



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 12, Sat 13 &
Sun 14 Feb 2027**

**Jaarbeurs
Utrecht**

**Sat 20 &
Sun 21 Feb 2027**

**Flanders Expo
Ghent**

overall score **8.0**

prices

	NL	BE
exhibitors with demo bikes		
from 15 m ² floor space	119	89 euro per m ²
other exhibitors		
from 9 m ² floor space	119	89 euro per m ²
standbuilding	92.50	euro / m ²

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key figures

*incl. Fiets en Wandelbeurs	NL	BE
visitors	24,628	13,118
age	50+	50+
exhibitors	500	350
exhibition area	23,000 m ²	21,000 m ²

e-bikes

	NL	BE
buying value	3,423	3,688 euro
buying decision at event	44%	46%
buying interest this year	72%	74%

buying motive

	NL	BE
recreational	80%	82%
commuting	50%	47%
functional	46%	38%

test tracks

e-bike & speed pedelec	NL	BE
test rides	17,429	9,498
total length	1.3 km	1.1 km

promotion

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

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