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## FOR IMMEDIATE RELEASE

### Returning Brands, New Events and New Ride 2 Recovery Route Set To Enhance the OutDoor Demo Experience

- *Giant, Cannondale, Specialized, Santa Cruz and More To Exhibit at ODD* -

**SAN JUAN CAPISTRANO, Calif.** – September 8, 2015 – Interbike, the largest bicycle industry trade show in North America, today announced several new initiatives planned for OutDoor Demo, including the return of several brands, new events and a new Ride 2 Recovery Route.

Loyal ODD brands such as Giant, SRAM, Shimano, Specialized, Fuji, Marin and more will be joined by the return of Cannondale, GT, Santa Cruz and Oakley to make the 2015 event one of the strongest to date. Interbike's Vice President, Pat Hus, applauds the brands supporting ODD, in turn, supporting the N. American retailers and media who attend the event.



"It's great that we have the support of the major bike brands, but having all the component and accessory vendors there as well really makes the event work," said Hus. "There is no 2-day Demo in the world that compares to OutDoor Demo and it is the one event that allows retailers to truly put products that they carry – and don't carry – to the test in the environment

they were designed for. The knowledge gained by retailers who really make the effort at ODD is amazing and is what will separate them from the online retail competition they face every day."

Innovative Timing Systems is back to run the 3<sup>rd</sup> Annual Bootleg Challenge, offering four prizes to the fastest male and female, as well as the male and female with the most attempts on the "Skyline" trail at the top of the mountain. New for 2015 is the Showdown in the Desert, a timed 1000 foot drag race course putting attendees up against each other on either Fat Tire, MTB, road or e-Bikes. Prizes will be awarded for the winners of each category and available at the Innovative Timing Booth at Interbike.

A new Fat Bike challenge course is being built as well that will allow riders to evaluate the benefits that this new emerging category is bringing to consumers. Dennis Sheets, Director of Sales for Innovative Timing Systems, has brought a new competitive aspect to ODD each year since sponsoring the event.

"The team at Innovative Timing Systems enjoys working at OutDoor Demo to help make the experience more fun for attendees testing product at the event," said Sheets. "Our technology is engineered to meet the demands of pretty much any timing scenario a race director can dream up."

Ride 2 Recovery is back for another great ride alongside our nation's wounded veterans. This year, however, Interbike will bring back the old industry ride course, having the ride start from OutDoor Demo, head down to Lake Mead, and then return to the demo. The new course allows attendees to arrange for loaner bikes with their favorite brands, making the return of the bikes easier as the ride will end back at OutDoor Demo as well. Veterans, active duty military and Interbike attendees are invited to join together to participate in the 3<sup>rd</sup> Annual Ride 2 Recovery Interbike Honor Ride. Attendees interested in participating must register to attend:  
<https://www.raceit.com/register/groups/default.aspx?newgroup=true&event=33745>

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 1,200 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 tradeshows. 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](http://www.interbike.com)

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