

# News Release

For immediate release February 26, 2025

## The e-vehicle revolution continues to transform the cycling industry – and the best place to experience the excitement is at the Toronto Bicycle Show and E-Bike Expo March 7–9

The cycling event of the year in Canada for the past 36 years has been the Toronto Bicycle Show and E-Bike Expo, one of the largest exclusive bicycle consumer shows in North America. This annual event keeps cycling enthusiasts up to date on the latest trends and technologies sweeping the industry. Continuing its laser focus on showcasing the hottest bicycles and e-bikes, parts, accessories, apparel and more, the show has become the go-to event for cycling enthusiasts of every age. According to Statistics Canada, sales of electric bicycles (e-bikes) have experienced an annual growth rate of 30% since 2019, with over 100,000 electric bikes sold in Canada in 2023! This year's event will showcase the hundreds of exciting new products and emerging technology that take personal transportation to unprecedented new levels of efficiency and enjoyment – while capturing all the excitement of this ongoing transformation.

### The e-bike revolution continues March 7 – 9, 2025 at the International Centre

The newest and latest technology manufacturers of e-vehicles will be front-and-centre. Plus, new and returning exhibitors will also showcase their e-bike products alongside equally compelling technology from top retailers.

### 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 36th 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 worldwide at over 3,400 feet ( = 1.06 kilometres)** has unique long straightaways for ideal e-bike testing. To prevent slipping, its specially-treated floor, with ramps and obstacles, is the ideal place to test cornering and handling, while riding bikes or e-bikes. As always, helmets will be provided free of charge.
- **Bicycle touring and bicycle trail vacation firms** will present their top destinations, both local, national and worldwide.
- **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 to enter a free draw for a **new Teslica Freedom City Elite e-Bike (Value: \$3,599 + HST)**.



TEST TRACK SPONSORED BY  
**+ Tangerine**  
Forward Banking

There's **FREE PARKING, FREE OUTDOOR BIKE PARKING**, and easy access to the International Centre by GO Transit (Malton Stop) and TTC (Lawrence 52 B&D Buses). There are also ATMs conveniently located at the front entrance.

### THE INTERNATIONAL CENTRE

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

**Longest Indoor Test Track at 3,400 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 7–9, 2025

36th Anniversary Consumer Show

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

- Friday, March 7, 2025: 11 am – 8 pm
- Saturday, March 8, 2025: 10 am – 6 pm
- Sunday, March 9, 2025: 10 am – 5 pm

(416) 574-1112 • 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 \$3 PER TICKET** by buying their tickets **ONLINE** up to midnight, Thursday, March 6.

Story/photo opportunities: New products/technology, interviews with manufacturers, retailers, industry leaders and others

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# Factsheet



## Event

- 2025 Toronto Bicycle Show and E-Bike Expo – celebrating its 36th year.
- One of the largest exclusive bicycle and e-bike consumer shows in North America.
- World-class technology leaders, and trusted Ontario retailers & North American manufacturers will exhibit.
- Over 170 exhibitors displaying the latest bicycles, e-bikes, parts, accessories, apparel and much more.
- Continual focus on new products, advanced technology and the latest 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 7, 2025: 11 am – 8 pm • Sat., March 8, 2025: 10 am – 6 pm • Sun., March 9, 2025: 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 6, 2025**. On Friday, March 7, Saturday, March 8, and Sunday, March 9, tickets will be available online or at the door. Plus, ATMs are conveniently located at the front entrance.

## Major attractions

- Popular consumer show has always been the best place to buy with the largest selection **under one roof**.
- Bicycles, e-bikes, accessories, parts, apparel, new technology and more from retailers and manufacturers.
- **The longest specially-treated indoor test track worldwide at over 3,400 feet ( = 1.06 kilometres) with unique long straightaways for ideal e-bike testing. Test track sponsored by Tangerine.**  
To prevent slipping, its specially-treated floor, with ramps and obstacles, is the best 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 firms will present top destinations – local, national and worldwide.
- Join a bicycle club, meet new friends, and make your cycling experiences much more enjoyable.
- Fill out a ballot and enter a free draw to win a **new Teslica Freedom City Elite e-Bike (Value: \$3,599 + HST)**.

## Free parking and easy access

There's **FREE PARKING, FREE OUTDOOR BIKE PARKING**, and easy access to the International Centre 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 7th to Sunday March 9th 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, parts, and apparel for 2025 from the top brand-name manufacturers, and take advantage of the fabulous deals from leading retailers. Best of all, see how the ongoing e-bike revolution has transformed the cycling industry with new products from technology leaders and bike manufacturers. For more information please visit [www.bicycleshowtoronto.com](http://www.bicycleshowtoronto.com).

Facebook: [/bicycleshow](https://www.facebook.com/bicycleshow) • Twitter: [@bicycleshow](https://twitter.com/bicycleshow) • Instagram: [@bicycleshowtoronto](https://www.instagram.com/bicycleshowtoronto) • Hashtags: [#bicycleshow](https://twitter.com/bicycleshow), [#BikeTO](https://twitter.com/BikeTO)

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