



Press Release

EXPOBICI, THE FIGURES CONFIRM IT WITH 42,000 ATTENDING IT'S THE SECOND EXHIBITION IN EUROPE

An attendance of 42,000 over the three-day event, with 20% growth over last year and even 120% over the first edition, just four years ago. Not only: the number of exhibitors at the show has more than tripled since 2008, reaching a total of 500 between companies and brands. The indoor exhibition surface area has likewise tripled over the same period of time, from 10,000 to 30,000 square meters, to which are added the nearly 7,000 square meters of outdoor demo space. These figures unequivocally explain two things: Padua is by now recognized as the Italian capital of the bicycle, while ExpoBici is solidly ranked at second place in Europe among sector shows.

COIN (PADOVAFIERE GENERAL MANAGER): SEVERAL INGREDIENTS FOR SUCCESS, THE FIRST IS PASSION

«Several ingredients have contributed to the success of this event, which started off small four years ago – highlights the General Manager of PadovaFiere Paolo Coin –. In the first position I would place above all passion: that of the world of cyclists, both professionals and enthusiasts, which has demonstrated expertise, shown trust and renewed its loyalty at ExpoBici. But even the passion of those who have worked together to make this show a reality: the organizers, the numerous exhibitors participating, the institutions, with the Veneto Region at the top of the list, which have demonstrated their capability in creating dialogue with the cycling world by offering well-thought proposals».

THREE DAYS OF NEW PRODUCTS, SHOWS, MEETINGS FOR ENTHUSIASTS

These past three days have been packed with proposals: the 2011 edition of ExpoBici is coming to a close this evening at the Padua Exhibition. This three-day event was announced in advance by Antonello Dose and Marco Presta on the Friday edition of "Il ruggito del coniglio" a historical radio programme on Radio2 Rai. An overture to a continuous series of meetings,



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shows, presentations of the novelties of 2011 and 2012, received by a sizable and enthusiastic public.

But visitors were even able to get a hands-on feel for the best products the market has to offer, straddle dream bicycles and test-ride them along routes set up for the occasion, shake hands with great champions of the past and present and see them at work, authors of daring acrobatics. That was the case of "100% Brumotti" and his team of stunt bikers who knew how to thrill their audience. Spectators were able to admire the acrobatics of a daredevil team of freestylers who put on a show on an 80-meter dirt bike track with a 4-meter-high roll-in: performing alongside the Germans Markus Braumann, Sergej Geir, Simon Moratz and Philipp Baum, were Italians Fabio D'Alessandro and – perhaps the most applauded of all – the amazing Alessandro Barbero, the Italian champion and Freestyler of the Year 2007. Alessandro Barbero is the BMX athlete who represents Italy worldwide in the street event. Champions both on and off the two wheels, always willing to shake hands and have a chat, or give a few words of advice to the numerous enthusiasts at the Exhibition.

ExpoBici 2011 offered the public a chance to hear the personal stories of the astrophysicist Margherita Hack, who came to Padua to tell about her most wonderful memories on two wheels, which she has recently compiled in the book "La mia vita in bicicletta" ("My life on my bicycle") (Ediciclo publishers). From her first wooden scooter, broken by a "chubby playmate" to her carefree excursions of her youth, and even to her long summers spent outdoors, discovering that «only on a bicycle can you smell the scents of the world».

THE VENETO REGION AS PROTAGONIST OF TWO-WHEELER TOURISM

Once again, ExpoBici 2011 has been a great occasion for the meeting up of the two wheels and the Veneto Region: its beauties, its itineraries devised ad hoc for cyclists, its vast offering of culture and gastronomy. Today was the presentation day of the Green Tour project, created by the Veneto Region's Parks and Forests Project Unit, which finally establishes a connection between the individual Parks – through existing bike paths and waterways - to reach a dual objective: export the quality and beauty of the regional landscape and import the desire for enjoyment of those living in or visiting our Region, even outside the Parks. This project finds in the bicycle a "natural ally". Great success even for the four regional bicycle touring routes, set up by the regional Tourism councillorship to make available to biking enthusiasts a variety of itineraries, information, cultural and gastronomic suggestions, in four itineraries that allow for



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touring far and wide – but in a decidedly slow-paced manner in order to truly savour the beauties of the Veneto. It's been "sold out" at the information desks set up at the exhibition by the Region, a sign of the great interest shown by the visitors.

Even the area devoted to promotion of the territory was stormed by visitors: a great success for the tasting menus where typical products and traditional recipes could be tried, organized by the Padua Chamber of Commerce and the collaboration of the three Associations of the Paduan Agricultural Sector, with its own producers, the Appe, Padua restaurateurs enrolled in the "Saperi e Sapori" ("Know-how and Flavours") project, the Veneto Region's Parks and Forests Project Unit, which brought the individual Veneto Parks to the exhibition, proposing a virtual tour of the regional area to the public. A tour which, over the three exhibition days, was not only illustrated with images, but above all, with flavours of the journey.

AWARDS OF EXCELLENCE WITH THE EXPOBICITECH INNOVATION AWARDS

ExpoBici 2011 likewise hosted the first edition of the Expo - Bicitech Innovation Award. The jury took into consideration the more than 80 products presented, divided into six categories, established the winners, seven, and the eight products, even though not winners, were deemed worth of an honourable mention. Numerous acknowledgements for a production world of able innovators.

The road bike category was won by Ridley with the Noah Fast model, which includes brakes built into the frame, with an innovative system of thin sheets that directs the air away from the spokes, improving aerodynamics. A product studied, trialled and tested in a wind tunnel, and appropriately named "FAST" (Future Aero Speed Technology).

For the mountain bikes the winner was Sarto Telai, which presented the MT29R, a handcrafted frame, made in Italy, a little jewel studied for the new 29' wheels. In the same category, the 8HP FULL merited recognition as "Consideration of the product as a whole" for the Italian FRM Bike Technology.

Among the Urban/E-Bikes the winner was Essegi Compositi, with a high-range bicycle, in carbon, foldable, definitely reserved to demanding clients. Two honourable mentions in this category: Italwin for the "level of innovation", assigned to the line Ducati E -Bikes, and Bellabici for the "quality of design", sought-after and intriguing.



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In the clothing category, it was a tie for Assos and X-Bionic. Assos of Switzerland with the FI 13 Cycling Shorts, the product development and promotion project of which were amazing. The bodysuit Bib Tight Windskin by X-Bionic stood out instead for the quality of its materials and production technique. Three honourable mentions were made in this category: the "level of innovation" went to Lazer Helmets presenting a helmet with two magnets for attaching glasses for greater comfort. Carrera Eyewear was instead awarded for the "technical quality" of its product created in synergy with the historical company Sàfilo. Sidi Sport received the mention for the aesthetically captivating "quality design" of its shoes Ergo Carbon Vernice.

Among components and accessories, victory went to FSA with electronic gear shifters Vision Metron Alloy Shifter, a product studied to provide a more comfortable position for the rider's hands on the gearshifts. This unique design eliminates the cyclist's need to move his/her hands from the extensions, so as to maintain a completely aerodynamic position even when changing gears. In the same category are two mentions, one for the "technical quality" of SLR Monolink Friction Free, the newborn of Selle Italia, and another for the "level of innovation" of Integra of 3T, a system that allows in a single product a cardio-frequency metre, GPS and numerous electronic readings useful for better evaluating one's training programme.

Last but not least, the Lemond Revolution Indoor Bike Trainer, a roller for training comfortably at home, during the winter or on rainy days, greatly appreciated by some judges who had the opportunity to try it personally and appreciate the high technical quality.



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