



The Bike Festival Riva del Garda 2025 Kicks Off with Exhibitors Highlights

Riva del Garda, March 20, 2025

Taking place from May 1 to 4, 2025, the 31st FSA Bike Festival Riva del Garda is a classic season opener. It's a hotspot for tens of thousands of bike fans, but it's also a platform for exhibitors and brands to network, help shape the future of the industry and showcase innovations. The day prior to the festival's opening is entirely dedicated to brands with the Bike Festival Future Summit and the Exhibitors Evening. On May 1, the best bikes of the season will be honored at the Bike Festival Awards – another important event for manufacturers.

Artificial intelligence in cycling will be a major topic at the Bike Festival Future Summit Premiere, which focuses on the future of the bike industry. An exclusive roundtable discussion will take place for the first time on April 30 at 4 p.m. at the Hotel Du Lac. Experts will discuss future-oriented topics – How is AI changing the bike world? In which areas can AI be used in the bike industry? Where can it improve the user experience?

The discussion will be moderated by **Petra Bintl**, a moderator and journalist with expertise in sports and artificial intelligence. Four guests will participate:

- **Claudius Zick**: former Amazon manager and AI expert
- **Hannes Neupert**: mobility expert and eBike pioneer, chairman of ExtraEnergy e.V., working in electric bike market development and testing since 1982
- **Ciro Malacarne**: mechatronics engineer at ProM Facility with a focus on additive manufacturing. He works with sailor and Olympic champion Ruggero Tita on the development of high-performance components for performance sailboats
- **Andrea Ziliani**: YouTuber, content creator and bike tester

Those four speakers will bring different perspectives and insights from other industries, but they do have one thing in common – they all share a passion for the bike world. The discussion will be followed by a Q&A session for the speakers to answer questions from exhibitors and explore those topics further.

In keeping with this roundtable discussion, the Expo Area of the Bike Festival Riva del Garda will showcase not only the winners of the Bike Festival Awards, but also groundbreaking prototypes from universities, startups, and research laboratories. Come here today to discover tomorrow's innovations!

Exhibitors Evening: Relax with Culinary Delights at the Bastione

The **Exhibitors Evening** will continue on April 30 at 7 p.m. – the perfect opportunity to connect with other bike brands and professionals, enjoy the finest specialties from Garda Trentino and relax in the Bastione setting high above Riva, with a view of Lake Garda, before the festival kicks off the next day.

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Exhibitors can reach the Bastione on foot, by bike or by taking the panoramic elevator. The experience will begin at the valley station with an aperitif of Erdinger Weissbier. Culinary delights from world-renowned local restaurants will await at the Bastione, with a special treat for the exhibitors who will be able to take home a surprise from Garda Trentino.

Bike Festival Awards: Three Prize Categories and A Special Award

The Bike Festival Awards will honor the best bikes on the market for the second time. These coveted prizes will be awarded in the MTB Full Suspension, E-MTB Full Suspension and Gravel categories. There will also be a special prize for the bike with the most innovative feature.

The jury will consist of the following members:

- **Uli Stanciu**, founder of the Bike Festival and former editor of BIKE magazine
- **Hannes Neupert**, mobility expert and eBike pioneer
- **Michael Rieder**, technical director of KISKA
- **Andrea Ziliani**, YouTuber, content creator, and bike tester
- **Marco Menin**, communication expert
- **Giampaolo Allocco**, industrial designer for sports

The judges will extensively test the bikes from April 28 to 30 in Riva del Garda before the winners are announced on May 1 at 2:00 p.m. on the Main Stage of the Expo Area. The jury will consider the criteria of technological innovation, overall technological features, external appearance and design when selecting the winners. Communication strategy also plays a small role.

The award-winning bikes will be displayed in a prominent spot at the entrance to the Expo Area, where the public will be able to see them.

More information here: www.bikefestivalriva.com