

e-bike Challenge

Minneapolis

2,757
visitors

24+
brands

86%
are 40+ years

82%
are highly educated

B+
overall score

Minneapolis Convention Center
Sa 28th & Su 29th March 2020



\$ 2,587
average
buying value

60%
make a buying decision
at the event

73%
do not have an
e-bike yet

63%
are planning to buy an
e-bike within the next year

buying
motive:

74% recreational	38% commuting	44% functional
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4,200
test rides