



Burning Passion for Bikes – Rocks on Fire at the FSA Bike Festival Riva del Garda

The FSA Bike Festival Riva del Garda is Europe's largest bike festival, a meeting point for enthusiasts and a season opener all rolled into one. From May 2nd to May 5th 2024, Riva del Garda, situated in the bike-crazed Garda Trentino, secures its status as the place to be in the cycling world. Under the banner of "Rocks on Fire," the festival commemorates its 30th anniversary. Prepare for four days filled with the sweet life of Dolce Vita and a thrilling program featuring exciting competitions, captivating events and bikes and gear galore from over 350 brands. Visitors can already register and secure a ticket on the [Bike Festival Visitor Registration page](#).

Since its inception 30 years ago, the FSA Bike Festival Riva del Garda has cemented itself as the go-to spring gathering for bike enthusiasts worldwide. From thrilling gravel races to cross-country challenges and electrifying mountain biking, an impressive expo and a myriad of side events, the festival promises excitement for riders of all ages and skill levels.

Bike Paradise in Garda Trentino

The expansive festival grounds by Lake Garda and the trails snaking through the surrounding mountains offer optimal conditions for exploring and testing the latest developments in the cycling industry. Along the lakeside, more than 200 exhibitors and 350 brands showcase their newest models, equipment and accessories. The mountains of Garda Trentino beckon passionate cyclists with over 50 bike routes and 1500 km of trails boasting breathtaking panoramas, picturesque villages, and challenging paths. The festival's highlight is the Specialized Bike Marathon, accredited with UCI status, taking place on Saturday morning. This top-tier event will see around 1,500 professionals and amateurs hit the trails, transforming the region into a racing arena.

Expo, Riding, Party – Program Overview

Besides the stunning landscapes, the festival offers a diverse program featuring guided tours, workshops, and various race formats including cross-country, gravel, enduro, and e-MTB. Highlights include the Maxxis Gravel Garda Trentino, the Bosch e-MTB Challenge, the Specialized Bike Marathon, and the Scott Junior Trophy for riders aged 4 to 14. Several designated trails cater to comprehensive and leisurely bike test rides.



Additionally, a course with diverse obstacles awaits on the festival grounds. Intense testing sessions and joyrides take place at the Enduro Experience and the e-MTB Adventure Experience. Participants can test and showcase their bikes and skills on different rounds. To embody the true spirit of enduro, riders of the Enduro Experience will be shuttled to the trails, while e-MTB adventurers can enjoy uninterrupted mountain biking fun with battery exchange stations on longer tours. Other highlights include various stunt shows, ride-outs, and the Open Night at the festival grounds followed with a party at the Spiaggia degli Olivi.

Sustainability and Inclusion

The organizers of Garda Dolomiti S.p.A. place special emphasis on a sustainable and inclusive festival experience. A new waste separation system, the use of recycled yarn for all merchandise items, and special "event cups" made from recycled materials are just three of the numerous initiatives. Additionally, the festival showcases innovative solutions for people with disabilities, making the Bike Festival completely accessible. The goal is to ensure that all bike enthusiasts can be part of this vibrant community. Visitors not only discover and experience the diverse world of cycling during the first weekend of May but also immerse themselves in local culture and cuisine – embracing the Dolce Vita at Lake Garda.

FSA: Our main partner since 2018!

This year also sees the renewal of the partnership with Full Speed Ahead (FSA), the world's leading manufacturer of bicycle components for drop-bar and mountain bikes. *"Our history in cycling and our legacy in innovation, design, and production are important to us. We take pride in continuously investing in the research and development of our products to provide professional athletes with the best technologies. The FSA Bike Festival Riva del Garda is a crucial event for FSA to meet many cycling enthusiasts and receive valuable feedback on our products, in addition to those from the professional teams we collaborate with continuously."*
- Claudio Marra, Global Vice President of FSA.

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