

interbike®

FOR IMMEDIATE RELEASE

Interbike to Welcome New Brands, New Products and the Latest in Bicycle Innovation

SAN JUAN CAPISTRANO, Calif. – August 3, 2015 – Interbike continues to demonstrate its ongoing commitment to being North America’s ultimate gathering for retailers to see the latest products and services in the bicycle industry. While several of the major bike brands launch product earlier in the year, the majority of the more than 1500 brands that will exhibit at Interbike this year count on the event to show their latest products to America’s IBD’s. For many it is the most important week of their fiscal year.

“I get frustrated when I hear people say that they can see everything online, or that there’s not anything new to see at Interbike by the time the show arrives,” said Pat Hus, Vice President of Interbike. “I am going to assume that many of these naysayers haven’t been to the show in many years, and haven’t seen how it’s evolved. No matter how many private events you attend, there is just no way you’ll have seen all that will be revealed at Interbike. Smart brands (big and small) are using the opportunity to let retailers see, touch and experience products first-hand, for the very first time. We understand the role that the private events play in this new ecosystem, but Interbike is about so much more and one of those things is learning about all of the other amazing innovations that are being launched by great companies at our event. This is the life blood of our industry.”

While several well-known brands such as Look, Timbuk2, Guru, and Polar are set to show new product at Interbike, many others have indicated the same. Some examples include:

BIKES: New road, TT and BMX bikes will be shown from Fuji, SE and Look while TykesBykes and Sound of Fun plan to launch new models in the juvenile category. Yuba, Wallerang, Lectric Cycles and Rechargeable Power Energy will show off new e-bikes, while Nimble Scooters and JD Components Co. will present the latest in e-scooter technology.

LOCKS: Brands such as ABUS, Litelok, Pinhead Components, and Noke are all planning to launch new and exciting security and lock solutions. From Bluetooth Enabled locks to new bracket systems and lighter-weight locks, brands in this category plan to have plenty to show attendees.

COMPONENTS/TIRES/TOOLS: Kore Components will show a new MTB chainring designed to stop chains from jumping off over rough terrain, and Lauf Forks will show their new lightweight fatbike and XC suspension forks. New tire models will be shown from Innova and Tannus, while Finish Line, White Lightning and ARtech will launch new cleaning and lubricant products from their respective category.

ACCESSORIES/SOFTWARE: A new camera from Cycliq will offer a headlight+HD feature, while brands like Brooklyn Bicycle Co and Steadyrack will show new on-bike storage and efficient wall-mounted racks when off the bike. Sigma Sport, Activeallbrite, Auroras Light and Knog plan to show their latest in bike light technology, WOHO and Full Windsor will have their new multi-tools on-hand and GURU will showcase its new Bike Discovery software product.

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APPAREL/HELMETS: Kask plans to enter the MTB category with their new REX helmet developed with Mountain Bike Hall of Famer Nat Ross, and TSG International will have their new BMX helmet with technology that is designed to flex and mold to your head while exceeding safety standards. Zoca will also be showing their new one-piece speed suit made out of hydrophobic material.

Interbike returns to the Mandalay Bay Convention Center beginning with OutDoor Demo in Boulder City, Nev., September 14-15, 2015, followed by the Interbike Expo September 16-18, 2015.

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About Interbike

Interbike is the largest bicycle trade event in North America, bringing together manufacturers, retailers, industry advocates and media to conduct the business of cycling. Established in 1982, the show gathers more than 1,500 cycling-related brands, over 25,000 total attendees annually and is considered one of the most important global trade events for the bicycle industry.

Interbike is one of 90 premier trade events owned and operated by Emerald Expositions, a leading producer of large business-to-business tradeshow. Emerald Expositions, based in San Juan Capistrano, CA produces shows and conference events globally that connect more than 525,000 buyers and sellers across nine diversified end-markets. Markets covered include general merchandise, sports, hospitality and retail design, jewelry, photography, decorated apparel, building, healthcare and military.

More information about Interbike can be found at www.interbike.com

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