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## **New & Returning Brands, New Categories and New Location Set to Enhance the OutDoor Demo Experience**

*- World-Class Trail System, Amazing Paved Roads Await Retail Attendees -*

**SAN JUAN CAPISTRANO, Calif.** – July 17, 2018 – Interbike, the largest bicycle industry trade show in North America, today announced more details surrounding OutDoor Demo, including participating brands, product testing loops, dining options and more.



Taking place at the Northstar California Resort in Truckee, CA, OutDoor Demo is set to feature more than 75 leading brands, offering the most robust product testing experience for the bicycle industry in North America. Early commitment bike brands include 3T, Bulls Bikes, Cannondale, Dahon, Haibike, Haro, Jamis Bicycles, KHS, Look

USA, Marin, Mondraker, Open Cycle, Pivot, Raleigh Electric, Ritchey, Santana and more. Component brands exhibiting include Shimano, SRAM and Campagnolo, while other category brands such as 100%, Alpinestars, Crank Brothers, Dainese, Fox Factory, Voler and many more will have a presence as well.

“OutDoor Demo continues to be an important event for retailers and suppliers,” said Justin Gottlieb, Interim Show Director for Interbike. “The hands-on testing opportunities and interaction with such a large group of suppliers in one location is so valuable for the retail community. The new venue is going to enhance the demo experience and be an amazing first impression to our attendees.”

Gottlieb noted that the expo will take place in the main parking lot, next to the Village at Northstar, and is approximately 100 yards from the Big Springs Express Gondola ([click here](#) for map). Registered Interbike attendees will be able to use their badges to ride the Big Springs Express Gondola and the Tahoe Zephyr Express Chairlift for free starting on Sunday at 1pm, and all day on Monday. Off-road riders have options varying in style and difficulty for accessing trails with demo equipment:

- 1) Lower Mountain: Ride a short climb from the expo to mid-mountain, or take the Big Springs Express Gondola, to access beginner and intermediate trails or the 2SIX Jump Park.
- 2) Upper-Mountain: After exiting the Big Springs Express Gondola, take the Tahoe Zephyr Express chairlift and head up to 7,920 feet elevation. From here, riders can experience all open mountain bike trails, including the park’s renowned Livewire trail.

As the largest lift-served bike park on the West Coast of the United States, the Northstar Bike Park provides nearly 50 miles of trails spanning beginner to expert terrain. Sierra dirt mixed with classic Lake Tahoe granite sets the stage for challenging terrain and region-specific natural features. Throughout the bike park, man-made features add a variety of terrain experiences weaving between the pine forest for beginners, intermediate and expert riders.

Other off-road options include a dedicated eMTB trail and a gravel trail which can be accessed either by riding up a short distance from the expo, or rolling down from the mid-mountain area. The eMTB trail is 1 mile long with a few steep climbs, while the gravel trail has more moderate terrain and is 1.5 miles in length.

Attendees wishing to demo road bikes will be able to roll directly from the main expo area onto Northstar drive, where two marked loops will be accessible. Loop “A” will be just over one mile long, with a mostly flat and rolling terrain, while Loop “B” will be just under three miles long and will include a mix of challenging climbs and epic descents.

Dining options at Northstar California are plentiful. Examples include Tavern 6330', Frites Craft Fries and Beer, Rubicon Pizza Co., Los Arcos Mexican cuisine, Copper Lane Café and Provisions and more. On Sunday evening, from 4:30 - 6 p.m., Interbike will be hosting a retailer reception at Northstar's TC's Pub. Complimentary beer will be served for all registered retailers during that time.

Retailers wishing to come in early and take part in the Northstar Free-Ride Festival will have numerous activities to take advantage of with their friends and/or family. Examples include:

- Enduro and Downhill MTB Racing
- Stetina's Sierra Prospect (Road Rally)
- Boogaloo eMTB Racing
- Kids' Activities
- Wine Walk
- Pub Crawl
- Red Bull Movie Premiere
- On-Mountain Clinics

A limited number of booth and sponsorship opportunities are available for purchase through the Interbike sales team. Interested brands should contact their Interbike sales executive or Andria Klinger at 949-226-5745. A map of the Northstar California Resort property can be seen here.

#### **Statements on Outdoor Demo and the Northstar FreeRide Festival:**

"Outdoor Demo has been very successful for us over the years," said Chris Cocalis, President of Pivot Cycles. "We plan to have one of the biggest fleets of demo bikes out there and look forward to interacting with retailers, media, distributors and consumers."

"We couldn't be more excited to show off our new fleet of acoustic and electric bikes on the national stage such as Outdoor Demo. To be able to have people ride our bikes in a place like Northstar, CA is an epic privilege." said Sharon Yu, CEO of Bulls Bikes USA. "We'll be there with bells on - literally we'll have cowbells to give away - to answer any questions and help retailers get familiar with our brand."

Interbike Marketweek will take place in the Reno Tahoe region beginning with the Northstar Free-Ride Festival in North Lake Tahoe, CA, September 14-16, 2018 (with bike demos taking place on September 15-16). Outdoor Demo will run from September 16-17, 2018 for members of the trade, followed by the Interbike Expo in Reno, NV on September 18-20, 2018.

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#### **About Interbike**

Interbike is the leading bicycle trade event in North America, bringing together manufacturers, retailers, industry advocates and media to conduct the business of cycling. This is accomplished primarily through indoor trade shows, industry and consumer demo experiences, and high-level educational conferences. Established in 1982, Interbike and its events provide the platform for critical face-to-face business interaction, product line previews and media launches, sales lead generation, trend-setting, networking and retail education.

Interbike is owned by Emerald Expositions, a leading operator of business-to-business trade shows in the United States. The company currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2017, Emerald's events connected over 500,000 global attendees and exhibitors and occupied more than 6.9 million NSF of exhibition space.

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

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