

NEC Birmingham  
21-24 September 2017  
21 Trade & Press only

# Welcome

First off we'd like to say a big thank you for coming along to this year's Cycle Show. The first incarnation of the show was held way back in 2001 at the Business Design Centre in Islington and it's come a very long way since then. It's the UK's biggest cycling show with over 270 stands in situ this year and we're also pleased to be able to tell you that the show's most illustrious line up of riders will be appearing at the NEC.

We're very happy to announce that Jason Kenny CBE will make his first trip to the Cycle Show to open the proceedings on Friday. No doubt he'll be sharing his first experiences of fatherhood and also very happy to answer everyone's questions about those incredible Olympic successes in Rio. Joining Jason at the NEC Birmingham is the man known as the Shark, Italy's Vincenzo Nibali, considered one of the strongest stage riders of the modern era with a Tour de France, Vuelta and two Giro wins under his belt. He'll be opening the show on Saturday and appearing on the FSA stand during the day. Then on Sunday it's the turn of arguably the most iconic figure in cycling – none other than Tour de France record-holder Eddy Merckx. This is actually Eddie's second appearance at the Cycle Show, but it's been a ten year gap since the last time so it'll be a rare chance to see the biggest legend of the sport in the flesh. Eddie will be appearing on the Wattbike stage for a chat with Ned Boulting, but if you miss him there then make sure you stop by the FAEMA stand where he may well be enjoying a coffee or two.

Joining them are seven-time Paris-Nice champion Sean Kelly, Britain's best-ever time triallist Alex Dowsett, as well as former MTB downhill World Champion Tracy Moseley and reigning Olympic champion Joanna Rowsell-Shand.

If you're in the city for the first-ever VeloBirmingham then we hope you really enjoy the 100 mile ride through the beautiful countryside of Staffordshire and Worcestershire. We've put on the first Pirelli Super Crit on Saturday to add some extra entertainment for all the sportive riders joining us at the show, so get yourself ready for an afternoon of fast and furious racing with some of the UK's top elite men and women.

Thanks again to everyone who has supported this year's Cycle Show and we hope you enjoy your visit.

The Cycle Show Team



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## ORGANISED BY:

Upper Street Events Ltd,  
58 White Lion Street, London,  
N1 9PP | 0207 288 6733  
upperstreetevents.co.uk



## THE CYCLE SHOW TEAM

**Portfolio Director:** Chris Holman  
**Creative Director:** Mick Bennett  
**Event Director:** Stephen Morgan  
**Marketing Manager:** Samantha Pearce  
**Senior Marketing Executive:** Sophie Maxey  
**Event Consultant:** Amar Mamtara  
**Operation Manager:** Judi Faithfull  
**Operation Executive:** Charlotte Kenny

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**Publishing Director:** Jon Fellows  
**Operations Director:** Andrew Stevens  
**Head of Production:** Charles Dragazis  
**Art & Design:** Sean Roper, Dale Pratley  
**Project Manager:** Malcolm Anderson  
**Commercial Manager:** Stephen Chambers

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