**Press Release**

*FOR IMMEDIATE RELEASE*

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**Verbier E-Bike Festival Evolves into the Verbier Bike Festival***A New Chapter of the Festival Awaits: All Bike Categories, Beloved Traditions, and Expanded Opportunities with Leading Industry Brands*

* **Europe’s Premier E-Bike Festival Expands to Include All Bike Categories**
* **Signature Activities to Stay, Including the Rando Gourmande and Parcours Découverte**
* **Enhanced Engagement with Leading Brands and a Broader Range of Bikes to Test**

**Verbier, SWITZERLAND – December 3, 2024** – Launched in 2019, the **Verbier E-Bike Festival (VEBF)** quickly became Europe’s top destination for e-bike enthusiasts, drawing participants from around the globe to its scenic trails and innovative bike-testing opportunities. Now, the event is evolving into the **Verbier Bike Festival**, embracing all cycling disciplines while preserving the traditions, family-friendly atmosphere, and vibrant après-bike experiences that have made it so special.

**All Bike Categories, One Incredible Festival**

The **Verbier Bike Festival** welcomes cyclists of all disciplines, showcasing a comprehensive selection of bikes to suit every rider, including:

* **Mountain and E-Mountain Bike**
* **Cross Country Mountain Bike**
* **Enduro and E-Enduro**
* **Downhill**
* **Gravel and E-Gravel**
* **Road and E-Road**
* **City and E-City**
* **Cargo and E-Cargo**

Participants will have access to an expanded **Bike Test** experience, offering a larger variety of models from leading industry brands. Whether you’re a seasoned rider looking for performance or a beginner seeking adventure, this is the ideal opportunity to find the perfect bike and explore the latest innovations.

**Beloved Traditions and New Adventures**

While the festival grows to include all cycling categories, its most loved activities remain unchanged:

* The **Rando Gourmande**, a unique blend of gourmet dining and scenic cycling through Verbier’s stunning trails.
* The **Parcours Découverte**, offering a selection of breathtaking day tours tailored for all skill levels.
* A lively **event village**, featuring après-bike fun, family-friendly activities, and opportunities to connect with the vibrant biking community.

With trails and activities designed to suit all abilities, the festival invites participants of every skill level and physical condition to embark on an unforgettable adventure amidst the stunning landscapes of Val de Bagnes.

**Why the Change?**

The evolution into the Verbier Bike Festival reflects its commitment to becoming a more inclusive and engaging event:

1. **Welcome a Broader Audience:** By including all biking disciplines, the festival becomes a true hub for cyclists of all interests and skill levels.
2. **Attract Leading Brands:** More brands mean more opportunities for participants to test and discover the latest cycling products.
3. **Celebrate the Biking Community:** Building connections among riders, experts, and industry leaders enhances the event’s vibrancy and appeal.

*“The Verbier Bike Festival is the next step in our mission to create a truly inclusive and world-class cycling event. This evolution brings together all bike disciplines, an unmatched selection of brands, and the traditions that riders love, all set against the stunning backdrop and best playground of Verbier, Val de Bagnes. It’s a celebration of innovation, adventure, and the incredible community that cycling fosters.”*

* **Nicolas Hale-Woods, VEBF Founder**

**Join Our Industry Webinar**

As part of the preparations for the 2025 edition, we are organizing a **webinar for brands and media representatives**. This session will provide an opportunity to hear directly from the organizing team about the latest updates, festival news, and exhibitor opportunities. It will also feature a live Q&A segment, where participants can ask questions and gain detailed insights about the upcoming event.

📅 **Webinar Date:** December 12, 2024
🕒 **Time:** 2 PM CET
📍 **How to Join:** [Join Here](https://zoom.us/j/92200406704?pwd=GK7XeXeOaqaS5m2URICuZyY8vCSSPR.1)

This interactive session is the perfect moment for industry professionals and media to connect with the organizers and learn how they can be part of the 2025 Verbier Bike Festival.

**Save the Date**

The **Verbier Bike Festival** returns on **August 14-17, 2025**. Save the date and prepare for four unforgettable days of exploration, adventure, and connection.

Visit [www.verbierebikefestival.com](http://www.verbierebikefestival.com/) for program details, registration, and updates. Follow us on social media for the latest announcements and event highlights.

**About Verbier Bike Festival**

The Verbier Bike Festival, formerly known as the Verbier E-Bike Festival, is a premier cycling event hosted in Verbier, Switzerland. Since 2019, the festival has celebrated the joy of e-biking, connecting riders through exploration and innovation. Now embracing all biking disciplines, it offers an expanded bike-testing program, family-friendly activities, and an inclusive atmosphere for cyclists of all levels.

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