

e-bike Challenge

Minneapolis

2,757
visitors

24+
brands

86%
is 40+ years

82%
are highly educated

B+
overall score

Minneapolis Convention Center
Sat 27th & Sun 28th March 2021



73%
do not have an
e-bike yet

63%
is planning to
buy an e-bike

buying
motive:

74%
recreational

38%
commuting

44%
functional

4,200
test rides