



Press release
For immediate release

The big return of the Montreal Bicycle Show

Montreal, Thursday April 7, 2022 – After a two-year absence, the Montreal Bicycle Show is back! The 19th edition, which will be held from April 29th to May 1st, will take place on the Olympic Stadium playground for the very first time. Once again, nearly 200 exhibitors and brands will be present this year. Yvan Martineau, an important figure in Quebec's cycling, is, once again, the spokesperson for the event.

« We are very happy to be back after two years of absence due to the pandemic, especially since biking gained so much popularity during that time. The return of the good weather means the return of cycling! The show was a highly anticipated event every year and we look forward to seeing everyone there! »

- Jan P. Dubé, Promoter of the Montreal Bicycle Show

Electricity is in the air

An electric wave will break over this year's edition. Fans will have the chance to discover many exhibitors of electrically assisted bicycles, whether they be road, city, mountain, folding, three-wheeled, etc. This is the largest exhibition of its kind in Canada. In addition, the new Canadian company **BIKEeRACK** will officially launch the **eRACK**, the first self-charging electric rack, which can hold from one to five bicycles, in Eastern Canada.

A new player establishes itself in Canada

The Tunisian bicycle manufacturer, **Euro-Cycles**, will be there to launch its brand-new company **Rodéo Cycles** which will be set up in Canada to target the North American market. Founded in 1993, **Euro-Cycles** is already well established in Europe where it exports more than 500,00 bikes annually including mountain, folding, city and cargo bikes

as well as electric bikes.

A new accessory to increase speed effortlessly

The company **Maxv** will take advantage of its presence at the show to launch its new aerodynamic bicycle accessory that allows its users to increase speed without additional effort and can also serve as a cellphone holder.

The ultimate event

The Montreal Bicycle Show is, without a doubt, the best event to discover the latest trends in the cycling world, in bicycle tourism, in clothing and equipment as well as the most popular biking destinations to visit. There will be something for everyone! Also, this year, visitors will have the opportunity to try out a wide range of bicycles on the longest indoor test track ever presented at the show. Everything will be there to ensure that the visitors live a most complete experience.

A presentation by **La Presse**, the **Grands Prix cyclistes de Québec et Montréal**, **Vélo Québec** and the **Fédération québécoise des sports cyclistes**.



About the Montreal Bicycle Show

The Montreal Bicycle Show is the most important show in Quebec dedicated exclusively to the world of cycling and bicycle tourism. This event brings together all the players of this growing industry in one place. It's the perfect moment to meet with numerous stakeholders from all the sectors related to the practice of cycling. Each year, the show has more and more followers.

To learn more : <http://www.salondavelo.com/montreal/>

About Yvan Martineau

Journalist, outdoor and tourism columnist and television host, Yvan Martineau is best known by cycling enthusiasts for the programs *L'Amérique à vélo*, *Culture vélo* and *Dans la roue du Tour* which he conceived, developed, and hosted. An avid traveler, Yvan also accompanies groups of cyclists around the world.

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Our spokesman Yvan Martineau is available for interviews. If you wish to speak with him, do not hesitate to contact us.

Accreditations are also available on request.



Requests for interviews and accreditations :

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