

THE MOST PRESTIGIOUS BICYCLE SHOW ON EARTH

3rd - 5th JUNE 2016
GRIMALDI FORUM
MONACO



HIGH TECHNOLOGY
LUXURY & DESIGN
CULTURE
FASHION & ACCESSORIES





THE PREMIUM CYCLING AND LIFESTYLE EVENT GLOBALLY

The Principality of Monaco is host to numerous events that attract global attention: the Formula 1 Grand Prix, the Monaco Yacht Show, Top Marques Super Car Show, International Jumping Show, The Rolex Tennis Masters and Monaco's newest and most exciting event – LikeBike.

During its debut year in 2015, LikeBike Monte Carlo has established itself as the premium cycling and lifestyle event globally. LikeBike has attracted strong media interest and positive coverage from around the world and across numerous user interest sectors. This positive media exposure has assisted LikeBike to actively elevate cycling from a purely recreational and sporting activity to a fashion and lifestyle interest while also celebrating all aspects of cycling.

Monaco as a location is constantly of global media interest and is seen as the perfect location for LikeBike Exhibitions and Events for many reasons. It is the home to a considerable number of professional cyclists and numerous amateur enthusiasts. Monaco is a country that boasts a uniquely glamorous setting and a comfortable environment; further, this small but dynamic Principality is very sensitive to and positively addresses many environmental challenges. LikeBike's media power is further enhanced through obtaining the strong support from Prince Albert II and his Monaco Government.



THE MOST PRESTIGIOUS BICYCLE SHOW IN THE WORLD

3 - 4 - 5 JUNE 2016

THE GRIMALDI FORUM - MONACO



A BRANDED AUDIENCE WITH THE PRINCE

H.S.H. Prince Albert II of Monaco adds his signature to the prestigious 'Specialized' bike, which was auctioned at the now legendary LikeBike Charity Gala Dinner at the Yacht Club de Monaco on 4 April 2015.

" LIKEBIKE Monaco is not just a bicycle exhibition among others. LIKEBIKE MONACO is also a promise – to promote sport and efforts of each individual to couple health and pleasure in order to create a healthier world "

Son Altesse Sérénissime le Prince Albert II de Monaco



LUXURY, DESIGN, FASHION, LIFESTYLE ON WHEELS... ALL ON GLOBAL DISPLAY

This unique and globally recognized B2B and B2C event brings together all aspects of Lifestyle and cycling under one glamorous roof in Monaco's finest exhibition Venue, The Grimaldi Forum. Nestled just metres from the edge of the Mediterranean, there are very few exhibition venues that provide such a premium location to match the calibre of the brands presented.

To add to the special nature of the event, the exhibition is presented very differently. A tranquil countryside and environment theme is employed to ensure that **LikeBike Monte-Carlo is not a traditional bicycle exhibition**; rather it is selectively focused on some of **the most exclusive products and companies** associated with cycling:

HIGH-TECH AND INNOVATION IN CYCLING

LUXURY LIFESTYLE

ELECTRIC BIKES

ONE-OF-A-KIND AND BESPOKE MODELS

AUTOMOTIVE BRANDS

TRAINING EQUIPMENT

ACCESSORIES

FASHION IN CYCLING

CYCLING TOURISM AND MUCH MORE

THE PLACE

THE GRIMALDI FORUM

The most prestigious and award winning exhibition centre in Monaco.

GLOBAL MEDIA COVERAGE

In the first year **LIKEBIKE** generated outstanding global media coverage, in many languages, numerous sports and lifestyle publications, TV, radio and all modern media platforms, generating over 450 items of newspaper and magazine coverage, with a consumer reach of 10,339,123 and an additional trade reach of 100,366 and continuing to grow.

EXHIBITORS

84 in 2015 projected 150 in 2016

Much more than just a trade show, the select exhibitors will show off their products, parts and bikes to a highly qualified audience in a relaxed and open market place environment.

VENUE

4,500 m2 - incredible venue, a walk in the countryside: An outstanding, free and leisurely environment means clients are not frustrated in their efforts to see and truly experience the quality products on display.

EXCLUSIVE CLIENTELE

Highest concentration of High Net Worth individuals in the world per m2. A Qualified audience for a Quality product. Different in many ways to other exhibitions, we have brought the client to the exhibitor on a virtual red carpet.

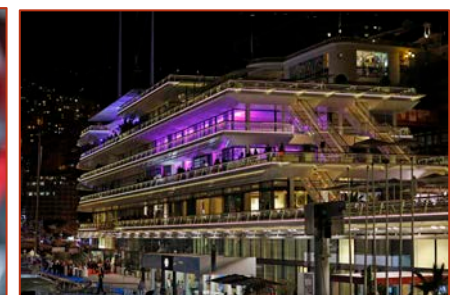
VISITORS

Visitors – Over 4,000 visitors in debut year

An outstanding first year foot traffic result and beyond all existing records at the Grimaldi Forum. With MUCH greater sector awareness through marketing and PR, this is expected to grow dramatically in years 2 and 3.

UNIQUE VIP EVENT

Monaco, the home of VIP events; LikeBike Monte-Carlo is no different. Cocktails, Famous Gala dinner and more make LikeBike Monte-Carlo the most prestigious and glamorous bicycle show on earth.



A SELECTION OF WORLD PRESS ABOUT LIKEBIKE MONTE CARLO



"Beautiful bikes and cutting-edge tech from Monte Carlo's exclusive bike show."



"If May in Monaco is all about the cars, April's the month of the two-wheeler, as bike show Like Bike comes to town."

square mile
THE VOICE OF THE CITY

"Like Bike Monte Carlo, known as "the most glamorous bicycle show on earth."



**Vélo hors compétition
a Monaco
monaco-matin**

"Focused on the luxury end of the bicycle industry, the exhibition features a range of two-wheeled products from the most exclusive companies in the world."



"Prince Albert II of Monaco is also an enthusiastic cyclist and promotes the benefits of pedal power to Monégasques. The principality is therefore a logical place to host the world's first high-end bicycle show, and LikeBike Monte Carlo launches in association with Fédération Monégasque de Cyclisme over the Easter weekend at the Grimaldi Forum."



"LikeBike Monte Carlo: le due ruote in vetrina. Il meglio delle due ruote, la bicicletta, risultato di una grande creatività, soluzioni tecnologiche a tanta innovazione."

LA STAMPA

"Evening race on part of F1 circuit one of the attraction at "the most glamorous bicycle show on earth"

road.cc
pedal powered

At the start of April, Monaco will be alive to the gentle click and whirr of titanium derailleurs, the purr of rubber on tarmac, and the swish of "Bionic" Lycra against hairless legs as the ultimate luxury cycle show arrives in the tiny principality. The exhibition will take place at the Grimaldi Forum in the port of Monte Carlo and will see showcase some of the most exciting (and expensive) advances in bicycle technology.

LikeBike, exclusivement consacré au vélo très haut de gamme.

steel

"LikeBike Monte Carlo The inaugural event kicks off this year in Monaco with roughly 250 of the most innovative and beautiful luxe bikes on the market."

DEPARTURES



SOCIAL RESPONSIBILITY



LIKEBIKE MONTE CARLO FLOOR VIEW



LIKEBIKE MONTE CARLO 2016 PROPOSED FLOORPLAN



NITERACE by LIKEBIKE MONTE CARLO





SPONSORS AND PARTNERS 2015



MEDIA PARTNERS 2015



FOR MORE INFORMATION

Dani Carew
+33 (0) 6 40 62 88 67
d.carew@likebikemc.com

Mark Hillsdon
+33 (0) 6 07 93 36 01
m.hillsdon@likebikemc.com

Wladimir Singer
+33 (0) 6 07 93 27 09
w.singer@likebikemc.com

Like Events SARL - 9 rue des Olivier - 98000 Monaco - www.likebikemc.com - info@likebikemc.com