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MEDIA ADVISORY – FOR IMMEDIATE RELEASE  
**BIKE EXPO NEW YORK BEGINS FRIDAY MAY 3**

**AMERICA’S MOST-ATTENDED CONSUMER BIKE SHOW  
RETURNS TO BASKETBALL CITY IN LOWER MANHATTAN**

**FRIDAY, MAY 3 AND SATURDAY, MAY 4**

EVENT            Bike Expo New York

DATE/TIME      Friday, May 3 (10AM-8PM) and Saturday, May 4 (9AM-6PM)

LOCATION        Pier 36 at Basketball City (299 South Street, Manhattan)

**DETAILS**

Full list of exhibitors and programming: [www.bike.nyc/events/bike-expo-new-york](http://www.bike.nyc/events/bike-expo-new-york)

On the two days prior to the 42nd annual TD Five Boro Bike Tour, more than 60,000 New Yorkers and visitors will attend Bike Expo New York at Basketball City on South Street/Pier 36 on Manhattan’s Lower East Side waterfront. With more than 100 exhibitors, Bike Expo New York is the East Coast’s largest bike industry trade and consumer event, as well as one of the largest cycling events in the United States. Like the TD Five Boro Bike Tour, the Expo is produced by Bike New York, New York City’s leading bike education, event, and advocacy nonprofit.

“This year the Expo will reflect the profound technical innovations that are shaping the bike industry, with major electric-assist bike manufacturers and brands on hand,” said Bike New York President & CEO Ken Podziba. Bosch, the global engineering company, will show off its systems that power e-bikes. AddMotor, Citi Bike, and Priority Bicycles will feature prominently in the Expo with their own electric-assist models.

Bike Expo New York will also spotlight a set of cutting-edge Taiwanese bike manufacturing companies, underscoring the growing global importance of New York as a bike market and Bike Expo New York as an industry event. Taiwan is an international center of bicycle manufacturing

– in the words of Bike New York Chief Operating Officer Andy Gould, it’s “the bike workshop of the world. We’re thrilled to welcome Taiwan Bicycle Association and a dozen of its leading member companies to New York.” Some of the Taiwanese bike producers will add to the e-bike focus of the Expo; others plan to show off high-tech componentry and accessories, such motion-responsive bike lights that act like brake lights on a car.

The largest groups of exhibitors are top cycling apparel and accessory brands, including Manhattan Portage, Primal Wear, Nutcase, Giordana, and Oakley. Cycling travel and tour companies will also be strongly represented, with companies and organizations promoting bike trips and tourism in Taiwan, Portugal, Thailand, Vietnam, Uganda, Rwanda, Quebec, Ontario, California, Kentucky, Georgia, Florida, New England. While meeting with transcontinental touring experts, visitors can browse products and services from companies like Bike Flights and VeloSock that aim to make traveling with bikes much more convenient.

In addition to exhibitor booths, Bike Expo New York 2019 is packed with active programming for casual and serious cyclists alike. A variety of games will be featured in a new activity zone called The Hub; attendees can look forward to stationary bike races hosted by Clif and a challenging slow bike race brought to the Expo by New Belgium Brewing. Expo visitors will find New Belgium’s always-popular beer garden moved indoors and re-cast as the “Fat Tire Mountain Bar,” with both location and service conveniently integrated into the Expo’s exhibits and activities.

#### About Bike New York

Bike New York is a nonprofit organization that promotes and encourages bicycling and bicycle safety through education, advocacy, outreach and events. [www.bike.nyc](http://www.bike.nyc)