



Press release

For immediate release

## The Montreal Bicycle Show celebrates its 20th anniversary!

**Montreal, February 8th, 2023** - The Montreal Bicycle Show is celebrating its 20th anniversary this year! The 20th edition, which will be held from **February 24th to 26th**, will take place at the Olympic Stadium. This year, **almost 200 exhibitors and brands** will be on site to showcase their new products. Again this year, **Yvan Martineau is the event's spokesperson**.

### A trip down memory lane...

Over the years, the Montreal Bicycle Show has made its way into the hearts of cycling enthusiasts and newbies alike. Today, it is an annual event for people who want to discover new bikes, bike touring destinations, accessories and clothing, but most of all, new trends! For Jan P. Dubé, the promoter of the event, this 20th edition has a special touch, as he has been running this event since the beginning.

*"I am very happy to present the twentieth edition of the Montreal Bicycle Show. I have been a privileged witness of the evolution of cycling in Quebec and I had the chance to meet many brands that have innovated in the world of cycling. It is always a pleasure for me to see the amateurs discovering the new products and leave with a smile on their face. I have the opportunity to be surrounded by a great team that helps me put together this annual event every year."*

**- Jan P. Dubé, promoter of The Montreal Bicycle Show**

## Many new things await you!

This year, **GIANT Bicycles**, the world number one bike brand for many years, will be making its first official appearance at the show. Amateurs will be pleased as the Canadian brand **Seven Peaks** will also be participating for the first time and giving the chance to visitors to try out their famous fat bikes.

Also, visitors will have the opportunity to discover the local company **Bicycles Quilicot** and learn more about their wide range of bikes for all types of adventurers!

Finally, the **Bike Surf**, which combines a bicycle and a paddleboard, will make its first appearance with the local brand **Azur Nautique**. A long test track will be available to allow users to try a variety of bikes on site. Everything will be in place to live a complete experience!

## Discover a new fun attraction!

The Montreal Bicycle Show has the chance to welcome **Jean William Prévost, BMX World Champion in 2017 and gold medalist at the last [Redbull Circle of Balance 2022](#)** in the event's new BMX section. The visitors will be able to watch impressive BMX Flatland shows and young enthusiasts will be able to experience the sport. Since the Tokyo Olympics in 2021, BMX Flatland is a new Olympic discipline that will be part of the Paris Summer Games happening next year.

## Bicycles are becoming increasingly popular:

According to a Leger survey conducted in 2021:

- Almost 60% of respondents in the Montreal metropolitan community cycled in 2020.
- 56% of users in the Montreal metropolitan community used a bicycle for transportation purposes in 2020.
- 90% of users in the Montreal metropolitan community used a bicycle for leisure purposes in 2020.
- 14% of respondents purchased a bicycle in 2020 (the highest percentage since 1995).

## 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 touring. This event brings together, in one place, all the players in this booming industry. It's the perfect time to meet with numerous stakeholders from all sectors related to the practice of cycling in all its forms. Each year, the Show has more and more followers.

This new edition is presented by **La Presse**, the **Grands Prix cyclistes de Québec et Montréal, Vélo Québec** and the **Fédération québécoise des sports cyclistes**.

For more details: <https://salonduvelo.com/montreal/en/>

## About Yvan Martineau

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

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Our spokesperson Yvan Martineau is available for interviews. If you wish to interview him, please do not hesitate to contact us.

Accreditations are also available upon request. Please note that the show will exceptionally open its doors at 11:00 a.m. on Friday to welcome the media.



**Interview requests and accreditations:**

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