



## MEDIA RELEASE

20 September 2018

### NZ Bike Expo is back for year two

The NZ Bike Expo opens in Christchurch on 13 and 14 October 2018 at the Air Force Museum of NZ at Wigram, 10am-5pm both days.

The NZ Bike Expo is a consumer show featuring more than 50 exhibitors and targeting 4,000 people in its second 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 a 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 the place.

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

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

It's also a hero event in Christchurch's second '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 cycle holiday, or want to know more about the bike trail network or to speak with a trainer, the NZ Bike Expo can help you out.

Bike retailers and suppliers from Christchurch and beyond will be there in force, alongside coaches, Clubs and tour operators. The Expo will feature a large range of bikes and e-bikes. There will be componentry, clothing, lights, helmets, trailers, cleaning products and racking systems and much more.

Besides the indoor exhibition space, the NZ Bike Expo will have a trial/demo area just outside it's doors. This includes a 1km sealed runway for testing on-road bikes, and an off-road area across the paddock.

Over the two days we will have a speakers programme, and challenges such as a head to head battle of amateur mechanics. Visitors will also have the opportunity to meet and hear from some of New Zealand's top cyclists and Hub coach including Anton Cooper and Steve Rickerby.

The event will include Cyclocross races that are open to newcomers and experienced cross riders alike (each will have their own race).

Several exhibitors will have new sparkly new season product and we expect some exciting new product launches at the Expo.

Fabulous prizes will also be given away!

**Adults \$10, 11-17 years \$5, under 11 free. 10am-5pm on Saturday 13 and Sunday 14 October 2018, 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 New Zealand Transport Association (NZTA), Christchurch City Council and Pub Charity, Social Partner Boneface Brewing and Moon Under Water, and a host of other partners including roadcycling.co.nz and Star Media.

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

#### **Contact for media:**

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IMAGES CAN BE SUPPLIED ON REQUEST

@ NZ Bike Expo

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

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

facebook event: <https://www.facebook.com/events/352849928549817/>

Advance ticket sales: <https://www.eventfinda.co.nz/2018/nz-bike-expo/christchurch>

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