

Media Advisory

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UPBEAT INDUSTRY CELEBRATES LOVE OF BICYCLES

Attendance up as Buyers from Across Canada Attend ExpoCycle 2010

Montreal, QC (September 12, 2010) – ExpoCycle, the meeting place for the Canadian bicycle industry, kicked off today. The day was powered by a comprehensive mix of suppliers, retailers, reps, resorts, industry professionals, media and some of the world's top cycling athletes taking in the show.

With 110 exhibitors representing more than 800 brands – showcasing the latest trends, innovations, product lines and styles – ExpoCycle 2010 did not disappoint. An indication the Canadian bike industry is feeling positive about the future, first-day attendance (as of noon) exceeded full-day 2009 attendance. “The first day was a great success,” stated Janet O’Connell, BTAC Executive Director. “ExpoCycle is about doing business, but it is also about networking, education, trying gear and spending time with friends. I think that showed today with both the attendance levels we experienced and the mood of the buyers.”

Even before the 9:00 a.m. opening bell, ExpoCycle 2010 was underway with organized bike rides, yoga classes and an educational seminar. Part of the Retailer Power Program, “Your Store as a Brand” got underway with standing room only. Led by Dan Mann, from the Mann Group, attending retailers were put in the know on how to create community by selling fun and a healthy lifestyle vs. selling specs. “Most store staff get into the bike industry because they love bikes, not selling,” Mr. Mann stated to attending retailers. “Sales staff need to recalibrate their approach to focus on establishing a rapport and credibility. It’s people first, then product.” The education continued throughout the day with seminars from leading experts coaching on a range of topics from: Selling to Women; Be Social, Be Smart; How To Efficiently Use Social Media; and More Trails = More Sales.

The show itself kicked off with a ribbon cutting ceremony. Pat McQuaid, President of the Union Cycliste Internationale (UCI); John Tolkamp, President of Canadian Cycling Association; Jean Cloutier, Vice-President, Outdoor Gear Canada and President, BTAC Board of Directors; and Janet O’Connell, Executive Director, Bicycle Trade Association of Canada participated. After the ceremony, Mr. McQuaid commented, “The relationship with associations, the industry and UCI is so important. We try to develop the sport of cycling on a global scale so that regional industry benefits. Canada is a very important market. I see Canadian athletes around the world competing and there are two pro tours here this weekend, which have had such strong support. So Canada is not only an important market its great opportunity for the cycling industry. That said, we want to get closer to the industry for the development of the sport.”

Another indication of the industry's optimism, new exhibitors featured products ranging from apparel, P&A, and the latest bikes to enhance performance on the bike. Cannondale, a first time exhibitor, was on hand to introduce its GT and Cannondale lines to the ExpoCycle community.

ExpoCycle 2010 wrapped up a successful day of product demos, meetings, finalized sales, seminars and celebrations with a live video feed of the Grand Prix Cycliste de Montreal - first ever ProTour in North America. Not only convenient for retailers to attend appointments and still take in the race, ExpoCycle hosted a Happy Hour at 5:00 in the BTAC Booth for the last hour of the race.

“There is no question ExpoCycle 2010 accomplished its main goal of bringing the industry together,” commented Janet O’Connell. “The show aisles were well traveled; everyone I spoke to was in a positive mood looking towards the opportunities 2010 will bring. Tomorrow promises to build on today’s momentum with even more buzz, especially with so many pro riders expected to be in attendance.”

ExpoCycle Contact: Jeff Hieminga. Tel: 647/220-4545. E-mail: geareditor@yahoo.ca

*The **Bicycle Trade Association of Canada**’s mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation. BTAC is the national, not-for-profit voice for cycling and the primary advocate for cycling with government, and members come from the retail and supplier sectors of Canada’s bicycle industry.*