



Grand Opening of the FSA Bike Festival Riva del Garda

Today, May 2nd, 2024, marked the solemn inauguration of the 30th edition of the FSA Bike Festival Riva del Garda. On the main stage of the festival grounds, the organizers and initiators gathered to cut the symbolic ribbon for the official opening. Amidst the applause of the audience and under scattered clouds, founder Uli Stanciu and other members of the crew from the first and current Bike Festivals were honored for their longstanding dedication.

"It brings me great joy to see this diverse picture of the festival even 30 years later. Our goal back then was to offer people experiences they wouldn't have in their daily lives. And we continue to do so successfully. The bikes, the VIPs, the region, and the competitions together create a mix that simply works wonderfully," said Uli Stanciu, the father of the Bike Festival at Lake Garda.

Oskar Schwazer, CEO of Garda Trentino Marketing, also looks forward enthusiastically to the days ahead: "In 1994, we celebrated the German season opening for mountain bikers here in Riva del Garda, today we are very international. Visitors, exhibitors, and journalists are increasingly coming from all over the European continent. Thanks to the new structure in the organization, we are able to further develop the festival and make it a bike festival for everyone. However, the focus remains on the German-speaking markets, in keeping with tradition."

Tim Ramms, CEO of Delius Klasing Verlag, is particularly excited about engaging with the visitors and the exciting competitions, adding: "It is a great honor for us to be back at the Bike Festival with the Bike Magazine."

Some exhibitors organized rides on the first day of the festival despite the mixed weather. Among them, Scott with ambassadors Holger Meyer and Wolfgang Eysholdt, Specialized with Claudia Wolf, and Roman Beckord from Bucketride offered visitors the opportunity to test the latest bikes directly on the trails around Riva del Garda. Additionally, registration for the side events was in full swing, with some races and challenges already fully booked by noon.

On Friday, the second day of the festival, the four winning bikes of the new Bike Festival Awards will be announced at 3 p.m. on the main stage. In addition to the classic bike tests, there will also be a ride-out with cycling legend Peter Sagan, as well as the Maxxis Gravel Garda Trentino and Bosch eMTB Challenge races.



Further information, the festival program, and registration for the side events are available on the official website of the FSA Bike Festival Riva del Garda: www.bikefestivalriva.com.




About the FSA Bike Festival Riva del Garda

This year marks the 30th edition of the FSA BIKE FESTIVAL RIVA DEL GARDA. The anniversary edition from May 2nd to May 5th, 2024, brings plenty of news. In addition to the proven EXPO Area with numerous exhibitors and testing opportunities, the side events will excite both professional riders and hobbyists. Furthermore, there have been some organizational changes for the anniversary, but the proven elements will continue. Going forward, the local tourism board Garda Trentino takes on the role of organizer. Additionally, the sports marketing and event agency YUNIQUE from Hamburg has been confirmed for event production and marketing.

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