



PARIS INTERNATIONAL TWO-WHEEL SHOW

From 2 to 5 October 2009
Hall 3
Porte de Versailles, Paris, France

Buoyed by the proven success of its previous session in 2007 with over **100,000 visitors**, the Paris Cycle Show is moving ahead in order to improve its response to professionals' and the general public's expectations.

Despite the recession, **300 brands from 20 different countries** have now registered.

HOW THE CYCLE MARKET IS SHAPING UP IN 2008

According to the report on the shape of the cycle market in 2008 by the French Council for Bicycle Professions (CNPC) "Tous à Vélo !" (On your bikes everyone!), the cycle market is steering a steady course.

- **Stable turnover:** €1,432 million
Turnover for cycles: €897 million
Turnover for cycle equipment and accessories: €535 million
- **Sales volumes:**
3,417,100 bicycles sold in 2008.
- **France still ranks 4th worldwide in terms of cycle sales per inhabitant** behind Japan, the Netherlands and the US.

More information on the cycle market on www.tousavelo.com.

THE 2009 PARIS CYCLE SHOW

In 2009, the Paris Cycle Show will last for **four days**. It will be open to the public as from **5.00 pm on Friday 2 October**. Brand-new events, shows and forums will be rolled out at this new edition.

Because the Paris Cycle Show is a get-together that **professionals** in the sector cannot afford to miss, this year, the following will be available:

New features for 2009:

- One day reserved for trade and press from 9.00 am to 7.00 pm on Friday 2 October, with the show being opened to the public from 5.00 to 10.00 pm.
- One “Trade Only” day from 9.00 am to 7.00 pm on Monday 5 October.
- A truly personal service with special sections on the show Web site and the possibility of early online registration.
- a Business Center etc.

For the show’s most prized players, **our exhibitors**, the show will be rolling new services out:

New features for 2009:

- An “Exhibitors’ Club”,
- Special exhibitor access and zone in a regional gourmet restaurant.

On the weekend of 3 and 4 October, the show will be open from 10.00 am to 8.00 pm, for **visitors** to check out a show brimming with new features and innovations. They will be able to meet exhibitors and take part in the many exciting new events at the Paris Cycle Show.

The show will be putting on plenty of entertainment including the following:

New features for 2009:

- A “**Bicycle Tourism Village**”, organised in collaboration with the French Cyclotouring Federation, will be revealed at the show, open to all visitors.
- The French Council for Bicycle Professions (CNPC) “Tous à Vélo !” (On your bikes everyone!) will be organising several debates and forums on the theme of bicycle innovations.
- With the French Cycling Federation, the show will be organising trial and demonstration tracks for BMX and mountain bikes.
- Set up in partnership with Eurosport, a giant screen will liven up the atmosphere by broadcasting live shows and the top cycling events of the past year.

Practical info:

Dates and times:

Friday 2 to Monday 5 October - Hall 3

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:	5.00 pm to 10.00 pm, Friday 2 October 10.00 am to 8.00 pm on Saturday 3 and Sunday 4 October

Admission fee:

Full price: €12,

New in 2009 - special rate for young people aged 10 to 18: €6,

Free for under-10s,

Group ticket (as from 15 persons): €10.

**The new 2009 Paris International Two-wheel Show Web
site**

www.mondial-deuxroues.com

You can view all this information on our new Web site: www.mondial-deuxroues.com, press section.

New feature for 2009: Given that this information is exclusive to members of the press, the press section will henceforth be protected by a password. Simply register online to get your password.

The following features will be gradually added as the show draws nearer:

- Online accreditation
- Downloading the show's official poster
- Access to press releases
- Subscription to the newsletter etc.

Press Officers

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