



**PARIS CYCLE SHOW
2-5 OCTOBER 2009
PARIS PORTE DE VERSAILLES**

Bikes have become a social phenomenon, with universal appeal, whether used as a means of transport, for making an eco-friendly stand, leisure, sport or sheer excitement.

The **Paris Cycle Show** will be opening its gates at Paris Porte de Versailles **from 2 to 5 October**, offering *reduced rates* and *all-new events open to all visitors*.

As of today, **over 300 brands from 20 different countries** have signed up to exhibit at the show. *List of brands and map of show available on www.mondial-deuxroues.com*. Many brands continue to trust the Show as the place to exhibit their new products.

2009 Paris Cycle Show programme: an edition brimming with bumper events:

Special Press and Trade Days:

- The show will be opening its gates to the press from 9.00 am to 7.00 pm on Friday 2 October. A Press Office complete with all necessary computer equipment will be reserved for you.
- Professional visitors can come to the show from 9.00 am to 7.00 pm on Friday 2 October and from 9.00 am to 7.00 pm on Monday 5 October
- An Exhibitors' Club and Business Centre will be available for exhibitors.

Opening to the general public:

- The show will be open to the general public from 5.00 to 10.00 pm on Friday 2 October, from 10.00 am to 8.00 pm on Saturday 3 and Sunday 4 and from 9.00 am to 7.00 pm on Monday 5 October.
- This year the admission fee has been reduced to €10 (down from €12 in 2007).
- Discount admission fee: €6 for visitors who come by bike on **Sunday 4 October**. Operation in partnership with the Paris City Council.

Events catering to youngsters:

- Free-style demonstrations
- Mountain bike trials for children aged 8 and over

- BMX trials for youngsters aged 6 to 16

In partnership with the French Cycling Federation

Events for everybody:

- Trial tracks for electric-powered bicycles (slopes with a 7% gradient, uphill slopes with a 15% gradient)
- Free trial track available to exhibitors

Forum and debates with the CNPC and the CPV:

- The CNPC (French Cycle Industry Council) and the CPV (Committee for Cycle Promotion) will be addressing themes such as innovation, mobility and training in a forum, conferences and debates.

Tribute to the Auvergne region at the 2009 Paris Cycle Show:

- Discover bike rides and taste local Auvergne produce. In partnership with the French Cycling Tourism Federation.

Practical info:

Dates and times:

Press Day, 9.00 am to 7.00 pm, Friday 2 October

Trade Days, 9.00 am to 7.00 pm on Friday 2 and Monday 5 October

Open to the public from 5.00 to 10.00 pm on Friday 2 October, from 10.00 am to 8.00 pm on Saturday 3 and Sunday 4 and from 9.00 am to 7.00 pm on Monday 5 October

Admission fee:

Full price: **€10**

Special rate for young people aged 10 to 18: **€6**

Free for under 10s

Group ticket (as from 15 persons): **€8**

Internet:

www.mondial-deuxroues.com

Recapping all information, the list of exhibitors, maps and events.

Please find attached the accreditation form to be filled in and sent back to us. You can save time by applying for **accreditation on the Web site**. You will then receive your accreditation in September, to be able to take part in the show.

Press Officers:

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