

THE MOST GLAMOROUS BICYCLE SHOW ON EARTH

LIKE
BIKE
— MONTE-CARLO —

3-5 APRIL 2015

HIGH TECHNOLOGY
LUXURY AND DESIGN
FASHION ON WHEELS

GRIMALDI FORUM **MONACO**

SUNDAY 29 MARCH 2015
NITE RACE
ON THE GRAND PRIX CIRCUIT



PRESS KIT

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LIKEBIKE MISSION STATEMENT

LikeBike Monte Carlo's mission is to offer a new and premium brand exhibition celebrating all things bicycle in the most glamorous city in the world, with a strong focus on ecological advancement and the future of cycling. LikeBike endeavours to bring the most prestigious, most high tech, advanced and most desirable products related to cycling and present them together in an atmosphere of relaxed openness, constructive intrigue and active interaction.



INTRODUCTION

LikeBike Monte Carlo is an exciting new, premium brand exhibition that celebrates the new resurgence and dynamism of the bicycle. The world-wide launch will be in Monte Carlo, one of the most glamorous cities in the world. On show will be the most prestigious, most advanced and most desirable cycling-based products with an emphasis on the future of cycling, all presented in an atmosphere of relaxed openness and luxury.

Monte Carlo is blessed with arguably the most qualified, high-end visitor opportunity in the world. The exhibition will take place during the Easter weekend on from Friday 3rd to Sunday 5th April. This weekend typically attracts between 120,000-130,000 visitors and is the second busiest weekend of the year after the Monaco F1 Grand Prix weekend.

As the only event happening in the Principality and the surrounding area at that time, we expect to attract significant interest in the LikeBike exhibition and the various demonstrations and shows that will take place around the event.



Monaco and Monte Carlo already generates enormous interest for global press and media. To activate this natural interest, LikeBike have put together a strong media portfolio in many regions and across multi-spectrum audiences and diverse demographics such as cycling, sport, lifestyle, luxury and beyond. This includes a strong international reach to countries such as the United Kingdom, France, Italy, Russia and many others. The list of strategic nations included in this coverage is constantly growing. Furthermore, a robust local and international advertising schedule has been booked, and a strong LikeBike presence will be visible throughout Monte Carlo and the surrounding area.

LikeBike will also be holding a NiteRace five days prior to the main exhibition on the 29th March, for enthusiast amateurs and top cycling pros. The race will take place around the world famous Port of Monaco - the only bike race that takes place on an F1 Grand Prix circuit – and at night!



The truly unique NiteRace is being organised in association with the Monaco Cycling Federation, which operates under the umbrella of the UCI (International Cyclist Union) the cycling governing body. During the day, the Federation will be holding the 43rd edition of its annual criterium - then as the sun goes down the NiteRace will commence. As a warm up to the NiteRace, a demonstration eBike race will take place to show off some of the very impressive eBikes to be displayed at the exhibition.

2015 is the year LikeBike first launches this unique bike show. It will be remembered as the event that brings real cycling desire and luxury to the world. This event is accessible to everyone and also provides a window to the future of cycling, while celebrating all that is best in the cycling world.

MARK HILLSDON BIOGRAPHY



Mark Hillsdon, an Australian native and long-time resident of Monaco, is a technology professional, an avid sportsman and a passionate cyclist. Mark has been heavily involved in the mobile phone application market, and was considered a pioneer and futurist in the deployment of mobile publishing and navigation solutions (e.g. Sony Ericsson, Nokia, CSL Hong Kong and Pocket NET). Mark has also had extensive involvement in the organisation of charity fund raising events both in London and Monaco (e.g. AMADE in Monaco, Terrence Higgins trust in the UK, Muscular Dystrophy Group, Children in Cities and Royal Flying Doctors in Australia).

With a strong background in all forms of sport including mountain biking and more recently road cycling, Mark caught the 'cycling bug' again several years ago while preparing for and participating in the annual charity Champagne & Oyster Cycling Club (COCC) ride from St Tropez to Monaco. Mark has taken his passion for cycling, event organisation and technology and, along with long-time friend and co-founder Wladimir Singer to create LikeBike Monte Carlo.

WLADIMIR SINGER BIOGRAPHY



Wladimir Singer, a long-time resident of Monaco, is a serial entrepreneur and logistic specialist with interests throughout Europe and Russia. Having lived in Paris, New York, Moscow and now Monaco, Wladimir keeps his finger on the pulse of global issues and trends. As an active member of the Monaco Russian community, Wladimir, together with his wife Galina, have initiated a series of events aimed to introduce Russian culture to Monaco society. Throughout the last 15 years they

have helped integrate numerous individuals into Monaco life, clubs and high society. In 2015, the official year of Russian Culture in Monaco, they continue as active contributors to the cultural exchange with several projects included in the official programme.

A new and eager convert to the pleasures and benefits of cycling; Wladimir has been an energetic member of the Monaco Cycling Federation. With co-founder Mark Hillsdon and their team, he has enthusiastically been driving the success of LikeBike with a vision to establish the exhibition as a global showcase for superior cycling products, as well as, promoting Monaco as a centre for global cycling.

LIKEBIKE VISION

Mark and Wladimir's collective vision is to establish LikeBike as the global premium luxury and lifestyle cycling event, incorporating all that is desirable, high tech, innovative and futuristic. Bringing together professional, amateur and leisure cycling enthusiasts from around the world in a comfortable and luxurious environment, aiming to contribute to the creative evolution of the cycling industry. Longer term plans are to establish LikeBike in several strategic global locations and build the brand and its association with luxury, health, lifestyle and, of course, premium bikes and cycling.

With many bike-related exhibitions around the world already attracting large and enthusiastic audiences, LikeBike endeavours to further capture the imagination of high-end bikes, bike products and related technology manufacturers beyond the mainstream markets.

eBikes and smart bikes are now changing the way people experience leisure cycling while also making it more accessible to the masses. LikeBike with a vision of the future has fully embraced the eBike revolution and aims to make electric, smart and green technologies a key component in every aspect of LikeBike events. It is for this reason that we have chosen to feature a demonstration eBike race in the spectacular port of Monaco as part of the greatly anticipated LikeBike NiteRace on March 29th.

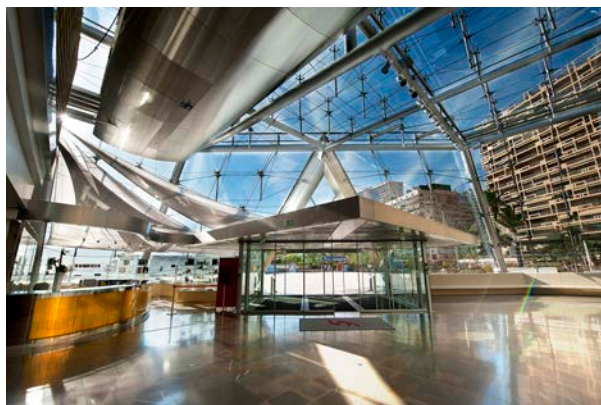
At LikeBike we fully believe that anything that makes cycling more accessible and pleasurable to the masses should be celebrated and enthusiastically promoted. Through the growth and appreciation of cycling, not just as a sport, but also a beneficial leisure, lifestyle and fitness activity, society as a whole benefits.

• HOW LONG DOES THE EXHIBITION RUN?

The exhibition runs from Friday 3rd to Sunday 5th April 2015. There is also a NiteRace in the Port of Monaco five days before the exhibition on Sunday 29th March 2015.

• WHAT DESIGNERS HAVE PARTICIPATED BEFORE AT LIKEBIKE?

This is the first year of LikeBike Monte Carlo but already we have some excellent leading design companies involved - such as Pininfarina, Berlutti (LVMH), Chrome Hearts, Moynat etc.



• HOW MANY VISITORS ARE YOU EXPECTING?

LikeBike takes place on the Easter 2015 weekend, the second busiest weekend in Monaco after the Grand Prix weekend. The weekend typically attracts between 120,000-130,000 visitors in and around Monaco. We expect approximately 7,000–12,000 to the exhibition, and many more spectators to the NiteRace and other events.

• HOW MANY EXHIBITORS ARE YOU EXPECTING TO HOST AT LIKEBIKE?

For our first year, and while using just the main exhibition room, we expect between 110-130 premium exhibitors depending on the average stand size used by each exhibitor.

• HOW BIG ARE EXHIBITION STANDS?

Stands sized vary from single bike stands at 2.5m/Sq for bespoke manufacturer and all the way up to 50m/Sq and above. We try to always accommodate our exhibiting partners' needs where possible.

- **WHAT ARE THE COSTS OF THE STANDS?**

Various options are available and exhibitors can learn more by contacting us directly to discuss their needs.

- **ARE EBIKES EXHIBITING AT LIKEBIKE?**

eBikes are a now a major component of the modern bike market and a driver of eco-friendly transport systems. LikeBike fully embraces eBikes and will be featuring them heavily during the exhibition and also during the NiteRace with an eBike demonstration race.

- **WHAT WAS THE MOTIVATION FOR THE EXHIBITION?**

The desire to host LikeBike Monte Carlo was born from our love of cycling, the incredible technology driving its development as well as a love and appreciation for Monte Carlo, luxury, glamour and all the positives that Monaco represents.

- **WHAT IS THE DEADLINE TO COMMIT TO EXHIBIT?**

We are a long way into closing stand positions and will reserve places unpaid until the end of January. All places should be fully paid by this date to be secure.

- **WHAT EXHIBITORS HAVE YOU SECURED ALREADY?**

A constantly updated list of exhibitors is always available on our website (www.likebikemc.com), along with a selection of photos and products and company descriptions. Additionally, a floor plan is available on request, which includes a list of exhibitors. Some exhibitors have not yet permitted us to release details of their presences, while many others are under various stages of discussion and not listed.



• HOW MANY RIDERS WILL BE PART OF THE NITERACE AND HOW WILL IT WORK?

A maximum of 70 teams of two riders will participate in the NiteRace event. Teams will complete a total of 30 laps (each of 1.3km) with riders alternating every three laps – relay style. Teams will be able to ‘bid’ to buy in professional or celebrity laps from a yet to be announced pool of celebrity riders.

• WHAT IS YOUR MEDIA AND PR STRATEGY TO PROMOTE THE EXHIBITION AND NITERACE?

We are working with qualified partners to ensure we maximise our overall media presences, both through traditional and social media channels.

We have put together a strong media portfolio in many countries and across different audiences. To date we have achieved coverage in a number of publications and media, and have much forthcoming exposure in the months leading up to the exhibition (e.g. Ciclismo, Bike Radar, Cycling Plus, Pro Cyclist, Square Mile, GQ, Men’s Fitness, Men’s Health, 220 Triathlon, Times, Luxurious Magazine, Monte Carlo Society, Cote Magazine, Nice Matin, and Prime Traveller). A full list of coverage gained and scheduled available on request.

In addition, we also we have a number of media partners we are closely working with to promote the event (Force One, Chik Radio, Riviera Radio, M:RU, RUS, Fashion TV, Square Mile and House of Luxury).

IS THERE ANY ENTERTAINMENT OR DEMONSTRATIONS TAKING PLACE DURING THE EXHIBITION?

There is a variety of activities taking place during LikeBike, including in lead up to the exhibition the NiteRace on Sunday March 29th. Then throughout the exhibition itself Kenny Belaey will perform his new and acclaimed ‘Pedal to the Medal’ (<https://www.youtube.com/watch?v=53ziQ2rfvA>) show. Other displays of LikeBike branded activities will also be present in the lead up to and during the exhibition.

IS LIKEBIKE AN ANNUAL EVENT?

LikeBike Monte Carlo 2015 will be the first of many exhibitions. We plan to grow the event and further embrace key industry participants by providing the ultimate platform for defining the future of cycling.

WHY HOLD LIKEBIKE IN MONTE CARLO?

Monte Carlo, Monaco is blessed on many fronts. We have easy access to the rest of the world through Nice Airport. We have outstanding year round weather. We have the highest density of professional cyclists in the world. We have a proximity to excellent and challenging riding locations. Media attention, global recognition, glamour, celebrity and luxurious lifestyle. We could go on but you get the idea...‘Monte Carlo’ – why not!

WHAT ACCOMMODATION IS AVAILABLE FOR THE EXHIBITION?

Full details and links can be found on our website: www.likebikemc.com

HOW DO WE GET TO MONTE CARLO?

The closest airport to Monaco is Nice, France (about 25 minutes). Alternatively visitors can also fly into Genova, Italy and drive to Monaco (about 1.5 hours) Travel options can also be found on our website: www.likebikemc.com

WHAT IS THE VALUE OF SPONSORING LIKEBIKE?

There are many reasons to sponsor LikeBike and NiteRace:

- It is a glamorous, high end luxury brand exhibition
- Monaco is an exceptionally high-net worth per capita, with international residence and visitors
- It is the second busiest weekend after the F1 Grand Prix weekend
- The exhibition targets and accommodated all age groups and demographics
- LikeBike is all about healthy lifestyle, eco-friendly an sustainability
- It will attract a global media interest
- LikeBike and Monte Carlo is a globally visible location and event, with a high value audience.

The NightRace, five days before the main exhibition is the first of its kind in Monaco, and the first cycle race on a F1 Grand Prix circuit. It will attract huge media attention and include professional and celebrity personalities. It will be a fantastic advert for the exhibition itself and opportunity for sponsorship exposure.

LOCAL PROFESSIONALS CYCLISTS BASED IN MONACO

Philippe GILBERT (BMC)

Chris FROOME (Sky)

Matthew GOSS (MTN)

Simon GERRANS (Orica)

Dave TANNER (Belkin)

Mark RENSHAW (MTM)

Theo BOS (MTN)

Richard PORTE (Sky)

Calvin WATSON (Trek Factory Racing)

Geraint THOMAS (Sky)

Gustav LARSSON (Cult Energy)

Valerio AGNOLI (Astana)

Davide REBELLIN (CCC)

Alexey LUTSENKO (Astana)

Philip DEIGNAN (Sky)

Oscar GATTO (Androni Giocattoli)

Linus GERDERMANN (Cult Energy)



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