



FESTIBIKE IS BACK FOR 2019

** The Bicycle Fair returns to its "Festibike" concept with a more leisurely and active format, while keeping its professional character.*

** Las Rozas and its Exhibition Center are presumed to be the ideal backdrop for this renewed Festibike to be held from September 13 to 15, 2019.*

The bicycle world had been waiting for news like this for a while: Festibike is back! After going through several cycles and locations during its Bicycle Fair era, a new "Festibike" returns to the scene with more strength and with a renewed and totally updated concept. The market and the cycling industry are constantly changing and the Fair must adapt to their current and future needs.

In its almost 20 years of life, the Bicycle Fair has shown to be the most important and popular national cycling event after "La Vuelta". In addition to its professional nature, Festibike has always stood out for its wide range of contents and a large program of activities related to the world of cycling.

An offer of sports, leisure and entertainment with many activities and tests such as popular rides, product tests, competitions, exhibitions... aimed towards all fans and users of the bicycle. A formula that has proven to be effective and is now updated to the needs of the sector and of a society in continuous evolution, with innovative and transgressive initiatives, adapting its communication to the current times and giving a dominant role to the digital universe.

The Fairgrounds of Las Rozas and its surroundings are undoubtedly the best location. A town devoted to the sport, with a very active population that has shown great interest in all cycling events that have been organized in Las Rozas. Its Fairgrounds have quality facilities and services with more than 44,000m² of space and a large parking area.

In addition, the Fairground is perfectly connected to the capital and is located next to the Dehesa de Navalcarbón Sports Center, in an area that has a wide range of both restaurants and hotels.

As in the previous editions of Festibike, the event will be entirely organized by Last Lap, working alongside AMBE, Association of Brands and Bicycles of Spain to ensure the success of the Fair.

Festibike 2019 will once again be the meeting point for all fans and users of the bicycle and a great opportunity to get to know all the novelties of the 2020 season in the cycling sector. We hope to see you at Festibike from September 13 to 15, 2019.

For more information please contact Festibike's commercial director, marimar.rozadilla@lastlap.com