



Presse-Information • Press Release • Communiqué de Presse • Comunicato Stampa
No. 10/ July 2011

BIKE EXPO Continues Its Successful Run

- 14 percent more visiting industry professionals than in 2010
- E-Bikes are the no. 1 driving force for growth
- New dates for 2012 very well accepted

BIKE EXPO continues its consistent growth. More than 6,500 industry professionals from over 50 countries flocked to the New Munich Trade Fair to view the latest trends and innovations from the international cycling industry. This represents a further increase of the number of trade show visitors of close to 14 percent. On the weekend, more than 15,000 consumers came to Riem to see what BIKE EXPO had to offer. A total of 301 exhibitors from 22 countries presented their innovations, 17 percent more than at the prior year's event. Many were encouraged by the retailers' high degree of willingness to place orders.

Once again, the focus of the event was on E-Bikes and Pedelecs. They are considered the absolute driving force behind the growth in the cycling industry. In particular, there were a remarkable variety of new models and drive systems. The ExtraEnergy test track was yet again a magnet for visitors. In addition, technology training, presentations and forums offered valuable information for all visitors.

One of the primary topics of discussion was the future development of BIKE EXPO, to be renamed ISPO BIKE and held in August of 2012. By integrating the trade show into the ISPO parent brand the organizers plan to expand the bicycle show's international exposure and to increase the profitability of its exhibitors with the help of additional ISPO services. The new dates are Messe München's response to requests from the entire cycling industry, manufacturers as well as retailers.

An exciting event program, including events such as the Dirt Jump Contest GO BIG OR GO HOME and the POLOCATEPETL Bike Polo Tournament completed BIKE EXPO and proved clearly that bike business and bike passion can successfully coexist.

Klaus Dittich, Chairman and CEO of Messe München GmbH: We are very pleased with the positive results of BIKE EXPO 2012. The continuing increase in exhibitor and visitor numbers clearly shows that we are on the right track to gain a leading role in the international bike business. The concept of a focused trade show with an informative side event program has borne fruit. In addition, the trade show's segmentation according to themes helped the industry to find its optimal location on one hand,

Messe München GmbH
Projekt-PR/ Trade Fair PR
Messegelände
81823 München, Germany
Tel. (+49 89) 9 49-21 473
Fax (+49 89) 9 49-97 21 473
hoff@bike-expo.com
www.bike-expo.com



and on the other hand, it helped retailers to plan their trade show visit as efficiently as possible. We provide the industry with an opportunity to unlock its full potential at an internationally renowned trade show venue.

In 2012 ISPO BIKE will be held from August 16th to 19th at the New Munich Trade Fair.

Statements:

Michael Schminke, General Manager Pantherwerke: We welcome the date change for BIKE EXPO ,or ISPO BIKE, in 2012 to August 16th through 19th. Our customers will definitely find us again at ISPO BIKE in 2012.

Andreas Jansen, General Manager Gazelle GmbH

BIKE EXPO has undergone very positive developed. Customer frequency at our booth was extremely high. The working atmosphere was excellent; customers took a lot of time and placed many orders. We are certain that the new dates will further promote this developed; it is definitely accommodating us.

Gereon Gromek, General Manager of Contour Europe:

We expected from BIKE EXPO 2011 that it would become a platform in the metropolitan area of Munich as a counterbalance in terms of quality to the Eurobike show in Friedrichshafen – and Messe München accomplished this very well. We will intensify our participation next year at ISPO BIKE and hope that more renowned manufacturers will follow suit.

Jan Vanpraet, International Sales Manager Eddy Merckx Cycles:

We are very pleased with BIKE EXPO: the atmosphere at the trade show was very good, and it was the perfect opportunity to speak with industry professionals as well as consumers. Overall it was the right decision to launch our new Urban Bike concept here. And the Central Park idea by Nutcase and Friends was also fantastic. The exhibition center is great, the services are very good, and we are definitely planning to come back to the next ISPO BIKE.

Herrmann Grundner, Sales Manager Fischer + Löffler Deutschland GmbH

Both of the trade show days reserved for industry professionals were very good for us, though Thursday was the stronger day. Many visitors, among them important retailers, came to view the collection and will place their orders in the next weeks, which is definitely earlier than usual. Another, related positive aspect is the fact that many apparel suppliers have begun to use BIKE EXPO and this segment has become quite well represented. Löffler very much welcomes the new schedule, because it allows retailers, who until now have not been able to come to the event due to their seasonal business, to take advantage of this trade show.

For more information on BIKE EXPO 2011 please go to www.bike-expo.com

About Messe München International (MMI)

Managing close to 40 trade expositions for industrial, consumer goods, and new technology, Messe München International (MMI) is one of the world's leading exposition companies. More than 30,000 exhibitors from over 100 countries, and more than two million visitors from over 200 countries participate in the Munich-based events every year. In addition, MMI manages trade expositions in Asia, Russia, the Mid East, and South America. MMI operates a global network with six foreign subsidiaries in Europe and Asia, as well as 64 foreign representations, covering more than 90 countries worldwide. As an internationally active company, Messe München International is dedicated to endorsing sustainability and environmental protection.

More information at www.messe-muenchen.de

10/MK/vH