



**Press release**  
For immediate release

## **Wheels of good fortune** **7<sup>th</sup> annual Bicycle Show Expodium** **attracts record number of visitors**

**Montréal, February 25, 2009** – Quebec’s largest Show dedicated exclusively to cycling and cycle touring took place on February 20, 21 and 22, 2009 at Place Bonaventure. A total of **18,917** bicycle buffs came out to discover the new trends and travel destinations presented by the 200 exhibitors, for a 6.4% increase in traffic over last year.

“This growth in the number of visitors exceeded our expectations, considering the current economic situation, recent snowfalls and other shows presented last week. It’s a clear sign that cycling will be more popular than ever this summer, especially with the BIXI system in Montreal and the various cycling trails in all regions of Quebec,” explained Jan P. Dubé, President of Expodium International Inc. and Show promoter.

### **This year’s highlights:**

Many intrigued visitors tried BIXI, Montreal’s new public bike system. Since the BIXI membership drive was officially launched at the Show, visitors were the first to learn that the service would be available as early as May 1, 2009. In addition, the first 2,000 subscribers will enjoy two months free (from May 1 to June 30, 2009).

The first electronic derailleur unveiled by Shimano at the Show was a resounding success. “Each year the Expodium Bicycle Show is an excellent success for Shimano Canada. In our 7 years of participation, 2009 has brought us more traffic and higher quality leads than ever before. With the consumer introduction of Dura Ace Electronic Shifting, this show was the perfect launching platform for the Quebec cycling market. We look forward to next year to see the added value that the Expodium show will have in store for the exhibitors and consumers,” stated Joë Layno, Marketing and Design for Shimano Canada.

The upcoming concept store from Guru, a high-end bike manufacturer based in the Montreal area, also experienced a warm welcome on the part of visitors. “For our first time at the Show, our goal was to renew contact with our client base and with local consumers. This Show is really the perfect event to do that and we will definitely be returning next year,” mentioned Roberto Rossi, Director of Marketing at GURU Bicycles.

### **Draw of \$7000 prize**

Paul Limoges of Boucherville was the lucky winner of the *La Suisse à vélo* contest presented in collaboration with *La Presse*, *Swiss*, *Suisse Tourisme* and *Argon18*. The prize featured two plane tickets to Zurich or Geneva, Switzerland, transportation for two bikes, two “Swiss Rail Passes” that also give free admission to 450 museums across Switzerland and two 2009 Cobalt performance hybrid bikes.

“I created this Show to inform people about the great world of cycling and to present the wide array of retailers and artisans in the industry. The growing number of visitors each year goes to prove that there’s a real need for this Show! I am especially proud of the first-rate presentations of this year’s exhibitors,” explained Jan. P. Dubé. A quick reminder that the 2009 Show was presented in collaboration with Swiss, BIXI, La Presse, Évasion, Vélo Mag and the FQSC.

The Bicycle Show Expodium is a one-of-a-kind event intended for everyone who loves cycling, from beginner to seasoned enthusiast. Cycling is a leisure activity that goes back a long way and is definitely here to stay! We can safely assume that next year’s Show, set to be held on February 19, 20 and 21, 2010, will be just as thrilling! For more information: [www.expodium.ca](http://www.expodium.ca).

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