

Newsflash 08 / 2021

CES eMobility Experience and Test Track 2022



Stuttgart, August 25th, 2021 – For the first time ever, the eMobility Experience and Test Track will be part of the upcoming CES event in Las Vegas. Its the global lead show for all things electronic attracting a global audience of over 170,000 industry professionals. There has been a strong need for a major national bike tradeshow in North America to keep up with industry expansion, particularly a national forum for showcasing and testing e-bikes or other LEVs.

Also, the CES organizers recognized how rapidly the electric-assist cycling/LEV component has grown, including during the global pandemic period, and have therefore positioned the eMobility Experience into a spotlight space at the show.

The eMobility Experience and Test Track will share the outdoor space with the Autonomous Vehicle demo area – a top tier location with extreme pulling factor.

The test track can host over 50 bike, LEV and scooter brands, accessories and part suppliers and will offer a media and conference area, dedicated for a full range of industry relevant sessions.

The 65,000 square foot test track will include hills and ramps to test the bikes, drive trains, handling and acceleration features of the vehicles. Once an attendee completes their test of one vehicle, they can simply return it and pick up another. Through a custom RFID tracking system exhibitors learn who is testing their products, in real time.

The test track will be open during all active show hours of CES. Only registered CES attendees can access the test track.

How to take part at eMobility Experience

For any brand in the field of complete e-bikes, e-trikes, e-cargo or other LEVs, drive trains, batteries, trackers or any relevant electronic devices or services the CES eMobility Experience offers a perfect opportunity to engage with a wide set of audiences, especially from the media side (+6000), electronic and other products suppliers, importers, wholesalers or retailers/chain stores, as well as numerous venture capital investors.

In preparation for Eurobike and the IAA and thereafter, inMotion marcom, Uwe Weissflog will lead all sales and promotional service efforts for Europe. See contact below.

What else is to be expected - Education: Front and Center

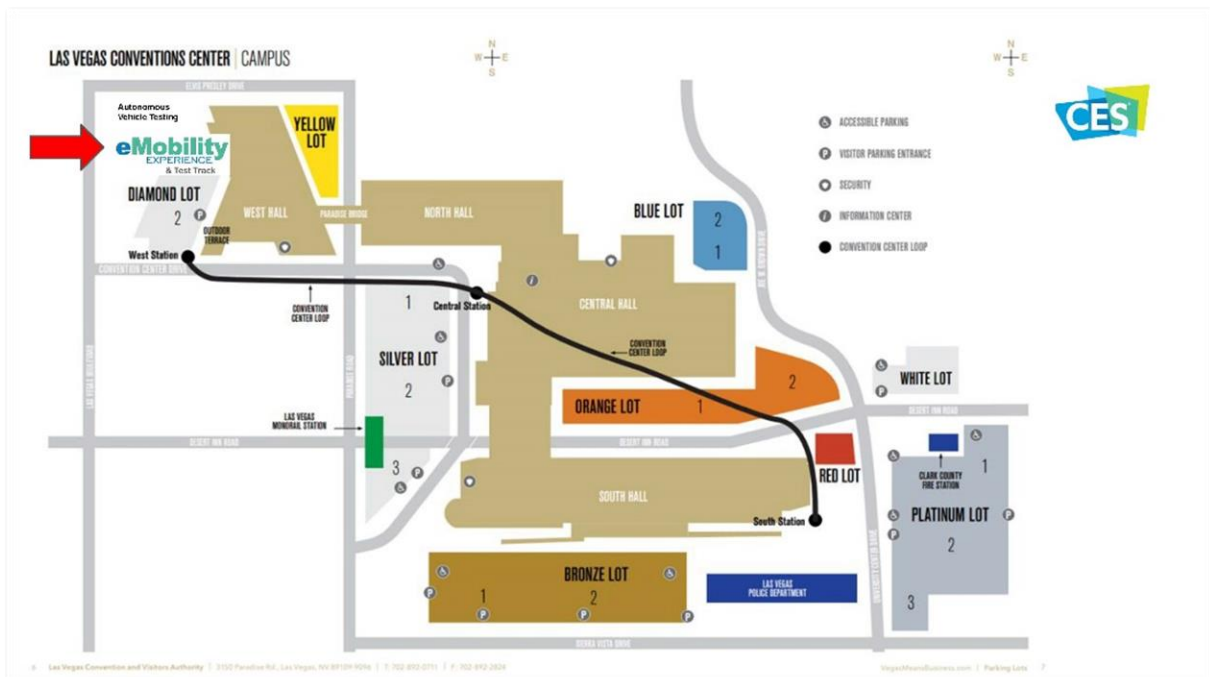
The plans for the eMobility Experience educational tracks are building with some very influential experts joining in. Following sessions are already set up:

- **US Cargo Bike Summit**
- **The eMobility Innovation Conference**
- **RideShare Summit**

Anyone interested to present a theme or subject please reach out to:

EU contact

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eMobility
EXPERIENCE
& Test Track
at CES

January 5 - 8, 2022
Las Vegas, NV

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About

The eMobility Experience will be part of the transportation and smart cities categories at CES. Event Programming Produced by Electric Bike Events LLC.

Electric Bike Events LLC is a wholly-owned business unit of international trade show organizer E.J. Krause & Associates (EJK).

The team organizing eMobility Experience has been behind the 22 e-bike test track programs running across the US since 2016, including the experiential tracks at Interbike.

For more info go here: <http://www.electricbikeevents.com/index.html>