

Press release - Thursday 18 December 2008

# **Paris Cycle Shows**

## **Paris 2009 – Paris 2010**

### **Porte de Versailles**

**“Innovation is the name of the game!!”**

The cycling world is getting a shake-up! As a result, the 2009 Paris Cycle Show is homing in on innovation.

All the major players from the cycling world will be taking part in this not-to-be-missed international event.

All bikes, whether for getting around, leisure or sport, will be converging on Porte de Versailles!

- Over 22 million bicycles on the roads
- Electric power-assisted bicycles are coming on the scene
- City bikes are being chosen as a new means of transport by thousands of urbanites
- Mountain bikes, BMX and racing bikes get Olympic medals

**The biking craze is in full force, putting France up among the world leaders.**

Fuelled by this craze, the **2009 Paris Cycle Show** is sure to be a hit thanks to its new approach:

- a shorter show, lasting four days (instead of five in 2007),
- a more professional show with a press and trade day on Friday 2 October and a trade-only day on Monday 5 October,
- The show will open its gates to the public as from 5.00 pm to 10.00 pm on Friday 2 October, then from 10.00 am to 8.00 pm on Saturday 3 and Sunday 4 October,
- As every year, many shows, demonstrations, themed events and test tracks will liven up the show.

In the way of innovation, the Paris Cycle Show organisation will be leading the way, since 12 months later, **from 10 to 13 September 2010, the 2010 Paris Cycle Show** will be continuing this drive, setting up the **“Annual meeting for the cycling world”!**

## **2009 Paris Cycle Show – Paris Porte de Versailles**

**New!** Special opening for journalists and professionals

*9.00 am to 7.00 pm, Friday 2 October: Press and trade day*

*9.00 am to 7.00 pm, Monday 5 October: Trade day*

**New!** Open to the general public

*5.00 pm to 10.00 pm, Friday 2 October*

*10.00 am to 8.00 pm on Saturday 3 and Sunday 4 October*

## **2010 Paris Cycle Show** from 10 to 13 September – Paris Porte de Versailles

**NB:** As part of the 2009 Paris International Two-Wheel Show, the **Paris Motorcycle and Scooter Show** will be open to the public from **5.00 pm to 10.00 pm** on **Friday 2 October** then from **10.00 am to 8.00 pm** through to **Thursday 8 October**.

**[www.mondial-deuxroues.com](http://www.mondial-deuxroues.com)**



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