



Press release  
For immediate release

## Come celebrate the love of cycling! At the Montreal Bicycle Show

**Montreal, February 1st, 2024 – The Montreal Bicycle Show is back for its 21st edition,** to the delight of cycling enthusiasts! While previous editions have taken place at the Olympic Stadium, the event organizers have decided to get back to their roots: the show is moving to the **Palais des congrès de Montréal, from February 16th to 18th.** Nearly **200 exhibitors and brands** will be on site and will certainly appeal to cycling enthusiasts. Passionate about the cycling industry and an excellent communicator, **Yvan Martineau** is once again the spokesperson this year.

### **New edition, new location**

Host to several major events each year, the Palais des congrès de Montréal is the ideal place to hold the Bicycle Show. Easily accessible for the residents of Greater Montreal, the goal is to optimize the experience for visitors.

However, there's no need to change a winning formula: they'll be able to visit numerous bicycle brand booths and test their favorite models on a test track, as well as attend a variety of interesting conferences at the **Théâtre du vélo La Presse**. Speakers include **famous professional cyclists Geneviève Jeanson and Antoine Duchesne**. Many regions and cycling tourism specialists are also taking part in the event to inspire travel enthusiasts.

A number of manufacturers will be back, including **Ekoï, GIANT, Spherik, Thule and Velec**. Many distributors and retailers, such as **Bicycles Quilicot** and for the first time at the Show, **Sports Experts**, will be presenting major brands such as **Argon 18, Biemme, De Rosa, Marin, Moustache, Santini and Specialized**. Visitors will also have the chance to win one of the eleven **Seven Peaks** bikes, including two electric bikes, by entering their contest at their booth.

*« We're really looking forward to welcoming back cycling lovers for the 21st edition! This year, we're bringing them to the Palais des congrès de Montréal. It's with a special feeling that we return to this venue, where it all began for our first editions. We hope visitors will be just as thrilled as we are! Bicycle enthusiasts will have the chance to discover a wide range of exciting new innovations. Once again, this is an event not to be missed! »*

- **Jan P. Dubé, promotor of the Montreal Bicycle Show**

## **Electric bikes have won over the hearts of Quebecers**

More and more present on Quebec's bicycle paths and roads, electric bikes are here to stay. Participants will be able to discover plenty of innovative new products from the industry, including **a brand-new Velec smart electric bike and their new range of accessories V**, specifically designed for electric bikes.

Other local businesses will be participating to the event, such as:

- **Cargone**, which specializes in the design and manufacture of **electric cargo bikes**, made entirely in Canada;
- **Véломtek**, which specializes in the design and manufacture of **velomobiles**, contributing to sustainable development and active transportation.

This year, the Bicycle Show adds a new stop to its tour! In addition to Montreal (February 16th-18th) and Gatineau-Ottawa at the Palais des congrès of Gatineau (March 1st-3rd), it will make a final stop at the Centre de foires d'ExpoCité in Quebec City, from March 15th to 17th!

## **About the Montreal Bicycle Show**

The Montreal Bicycle Show is the most important show in Quebec dedicated exclusively to the amazing world of cycling and cycling tourism. This event brings together, in one place, the main 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. This new edition is presented by **La Presse**, the **Grands Prix cyclistes de Québec et Montréal**, **Vélo Québec** and **Seven Peaks**, Quebec-based bicycle manufacturer since 2008 and with a presence across North America.

## **About Yvan Martineau**

Spokesperson for the Montreal Bicycle Show for the past 12 years, Yvan Martineau is a true bicycle enthusiast. Host and creator of the TV shows *La France à vélo*, *L'Amérique à vélo* and *Culture Vélo*, broadcast at the time on Évasion and TVA Sports, he actually contributes to *Vélo Mag* magazine, is an outdoor radio reporter on 98.5 FM during the summer and a group tour guide... by bike, of course!

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

Media passes 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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