

EVENT CONCEPT

THE NATIONAL CYCLING FESTIVAL:
TWO CITIES. TWO LANGUAGE REGIONS.
ONE CYCLING CULTURE.

www.cycleweek.ch

CYCLE WEEK
ZÜRICH | LAUSANNE
28.-30.05.2027 | 11.-13.06.2027



Stadt Zürich



Ville de Lausanne

CYCLE WEEK THE NATIONAL CYCLING FESTIVAL

CYCLE WEEK brings together urban mobility, leisure, tourism, sport, innovation and cycling culture – connecting people with a wide range of interests around the bicycle.

In 2027, CYCLE WEEK will take place in Zurich and Lausanne for the first time. This creates a national platform for the entire cycling industry – across language and regional boundaries.

CYCLE WEEK ZURICH IN FIGURES

130

EXHIBITORS

250

BRANDS

600

TEST BIKES

4'500

TEST RIDES

2'200TEST
RIDERS**1'300**WORKSHOP
PARTICIPANTS**50 M**CAMPAIGN/MEDIA
CONTACTS**85'000**ACTIVE
WEBSITE USERS

RIDE
GOOD
VIBES.



TWO CITIES. TWO LANGUAGE REGIONS. ONE CYCLING CULTURE.

In both Zurich and Lausanne, CYCLE WEEK takes place right in the heart of urban life, reaching festival visitors and passers-by alike.

«*CYCLE WEEK brings together the community, consumers, industry professionals and brands.*»

ERWIN FLURY | Project Manager & Partner

ZÜRICH

90'000

VISITORS

80'000

EUROPAALLEE

8'500

BRUNAU

1'500

SIHLCITY-JUMPPARK

LAUSANNE

50'000

EXPECTED VISITORS

35'000

PLACE DE LA NAVIGATION

5'000

SKILLS AREA

10'000

CITY:SLOW LAUSANNE



TARGET GROUPS / 11 COMMUNITIES

No other event brings together so many cycling interests in one place.

01



**EVERYDAY
CYCLISTS**

MOBILITY | LEISURE

02



E-BIKERS

MOBILITY | LEISURE

03



FAMILIES

LEISURE | COMMUNITY

04



COMMUTERS

EVERYDAY LIFE | MOBILITY

05



**MOUNTAIN
BIKERS**

SPORT | TRAILS

06



**GRAVEL
BIKERS**

SPORT | ADVENTURE

07



**ROAD
CYCLISTS**

SPORT | PERFORMANCE

08



**TOURING
CYCLISTS**

TRAVEL | BIKEPACKING | DISCOVERY

09



**STREET /
GRAVITY**

LIFESTYLE | SPORT

10



**SPORTS
ENTHUSIASTS**

ACTION | EXPERIENCE

11



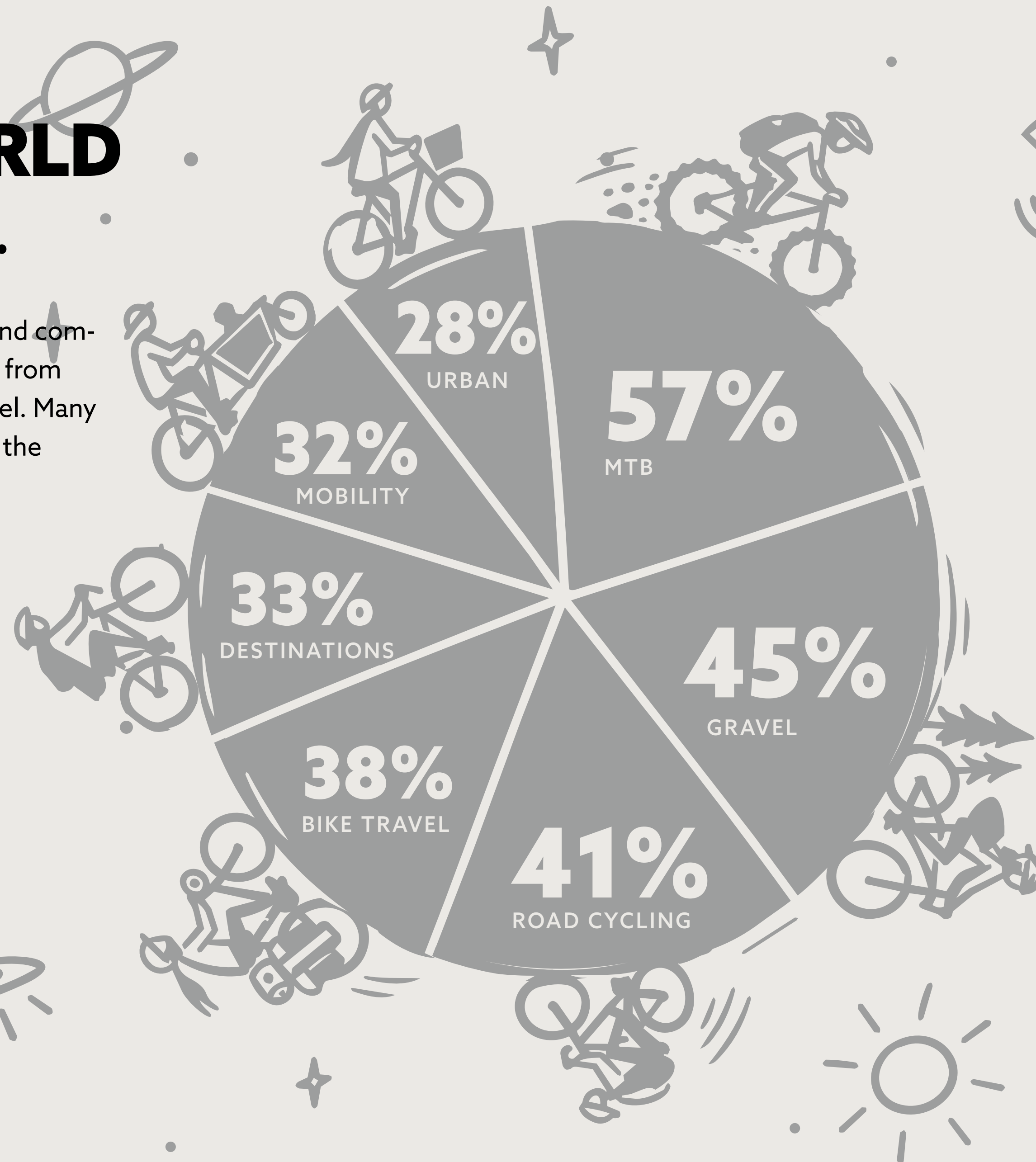
**SPECIALIST RETAIL
& INDUSTRY**

BUSINESS | NETWORKING



THE ENTIRE
CYCLING WORLD
IN ONE PLACE.

CYCLE WEEK brings together interests and communities from across the cycling world – from sport and adventure to mobility and travel. Many visitors are interested in several areas at the same time.



DIFFERENT RIDES.
SAME PASSION. 

SIX DAYS. TWO CITIES. A FULL PROGRAM.

New in 2027, CYCLE WEEK starts on Tuesday with three pre-event evenings. From Friday, the main event follows with expo, bike testing, shows, public activities and Food & Vibes.

PRE-EVENTS / TUE-THU

TUE

5-10 PM

—
LIVE TALK:
MOBILITY

WED

5-10 PM

—
LIVE TALK:
ULTRACYCLING

THU

5-10 PM

—
SOCIAL RIDES
& BBQ

MAIN EVENT / FRI-SUN

EXPO + BIKE TESTING + BMX FLATLAND / STREET TRIAL SHOWS + PUBLIC ACTIVITIES

FRI

3-8 PM

—
3-10 PM
FOOD & VIBES

SAT

10 AM-8 PM

—
10 AM-11 PM
FOOD & VIBES

SUN

10 AM-5 PM

—
10 AM-5 PM
FOOD & VIBES

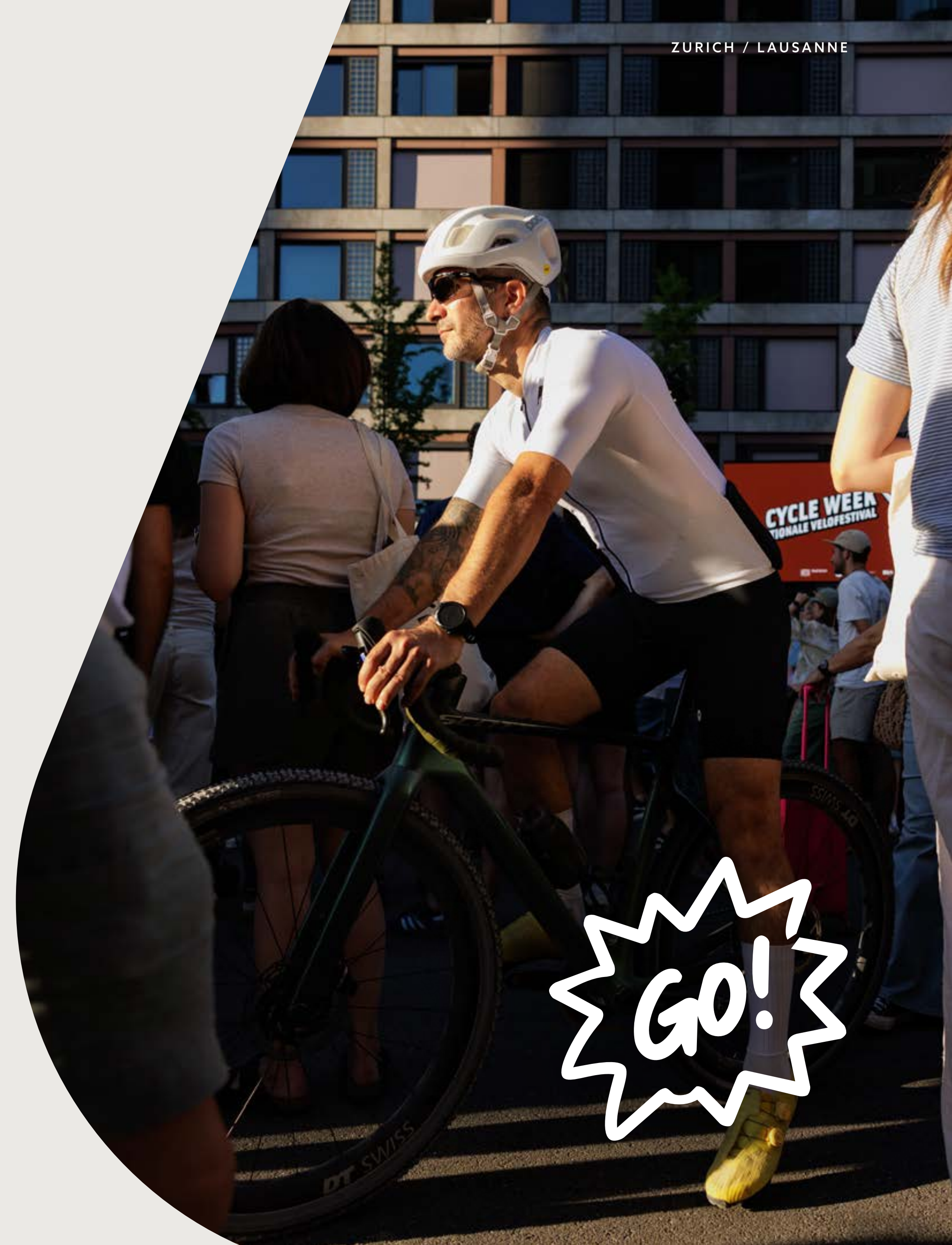
HIGHLIGHTS

ZÜRICH

FRI OPENING SHOWS
SAT BMX FLATLAND- / ZÜRIDIRT-CONTEST
SUN CITY RIDE + ZÜRIDIRT CONTEST

LAUSANNE

FRI OPENING SHOWS
SAT LAUSANNE CRIT
SUN CITY:SLOW LAUSANNE

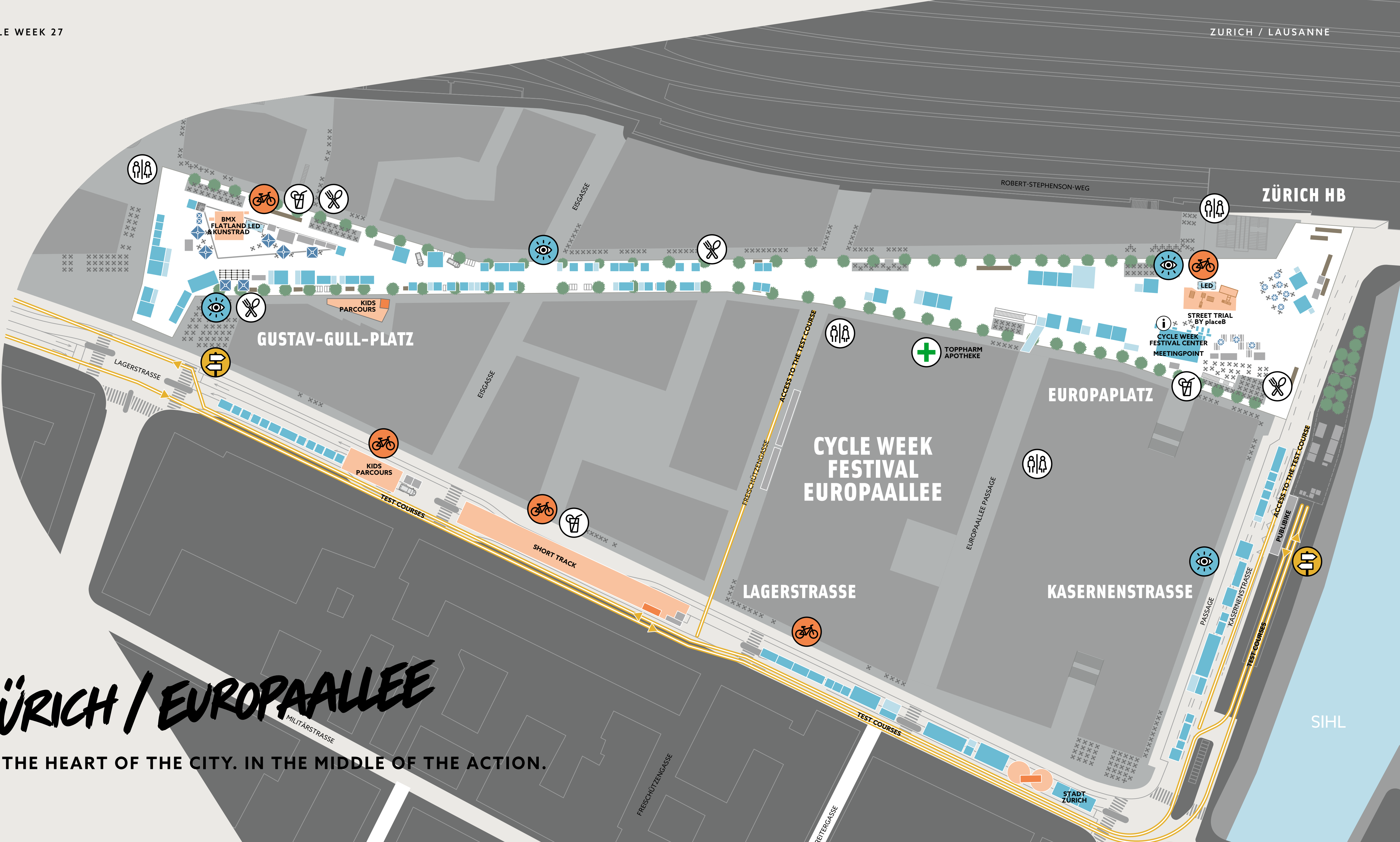


SEE YOU
HERE!

THE CITY BECOMES A CYCLING FESTIVAL.

ZÜRICH / EUROPAALLEE

Right in the middle of everyday urban life, the expo, shows, community and cycling culture meet their audience directly.



ZÜRICH / EUROPAALLEE

IN THE HEART OF THE CITY. IN THE MIDDLE OF THE ACTION.

RI
DE
HERE!

THIS IS WHERE THE
TESTING HAPPENS.

ZURICH / BRUNAU

Test, ride, improve your skills:
Brunau is CYCLE WEEK's active playground.

ZÜRICH / BRUNAU

SPORTY. ACTIVE. TEST-FOCUSED.

TEST COURSES & WORKSHOPS
MTB/GRAVEL/ROAD



TEST COURSES
MTB/GRAVEL/ROAD

SPORTANLAGEN
ALLMEND

ZÜRIDIRT CONTEST
ACCESS VIA FREESTYLE PARK



FREESTYLE PARK
ZÜRICH



SIHLCITY PUMPTRACK
ZÜRIDIRT CONTEST



SIHLCITY

A CYCLING STAGE WITH A LAKE VIEW.

LAUSANNE / OUCHY

Ouchy connects cycling culture and
urban life right on Lake Geneva.

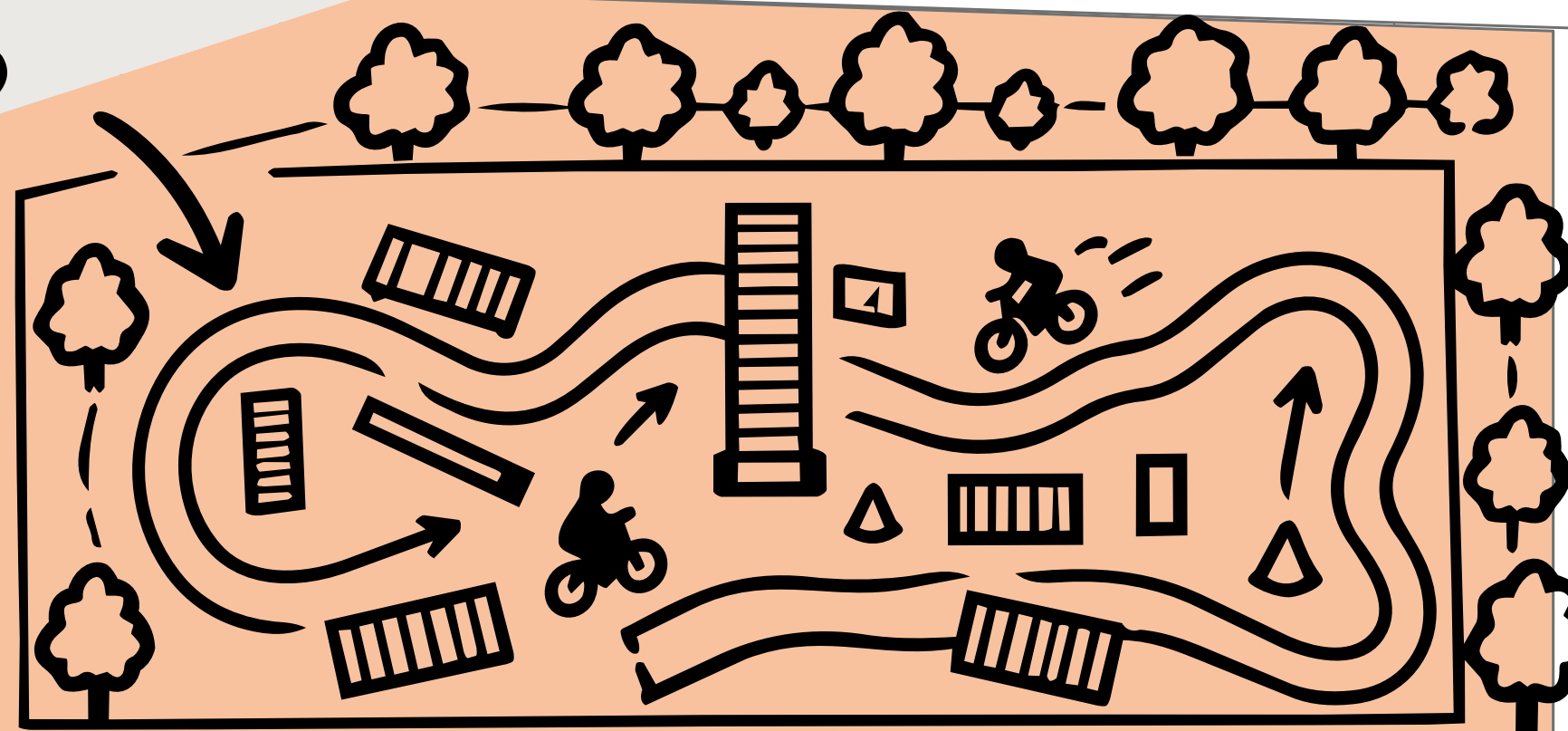
CA ROULE
À LAUSANNE!



LAUSANNE / OUCHY

CYCLING CULTURE RIGHT BY THE LAKE.

URBAN / ROAD
SKILLS AREA



MTB / GRAVEL
SKILLS AREA



QUAI DE VENT-BLANC

LAUSANNE / PLACE
DE BELLERIVE

TEST. PRACTICE. RIDE.



01

TEST: EXPO & BIKE TESTING

LEISURE, SPORT & EVERYDAY BIKES
CYCLING DESTINATIONS & BIKE TRAVEL
TEST COURSES
SKILLS AREA



02

EXPERIENCE: SHOWS & CONTESTS

BMX FLATLAND
STREET TRIAL
DIRTJUMP
ARTISTIC CYCLING



03

TAKE PART: PUBLIC ACTIVITIES

WORKSHOPS
SOCIAL RIDES
CATWALK & BIKE BATTLES
KIDS RACES

CYCLE WEEK offers a varied experience program in Zurich and Lausanne – for everyone who lives, discovers and rethinks cycling.

EVERYTHING NEW IN CYCLING

ZURICH / LAUSANNE

The whole cycling world in one place: brands,
new products and destinations to discover and try out.

LOOK!



ENOUGH TALK. **GET ON YOUR BIKE.**

ZÜRICH / LAUSANNE

Register online, test bikes, improve your skills
and try something new – on test courses,
in workshops and on group rides.

ACTION IN THE HEART OF CITY LIFE.

ZURICH / LAUSANNE

Shows and contests bring cycling culture directly to the public – up close, surprising and right in the middle of urban life.

NICE!

MAKE
IT
FLOW!



BMX CONTEST STYLE. FLOW. SKILLS.

ZURICH

World-class BMX with spectacular tricks, precise lines
and creative runs – full of style, flow and skills.

UP UP
TO THE SKY!

ZÜRIDIRT CONTEST

STYLE. HIGH. AIRBORNE.

ZÜRICH

International slopestyle athletes,
spectacular tricks and plenty of airtime.





LAUSANNE CRIT FAST. LOUD. LAUSANNE.

LAUSANNE

As Saturday's highlight, the Lausanne Crit brings the dynamics of criterium racing to Ouchy - combining modern road-bike and fixie culture with Lausanne's racing tradition.



Stadttunnel



ZÜRICH CITY RIDE BELONGS TO THE BIKE.

ZÜRICH

Together from Europaallee to Brunau –
along the Sihl and through the city tunnel.

EXPLORE
THIS SPOT
→

THE CITY BY BIKE. **CITY:SLOW LAUSANNE**

LAUSANNE

On closed roads from the lake into the city –
riding, discovering and enjoying together.



WHAT MATTERS IS THAT IT ROLLS.

COMMUNITY / CYCLING CULTURE

From everyday life to adventure, from urban to sporty –
CYCLE WEEK brings the whole cycling world together.

LET'S RIDE TOGETHER.

CYCLE WEEK

BikeDays.ch GmbH

Stauffacherstrasse 106 | 8004 Zurich

info@cycleweek.ch | cycleweek.ch

—

EXPO

Nathalie Schneitter

+41 (0) 79 481 23 57

nathalie.schneitter@cycleweek.ch

—

PARTNERSHIPS

Erwin Flury

+41 (0) 79 405 81 46

erwin.flury@cycleweek.ch

—

FOLLOW US

Instagram

Facebook

YouTube

LinkedIn

Flickr

#cycleweek



cycleweek.ch



Exhibitors

CYCLE WEEK
DAS NATIONALE
VELOFESTIVAL