

EUROBIKE
Altstadtkriterium
RAVENSBURG



Ultimate cycling event

Friday, 2. September 2005
Ravensburg city

**Mottoparty and
Musicevents**



Freeride Biking

**Kids playground
and cycling course**



concept 2005

www.eurobike-altstadtkriterium-ravensburg.de

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Project with future

As the bicycle race „Eurobike Altstadt Kriterium Ravensburg“ in 2004 was such an outstanding event it was easily decided upon the race being an essential part of the city of Ravensburg´s activities in the upcoming years as well. The Mayor of Ravensburg, Mr. Herrmann Vogler, the Mayor of Friedrichshafen, Mr. Josef Büchelmeier and the Managing Director of the Friedrichshafen trade fair, Mr. Rolf Mohne, agree: Together with the promoting company, E. Tremmel Marketing GmbH, the project manager, Mr. Guido Baur and the sports supervisor, Mr. Karsten Niemann, the future of the project will be secured.

The plannings for Eurobike Altstadt Kriterium Ravensburg 2005 and the following years are already under way.

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Presentation of the project

The "Radkriterium" - a race event of a class of its own

- Friday, 2nd September 2005, beginning 5:30 p.m.
- Radkriterium (bicycle race) in the historic part of Ravensburg; 25 minutes away from the Friedrichshafen trade fair
- 800 m circuit and a varied entertaining program of top-class side-events
- 48 national and international world-league cyclists (12 teams with 4 cyclists each)
- Top street racing athletes as well as experts of the cycle-lane
- Exciting races including spectacular sprints and a special score system throughout the course of the race
- The "warm up" starts in the afternoon with the big "Kids Game Parcours" and the buzz of activity in the bikers' camp
- The mountainbikers can experience another event of superlatives: "Freeride Biking" at the Hirschgraben (park in Ravensburg); just about 100 m away from the racing course
- The party-night - presented by the radiostation Radio 7 and taking place on the stage in the start/finish sector - keeps the crowd moving until midnight
- The party goes on until early morning in numerous bars and restaurants, decorated according to the relevant motto



Radkriterium - Main race (pros)

Main race (pros)

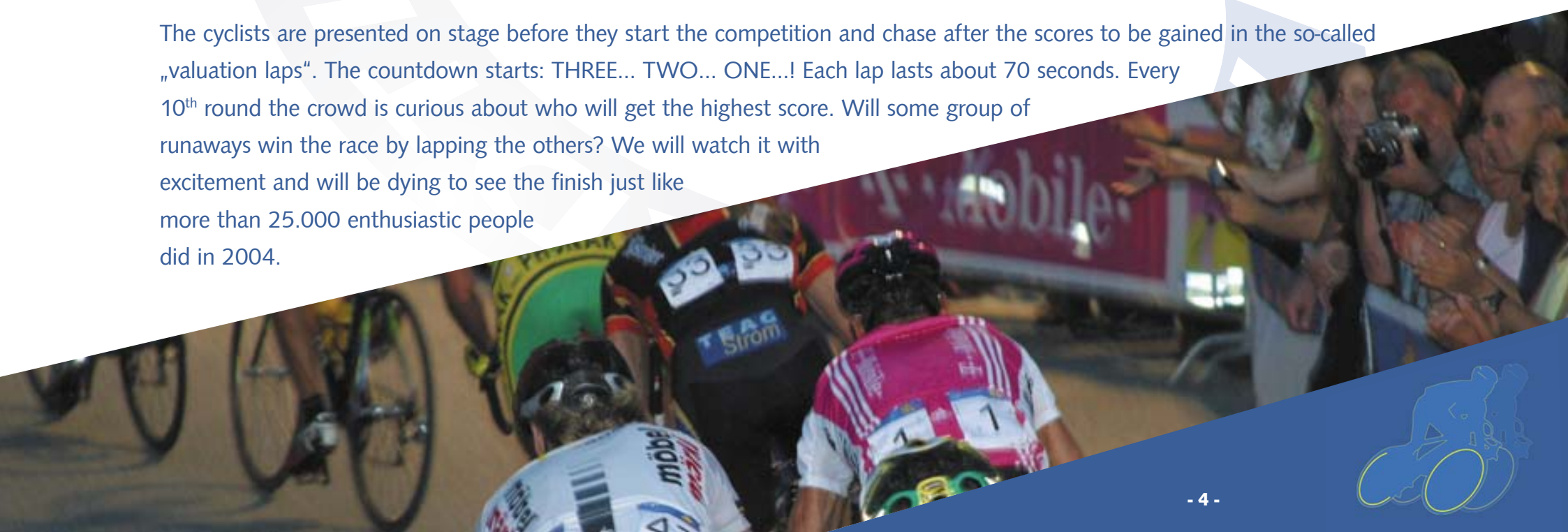
Start: 7:30 p.m. right after the juniors' race

Duration: approx. 1 hour 20 minutes, 80 laps

- Every 10th round is a so-called "valuation lap" referring to the special score system (5 – 3 – 2 – 1 points)
- 12 teams with 4 cyclists each as well as individual participants
- Integration in the bikers' camp
- Possibility of personally meeting the athletes in the bars and restaurants after the award ceremony

After all the side-events in the historic part of Ravensburg have ended, everybody is dying to watch the race and you can feel the fever of excitement!

The cyclists are presented on stage before they start the competition and chase after the scores to be gained in the so-called „valuation laps“. The countdown starts: THREE... TWO... ONE...! Each lap lasts about 70 seconds. Every 10th round the crowd is curious about who will get the highest score. Will some group of runaways win the race by lapping the others? We will watch it with excitement and will be dying to see the finish just like more than 25.000 enthusiastic people did in 2004.



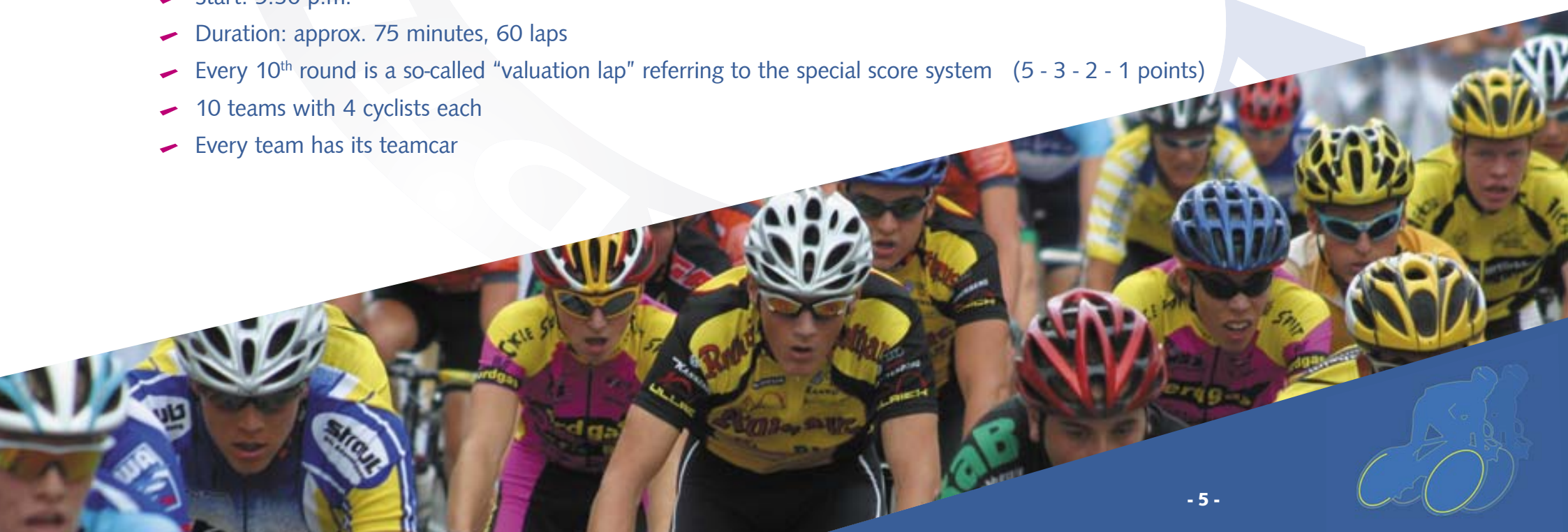
tws Juniors' race

TWS has adopted the support of the juniors and stands for the project with its name.

Uwe Peschel (Gerolsteiner), who will cover several kilometres of hard training with the local juniors in spring 2005, oversaw the project in 2004. The know-how and experience that the boys will get during this training period is invaluable.

At the race on 2nd September the approx. 17-year-olds will fight for every score until the winner's been found out. They will definitely be supported by some top-pros shouting encouragement to them in the finish sector. In 2004, more than 15.000 people were watching the juniors' race - more people than at the relevant World-Championships.

- Start: 5:30 p.m.
- Duration: approx. 75 minutes, 60 laps
- Every 10th round is a so-called "valuation lap" referring to the special score system (5 - 3 - 2 - 1 points)
- 10 teams with 4 cyclists each
- Every team has its teamcar



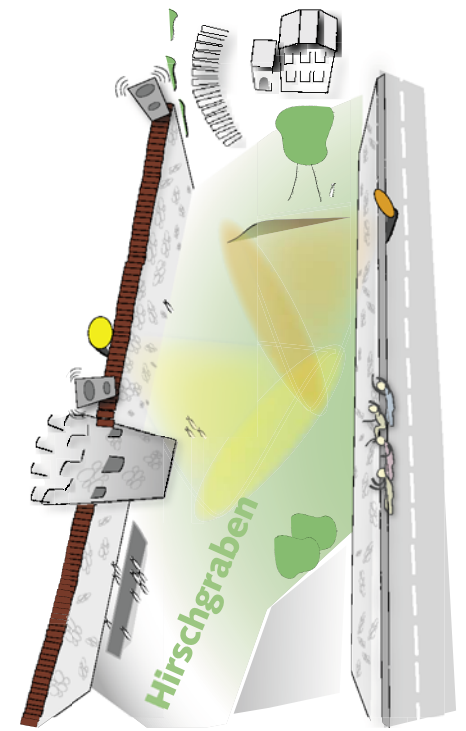
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Side Event **Freeride Biking**

Martin Wördehoff, former MTB-Downhill pro wearing the shirt of the German National Team, has adopted this project.

At the Hirschgraben, right next to the racing course, he will demand a great deal of jumps and spectacular maneuvers of the freeriders. The Hirschgraben becomes a "boiling pot", says Martin when talking to Guido Tschugg, one of the most popular German mountainbikers. Guido promises us his support and the show can begin.

Therefore, the Eurobike Altstadt Kriterium Ravensburg has a special kind of "prelude". In the early afternoon, local cyclists can use part of the course to promote themselves into the main field of top-pros by winning a qualification's tournament. Approx. a dozen pros will then arrange the winner among themselves in the late afternoon. Known as party-people, you can bet the freeriders will be seen later on at the bars and restaurants of the historic city.



Side Event **Motto parties**

Motto parties in the historic part of the city

- Big parties at the bars and restaurants in the historic part of Ravensburg and decorated according to the relevant motto
- Party atmosphere and celebration of the winners until early morning
- Pros meet press, audience meets stars, juniors meet sponsors
- No entrance-fee at the bars and restaurants
- Everybody who will hang out at one of the motto-bars/ -restaurants after the race can be sure to meet one or the other cyclist (the topstar?!) who have reserved tables at restaurants all over the historic city to chill out and relax

TIP:

Rent one of the motto-bars/ -restaurants and invite your clients

After the race, your topstars personally take their time for your clients and make their evening become a highlight.

We will gladly assist you with the organisation!



Side Event **Musicevent**

Heated up by the finish, the crowd is celebrating the winners.

The award ceremony on stage turns into a party.

The party-night presented by Radio 7 keeps the people moving until midnight.

The highlight of the evening is a live performance. So, „... looking forward to seeing you next year, 2005!“

(Quote: Mayor of Ravensburg on 3rd September 2004) - 2006!



Side Event **Fashion show**

Fashion show for the collection 2006.

As the interest in EUROBIKE Ravensburg persists on Sundays, we decided to present the visitors with the new products of the fair as well in 2005.

You may also present your innovations and products at the Eurobike Altstadtzentrum Ravensburg to give the audience an outlook on the upcoming season 2006.



Also the little ones shall get their money worth.

With a program perfectly made for children and adjusted to cycling, we would like to inspire the kids being in "the city of games".

Be assured that boredom is a foreign word on that day! The annual institution "Ravensburg plays games" is our role model and incentive.

Let's wait and see, what kind of surprises will wait for the parents, the kids and the pros...



Route map

The "Radkriterium" - a race event of a class of its own

- 64 kilometres of pure tension and excitement
- 800 m circuit
- 60 laps at the juniors' race, 80 laps at the main race (pros)
- duration approx. 1 hour 20 minutes
- left hand race, along the lines of cycle-lane-racing
- start and finish sector at the Marienplatz right in front of the City Hall
- exciting racing course due to challenging roadway arrangement and numerous sprints valid for the special score system

Freeride Biking at the Hirschgraben (park in Ravensburg)

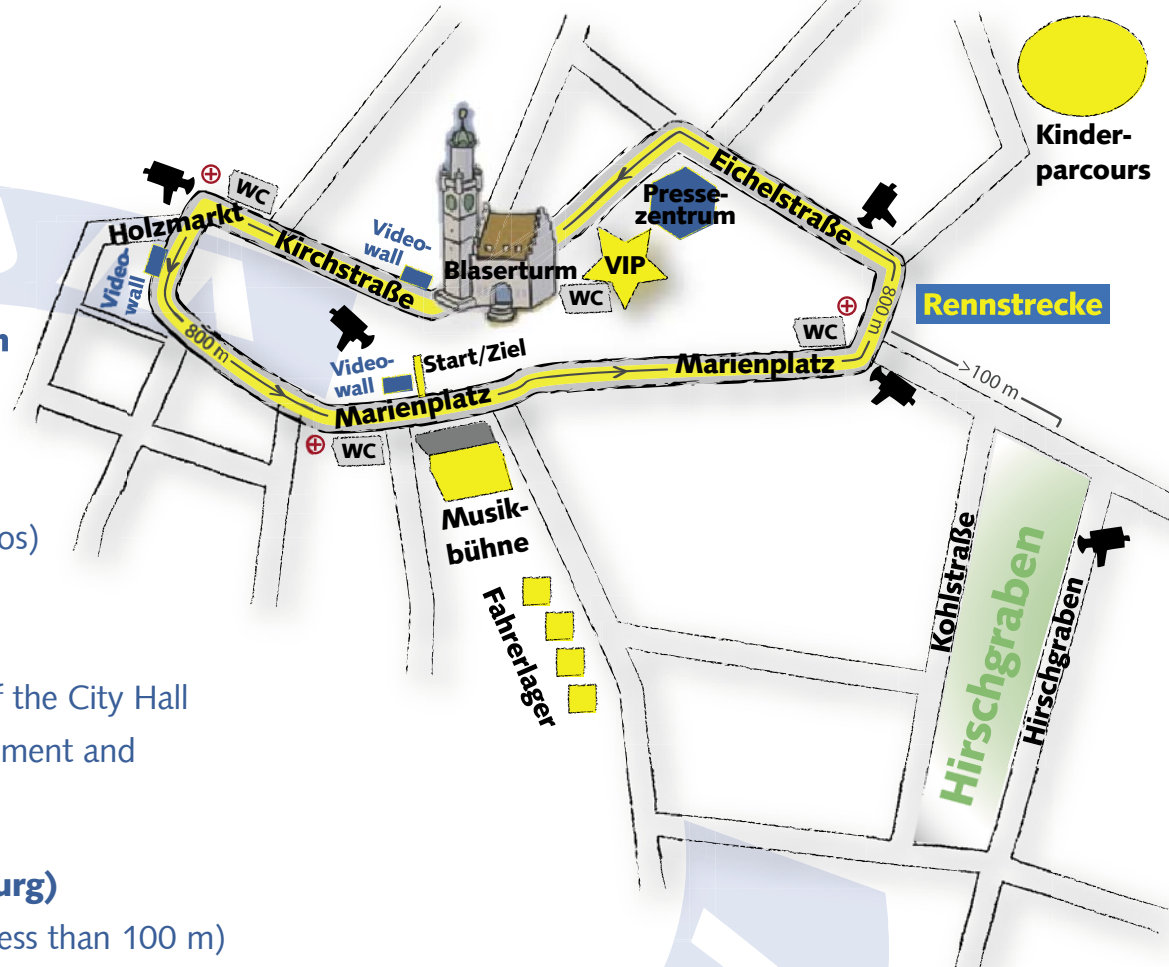
- Hirschgraben right next to the course of the main race (less than 100 m)

Bikers' camp in Bachstraße

- located 80 m behind the stage and within the pedestrian zone the bikers prepare for their race

Kids Game Parcours

- directly behind the Blaserturm (famous tower in Ravensburg and the town's landmark) you will find the playground for the little ones



Organization

Never change a winning team...

- Friedrichshafen trade fair / EUROBIKE
- City of Ravensburg
- Promoter: E. Tremmel Marketing GmbH
- Project manager: Guido Baur
- Development and design: designs – Agentur für Digital- und Printmedien (agency for digital- and printmedia)
- Production management: nbh-eventagentur, Stefan Weitnauer
- Sports supervisors (bicycle race): Karsten Niemann and Tobias Hübner (KJC)
- Sports supervisor „Freeride Biking”: Martin Wördehoff

Hr. Herrmann Vogler, Hr. Josef Büchelmeier, Hr. Rolf Mohne



Organization Eurobike und Ravensburg

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EUROBIKE – final report 2004

- EUROBIKE attracts worldwide attention within the cycling scene
- Plus of 15 % of business visitors and exhibitors
- Focus on world premiers, trends and innovations for the season 2005
- According to a survey, the feedback of 90 % of the visitors was more than positive and they will definitely come back to visit EUROBIKE 2005 (Sept 01 – 04/ 2005)
- 18.000 cycling fans gather to EUROBIKE on the Sundays open for the public
- Very positive general spirit within the cycling industry
- 27.152 business visitors within three days from five continents, respectively 72 nations

Best rates in the city of Ravensburg

- 25.000 people in the audience
- Event-magazine Akzent: "RADgeber" with a run of 50.000 units
- More than 50 reports in "Schwäbische Zeitung" and other regional print media (492.000 units per day)
- 40 trailers and 5 lotteries on Radio 7 (1,1 million listeners per day) prior to the event
- 20 minute report on TV channel SWR on Saturday, 4th September 2004, at 4:30 p.m.
- Reports on TV channel Euro 3
- Press-center and technical equipment by T-Mobile (second main sponsor)
- 150.000 online-hits (30 different nations) on the promoter's website, media representatives from all kinds of sports editions as well as Europe-wide reports
- Biker magazine "Tour" reports as print-presenter

Hr. Engler, Uwe Peschel (Gerolsteiner), Hr. Baur, Hr. Tremmel,
Hr. Vogler, Hr. Beck



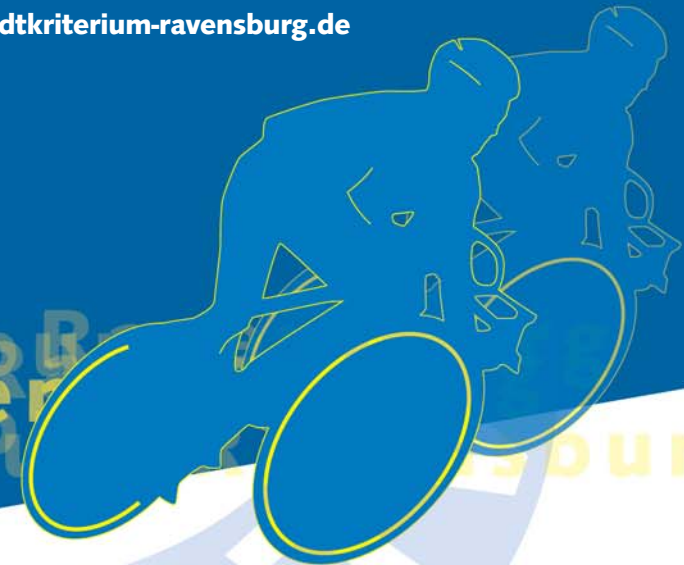
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Altstadtkriterium
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