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Results from the asia bike from July 26 to 29 in China: 238 exhibitors from 14 countries across 24,000 square meters (2011: 138 exhibitors across 12,000 square meters) - 10,481 trade visitors and 3,751 club and cycling enthusiasts on the public day - 337 journalists report from the exhibition - new dates for 2013

Great results for asia bike 2012

Nanjing, China, and Friedrichshafen, Germany - This year marked the second time that the bicycle trade show asia bike took place in Nanjing. The event is China's first specialized exhibition for sports bikes and luxury bikes, as well as biking apparel and accessories. "Very satisfied exhibitors, high-quality trade visitors - what more could you ask for?" said Knut Jaeger, who organizes Asia Outdoor and asia bike, the two partner exhibitions of Messe Friedrichshafen in China.

At asia bike, manufacturers from 14 countries demonstrated what the world of cycling has to offer for the sports and luxury segments in Asia. In a "show within the show," the sportiest and most expensive bicycles, worth a total of approximately 6 million RMB (or €750,000), were shown in a central location at the exhibition, where they attracted numerous trade visitors and journalists. Among the highlights were bicycles from Tour de France winner Pinarello, as well as BMC, Cervelo, Specialized, Times, Bergamont, Focus and Corratec, along with e-bikes from Smart and the folding König Ludwig bicycle from the Bavarian manufacturer M1 Sporttechnik. A
bicycle from the New Zealand manufacturer Pearson took first place among the exotic specimens at the trade show, with a price tag of approximately 280,000 RMB, or €35,000. However, with a delivery time of one to two years, this degree of customization may not be for everyone.

The forums and workshops at Asia Bike were very well attended, as was the fashion show and the four-hour Bike Endurance Race. The test tracks for road bikes and mountain bikes were also popular attractions.

The first two editions of Asia Bike in 2011 and 2012 took place alongside the Asia Outdoor trade show. This proved to be an interesting concept that inspired numerous outdoor dealers to integrate mountain bikes into their product ranges.

New exhibition dates for 2013:

After consulting with manufacturers and Messe Friedrichshafen, the exhibition organizers decided to schedule the third edition of Asia Bike to take place after Eurobike, from September 19 to 22, 2013, in Nanjing. Further information is available at www.asiabike-show.com.

Exhibitor comments from Asia Bike 2012:

Helen Li, Look: "Asia Bike offers an ideal platform for the industry to present itself in a professional manner. The quality of the trade visitors was excellent. I was also impressed with the amount of effort that the manufacturers put into their exhibition booths."

Bernd Lesch, Haibike Germany: "We were very successful
and were able to win over many new dealers. We'll definitely come back in 2013 with an even bigger booth."

Dennis Chan, Hong Kong (BMC, Cervelo, Times, Yeti, Fox ...): "Asia bike offers exactly what we need to market our high-end bikes in China. In its current form, the trade show has a great future ahead of it."

Masaki Miyaki, Vice President, Shimano: "We're very happy with the positive development of asia bike, and our customers have also voiced their satisfaction."

Ian Hsieh, Corratec: "The quality of the trade visitors was very high. We were also impressed with the exhibitor booths here in Nanjing."

Tony Wu, UCC: "We've been part of the exhibition from the very beginning, and we're glad that so many high-end brands from outside China exhibit here. This is a strong motivator for us Chinese manufacturers. The new exhibition dates in September 2013 are ideal and give us an opportunity to show our new collection."

Sicong Liu, Daimler Smart: "The presentation of our Smart E-Bikes alongside our E-Smart was a very successful demonstration of green mobility."

Maik Geletneky, Bergamont: "I came to Nanjing without any high expectations, and I have to say that I was surprised by the quality of the exhibition. We had only reserved a small booth in the European Pavilion to test out the trade show. We were impressed with the service at the exhibition and the professionalism of the trade visitors."
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In case of further questions please contact our press department. They will be glad to help you.