

This Summer, We Ride in Québec!

22nd Edition of the Montreal Bicycle Show

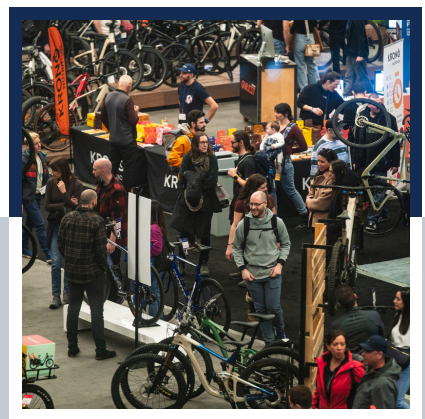
Montreal, February 6th, 2025 – The Montreal Bicycle Show is back for its 22nd edition, happening from February 21st to 23rd. Once again, the event will take place at the Palais des congrès de Montréal, and this year, it's 50% bigger than last year! With over 200 exhibitors and brands, including many from Québec and Canada, cycling enthusiasts will discover a fantastic selection of high-quality local products. The event is once again proud to count on renowned communicator and cyclist Yvan Martineau as its spokesperson.



Last year's event was such a success that we decided to expand our offering for visitors this year. Additionally, many exhibitors from 2024 are returning with larger booths to meet growing demand.



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



This Year, It's All About Quebec!

The Montreal Bicycle Show is the perfect destination for those planning to spend the summer exploring the province of Quebec. A record number of tourism offices from across Quebec and Ontario will be present to inspire your next cycling adventure. Plus, in today's economic and political climate, this is the perfect place to discover and support local businesses and brands, including Argon 18, Devinci, EBGO, Giant Canada, Opus, Primeau Vélo, Quilicot, Rocky Mountain, Seven Peaks, Sports Experts, Velec, Yulbike and many others.

Looking for Variety? We've Got You Covered!

In recent years, electric bikes have gained prominence at the show, and their popularity continues to grow. However, this year, visitors will also see major expansions in the gravel bike and mountain bike categories.

This year's event will feature:

- A road safety zone presented by the Société de l'assurance automobile du Québec and Contrôle routier Québec, in collaboration with the Société de transport de Montréal and the Service de police de la Ville de Montréal.
- An indoor test track nearly a quarter of a kilometre long, where visitors can try out a wide range of bikes.
- The La Presse Bicycle Theatre, hosting conferences on cycling, travel, and the cycling industry, presented by leading members of the cycling community.
- A BMX Flatland demo zone, featuring performances by Montreal's Jean William Prévost, ranked #1 in the world in the BMX Freestyle Flatland Elite category by the Union Cycliste Internationale.
- Launch of X-Track, a dirt-free, dust-free, easy-to-maintain synthetic track, and a competition on this new Pumptrack area on Saturday.
- On-site mechanics workshops presented by Techno Cycle.

The Bicycle Show Hits the Road Again!

Following Montreal (February 21st-23rd), the Bicycle Show will head to Gatineau-Ottawa, taking place at the Palais des congrès de Gatineau (March 7th-9th), before concluding at the Centre de foires d'ExpoCité in Québec City (March 21st-23rd).

About the Montreal Bicycle Show

The Montreal Bicycle Show is now Canada's largest event dedicated exclusively to the exciting world of cycling and cycle tourism. This gathering of industry leaders brings together key players in this booming sector, offering visitors the opportunity to meet experts from every aspect of cycling. This latest edition is presented in collaboration with La Presse, Vélo Québec, and the Fédération québécoise des sports cyclistes (FQSC).

About Yvan Martineau

Spokesperson for the Montreal Bicycle Show for the past 12 years, Yvan Martineau is a true cycling enthusiast in every sense. He is the host and creator of the TV series *La France à vélo*, *L'Amérique à vélo*, and *Culture Vélo*, previously aired on *Évasion* and *TVA Sports*. Currently, he contributes to *Vélo Mag*, serves as an outdoor columnist on 98.5 FM during the summer, and works as a cycling tour guide—of course, on two wheels!

