



**PARTICIPANT'S GUIDE  
DEMOBIKE  
SEA OTTER EUROPE 2023**

**THE BIKE SHOW IN EUROPE**

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# 01

# How do I get to the festival and where do I park?



If coming by car,  
park here. 



**TAKE EXIT  
6B FROM AP7**

Get there by bike or bus.  
(free transfer every 20 minutes).

If you come by bike, you can leave  
your bike in the festival's  
free bicycle parking area



# 02

# What are the festival opening hours?



22.09.23  
12pm - 7:30pm



23.09.23  
9am - 7:30pm



24.09.23  
9am - 3pm



# 03

# What are the demobike opening hours?



22.09.23

12:30pm - 7pm



23.09.23

9:30 am - 7pm



24.09.23

9:30 pm - 2:30pm



THE DEMOBIKE WILL START 30MIN AFTER THE  
OPENING OF THE FESTIVAL SO YOU WILL BE  
ON TIME IF YOU HAVE AN APPOINTMENT EARLY



# 04 How do I enter the festival?

## What should I do once I arrive?

A free ticket is required |  
Get yours here |



IT'S NOT COMPULSORY TO CHECK IN AT THE DEMOBIKE STAND. You should go directly to the stand of the booking brand.

Once you arrive, head straight to the stand of the brand you have booked with. Or you can walk around the expo zone to find the different Demobike brands and their fleets of bikes, and decide which one you would like to try.



# 05

# Which brands are taking part in the Demobike service?



Brand's list  
updated



BASSO



CANYON



CLASSIFIED



comatec



ecobike



GARMIN



GUAVA



MMR

THOUSTACHE

NORCO

ORBEA



RIESE & MÜLLER

ROSSIGNOL



SRAM

TENWAYS

VELOBBVILLE



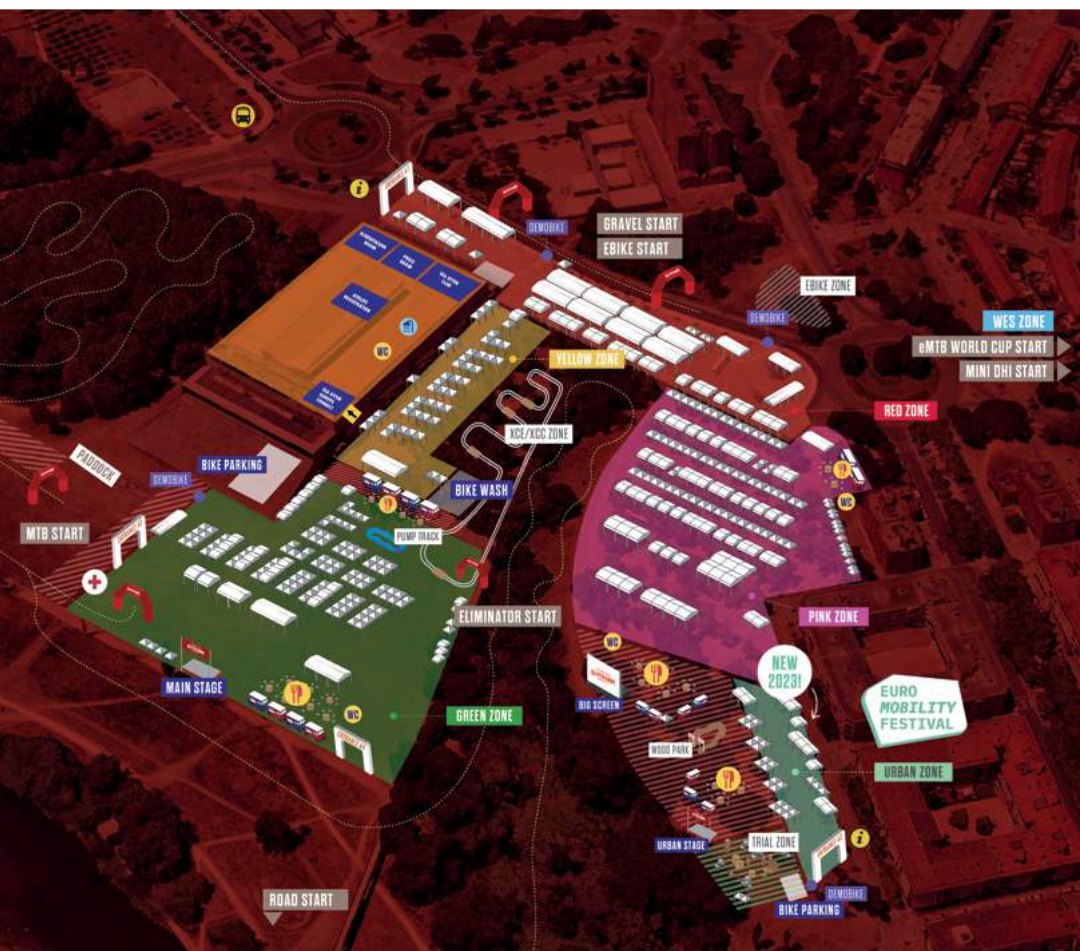
wahoo

whatabike!



# 06

# Where are the brands located?



## RED ZONE

ABUS BERGAMONT BH BMC CANYON inelli  
CLASSIFIED corratec GARMIN MMR TOUSTACHE ORBEA

## YELLOW ZONE

NORCO REVENGE ROSSIGNOL wahoo

## GREEN ZONE

3T bewatt Campagnolo FULGUR GUAVA cyclee  
Valeo

## PINK ZONE

BASSO COLNAGO CUBE FACTOR FELT GASGAS Husqvarna  
LEO CYCLE LEON CYCLE megamo MERIDA ÖHLINS ROTWILD SRAM

## GREEN ZONE

beeq ecobike RIESE & MÜLLER TENWAYS VELOVILLE VOLTAWAY what\_bike! YAMAHA



# 07

## How do I reserve a bike?

- 1| Book on the website
- 2| You can book up to a maximum of two bikes (in the pre-booking period).
- 3| On the day of the festival, head straight to the brand's stand. You must bring valid photo ID with you (National ID/Foreigners' ID or passport). Once you have completed your test rides, you can do as many as you like, unlimited and free of charge.
- 4| Start your test ride!

05.09.23

## When does pre-booking open?



# 08

# What are the Demobike circuits?

BTT

eBIKE

ROAD

URBAN

GRAVEL

There are short-, medium- and long-distance circuits and circuits for different disciplines. Some are located within the festival grounds and others 300 m from the festival.



COSTA BRAVA - GIRONA

**SEA OTTER EUROPE**

Presented by **Continental**

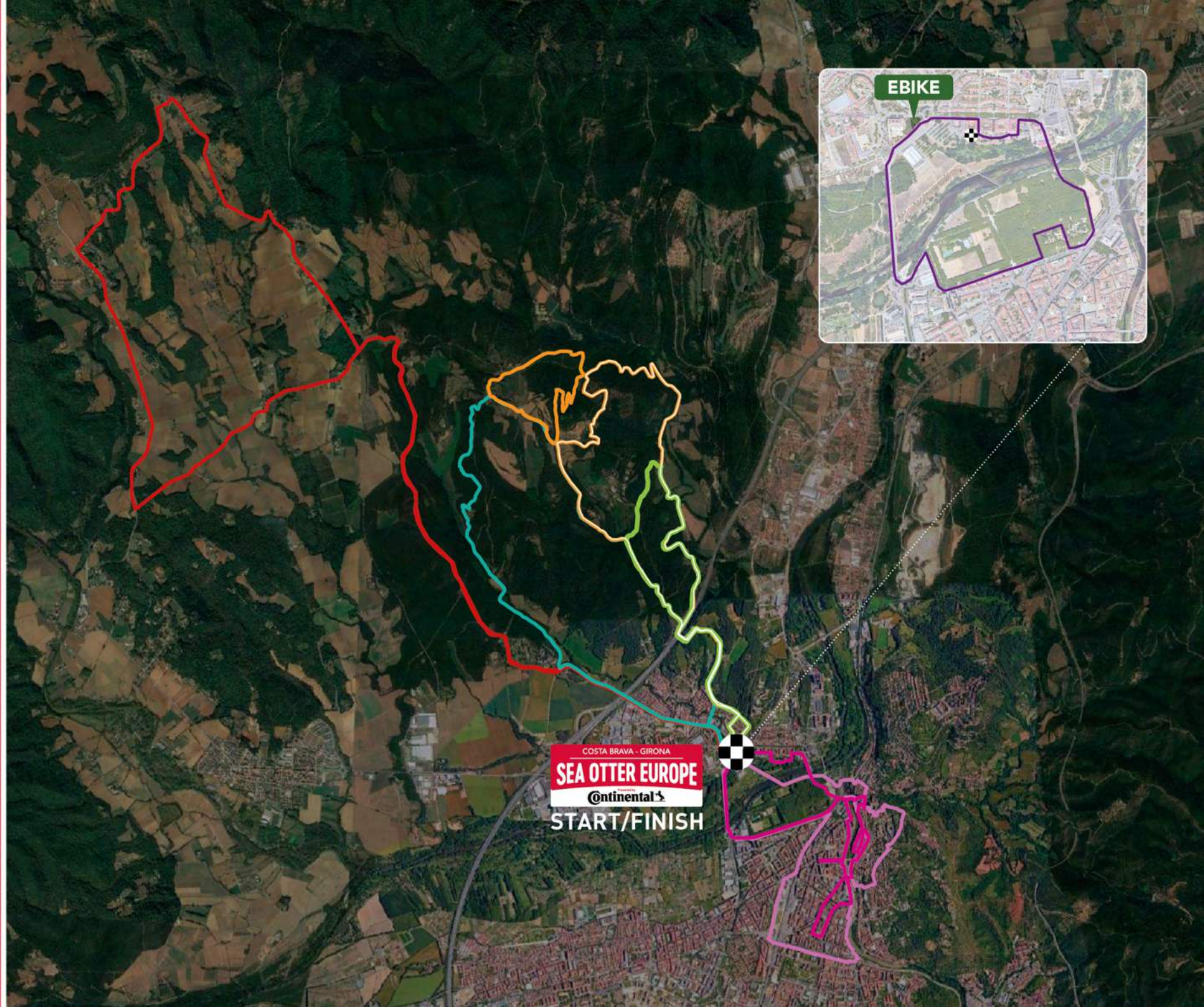
**EURO MOBILITY FESTIVAL**

**DEMOBIKE**

- 6 | **URBAN A**  
3,6KM (15')
- 7 | **URBAN B**  
8KM (30')
- 8 | **URBAN C**  
10,5KM (40')
- 9 | **EBIKE**  
500M (3')

- 1 | **MTB A**  
8KM 150MD+ (30')
- 2 | **MTB B**  
12KM 200MD+ (45')
- 3 | **MTB C**  
16KM 300MD+ (50')
- 4 | **ROAD**  
24KM (45')
- 5 | **GRAVEL**  
12KM (30')

⚠️ EXIT AND ENTRANCE BY THE DEMOBIKE GATES AT THE FESTIVAL



COSTA BRAVA - GIRONA  
**SEA OTTER EUROPE**  
 Presented by **Continental**  
**START/FINISH**



# 08

# What are the Demobike circuits?



8KM-150MD+  
30'



12KM-200MD+  
45'



16KM-300MD+  
50'

DOWNLOAD IT ONTO YOUR  
**GARMIN**<sup>®</sup>

# BTT

/for MTB, eMBT, enduro and full suspension bikes  
/circuit marking  
/GPS route available  
/powered by **wikiloc**



# 08

# What are the Demobike circuits?



24KM-300MD+  
45'



12KM-150MD+  
30'

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**GARMIN**

# ROAD GRAVEL

/for road/gravel bikes  
/circuit **NOT** marked  
/GPS route available  
/powered by **wikiloc**  
/circuit with open traffic



# 08

# What are the Demobike circuits?



3,6KM  
15'



8KM  
30'



10,5KM  
40'

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**GARMIN**®

# URBAN

/for urban bikes  
/circuit **NOT** marking  
/GPS route available  
/powered by **wikiloc**



# 08

# What are the Demobike circuits?



500M  
3'

DOWNLOAD IT ONTO YOUR  
**GARMIN®**

# eBIKE

/for ebikes  
/circuit marked



## What is the opening date for pre-bookings?

- | On Tuesday 05.09.23. Not all brands offer this option. The platform will clearly indicate this.
- | For brands that offer pre-booking, you will be able to book your bike from 05.09.23 via the Demobike platform.
- | For brands that do not offer pre-booking, you will only be able to test their bikes during the course of the festival through the platform and on the spot, at the stand.





Can I book on the day of the test ride?

Yes, although the organisers recommend that you book beforehand via the official platform.

[Booking now here.](#)

Concerning bookings



## How many bikes can I reserve during pre-booking?

You can reserve up to a maximum of two bicycles on the platform.  
So choose them well!

**Concerning limits  
to the number of bicycles**

## How many bikes can I test ride during the course of Sea Otter Europe?

There is no limit!

Just make sure that each bike is available.

⚠ Please note! You can only have a total of two bikes reserved in your profile with the test rides still to be completed. Therefore, if you try to book a third bike, the platform will not allow you to do so. You must first complete your two previous test rides.

# Concerning limits to the number of bicycles



## What documentation do I need to bring?

You must present a national photo ID card, Foreigners' ID card or passport. Photocopies or the ID documents of persons other than those taking part in the service will not be accepted.

**Concerning  
the documentation**

## How long does each test ride last?

Between 30 min and 60 min, depending on the time slots established by the brands. This will give you enough time to prepare the bike, complete the route and return it comfortably.

Test rides will either be completed with or without a guide. This will be a matter of choice for each brand.

It is for this reason that the circuits are minimally signposted.



I know a route that is not part of the Demobike circuit, can I deviate and create my own route?

**No.** For safety reasons and to ensure that the test rides are carried out within the scheduled time slots, only the circuits authorised by the organisers should be used.

Are all Demobike models available on the Bike and Go platform?

No. BikeAndGo is a service that the organisers make available to brands and visitors so that the activity can be carried out in the most agile and comfortable way possible.

Therefore, if you do not find the brand you are interested in when registering on the Demobike platform, it may be that:

- a) they are not doing bike test rides
- b) they are not using the platform

In the latter case, go directly to their stand for more information.

**Concerning  
demobike brands**



Do I have to bring my own equipment (helmet, sportswear, shoes)?

Yes, you must bring your own equipment. However, GARMIN will offer a rental service pg GPS (free) and ABUS will also offer a rental service of HELMETS (free).

Concerning the necessary material





What happens if I don't have my ID card/passport with me?

- | You will not be able to take part in Demobike.

Is there any insurance cover in case of an accident?

- | **Yes,** all Demobike participants will have insurance that covers the cyclist in case of an accident.

**Concerning  
possible incidents**



## What happens if I am late for my reservation?

You will lose your reservation and will have to rebook the bike depending on availability. Some brands wait up to a total of 10 minutes. Please be punctual.

## Concerning possible incidents



### Will there be a cloakroom service?

**No.** Each person should be responsible for their personal belongings.  
Some brands may have a cloakroom space at their stand.

### Will there be changing rooms with showers?

**No.**

### Will there be a bicycle storage service?

**Yes,** bicycle storage is located in the festival area and will be properly signposted. The service is free.

## Referente a otros servicios



# OUR VALUED PARTNERS



INSTITUTIONAL SPONSOR



TITLE SPONSOR



GOLD SPONSOR



SILVER SPONSOR



BRONZE SPONSOR



STRATEGIC PARTNERS



OFFICIAL BIKE WASH



OFFICIAL MAPPING



ORGANIZING