bike and carparking available.**

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 a host of other partners including Retail NZ's Bicycle Industry Association (BIANZ) and Cycling New Zealand.

Cycling Action Network (CAN) is a registered charity that aims to get more people on bikes, more often.

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IMAGES CAN BE SUPPLIED ON REQUEST

@nzbikeexpo

[www.nzbikeexpo.nz](http://www.nzbikeexpo.nz)

facebook: <https://www.facebook.com/nzbikeexpo/>

facebook event: <https://www.facebook.com/events/784549661714656/>

Advance ticket sales: <https://www.eventfinda.co.nz/2017/nz-bike-expo/christchurch/tickets>

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