

FSA
BIKE
FESTIVAL
RIVA DEL GARDA



**ROCKS
ON FIRE**

02.05. - 05.05.2024

PRESS KIT



PRESS KIT

PLACES TO BE

- **Press Accreditation Office:**
Where you can receive all the information you need, pick up your press pass, and your goodie bag.
Directly near the Expo Area: [Location](#)
Open daily from 9 am to 6 pm, closes Sunday at 12 am
- **Media Corner at Hotel Luise:**
A green room inside Hotel Luise where you can work in a quiet environment, write articles, download videos, and relax.
Open daily from 9 am to 7 pm
- **Garda Trentino booth:**
This is where a bit of everything happens. Here you can work on our rooftop, use the space for interviews and always stay in the "bike festival mood - plus you get to enjoy the festival view from above"
Booth: Garda Trentino
Open daily from 10 am to 5 pm

GET TOGETHER

A moment designed for you, the media, to exchange a few words, get to know each other and enjoy a small aperitivo with good food. Just to kick off the festival in the best way possible and get the feeling of "dolce vita".
Thursday, May 2nd at 12:30 PM [Restaurant Terrace at Hotel Luise](#)

YOUR CONTACT

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"A beautiful photo says more than a thousand words." Here, you'll find fresh shots and videos every day to use: [Images & Videos](#)

If you want to know more: [Press releases](#)
What's new among the exhibitors? Find out [here](#)



1. The festival at a glance

The Bike Festival Riva del Garda is Europe's largest outdoor bike festival, bringing together cycling enthusiasts from around the world for 30 years. With an impressive expo, exciting races ranging from gravel to cross-country to e-mountain biking, and side events for even the youngest bikers, the festival offers an unmatched experience for all who share a passion for cycling. From May 2nd to 5th, the Bike Festival Riva opens its doors for the anniversary, marking the beginning of the bike season at Italy's largest lake. The spacious grounds on the shores of Lake Garda provide the perfect conditions to view, test, and discuss the latest developments in the bike industry. Some of the festival's events also start and end on the premises, including the highlight - the Specialized Marathon with UCI status. Additionally, the region around Riva del Garda offers top-notch hospitality and gastronomy to cater to the tens of thousands of visitors. Find the exhibitor overview and location map here: [Interactive Map](#). Further an overview of the [Food Area](#).

2. Quick peak at the past to understand the present

In 1994, the Bike Festival at Lake Garda was launched by Uli Stanciu and has since become a fixture in the bike industry. Its unbeatable asset is its strategic location on Lake Garda: it boasts a guaranteed mild climate at the beginning of the season and provides the perfect setting for a festival of this magnitude. In addition to the trails and gravel tracks lining Lake Garda, genuine Dolce Vita feeling ensues with prosecco and pizza after successful tours. Learn more about the origins of the idea and the festival's development over the past 30 years in an [interview with Uli Stanciu](#).

1994 The Beginning: The BIKE magazine calls for a class reunion, and everyone comes. A kickoff with unstoppable enthusiasm.

1995 The first marathon: Big sports play a major role early on at the festival in Riva.

2002 Siemens Mobile Lake Jump: What a crazy stunt? Not copied to this day!

2006 Enduro is trending. Specialized brings the thing to the lake. With the Enduro Ride at "Marmite."

2007 The first Open Night: No curfew at the expo on Saturday. Bomb idea!



2008 Bobby Root: The flight shows of the bike stuntman (also in later years) are unmatched.

2010 King of Dirt: Still the fattest dirt spectacle to this day! But that wasn't just in 2010.

2013 Packed with trick power: Danny MacAskill and Tom Öhler thrill the fans.

2014 City Eliminator: Hot sprint in the streets of Riva.

2016 E-MTBs conquer the festival: In 2016 still at the marathon, in 2017 for the first time with their own challenge.

2022 Fabio Wibmer: The action superstar jumps, whirls, and thrills the masses. Autograph queue record!

2023 First gravel event: The trend brings a new facet to the bike festival.

3. Program at a glance

The festival program is getting better and better, with talks, side events, competitions, new exhibitors, test trails and more. We've highlighted a few appointments for you, that you should not miss. The expo is open from Thursday to Saturday from 10:00 a.m. to 7:00 p.m. On Sunday, the expo closes at 4:00 p.m. Also, the [photo exhibition](#) of 30 years Bike Festival takes place each festival day from 10 am to 6 pm. Memorable shots and unforgettable emotions can be experienced at MAG Museum by the [Rocca di Riva del Garda](#). Furthermore, every day of the festival experts of the field will talk on the main stage of the Expo Area about current and new topics like accessibility, industry innovations and bike signalling systems.

[Festival program](#)

[Highlights of the Bike Festival](#)

THURSDAY, May 2nd, 2024

11:00am: Official Opening Bike Festival | Main Stage
Following the Official Opening, there will be an award ceremony for several people who have had an essential role in the success of this event, also at the main stage.

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Those who had the initial insight, those who had the foresight to bet on the world of mountain biking, those who worked passionately and with great professionalism behind the scenes to ensure that every detail was in order – foremost Uli Stanciu.

2:30pm: Bike Festival Award – Ceremony

This year, 4 of the best bikes of the festival will be awarded. In the categories gravel, e-mountain bike, MTB Front, and fully, participants were able to submit their bikes, which were evaluated by an international jury of experts.

5:00pm: Bike Presentation Specialized Epic 8 | Main Stage
Bike presentation of the Epic 8 by Specialized on stage together with Peter Sagan, Christoph Joch (Category Lead MTB), and Robbie Powell from Rock Shox.

FRIDAY, MAY 3RD, 2024

8:30 - 9:30am: Maxxis Gravel Garda Trentino – Start | Parco Miralago
Still a trend or already a solid part of the bike scene? At the Maxxis Gravel Garda Trentino, off-road and drop-bar enthusiasts alike can indulge in two different routes to enjoy the region.

9:00am: Bosch eMTB Challenge supported by Trek – Start | Parco Miralago

Full E-Force ahead! Here, e-mountain bikers compete against each other on various stages, fighting for every hundredth of a second. But it's not just about power alone; technical skills and a sense of orientation are also required.

5:30pm: Specialized Bike Marathon – Introduction of Elite Athletes with special Guest Peter Sagan

The Ronda Extrema lives up to its name and once again earns its UCI status. As a result, several top athletes will participate in the marathon, whom we will be delighted to introduce to you personally.

SATURDAY, MAY 4TH, 2024

7:30am: Specialized Bike Marathon – Start

Start Marathon, one of the most anticipated moments, where over 1200 athletes and pure bike enthusiasts will challenge themselves on the most challenging trails of Garda Trentino in a race that will keep everyone on the edge of their seats.

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6:00 - 10:00pm: **Open Night** (at the Expo grounds)
No Bike Festival is complete without the Open Night, a moment of celebration and festivity for everyone.

From 10:00pm: **Bike Festival Party** | Spiaggia Olivi
On the final evening, we'll pop the corks one last time. Bikes and beers surrounded by towering mountains - there's almost nothing better.

SUNDAY, May 5th, 2024

10:30am - 2:00pm: **Scott Junior Trophy - Start**
The youngest bikers, as well as those who have already gained some racing experience, will start at the Junior Trophy in Parco Miralago. On various distances, the youngsters can showcase their skills and all cross the finish line as winners.

4. Race others, challenge yourself & experience the Bike Festival

Discover all about the exciting races and challenging challenges from Cross-Country to E-MTB that make the festival a unique experience. New this year: Guided Enduro & eMTB tours and a Downhill Experience.

Races & Challenges

Maxxis Gravel Garda Trentino / May 3rd - Start between 8.30-9.30 am
For adventurous gravel bikers and lovers of gravel roads, the [Maxxis Gravel Garda Trentino](#) is a highlight for the start of the season. Participants can look forward to two routes of 65 km and 100 km through the picturesque landscape of Garda Trentino. Of course, regional catering is also provided.

Bosch eMTB Challenge / May 3rd - Start at 9.00 am
A mix of technical uphill, fast downhill, and orientation challenges awaits participants at the [Bosch eMTB Challenge](#). In two categories, "Amateur" and "Advanced," the best time is chased in five or six stages. Good riding skills and a strong sense of direction are prerequisites. The route challenges and impresses at the same time with panoramas and exciting trails.

Specialized Bike Marathon / May 4th - Start at 7.30 am
Excitement and challenge for experienced mountain bikers await at the [Specialized Bike Marathon](#). With the Ronda Extrema, it corresponds to the UCI status and expects some familiar faces at the start.

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The marathon is divided into three routes and age-appropriate groups, starting separately. Hobby riders can freely choose between the three attractive routes and register in the appropriate categories. Participants have the chance not only to master the personal challenge but also to compete with the stars of the scene.

Scott Junior Trophy / May 5th – 10:30 am – 2:00 pm

So that even the youngest cycling enthusiasts from 3 to 14 years old can participate in the Bike Festival, the [Scott Junior Trophy](#) was designed. During the competition on the track in Parco Miralago, all children feel like champions because every participant is a radiant winner. This offers a great opportunity for young cyclists to gain their first racing experience with peers and become part of a vibrant community.

EXPERIENCES

Enduro Experience – Trails over trails! The motto of the Enduro Challenge gives a clear indication of the challenges to be mastered. Various routes in the picturesque Garda Trentino with shuttle rides, fast flow trails, and technical ascents paired with characteristic cuisine await bikers at the various Enduro Experiences. All further information [here](#).

eMTB Enduro Experience – Enduro²! 3 incredible routes to experience the best of the Valle dei Laghi. One by one, with adrenaline-filled descents and breathtaking views, all over spread on a day of pure fun, with the time to enjoy a beer with friends! The start for all three laps is always from the Bar Lido 2.0 of Terlago, with exciting climbs and descents through mountains and suggestive trails. All further information [here](#).

eMTB Adventure – Experience eMTB power! Guided tours on powerful eMTBs can take eBike enthusiasts on various rides around Riva del Garda. Varied routes lead to viewpoints and culinary venues offering plenty of refreshments. Partially, 2 batteries are required! All further information [here](#).

Dolomiti Paganella Downhill Experience – Pure adrenaline! 24 trails for all levels that leave nothing to be desired. In the bike area with the longest season in the Alps, participants have the choice between two zones with different difficulty levels. All further information [here](#).



5. What's new this year?

New Organizer

For the 30th anniversary, a new organizer is taking over the FSA Bike Festival Riva del Garda: Garda Dolomiti Azienda per il Turismo S.p.A. But that's not all! The festival got a new look, new logo and the new motto: Rocks on fire. The new style and slogan symbolize the features of the region and connect through the reflection of the bike festival's surroundings. With the new organizer, inclusive and sustainable topics are brought more into focus.

These include, among other things, the area for barrier-free biking and barrier-free access to make the festival accessible to everyone. In addition, the new organizer implements various actions and measures for a sustainable festival. Concrete points include the use of electric cars, the introduction of a waste separation system at the festival site, 100% clean energy, regional cuisine, and free water for everyone.

Bike Festival Award

In addition to the inclusive and sustainable measures, the FSA Bike Festival Riva del Garda also introduces its own [award](#). Eight specialists from the bike industry have extensively discussed the nominated bikes – the winners of the four categories (eMTB, Hardtail, Fully and Gravel) will be awarded on Thursday, May 2nd, on the main stage at 2.30 pm.

Bike Festival Revival

Experience unforgettable moments, captured by breathtaking shots. Join us as we celebrate the 30th anniversary of the Bike Festival amidst the stunning backdrop of Rocca di Riva del Garda. Step into the past, present, and future of the Bike Festival through captivating imagery that tells the timeless stories.

Thursday until Sunday 10:00 a.m. – 06:00 p.m

Admission is free with an [Expo ticket](#)!

Accessibility

To facilitate movement within the large Expo grounds, there are connecting bridges, pathways, and parking lots that are accessible to all. The Bike Festival Riva del Garda is the first event in Trentino to receive ACS certification - [OPEN MARK CERTIFICATION](#)! This certification, awarded by the Autonomous Province of Trento, guarantees the comprehensive accessibility of the event. In addition, in collaboration with Remoove and other associations, there will be a dedicated area on the Expo grounds for innovative bicycles for people with disabilities.

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Expert Talks

Current topics and bike-specific content are discussed and elaborated on at the expert talks on the main stage at the festival site. Among the current market developments and trends the topics will include accessibility, new industry innovations and bike signalling systems. The experts from well-known brands will be discussing the topics with athletes and moderators of the bike festival. But that's not all! Find an overview of the various topics here: [Expert-talks](#)

Test Trails

One of the core elements of the festival – testing the new bikes – is made much easier and clearer this year. In addition to the classic trails at Lake Garda, there are two clearly marked trails dedicated solely to this purpose. In addition to the two trails at Monte Brione and towards Tenno, there is also a test trail on the festival grounds at Parco Miralago with various obstacles for the first time. The test trail includes natural obstacles usually found on mountain bike trails: rocks, roots, boulders, pumps, parabolics, sharp turns, balance, teeter - totter and much more! All information about the test trails can be found [here](#).

Kids Area

In collaboration with the Italian Cycling Federation and federal instructors, a kids' area will be created entirely dedicated to the little ones, with the opportunity to try push bikes for children on a specially designed trail just for them. In addition to this, there will be many kids' games but also, why not, adult-friendly ones.

Bikeflip

This year marks the first collaboration with Bikeflip, allowing visitors to securely store their brought bikes. For this purpose, visitors will have access to a free parking space in Parco dell'Ora from Thursday to Saturday from 10 am to 5 pm, and on Sunday from 10 am to 4 pm. Additionally, used bicycles can be independently offered for sale at the festival through the provider Bikeflip. All information available [here](#).

6. Sustainability at it's best

With new measures and some ecological actions, the organizers are advancing the festival in terms of sustainability. Throughout the festival grounds, there are free water dispensers to combine wellness and sustainability. Every visitor gets a sturdy, recycled plastic cup while entering the festival, to ensure everyone is supplied with fresh and sufficient water. Additionally, the festival emphasizes regional cuisine with a big diversity – for vegetarians and those with dietary restrictions. Further the organizers have implemented a waste separation system with a focus on recycling on-site. The electricity used to power the festival grounds is produced regionally and sustainably by hydropower plants, also powering the festival's fleet of electric vehicles. Trentino is one of the leading regions in Italy producing sustainable energy.

In addition to the sustainable initiatives at the FSA Bike Festival Riva del Garda this year, the event also presents a sustainable range of fashion products, manufactured in Italy, to commemorate the festival.

These include items such as organic cotton T-shirts, various socks made from recycled yarn, and shorts crafted from sustainable fabrics, all contributing to the promotion of extensive sustainability. More information can be found here: [Sustainability](#)

7. Most famous Athletes at the starting line

The FSA Bike Festival Riva del Garda is known for its challenging races and various athletes at the front row at the Specialized Bike Marathon. In this iconic race, besides endurance, refined technical skills both uphill and downhill are essential. The route spans 82.77 km and boasts a challenging 3,434 meters of elevation gain. It's no wonder the Specialized Bike Marathon has earned UCI status, attracting even more stars and professional riders to the scene.

This year's collaboration with Specialized brings a very special rider to the marathon: Peter Sagan. He's a multiple winner of the Road World Championships and has claimed the points classification victory at the Tour de France seven times. This year, he'll be entering mountain bike races with Specialized and is certainly one of the favourites due to his career achievements.

At the Specialized Bike Marathon, among others, last year's winner and seven-time Colombian champion Leo Hector Leonardo Paez, Urs Huber, one of the team winners of the BIKE Transalp 2023 and five-time Swiss Marathon champion, and the four-time Austrian and two-time Marathon World Cup winner Alban Lakata will be competing.

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Also joining them at the starting line will be Andreas Seewald, three-time German champion, and Daniel Geismayr, five-time Austrian champion. In the women's category, multiple German champion and winner of the 2023 Riva Marathon Adelheid Morath, double European champion Sandra Mai Rhofer, and Swiss marathon mountain biker Janina Wüst, who is well prepared with three first places in 2024, will be participating in the Specialized Bike Marathon. Other notable athletes include Sascha Weber, Fabian Rabensteiner, Gioele Decosmo, Diego Rosa, Jacob Dorigoni, Nicolas Samparisi, Chiara Burato, Constanza Fasolis, and Valentina Picca. All professional participants will be introduced on the Main Stage Friday afternoon.

8. 5 Tours you should know in Garda Trentino

Immerse yourself in the breathtaking landscape of Garda Trentino and discover the five most beautiful bike tours the region has to offer. From gravel to e-mountain bike, the region offers some well-known but also new routes.

MOUNTAINBIKE

Laghel Trail - Tour: Short but challenging

A stunning MTB tour at Lake Garda that offers not only spectacular views and sunny south-facing slopes but also leads through picturesque olive groves. The starting point next to the old town leads up to the Arboreto di Arco, an enchanting tree garden. Along varied gravel and concrete paths along the southern slopes, the route goes to San Giovanni al Monte. Shortly after Padaro, the exciting trail down to Laghel begins - steep, gravelly, and definitely a challenge. The final descent into the Valle del Sarca, past the historic Ponte Romano at Ceniga, promises pure cycling pleasure. The Laghel Trail offers not only scenic diversity but also a perfect mix of challenging trails and relaxed cycling along the idyllic backdrop of Lake Garda. More details [here](#).

E-MOUNTAINBIKE

Monte Casale Trail: Panoramic route above Lake Garda

Long circular tour with all the attributes that make the biker's heart beat faster - along the ridge of Monte Casale with panoramic views and through the quiet Val Lomasona. The tour starts from Ponte Arche via the villages of Godenzo and Comano with a very long ascent towards Monte Casale. Most of it is done on the gravel road through the forest, the last part over alpine meadows directly to the summit. The view is magnificent: you can see out to Lake Garda, directly down to Lake Cavedine and the bizarre landscape of the Marocche, on the other side, looks up into the high mountains of the Brenta group.

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Partly on forest roads, partly on trails, a long rapid descent is rewarded before the route in the area of Sella di Calino (plan a detour to Rifugio di San Pietro!) offers a short ascent. The route, scenically magnificent, leads through Val Lomasona and finally via a short trail back to the starting point in Ponte Arche. The details are available [here](#).

Rifugio Pernici Trail Tour: Route 732

A classic tour of Garda Trentino: a satisfying ascent for the fit and well within the capacity of the battery of current e-bikes. This route is an old style all mountain trail. The elevation gain is close to 1700 metres, with some of the climbs being pretty tough. Along the almost 40 km of trail, the scenery changes often and is definitely breathtaking. The terrain is rocky, very rough and quite steep; for anyone who is not at their ease in this kind of terrain it could turn out to be a bad choice. The final part, on cement, has a gradient of more than 20% with a view over Riva and the upper lake that is simply impossible to describe. The details are available [here](#).

GRAVEL

Valle dei Laghi: The perfect Gravel Tour

This unique journey starts at the Santa Massenza hydroelectric power plant. The picturesque route passes by Lake Toblino, Sarche, Lake Cavedine, Madruzzo, and Lake Santa Massenza. Along the way, you can admire the beauty of two impressive castles: Castel Toblino, perched on a peninsula in the lake of the same name, and Castel Madruzzo towering above the village. It is also possible to visit some of the wineries along the way and taste the excellent regional wines, including the famous Vino Santo. [All details](#) about this tour are available.

ROAD

Monte Velo: The name says it all

A short, but intense tour, for climbers. Mount Velo, stunningly beautiful but exceptionally tough, is one of the most popular climbs with the cyclists of the Garda Trentino area. Included in the "Great climbs of Trentino", Mount Velo is a must for all cycling enthusiasts, especially the gradient-mad. It stretches for almost 13 kilometres, mostly in the shade, to reach the Santa Barbara Pass at an altitude of 1170 metres. Among the other routes you'll find another two versions, both tougher: one that maps out the return through the Lagarina Valley, and the other that adds on the climb to Mount Bondone. All further information can be found [here](#).

9. Bike Destination Northern Lake Garda - Additional Information

The gem of Northern Lake Garda presents new gravel and mountain bike routes, allowing outdoor enthusiasts to explore the region even more intensely. With over 60 cycling routes totaling nearly 2000 km, bike enthusiasts can immerse themselves in the nature and culture of Garda Trentino. Because traveling on two wheels brings you closer to the land and its people. Further information on the bike routes, as well as a list of outdoor specialists offering services such as repairs, bicycle sales and accessories, and shuttle services, can be found on the [website](#). For mountain bikers, the best routes, accommodation tips, and much more information are also available on the Garda Trentino [website](#).

NEW Bike orientation concept

The ITRS system informs cyclists about the necessary skills required to navigate various trails and routes. Four aspects are considered: technical difficulty, exposure, wilderness factor, and fitness level. Each aspect is expressed through a simple and intuitive color code. The ITRS symbol can be found on informational material and signage along the routes – still work in progress – and trails, providing an overview of the routes at each waypoint.

Garda Rangers

The Garda Rangers are the operational arm of the Garda Trentino Outdoor Park. A team of professionals who are out in the region daily, monitoring the condition of the facilities and taking necessary measures as needed. Hiking trails, via ferratas, rock walls, and mountain bike trails are always well maintained. This ensures that visitors to our region can engage in their preferred sports activities freely and safely. Every single route in Garda Trentino is checked, maintained, and prepared. To ensure no path is forgotten, the Garda Rangers record all their inspections and provide weekly reports to the tourism board.



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Route Status

To avoid finding oneself in front of a closed trail after embarking on a journey in vain, the Garda Trentino region has introduced a system similar to that of many ski resorts. On the [website](#), cyclists can familiarize themselves with the details and difficulty levels of the routes before setting out and check if they are open. Not only cyclists find useful information there, but also hikers and climbers can stay up to date on the condition of the region's paths, routes, and trails on a daily basis.

BE part of IT!