



Melbourne's only Bike Show, Ausbike, will be opening its doors this year to the general cycling public for the first time on Saturday, August 21.

Melbourne Showgrounds is the home to the show which has already signed in excess of 100 exhibitors and will feature BMX and MTB events utilizing the Showground's unique layout.

This year is the first time the show, which was established as a trade-only show has expanded to include a public day.

Ausbike's CEO, Simon Head said, "The show is designed to portray the wide range, the bicycle industry has to offer.

"But there are also plenty of activities for visitors to look at and in some cases participate in as Ausbike 2010 has expanded due to the rapid sell out of the Exhibition Pavilion.

"The bicycle expo has now got a massive marketplace where

- Retailers can sell directly to the consumers on August 21st- The public opening day
- Top brands can have their staff and demo bikes on hand on the demo tracks to trial bikes outside
- Visitors can get first hand instruction on the mtb demo track from Australia's top cycling athletes like the TORQ team
- Witness demonstrations of Cycle Speedway racing –spectacular fast and furious bike racing
- A Slow Movement race - The latest Dutch trend evolving in Europe organised by Raido
- Have fun on the Urban mountain bike track- test the latest in tyre technology
- Kids have fun on all the new Balance bikes and the new "Ezy-roller" (toy of the year in the US).
- Watch some of the worlds best unicyclists doing trials and street unicycling."

He added that "If you have the time and energy check out the indoor theatre and seminar program."

Ausbike 2010's public day on Saturday, August 21 is open from 10am to 5pm

