

# News Release

For immediate release March 7, 2024

## World's top auto manufacturers and technology leaders to exhibit at Toronto Bicycle Show and E-Bike Expo as e-vehicle revolution transforms the cycling industry

For 35 years, the cycling event of the year in Canada, the Toronto Bicycle Show and E-Bike Expo, one of the largest bicycle consumer shows in North America, has kept cyclists up to date on the latest trends and emerging technologies sweeping the cycling industry. The show will continue to focus on the latest and hottest bicycles, e-bikes, accessories, apparel and more. But this year's event will be much more than just "business as usual" as the motorsport industry boldly enters the e-bike business. This merging of vehicle and bicycle technology is groundbreaking, and has created exciting new products that take personal transportation to unprecedented new levels of efficiency and enjoyment. This first in-person show in four years reflects these changes and captures that excitement.

### The e-bike revolution takes place March 8 – 10 at the International Centre

World-class technology leaders and manufacturers of vehicles such as **Audi, Porsche, Yamaha** and **Matrix EVH** will be front-and-centre as new exhibitors, showcasing their e-bike products alongside top retailers and other leading manufacturers in the North American cycling industry. Equally impressive will be the show's traditional supporters, names like Bike Depot, Pedalinx, D'Ornellas, Hyper and many others.

### Show highlights and attractions – many products on display have never been seen here before!

- A huge array of new electric bicycles and pedal bikes will include mountain bikes, pedal-assist bikes and mobility scooters.
- Popular 35th annual consumer show has always been the best place to buy with the largest selection **under one roof**.
- The **longest specially-treated indoor test track in North America** – totalling 2,690 feet and comprising 4 separate tracks – will once again be a major attraction. To prevent slipping, its specially-treated floor, with ramps and obstacles, is the ideal place to test cornering and handling, whether riding bikes or e-bikes. As always, helmets will be provided for free.
- **Bicycle touring and bicycle trail vacation companies** will present some of the top destinations, both local and from around the world.
- **Join a bicycle club**, make new friends, and discover how to make your cycling experiences much more enjoyable.
- Fill out a ballot at the show and enter a free draw to **win a new custom bike** – a Winspace Agile powered by Forza Performance – with a value of \$9,605 (HST Included).

There's **FREE PARKING** & easy access to Int. Centre by GO Transit (Malton Stop) and TTC (Lawrence 52 B&D Buses).

## THE INTERNATIONAL CENTRE

- Facebook: /bicycleshowsToronto
- Instagram: @bicycleshowsToronto
- Hashtags: #bicycleshowsToronto  
#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



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[www.bicycleshowsToronto.com](http://www.bicycleshowsToronto.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 \$3 PER TICKET** by buying their tickets **ONLINE** up to midnight, Thursday, March 7.

**Story/photo opportunities: New products/technology, interviews with manufacturers, retailers, industry leaders and others**  
**Call Josie Graziosi at (416) 363-1292 • E-mail: [josie@telsec.net](mailto:josie@telsec.net) • [www.bicycleshowsToronto.com](http://www.bicycleshowsToronto.com)**

# Factsheet



## Event

- 2024 Toronto Bicycle Show and E-Bike Expo – celebrating its 35th year.
- One of the largest exclusive bicycle and e-bike consumer shows in North America.
- World-class technology leaders Audi, Porsche, Yamaha and others will showcase their new e-bikes
- More than 170 exhibitors displaying the latest bicycles, e-bikes, accessories, apparel and much more.
- Continual focus on new products, advanced technology and cycling trends.
- Many products on display have never been seen before.

## Location

The International Centre, Hall 5, 6900 Airport Road, Mississauga, Ontario L4V 1E8 Canada

## Show dates and hours

Fri., March 8, 2024: 11 am – 8 pm • Sat., March 9, 2024: 10 am – 6 pm • Sun., March 10, 2024: 10 am – 5 pm

## 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

## Tickets – special online discount

Show visitors can **save \$3 per ticket** by purchasing their tickets **online** up to **midnight, Thursday, March 7, 2024**. Friday to Sunday, March 8 – 10, 2024, tickets will be available online or at the door.

## Major attractions

- Motorsport industry boldly enters e-bike business creating groundbreaking new e-bikes and other products.
- Popular consumer show has always been the best place to buy with the largest selection under one roof.
- Bicycles, e-bikes, accessories, apparel, new technology and more from both retailers and manufacturers.
- The longest specially-treated indoor test track in North America – at 2,690 feet, comprising 4 separate tracks! 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.
- Bicycle touring and bicycle trail vacation companies will present top destinations, both local and from around the world.
- Join a bicycle club, meet new friends, and make your cycling experiences much more enjoyable.
- Fill out a ballot at the show only, and enter a free draw to win a new custom bike – a Winspace Agile powered by Forza Performance with a value of \$9,605 (HST Included).

## Free parking and easy access

There's **free parking** at the Int. Centre and access by GO Transit (Malton Stop) and TTC (Lawrence 52 B&D buses).

## Public Service Announcement

Don't miss the cycling event of the year. The Toronto Bicycle Show and E-Bike Expo, with over 170 exhibitors, will take place Friday, March 8th to Sunday March 10th at the International Centre in Mississauga, Ontario. There's plenty of free parking. Or, you can take GO Transit or the TTC. See the latest in bicycles, e-bikes, accessories, and apparel for 2024 from the top brand-name manufacturers, and take advantage of the fabulous deals from leading retailers. And see how the e-bike revolution has transformed the cycling industry with new products from technology leaders and automakers Audi, Porsche, Yamaha and others. More information visit [www.bicycleshowtoronto.com](http://www.bicycleshowtoronto.com).

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