

# BIKE

## FESTIVAL

RIVA DEL GARDA

## It doesn't get any bigger! The FSA Bike Festival Riva del Garda

Europe's largest bike fair in the open air not only attracts tens of thousands of bicycle enthusiasts, but also the top brands in the industry. They all come to Lake Garda on the first weekend in May to share their passion for bicycles. At the heart of the Bike Festival, on the expo area, over 200 exhibitors will present the latest products and innovations in the bicycle industry (Exhibitor Overview). To find their way around and discover all the highlights of the festival, visitors have access to an interactive map.

### Why come to the FSA Bike Festival Riva del Garda?

#### Local Food, Test Trails & More

In addition to the latest innovations from the world of cycling, numerous stands and a variety of culinary delights await in the food area, reflecting the local cuisine and pampering the taste buds in the spirit of Dolce Vita. In Parco Miralago, a special highlight awaits: the new test trail at the expo. Here, visitors have the opportunity to test the latest bicycles directly on the premises and convince themselves of their performance in different sections with rock gardens or even small jumps. The youngest participants can let off steam in the kids' area and gain their first experiences on the bicycle. Right next to the expo area is the finish line of the Specialized Bike Marathon, offering participants a spectacular finish experience and providing spectators with exciting showdowns with international top athletes. Interested individuals can still register to participate in the Specialized Bike Marathon.

#### Exciting Events & Specials

In addition to stunt shows, the festival's diverse program also includes side events such as yoga for bikers and test rides with used bikes together with Bike Flip. With this offer, you can purchase the tested bikes directly afterwards. Those who want to remember the eventful days at Lake Garda for as long as possible should pay a visit to the Bike Festival Shop, which offers a wide range of merchandise items and souvenirs.

#### Big Sponsors & new Award

The FSA Bike Festival Riva del Garda thrives on its multitude of partners who contribute to making the event a great success for all involved. This year, FSA is once again the title sponsor, with Bosch, Specialized, Prologo, and Scott represented as main sponsors. Additionally, Trentino, Maxxis, Erdinger, and Iriti support the festival with co-sponsorship. All brands present their latest and best products with their own booths on the expo grounds.

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This year, the Bike Festival Award will be presented for the first time, honoring the best bikes in the categories of hardtail, all-mountain, e-mountain bike, and gravel. The festive award ceremony for the four winners will take place on Thursday on the main stage.

Further information, the festival program and registration for side events are available on the official website of the FSA Bike Festival Riva del Garda:  
[www.bikefestivalriva.com](http://www.bikefestivalriva.com).




### About the Bike Festival Riva del Garda

Next year marks the 30th edition of the BIKE FESTIVAL RIVA DEL GARDA. The anniversary edition from May 2 to May 5, 2024, brings a host of novelties. In addition to the proven EXPO Area with numerous exhibitors and testing opportunities, the side events will captivate both professional and hobby cyclists. While there have been organizational changes for the anniversary, the proven elements will be continued. In the future, the local tourism association Garda Trentino will take on the role of the organizer. The sports marketing and event agency YUNIQUE from Hamburg has also been confirmed for event production and marketing.

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