

For Beginners, Women, and Families!  
Japan's Largest Sports Bicycle Festival Everyone can Enjoy

## 「CYCLE MODE international 2014」

Makuhari will be Full of Sports Bicycles!!

CYCLE MODE Executive Committee will hold Japan's largest Sports Bicycle Festival "CYCLE MODE international 2014" in November at Makuhari Messe. This will be the 10<sup>th</sup> year.

### "Play Hard with Bicycles"

#### ~Sports Entertainment Show with Experience and Sensation~

Every year, fans of sports bicycles are increasing and the trends are changing rapidly. Behalf of that, this year, CYCLE MODE will start new contents at the theme of **"Play Hard with Bicycles"** to tell the fascination of sports bicycles to not only people who are already enjoying bicycles, but also to people who want to start. Completed cars and overwhelming scale of bicycle related items will be exhibited. Inheriting the ability of test riding, CYCLE MODE will shift to an event with more "Experience" and "Sensation". This event will be a chance to feel the true delight of riding bicycles.



### Sports Bicycle Mood in Makuhari

For the first time, Cycle Mode will expand the event from Makuhari Messe to Makuhari New Downtown. Genuine race and light-hearted ride events will also be held. The first cyclo-cross mountain bike night race in Japan "STAR LIGHT MAKUHARI 2014 in Cycle Mode", "Makuhari Enduro in Cycle Mode" with the top players of domestic road races competing, and a metropolitan orienteering ride "GREAT EARTH CYCLE MODE RIDE" held by the theme of "Play Exhaustively on the Earth".

The 10<sup>th</sup> Cycle Mode will be an event which core users, beginners, women, families, anyone can find new enjoyments and **"Play Hard with Bicycles"**.

Therefore, please consider writing an announcement article.

= Inquiries about this Event =

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# CYCLE MODE<sup>®</sup> international2014

—New Downtown of Makuhari to a Field of Sports Bicycles—

## New Plan①

### STAR LIGHT MAKUHARI 2014 in CYCLE MODE

Next to Makuhari Messe, will be a specially set up off road course for race events of cyclo-cross, mountain bikes, trail running.

The highlight is “night race” of cyclo-cross mountain bike which is the first time to be held in Japan. Cyclo-cross is a popular night event in North America and settled as an entertainment race. At the lighted up grounds, the race can be watched while enjoying DJ’s music and a drink.



## New Plan②

### GREAT EARTH CYCLE MODE RIDE



**CYCLE MODE**  
international2014

Popular ride event “GREAT EARTH” and “CYCLE MODE” will collaborate and hold a metropolitan orienteering ride. There will be checkpoint from Tokyo to Chiba and at each checkpoint, local delicacy will be served to enjoy the trip to the goal. Bicycles can be delivered so there is no worry about the trip back.



#### 【GREAT EARTH】

At the theme of “Play Exhaustively on the Earth”, experience the Earth, deepen the relation between human and Nature, expand the exchange between person and person, is the 3 concepts of this ride.

## New Plan③



### Makuhari Enduro in CYCLE MODE

JBCF road race series with the Top professional players in domestic road races competing.

Japan Bicyclist Club Federation, managing the race, will hold the Year’s Last Match of J Elite Tour and J Feminine Tour on November 8<sup>th</sup> (Sat.) at Makuhari Kaihin Park near Makuhari Messe

Also, on November 9<sup>th</sup> (Sun.), an Enduro race for Hobby racers.



## CYCLE MODE 2014 TVCM & Theme song "Jibun Minagiru(Rise Yourself) CHARGE YOUR LIFE"

The 10<sup>th</sup> CYCLE MODE's main theme is "Jibun Minagiru(Rise Yourself) CHARGE YOUR LIFE" Focusing on the next 10 years, it is an simple Commercial that tells "Refresh", "Active", "Spouting Sweat", the fascination of bicycles. Exercises and fashionable lifestyles, ability to go far. There are many ways to enjoy riding bicycles, and that is the fascination of bicycles. The encounter with bicycles, new part of yourself, and a new world is expressed energetically.



### The theme song "Crazy Crazy Love" by Czecho No Republic

The theme song is "Crazy Crazy Love" of Czecho No Republic and it is used in CYCLE MODE 2014's TV commercial and promotion video. The song is fantastic and dreamy and it will fascinate fans.

They made their major debut in 2013 and their song will liven up CYCLE MODE 2014 by the uptempo rhythm that recalls the refreshment of bicycles.



## Pro Shop GO! GO! Campaign

### Good value campaign for visitors

On the questionnaire with visitors as a target, over 50% of the visitors answer that they are planning to buy an bicycle within an year.

Moreover, thinking of guarantee and after service after purchase, the advices from the salesperson, over 80% visitors answered that they are planning to purchase at Bicycle Specialty Store

From this, CYCLE MODE decided to keep on carrying on "**Pro Shop GO! GO! Campaign**".

During the session, campaign coupons will be distributed to visitors, and the coupon will be a ticket to receive good value services from the shops which is subject to the campaign.

This year, the shops subjected have increased and the services that can be received are diverse.

<Campaign session> November 7<sup>th</sup>, 2014~December 7<sup>th</sup>



## Other Contents

### CYCLE MODE MASTERS

A general navigation & entertainment zone at the center of the ground. Inviting Sascha (famous for the live coverage of "Tour de France") as a total navigator, experts of sports bicycles will teach how to enjoy bicycles one step ahead.



### Team Keep Left

CYCLE MODE Executive Secretariat and NPO Bicycle Usage Promotion Study Program cooperated and started this project.

Intellectuals, talents, entertainers, and visitors who love bicycles can exchange ideas at the talk session taking place here. Visitors can learn about the accurate rules for riding, and how to keep manners.



### BMX Flatland Zone

Professional riders of BMX will be performing everyday during CYCLE MODE. Visitors can watch the active performance right near.

Also, there will be a BMX experience school for parent and child, and children can enjoy BMX.



### Lesson before test riding

This is a zone for beginners, who has no experience riding road bikes or mountain bikes. Visitors can learn how to ride bicycles safely and enjoy it.

There will be curriculums so beginners can test ride at CYCLE MODE safely.



### Collaboration with Popular Cartoon "Yowamushi Pedal"

CYCLE MODE international 2014 will collaborate with popular cartoon "Yowamushi Pedal" which TV Tokyo is going to broadcast 2<sup>nd</sup> season.

Moreover, there will be an event at the main stage starring the author, Wataru Watanabe, and collaboration items will be sold.



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## CYCLE MODE international 2014 Event Outline

- ◆Date : Nov. 7<sup>th</sup> (Fri) · 8<sup>th</sup> (Sat) · 9<sup>th</sup> (Sun)
- ◆Time : 10:00~18:00 ※Besides 9<sup>th</sup> 10:00~17:00
- ◆Place : Makuhari Messe International Exhibitions Hall 1~4
- ◆Sponsor : CYCLE MODE Executive Committee  
(TV Tokyo/ TV Osaka/ TV Osaka Expro)
- ◆Admission Fee : Advance Ticket 1,100 Yen/ Day Ticket 1,300 Yen  
(Tax Included) (Free for High School Students and under)  
※Nov. 8<sup>th</sup> (Sat) 500 yen for only women  
※Free for members of Team Keep Left
- ◆Inquiries : CYCLE MODE Tokyo Secretariat TEL : 03-5775-5757
- ◆Official Web Site : <http://www.cyclemode.net/>
- ◆Support : Ministry of Economy, Trade and Industry  
Ministry of Land, Infrastructure, Transport and Tourism  
Chiba Prefecture · Chiba City  
Japan Bicycle Promotion Institute  
Bicycling Popularization Association of Japan  
Bicycle Association  
Japan Cycling Federation  
Japan Triathlon Union  
Japan Mountain Bike Association  
Nikkei Inc.

### <Outdoor Fields Event Outline>

Name : STAR LIGHT MAKUHARI 2014 in CYCLE MODE  
Date : Nov. 7<sup>th</sup> (Fri) ~9<sup>th</sup> (Sun) 2014  
Place : Makuhari Kaihin Park G Block Special Site (Chiba City, Mihama District)  
Sponsor : Star Light Makuhari Executive Committee  
Contents : Cyclo-cross, XCE (Cross country Eliminator) , Trail running  
Official Web Site : <http://starlightmakuhari.com>

Name : GREAT EARTH CYCLE MODE RIDE  
Date : Nov. 8<sup>th</sup> (Sat) 2014  
Place : Starting point : Participant's house (Optional starting point) ⇒ Goal point : Makuhari Messe  
Check point : 7 to 8 points in the route from Tokyo to Makuhari Messe  
Sponsor : GREAT EARTH Secretariat, CYCLE MODE Executive Committee  
Contents : Metropolitan Orienteering Ride stopping by check points in the route from Tokyo to Chiba, and head for Makuhari Messe  
Official Web Site : <http://great-earth.jp/gecm/>

Name : Makuhari Enduro in CYCLE MODE  
Date : Nov. 8<sup>th</sup> (Sat) ~9<sup>th</sup> (Sun) 2014  
Place : Makuhari Kaihin Park D · E Block  
Sponsor : Japan Bicycle Club Federation  
Contents : Nov. 8<sup>th</sup> (Sat) J Elite Tour, J Feminine Tour  
Nov. 9<sup>th</sup> (Sun) 2 Hours Enduro, 4 Hours Enduro (General participation)

### ★About the Notice Coming

There will be update information about the event contents.  
The update information will be announced by a press release from the PR Secretariat.  
Moreover, there will be an invitation sent to medias for visiting the event.