



**FOR IMMEDIATE RELEASE**

**New Products, High-Level Education and Valuable Connections with Colleagues Set the Stage for Interbike 2016**

**SAN JUAN CAPISTRANO, Calif.** – August 19, 2016 – Despite current market conditions in the North American market being difficult, 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. Consistent exhibitor levels, a full slate of free retailer education plus a number of important returning brands who were absent in 2015 (like Cycling Sports Group and Colnago) make Interbike 2016 one of the most important events on the industry calendar.

More than 1400 brands are set to exhibit at Interbike this year, and all count on the event to show their latest products to America’s Independent Bicycle Retailers (IBD’s), global importers and distributors. For most it is still the most important week of their fiscal year.

“We are all well aware of the current state of the industry, and the challenges we all face today,” said Pat Hus, Vice President of Interbike. “But that makes the 2016 show that much more important to attend. This year we have one of the largest lineups of retailer-specific education than we’ve ever had, focusing on topics that help grow brick and mortar business – from ebike trends, to fit techniques and more. We’ve also heard from many brands (large and small) that plan to launch new products at the show – proof that brands value the gathering of North American retailers in one place this Fall.”

Hus continued, “It’s also important to note that the number of exhibitors at our ebike test track (The Circuit, powered by Shimano), has nearly doubled in size, showing that this segment is truly a bright spot for our industry, and that retailers won’t be able to find such a huge group in one place.

A very prominent group of exhibitors sees the US/NA market as a viable chance to create value-namely brands from Europe. Looking at the increase of 35% from European brands (not yet distributed or without a subsidiary in the North American market) shows that the softer Euro and the potential of a huge consumer market with more than 360m people creates a huge opportunity not to be missed. This North American audience is also more open to new ideas and concepts thus offers somewhat easier market entry for brands. Combine this with the high number of specialist products and users, the liking for European products in general, like classic Italian goods, innovative technical products from Germany or lifestyle brands from Scandinavia or Holland – growth needs to come from more than one market and Interbike is the platform for this internationalization.

Interbike’s 2<sup>nd</sup> iteration of the EU@Interbike village with turnkey booth displays for more than 15 companies underlines the strong acceptance of European brands to invest in the North American market.

P2

The show schedule is filled with new additions to the already strong programs of the past years.

#### Marketplace feature at OutDoor Demo

The all new Marketplace opportunity at OutDoor Demo (ODD) is designed to encourage on-site sales of both new products and closeouts to bike retailers and their staff. The new feature adds no additional cost to vendors and will be promoted aggressively to retailers and their staff. It also allows for immediate product feedback from many of the 4,000 attendees who can now purchase product and use it at the event.

#### Fit Symposium partners with Medicine of Cycling

The 2016 edition of the Fit Symposium will be curated in cooperation with Medicine of Cycling. The Symposium is designed to bring together North America's bike fit technicians from the IBD channel for a dynamic 5-hour interactive symposium featuring some of the top names in bike fit today.

#### Interbike Awards Gala will feature cast from "American Flyers"

Following last year's "Breaking Away" reunion at the Interbike Awards Gala will see an appearance by at least four of the top billed cast members of the iconic 1985 cycling film "American Flyers". Members set to appear include the film's main character, David Marshall Grant (David Sommers), Rae Dawn Chong (Sarah), Alexandra Paul (Becky) and Luca Bercovici (Barry 'The Cannibal' Muzzin). Additional cast members are still considering participation at the time of this release, including Kevin Costner and Robert Townsend.

Interbike returns to the Mandalay Bay Convention Center beginning with OutDoor Demo in Boulder City, Nev., September 19-20, 2016, followed by the Interbike Expo September 21-23, 2016.

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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 owned and operated by Emerald Expositions, a leading operator of large business-to-business trade shows in the United States, producing more than 80 trade shows and over 100 face-to-face events in total, including conferences, summits and other events. Emerald Expositions connects more than 335,000 sellers and buyers each year and operates within the U.S. in 10 end markets (Gift, Home, General Merchandise and Manufacturing; Sports & Apparel; Design; Jewelry, Luxury & Antiques; E-Commerce; Creative Services; Licensing; Healthcare; Military; and Food).

More information about Interbike can be found at [www.interbike.com](http://www.interbike.com)

#### **MEDIA CONTACTS:**

##### **International**

Justin Gottlieb  
Interbike  
Communications and PR Director  
949-226-5754  
[justin.gottlieb@emeraldexpo.com](mailto:justin.gottlieb@emeraldexpo.com)

##### **Europe**

Uwe Weissflog  
inMotion [mar.com](http://mar.com) for Interbike  
International PR/Sales Consultant  
+49 711 35164091  
[uweissflog@inmotionmar.com](mailto:uweissflog@inmotionmar.com)