

# News Release

For immediate release

## The Toronto Bicycle Show and E-Bike Expo returns to the International Centre laser-focussed on showcasing the latest bikes, e-bikes, new products and technology

For over 30 years, the cycling event of the year in Canada (and one of the largest bicycle consumer shows in North America) has always been focussed primarily on keeping cyclists up to date on the latest new products and technology advances in bicycles – and now also e-bikes. The last live event in 2020 saw the show move to the International Centre in Mississauga, Ontario, to the delight of both exhibitors and visitors, with 75% suggesting the move in a past survey.

The move to the International Centre also resulted in one of the most successful shows in recent years, as exhibitors reported excellent sales, with more first-time buyers attending. The show also saw increased manufacturer participation, especially in the growing area of e-bikes. According to market research firm ReportLinker, the e-bike market in North America was valued at \$710 million (USD) in 2020 and is expected to reach just over \$1 billion by 2026! So it's not surprising that event organizers are expecting increased and enthusiastic crowds to explore the latest products from over 175 exhibitors at the 2024 consumer show.

### Pioneering a popular new test track

The popular test track (the longest specially-treated indoor test track in North America at 2,690 feet) will once again be a major attraction. To prevent slipping, its specially-treated floor, with ramps and obstacles, is ideal to test cornering and handling – whether riding bicycles or e-bikes. As always, helmets will be provided free of charge. Other popular attractions will include:

- The Retail Marketplace area where visitors can purchase the latest 2024 bicycles, e-bikes, accessories, apparel and more
- The Manufacturers Showcase area where visitors can discover the latest cycling technology from world-class manufacturers
- Canada's Bike Swap will see various retailers partner so showgoers can exchange their current bikes and e-bikes for cash
- Bicycle touring and bicycle trail vacation companies will showcase some of the top destinations from around the world
- Join a bicycle club, make new friends, and discover how to make your cycling experiences much more enjoyable
- Enter a free draw to win a new Bianchi bicycle

There's **free parking** at the International Centre, which is also easily accessible by GO Transit and the TTC.

## THE INTERNATIONAL CENTRE

- Facebook: /bicycleshow
- Twitter: @bicycleshow
- Instagram: @bicycleshowtoronto
- Hashtags: #bicycleshow, #BikeTO

**Longest Indoor Test Track at 2,690 ft!**  
Treated floor reduces slipping and includes ramp and obstacles to test cornering. Helmets are provided free.

## TORONTO BICYCLE SHOW AND E-BIKE EXPO March 8–10, 2024

*35th Anniversary Consumer Show*

The International Centre, 6900 Airport Road  
Mississauga, Ontario L4V 1E8 Canada

- Friday, March 8, 2024: 11 am – 8 pm
- Saturday, March 9, 2024: 10 am – 6 pm
- Sunday, March 10, 2024: 10 am – 5 pm



(416) 363-1292

E-mail: [josie@telsec.net](mailto:josie@telsec.net)

[www.bicycleshowtoronto.com](http://www.bicycleshowtoronto.com)

## ADMISSION PRICES

*(Includes Taxes)*

- Adults: \$20
- Ages 13-17: \$15
- Seniors 65 and over: \$15
- Ages 12 and under: FREE
- Family of 4 (maximum 2 adults): \$50
- 3-Day Pass: \$40
- 2-Day Pass: \$30

Show visitors can **SAVE \$2** by buying their **TICKETS ONLINE** up to midnight, Thursday, March 7

**EXCELLENT STORY & PHOTO OPS: NEW PRODUCTS, ACTIVITIES, ACTION EVENTS, INTERVIEWS!**

Call Josie Graziosi at (416) 363-1292 • E-mail: [josie@telsec.net](mailto:josie@telsec.net) • [www.bicycleshowtoronto.com](http://www.bicycleshowtoronto.com)