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New Eurobike partnership with South Tyrol: A partner for the bicycle industry's leading trade fair and a setting for the Media Days event and Hero Dolomites mountain bike marathon

## **Kronplatz Mountain in South Tyrol to Host 2019 Eurobike Media Days**

**Kronplatz & Bozen, Italy/Friedrichshafen, Germany—The fifth edition of the successful Eurobike Media Days format, planned to take place from July 2 to 4, 2019, will have sporting goods manufacturers meeting selected specialist media representatives from around the world. After the 2017 edition, this will be the second time this proving ground for innovation takes place in the Dolomite mountains of the South Tyrol region of northern Italy. A new agreement with this authentic, bike enthusiast-friendly area includes not only a tourism partnership with the Eurobike 2019 exhibition, set to take place from September 4 to 7 in Friedrichshafen, Germany, but also an athletic cooperation during the mountain biking marathon Hero Dolomites.**

The Eurobike has gained an exclusive destination partnership with South Tyrol for the coming edition of the exhibition, while the region will have an opportunity to

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present itself as one of Europe's top destinations for bikers of every stripe. The imposing Dolomites surrounding Kronplatz mountain - with their Mediterranean valleys, steep mountain passes, challenging trails and distinctive peaks - will provide the perfect setting for the Eurobike Media Days to push the latest cycling innovations of the 2020 season to their very limits right in front of the world's cameras. The media event that took place here in 2017 drew a total of 24 manufacturers and 217 media representatives from 18 countries.

"Our idea of providing the industry with an exclusive, targeted platform for presenting the latest models of the coming year to a select group of press representatives ahead of the actual exhibition has blossomed into an absolutely obligatory event," asserted Eurobike department manager Stefan Reisinger. "We're very pleased to be cooperating with our South Tyrolean partners to shake up the region again in 2019 and to be extending those partnerships with custom-tailored events both in the southern Alps and at the Eurobike on the shores of Lake Constance." These include the Hero Dolomites race, the world's leading mountain bike marathon event, which will take place on June 15, 2019, in Selva di Val Gardena in the Italian Alps.

For further information, visit: [www.eurobike-show.de](http://www.eurobike-show.de), [www.eurobike-mediadays.de](http://www.eurobike-mediadays.de), [www.suedtirol.info](http://www.suedtirol.info), [www.kronplatz.com](http://www.kronplatz.com) and [www.herodolomites.com](http://www.herodolomites.com).

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Bicycle Trade Exhibition  
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**28. Internationale  
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Friedrichshafen, Bodensee**

In case of further questions please contact our press department. They will be glad to help you.

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