

# Factsheet 2023



**15,266** visitors  
**20** brands  
**57 years** average age

## e-bikes

**3,268 euro** average buying value  
**52%** make buying decision *at* the event  
**63%** do not have an e-bike yet  
**70%** buying interest within the next year

## buying motive

**78%** recreational  
**52%** commuting  
**37%** functional

## test tracks

**2** e-bikes & speed pedelecs  
**1.1 km** total length  
**11,416** test rides  
**8.0** score test tracks

overall score **8.0**



YELIRATAJ CZAK

hicle

NEXT EDITION

Sat 2 & Sun 3 March 2024  
**Flanders Expo in Ghent**

[Hicle-events.com](https://hicle-events.com)