

e-bike Challenge

16,605
visitors

36
brands

79%
are over 50

65%
are highly educated

8.3
Overall score

Flanders Expo Ghent
Sat 19th & Sun 20th February 2022

an event of

hicle



PHOTO'S YEL RATAJCAK

€ 3,201.-
average
buying value

62%
make buying decision
at the event

66%
do not have an
e-bike yet

76%
buying interest within
the next year

buying
motive:

69%
recreational

48%
commuting

28%
functional

3
test tracks
e-bikes, speed pedelecs, e-MTBs

1.1 km
total length

13,997
test rides

8.0
evaluation score
test tracks