



## New look for a pure bike feeling - Bike Festival Riva del Garda celebrates big 30<sup>th</sup> anniversary

The Bike Festival in Riva del Garda is one of the biggest bike events in Europe and regularly sets the tone in the industry. The DMO of Garda Trentino will be the new host and organizer of the event. The aim is to build the festival as an independent brand and to set an example in the industry with a unique image and a creative communication concept.

Riva del Garda / Munich, September 2023 - Fresh wind with a new logo. The new corporate design is dynamic, powerful, and self-confident. The central visual theme is a camouflage grid that symbolizes the closeness to nature and at the same time has a modern technical character. The lively yet powerful design of the new logo is reminiscent of rugged rocks and mountain silhouettes. With the new direction, the Bike Festival will once again become a mecca for all bike lovers from May 2 to 5, 2024.

There is good news for all Expo enthusiasts: the Bike Festival Riva del Garda will present an even larger Expo Area in 2024 and mark the start of the season for the entire bicycle industry. On the grounds, the numerous exhibitors will present their latest products and technologies to the international audience. As usual, there will be plenty of opportunities to discover and directly test the latest innovations and novelties of the industry - and as before, completely free of charge! Registration for exhibitors will be open from mid-October.



Sporting challenges will also not be neglected at the 30th Bike Festival in Riva del Garda. The Bike Festival will host various races and participant events, including the UCI Bike Marathon with HC C1 classification and gravel rides. For these competitions and pleasure rides, the breathtaking Lake Garda region offers ideal conditions with varied terrain and spectacular landscapes. Participants in the UCI Bike Marathon, with the appropriate license, can earn valuable UCI points and compete with the best in the world. From mid-November, sports and competition enthusiasts will have the opportunity to register for the races.

"For our anniversary, we offer our visitors and participants a unique and unforgettable experience. We are looking forward to the anniversary edition of the Bike Festival and to sharing the passion for cycling with the world", Oskar Schwazer, General Manager of Garda Dolomiti S.p.A. is looking forward to the Bike Festival Riva del Garda.

**PRESS**  
**BIKE FESTIVAL**  
**RIVA DEL GARDA**  
press@bikefestivalriva.com

**PR & MEDIA ITALY**  
LDL Cometa  
Tel. 0039 3757 750 032  
luca.vallati@ldlcometa.it

**PR & MEDIA INTERNATIONAL**  
crystal communications  
Tel. 0049 175 275 3410  
bikefestivalriva@crystal-communications.de

 bikefestivalriva  
 bikefestivalriva  
 bikefestivalriva  
bikefestivalriva.com

# BIKE

## FESTIVAL

RIVA DEL GARDA


With use of this [Link](#) you can already dive into the new look and atmosphere of the Bike Festival 2024 today and enjoy pure bike feeling.

All further information about the Bike Festival Riva del Garda can be found on the new website at [www.bikefestivalriva.com](http://www.bikefestivalriva.com).

**PRESS**  
**BIKE FESTIVAL**  
**RIVA DEL GARDA**  
[press@bikefestivalriva.com](mailto:press@bikefestivalriva.com)

**PR & MEDIA ITALY**  
LDL Cometa  
Tel. 0039 3757 750 032  
[luca.vallati@ldlcometa.it](mailto:luca.vallati@ldlcometa.it)

**PR & MEDIA INTERNATIONAL**  
crystal communications  
Tel. 0049 175 275 3410  
[bikefestivalriva@crystal-communications.de](mailto:bikefestivalriva@crystal-communications.de)

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[bikefestivalriva.com](http://bikefestivalriva.com)