



**E. J. KRAUSE &
ASSOCIATES, INC.**

<http://www.ejkrause.com>



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E.J. KRAUSE & ASSOCIATES EXPANDS 2018 PORTFOLIO WITH ELECTRIC BIKE EVENTS

BETHESDA, MD (May 14, 2018) – E.J. Krause & Associates (EJK) has announced a new event series under the brand Electric Bike Events LLC that will cover the recreational electric bicycle sector. This year, Electric Bike Events will launch a four-city electric mountain bikes (eMTB) tour: the **eMTB Experience**. The tour is developed as a co-locate with Bonnier Corp., producers of the renowned EnduroCross series, and will include events in Prescott AZ, Reno NV, Denver, CO and Boise, ID.

The **eMTB Experience** events will feature multiple manufacturer booths with over 100 e-mountain bikes where enthusiasts can test ride on an outdoor custom-built dirt terrain test track. Consumers will be able to experience firsthand ebike features, climbing capabilities, and suspensions. Tied to this is a custom data tracking and analysis tool designed to provide the exhibiting manufacturers with a complete demographic profile of riders including a dozen data and mapping points.

In addition, the **eMTB Experience** events will cap off with a competitive electric, pedal-assist mountain bike race called the **eMTB Challenge**. A modified indoor motocross arena track, used just one day before for a national AMA-sanctioned motocross race, will be used as the setting for the **eMTB Challenge**. Racers will compete in three classes: Amateur/Intermediate, ProAm and Pro Open with prize money and points awarded in each city of the tour. All pedal-assist electric bikes can compete, but no throttles will be allowed.

Ned Krause, President & CEO, E.J. Krause & Associates commented, *“This partnership will allow for a unique expansion of the Endurocross program by engaging consumers through delivering hands-on electric mountain bike testing and a special race program. eBikes continues to be one of the fastest growing segments for the bicycle industry worldwide, and the mountain bikes are one of the strongest selling products. We are excited to lend our expertise to the series of events.”*

For additional information please visit: www.electricbikeevents.com

About E.J. Krause & Associates:

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world; EJK produces a growing portfolio of over 40 events, serving 14 different industries. EJK excels in creating global brand leading events, bringing companies together to network and generate business. For more information please visit www.ejkrause.com