

# BIXE BRASIL

[www.festivalbikebrasil.com.br](http://www.festivalbikebrasil.com.br)

**AUGUST**

**24<sup>TH</sup> ▶ 26<sup>TH</sup>**



SÃO PAULO EXPO  
SP - BRASIL

**2018**



**TOGETHER  
WE ARE  
ONE**

Organização e Promoção

**NÜRNBERG / MESSE**

# A COMPREHENSIVE EVENT THAT BRINGS TOGETHER THE BEST OF B2B AND B2C

Festival Bike Brasil is divided in two areas, one area for industry professionals and the other for the consumer: **Bike Brasil Expo and Bike Brasil Show.**

## EVENT SECTORS



ACCESSORIES



BICYCLES



PARTS AND COMPONENTS



SERVICES



CLOTHING

## THE BRAZILIAN BICYCLE MARKET

Brazil is the **third largest producer** of bicycles in the world and the **fifth largest consumer** market

National production is approximately **4.17 million bicycles**

The average Brazilian consumption of bicycles is **4.5 million bicycles** per year

The city of São Paulo has more than **460 km of bike lanes**

## THE LAST EDITION IN NUMBERS

### B2B AREA

Attended by

**6,200**  
INDUSTRY PROFESSIONALS

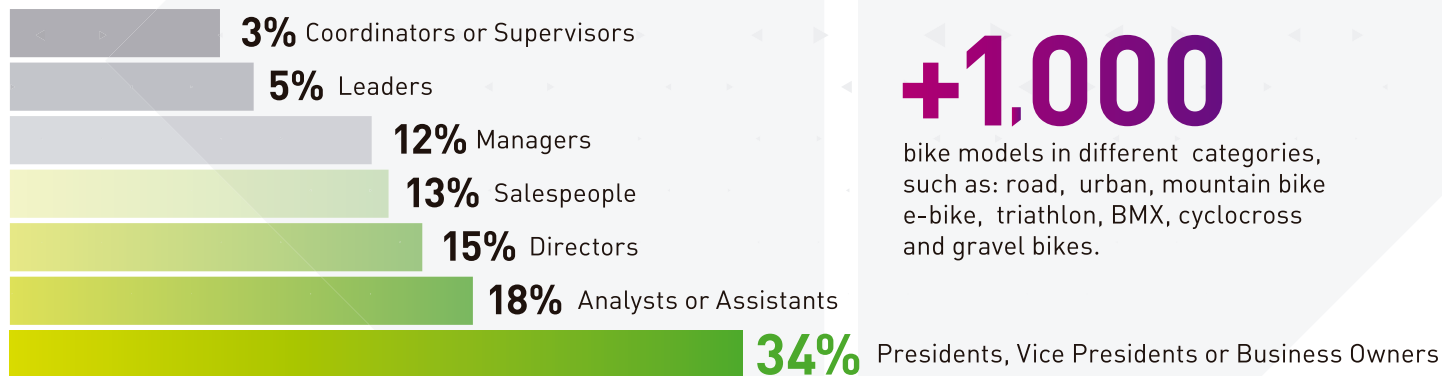
### B2C AREA

Attended by

**9,800**  
VISITORS INTERESTED IN LEARNING ABOUT TRENDS AND MARKET LAUNCHES

**87%** from Commerce, Accessories Retail, Parts and Equipment for Bicycles and Retailers

#### POSITION



**1,800** BIKE TESTS REALIZED

**+1,000** bike models in different categories, such as: road, urban, mountain bike e-bike, triathlon, BMX, cyclocross and gravel bikes.

## CONTACT US

Take this opportunity and bring your brand to the first bike event in the Latin American calendar!

festivalbikebrasil@nm-brasil.com.br | +55 11 3205-5050 / 5073 / 5025

www.festivalbikebrasil.com.br