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Electric Bike Expo Adds Hands-on Experience to Cycling Industry Education & Advocacy Programs

Las Vegas, NV: In 2016, The Electric Bike Expo will serve as a hub of bicycle advocacy group activity, getting the word out on electric bikes to all the key target groups necessary to help the industry thrive in North America.

The First Annual Electric Bike Expo commences in January 2016, launching its six-month, six-city tour to provide thousands of consumers a chance to experience the excitement of riding power-assist electric bicycles on a thrilling test track. Tour organizer Extra Energy Services North America is aligning the Electric Bike Expo with several industry and advocacy events to provide networking and collaborative opportunities for cycling organizations to get involved, as well as working with each state's cycling coalition and advocacy groups to bring state, county and city officials to the Expo.

Tempe, AZ: Independent Bicycle Retailers

Kicking off its six-city tour, the Electric Bike Expo is partnering with its affiliate sponsor Interbike® to bring the experiential test track to the annual IBD Summit, a multi-day, intense educational conference for independent bicycle retailers.

In addition to top quality instructional sessions and networking opportunities held at the Phoenix Marriott Tempe at the Buttes, the group has been invited to take part in a simple walk down the hill into the Tempe Diablo Stadium parking lot on Thursday, January 14th to participate in the Electric Bike Expo track experience. It will be the perfect opportunity for participating bicycle retailers to meet with manufacturer representatives and review the latest in electric power-assist bikes.

Houston, TX: Urban Planners

On the third stop of the tour in March 2016, the Electric Bike Expo will work jointly with Bike-Texas to provide the hands-on experience of power-assist cycling to more than 300 city planning executives from around Texas and surrounding states at the biennial Texas Trails and Active Transportation Conference in Houston.

Here, the Electric Bike Expo will serve as a backdrop for the education of officials responsible for the planning, design and implementation of bike lanes and paths in local communities. These top city planners will participate in hands-on clinics that will actually count as part of their continuing education credits.

Bicycle Advocacy Groups

In both San Diego and Palo Alto, the Electric Bike Expo is working with the California Bicycle Coalition, who will invite state and local officials to attend and learn about electric bikes their context in the growing mix of cyclers. In Houston, the Electric Bike Expo will be working with BikeTexas, the state's official cycling advocacy organization. In Portland, the Electric Bike Expo will be working with leaders of the "Bike to Work" movement. Finally, in Denver, the Electric Bike Expo will work with members of the governor's staff on educating legislators on the benefits of bike-friendly communities.

From a broader scope, tour organizers are working with the Bicycle Part Suppliers Association and the national organization People for Bikes on collecting market research and understanding consumer habits around power-assist cycling.

Brands

As the Electric Bike Expo's presenting sponsor, Bosch eBike Systems will spend time educating thousands of consumers about the features, benefits and functionality of their product. With the addition of Bosch technical training clinics, bicycle dealers from around the country can visit any of the weekend events to obtain their Bosch certification.

Over 50 different electric bike models will be featured at the event and available for test rides. Joining Bosch will be the tour track sponsor Trek Bicycle, who is launching a new line of electric bikes throughout North America. Additional brands who have signed on to showcase their bikes include A2B, BESV, Easy Motion, Felt Electric, Focus, Gazelle, Haibike, IZIP, Kalkhoff, Polaris, Raleigh, Stromer, and Tempo. Company representatives will be present to teach each rider how to use the features as well as to answer questions about care and maintenance. These brands will also be joined by equipment and accessory suppliers specializing in electric bike products.

Another unique interactive feature available to the visitors will be the Cargo Bike Experience where riders will be able to test the latest bikes from Yuba, Xtracycle and others. Before entering the track, they will have the option to add boxes of a variety of sizes and weights to the frame to see what it is like to ride with the added freight. The cargo style bike is becoming quite popular with the ability to carry one or more children, a full load of groceries and other goods including pizza deliveries, small packages and mail. The electric motor supplement makes transporting the extra weight a breeze. Several models of cargo e-bikes have been converted into police bikes for local police departments, park rangers and even hotel and resort security units.

Scheduling

The first tour location will be Tempe, Arizona in conjunction with affiliate sponsor Interbike® and their annual conference for bicycle dealer education. The IBD Summit is scheduled for January 12-14 at the Phoenix Marriott Tempe at the Buttes. The Electric Bike Expo will overlap starting on the 14th and will run through the weekend at Tempe Diablo Stadium. The event opens to the public on Friday afternoon from 3pm to 8pm, Saturday from 9am to 8pm, and Sunday from 9am to 4pm. Additional stops on the tour itinerary include San Diego, CA in February; Houston, TX in March; Palo Alto, CA in April; Portland, OR in May; and Denver, CO in June.

About Extra Energy Services North America: EESNA is a Nevada Corporation made up of the leading experiential marketing and publishing organizations within the electric bicycle and Light Electric Transport marketplace from the US, Europe and Asia. German-based ExtraEner-

gy.org has been the pioneer of consumer education, testing and advocacy throughout Europe since 1992. Publisher and editor of ElectricBikeReport.com has been the leading news and review source for e-Bikes in North America since 2010 and Raymond Verhelst & Associates brings a team with more than 40 years of combined exhibition and special event experience, along with a strong technical background in LEV transport and rechargeable technology.

About Robert Bosch, LLC: Considered one of the leading technology and services companies in the world, the Bosch ebike Systems division has become a leader in the electric bicycle drive systems with combined motor, controller and rechargeable battery pack solutions utilizing the company's advanced engineering and manufacturing experience since 1886.

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