

**19,471**  
visitors

**70+**  
brands

**7.8**  
Overall  
evaluation of  
the visit

# E-BIKE XPERIENCE

Facts '20

## The Fair

**3H36**  
average  
visit duration

**64%**  
rates the visit  
with 8+

**33%**  
visited the Fair for  
the first time

## Test track

**8.5**  
test judgment  
& test track

**66%**  
of testers say:  
impact on e-bike purchase

## Main reason for visiting

**1**  
testing  
of e-bikes

**2**  
orientation on  
purchase e-bike

**3**  
obtain information

## Offer

**7.9**  
appreciation  
brand offer

**7.9**  
appreciation demonstrations  
& presentations