



## The e-bike test event in The Netherlands & Belgium

E-bike Challenge is all about testing and comparing e-bikes, speed pedelecs and accessories on a large indoor and outdoor test track.

### 5 reasons to join

- communication with 40,000 consumers in the heart of your target group;
- dozens of brands under one roof increases sales potential and support dealers right before the start of the cycling season;
- present the latest models regardless of the weather conditions on a bicycle test track of >1 km
- efficient marketing campaign at centrally located venues in The Netherlands and Belgium;
- collecting qualitative customer feedback for product development.

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e-bike  
Challenge

NEXT EDITION

Fri 14, Sat 15 &  
Sun 16 Feb 2025

Jaarbeurs  
Utrecht

Sat 1 &  
Sun 2 Mar 2025

Flanders Expo  
Ghent

overall score **8.0**

### prices

exhibitors with demo bikes	NL	BE
from 15 m <sup>2</sup> floor space	112	87 euro / m <sup>2</sup>
other exhibitors		
from 9 m <sup>2</sup> floor space	112	87 euro / m <sup>2</sup>
standbuilding		89 euro / m <sup>2</sup>

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## key figures

\*incl. Fiets en Wandelbeurs

	NL	BE
visitors	24,112	14,786
average age	57	58
exhibitors	476	334

## e-bikes

	NL	BE
buying value	3,205	3,240 euro
buying decision at event	55%	49%
buying interest this year	73%	71%

## buying motive

	NL	BE
recreational	72%	81%
commuting	64%	55%
functional	45%	38%

## test tracks

e-bike & speed pedelec

	NL	BE
test rides	16,250	11,635
total length	1.5km	1.1km

## promotion

We work closely together with associations, foundations, influencers, magazines, newspapers and social media groups. Such as: NS, ANWB, DPG-Media, Mediahuis, SOUL Media and Mashable. Together we reach more than **5 million** potential visitors for The Netherlands and Belgium.



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