

CP Bikexpo June 2017

It's all happening at Bikexpo, which makes it two in a row in September 2017 Lyon + Nantes = professional cycle meets

Sport-Achat embarked on the conquest of the west in September 2016, while this year it's the turn of Bikexpo!

The market players hope for it, and Sportair, French leader in trade fair and professional meet organization for 15 years, has done it: Bikexpo, a meet dedicated to cycling 100% B to B, is to mark a new and second stage in Nantes over 2 days, on the upcoming 18th and 19th September. Two hours from Paris (TGV), 1 hour from Lyon and Geneva (Easy Jet), 35 minutes from Bordeaux (Easy Jet) and 1 hour 15 minutes from Rennes (car), this new stage covers the western part of France from Normandy to the south of Aquitaine, passing Brittany on the way with ease of access not only for visitors but also for exhibitors.

The Lyon stage, in its 4th edition, takes place one week beforehand, namely on 11th and 12th September.

Bikexpo is an event entirely dedicated to cycling at a clearly identified exhibition area. It is an ideal occasion to discover spring/summer 2018 trends and collections – equipment, textiles and accessories – in a relaxed but serious atmosphere conducive to serene order placing.

The mountain biking heavyweights congregate at Bikexpo. Picture **Scott**, working hard for the last 4 years, presenting his cross country bike models like **Spark**, the Olympic champion mountain bike, and its aversion to electrical assistance, *e-Spark* with its Shimano motor. The brand that can equip a cyclist from head to toe whatever the segment also unveils its latest off-road motorcycle with the **Genius**. Thanks to its easily interchangeable wheels, this bike provides for 2 wheel formats, namely 27.5 Plus and 29. This wonderful versatility is a growing trend in off-road motorcycles.

Bikexpo also enables distributors, retailers and journalists to identify new exhibitors. Among them **Poli**, who is going to be in Lyon, unveils a new club collection as well as its first ever cycling and triathlon collection designed for shops and private individuals. Communications Manager **Caroline Tamaro** said *“it was clear to us we should participate in this leading cycling show covering sport in general, to showcase our latest items and our know-how and indeed to meet potential future partners”*.

Participating in Bikexpo for the first time, **Vasimimile**, a new player from Grenoble with 100% French production, is playing the quirky card with its accessories for urban cyclists. *“We came to Bikexpo as a visitor before we showcased a model on the Crème Fraiche stand in 2016. This year we are manning the Vasimimile stand in an effort to offer our products to bike resellers. We hope to touch the Grand Rhône-Alpes area with innovative and fun products such as the reflective Vasi Roquoi crest designed for helmets and our Vasi Izocel reversible visibility jacket with one side fluorescent and one side reflective”*, confides *Delphine Chartron*, Communications Manager.

Time-savers

- It's practical: the **Best of Bike area**: or how to take in at a glance the products destined to be next season's best-sellers.
- It's crafty: the **flash info** devoted to cycling at the **conference area**: 30 precious minutes for an overview of the summer 2018 innovations not to be missed.
- In parallel with Sport-Achat Bikexpo saves time with two shows in one place and on the same dates to centralise your purchases and get an overview of all sports, whether in the countryside or more urban.

AMONG THE NEW EXHIBITORS

Bikexpo Lyon

- # **Cycle** Argon
- # **VAE** T-bird
- # **Eco mobilité** Inmotion
- # **Selles** Tabor
- # **Pneus** Kenda, Hutchinson
- # **Textile** Poli, Vasimimile
- # **Composants de cycle** FSA

Bikexpo Nantes

- # **Cycle** Burley
- # **VAE** Haibike, T-bird,
- # **Eco mobilité** Cycleboard, Egret, Io Chic, Yuneec ...
- # **Composants de cycle** E wiener, XLC

Key data

140 brands at Bikexpo Lyon in September 2016

283 brands at Sport-Achat Nantes in 2016

Nantes covers the western part of France from Normandy to the south of Aquitaine, passing Brittany on the way