

Factsheet 2023 *

e-bike Challenge Netherlands

* figures are based on E-bike Xperience, a comparable test event that has been organized in Jaarbeurs Utrecht since 2016 together with the Fiets en Wandelbeurs. In 2024 we will combine it with an e-bike test event again, but then under the name of 'E-bike Challenge'.

26,594 visitors
42 brands
57 years average age

e-bikes

3,488 euro average buying value
48% make buying decision *at* the event
67% do not have an e-bike
72% buying interest within the next year

buying motive

71% recreational
54% commuting
34% functional

test tracks

2 e-bike & speed pedelec
1.5 km total length
17,381 test rides
8.2 score test tracks

overall score **8.3**



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NEXT EDITION

Fri 23, Sat 24 & Sun 25 Feb 2024
Jaarbeurs Utrecht

[Hicle-events.com](https://hicle-events.com)