

We would be glad if you suggest CYCOLONIA, and we would like to ask you for an evidence after the successful recension. Thank you!



PRESS REPORT

Hit your pedals!

The bike exhibition CYCOLONIA goes in the third stage with a new location and enhanced offers.

Testing, discussing and sharing our excitement is requested by the third Public-Bike-Fair CYCOLONIA at the 11th and 12th of March, 2012. Around 120 exhibitors and actives present innovations regarding to bikes at this adventurous weekend. The new location the EXPO XXI promises an extended offer of exhibitors and live-programs for the visitors with its bright halls and outdoor areas an.

Driving a bike is an attitude towards life. It is fun; it is convenient and saves the environment. That the times of the “old rusty bikes” are gone is reflected by the reams of innovations that are coming on the market on a steady basis. The bike developed a new expression towards the mobile attitude of life as latest mean of transportation, lifestyle accessory, and travel associate or as a toy for adrenalin junkies.

A big assortment of novelties but also well-tried will be presented at CYCOLONIA in the following year: The visitor gets an idea of the actual bike scene and is able to talk shop with the experts in the new exhibition halls. Under the registered exhibitors for CYCOLONIA 2012 are the following names: Flyer, Hartje, ABUS, AT Zweirad and many more. They all find place on the well spaced terrain of the EXPO XXI, which is the new location for the CYCOLONIA and which offers more space for innovations and live acts than before. Located in the city center of Cologne, offers the as protected historic monument building with its 7000 m² and loft character the perfect setting for CYCOLONIA 2012.

For further information, interview- or graphical material please contact:

CYCOLONIA

Katharina Feldgen, Press- and public relation
Krefelder Wall 36
50670 Köln

Telefon: 0221-719915-16
Fax: 0221-719915-19
E-Mail: kf@cycolonia.de
Internet: www.cycolonia.de

We would be glad if you suggest CYCOLONIA, and we would like to ask you for an evidence after the successful recension. Thank you!



PRESS REPORT

Besides the brighter range of products and brands which are presented, draws CYCOLONIA the attention to the bikes with a bright framework program:

Visitors can experience the bikes by themselves. They can test them on different courses, watch breath taking BMX- and Trial- Shows, visit the exhibition cinema, listen to rousing live reportages of extreme travelers, attend the international contest of the “bike polo champion 2012”, and see the tribute to the “Long Distance Biker 2012 ” and many more events. That a bike can also act as an art object will be shown by designers in the trend forum. The trend forum is also the medium, to discuss important topics like the road safety for bikers with experts and representatives of the city of cologne.

The operators of CYCOLONIA want primarily: to facilitate the joy of riding a bike. “With our exhibition we present the bike with all its facilities- not only as an object of utility but rather as an adventure. A bike is extremely multifarious and is more than “only” a mean of transportation! This is what we also show with our impressive shows and events”, so the managing director of CYCOLONIA Carola Rühl. Just in time to the beginning of the season is it possible for everybody to find his/her dream bike, to test it and to become inspired by the novelties- from the youngest new driver over specialized-fans to city- bikers.

“So, get close to the action by the next stage of CYCOLONIA- we are looking forward to meet you!” , invites Carola Rühl all friends of well-groomed cycling. 15.000 visitors are expected to come...

CYCOLONIA 2012 is on March 10th , 2012 opened from 10:00 AM until 8:00 PM and on March 11th, 2012 from 10:00 AM until 5:00 PM. **NEW Location: EXPO XXI, Gladbacher Wall 5, Köln-Innenstadt**

For further information, interview- or graphical material please contact:

CYCOLONIA

Katharina Feldgen, Press- and public relation
Krefelder Wall 36
50670 Köln

Telefon: 0221-719915-16
Fax: 0221-719915-19
E-Mail: kf@cycolonia.de
Internet: www.cycolonia.de