



NATURE IS BIKE

2nd edition - Gravel Festival - Angers

24-25-26

JUNE

2022

Premium partner



An event



angers loire
métropole
communauté urbaine



ANGERS

PIONEER TOWN

Angers will become, for one weekend, the spot for trends shaking the Gravel world



At the crossroads of 3 Véloroutes - Loire à Vélo, Vélo Francette and Vallée du Loir à Vélo - used each year by nearly 200,000 cyclists and cycle tourists, Angers claims a **natural geographic legitimacy** to organize THE benchmark Gravel FESTIVAL: **NATURE IS BIKE.**



A CITY OF
HUMAN SIZE



NO.1 GREEN
CITY IN FRANCE



84 MIN FROM PARIS BY TGV AT
THE CROSSROADS OF WESTERN
FRANCE



But what is Gravel anyway?

The term gravel relates to both a practice and a bicycle. The Gravel phenomenon originated in the Midwestern of the United States, where cyclists ride on small roads and dirt tracks. It is a practice of cycling that mixes road riding with trails, tracks and paths. **Gravel is the sheer freedom of being able to ride where you want, when you want.**

2021

A FEW FIGURES ABOUT THE 2021 EDITION

THE FIRST FAIR DEDICATED TO GRAVEL IN FRANCE

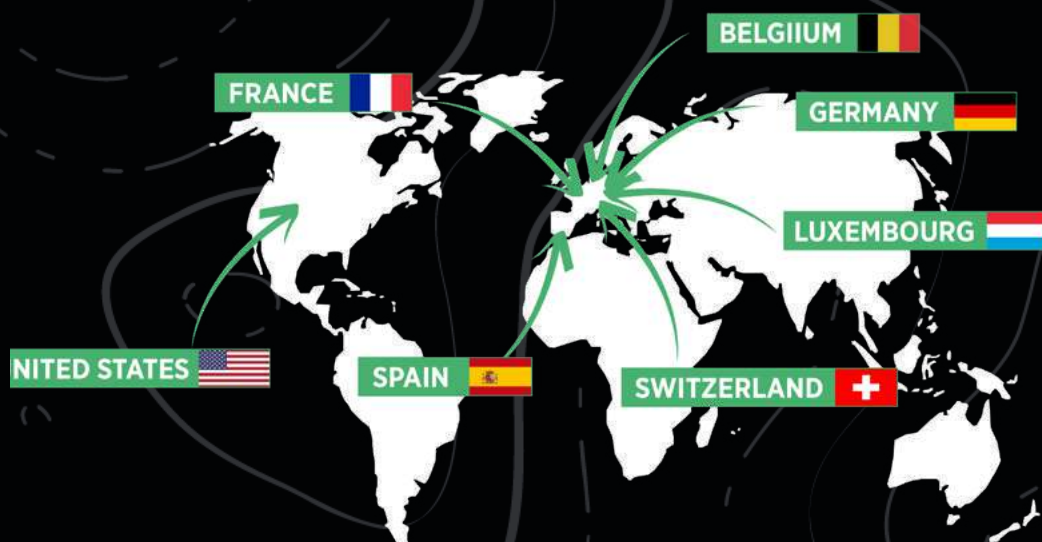
- **487 km** of route crossing **2** regions, **4** departments & **87** municipalities
- **18 municipalities** mobilized over the **territory of Angers Loire Métropole**
- **3,140 m** of elevation over all the events

MORE THAN 1000 PARTICIPANTS ENTERED IN THE 4 EVENTS

- **7 nationalities** represented (French, Belgian, Luxembourgers, Spanish, Americans, German, Swiss)
- **Youngest 18: oldest 68** (average age 40.9)
- **Gravel of Legend** (300 km from Arromanches to Angers): **the longest day**
- The winner reached Angers in 11:31 and 33 s: the most resilient in 19:34 and 32 s
- 1034 participants including **79 women**

THE INTERNATIONAL GRAVEL MEETING

7 nationalities represented at the 1st edition



THE FIRST GRAVEL AND ADVENTURE BIKE FESTIVAL

- **3,000 m²** of exhibition space
- More than **4,000 visitors** over 3 days
- **64 brands** represented including market leaders

AN ECO-DESIGNED TERRITORY EVENT

- **100 volunteers**
- **36 eco-responsible commitments**
- **REEVE** labeled event

ANGERS, THE CAPITAL OF GRAVEL

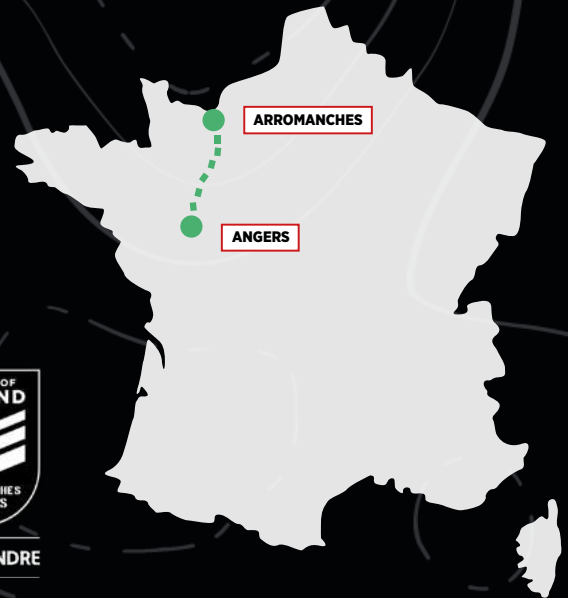
- **327 media reports**
- **€ 1.3 million** in advertising value
- The Gravel of Legend video reported **150,000 views** on Riding Zone!



NATURE IS BIKE

The No.1 Gravel festival in France, a European benchmark

Nature is bike is first and foremost an **ultra-distance event** called **Gravel of Legend** which symbolizes the gravel landing in France and Europe with a departure from the Normandy beaches at **Arromanches to travel to Angers**. A whole weekend in the **Gravel philosophy** will bring together, in Angers, enthusiasts and visitors at the No.1 Gravel and adventure bike show, including the Gravel Summit, a place of exchange around innovations of brands and territories, but also many sporting rides and discoveries which will follow a variety of paths and terrains.



NATURE IS BIKE

A TRUE MARKER OF NEW WORLD EVENTS

It's a new take on events! Firstly, by its design which combines a three-day sporting event for the general public and an outdoor showroom dedicated to the various players in the world of Gravel. Nature is Bike is an opportunity to share new visions. For athletes, young and old, it is a multiple experience event that combines **openness and diversity and can be experienced with family, colleagues or friends**.

At the heart of 3 bicycle routes (Loire by bicycle, Vélofrancette & Loir Valley by bicycle), Angers Loire Métropole is a **human-sized region** which is agile and visionary and thus consolidates its positioning as a **territory of innovation**. This emerging practice is a reflection of the art of living in Angers and is **consistent with public policies for ecological transition, smart territory and active mobility**. This event, itself, is committed to a sustainable development approach and **has received the REEVE "eco-design" label**.

NATURE IS BIKE

A LABORATORY FOR A 360 EVENT

Nature is Bike showcases the ambition of a **territory resolutely committed to ecological transition**. It is a concrete example of the **approach taken by the territory**:

- **Raising awareness among the general public** (in particular those passionate about outdoor sports) on many issues: a practice respectful of the environment, the preservation of biodiversity, the protection of environments and resources, the prevention of nuisances.
- **Promoting** soft mobility, cycling, cycling routes, green circuits in the agglomeration.

- **Ensuring the transition** towards a circular and responsible economy, towards sustainable tourism and the promotion of local know-how and products.

Nature is Bike is part of this **process of promoting sustainable tourism** and results in the **exploration of our territory** through a deeper, more **authentic** experience.

NATURE IS BIKE

A TOOL DEDICATED TO SHINING A LIGHT ON THE TERRITORY

Born in the United States about ten years ago, gravel is now a **rapidly developing practice in France** and although it is still only niche, sales of gravel have multiplied by 5 in 2020. The creation of **an innovative and large-scale event** constitutes a real opportunity for the Angers Loire Métropole which is subsequently a pioneer and helps draw attention to our destination on a

European scale. The strong commitment of Angers Loire Métropole and the City of Angers is supported not only by the Pays de la Loire Region and the Department of Maine-et-Loire but also by the Region of Normandy and the departments of Calvados and Orne, thus demonstrating that **the event is a real tool serving to promote our territories**.



THE 2022 EDITION NATURE IS BIKE

24, 25, 26 JUNE 2022

GRAVEL OF LEGEND

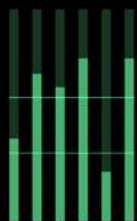
Symbol of the landing of gravel in France, Gravel of Legend unveils an unprecedented route in 2022 between Arromanches and Angers. A 300km adventure for athletes, departure takes place on Friday June 24.



GOLD OPERATION ≡

Encryption: **Gravel Of Legend**

Beachhead: GOLD Beach



D-Day: 24 JUNE 2022

H-hour: 6h00

Objective : Reach Angers

Allocated time: 20h maximum

ARROMANCHES LES BAINS



GOLD BIKEPACKING SPECIALIZED

Discovery cycling
with a bivouac over 300 km in 36 hours

GRAVEL OF LEGEND LEGENDRE

WHAT'S NEW?



GRAVEL150 CHRONO SRAM

150 km course with timed specials
(with classification)

GRAVEL FESTIVAL

3 days of activities on June 24, 25 and 26 to create links and share the values of the Gravel community.



GRAVEL100 DT SWISS

- Ride 50 et 100 km for gravel enthusiasts and fans of adventure,
Sunday 26 June



GRAVEL50 BRYTON



GRAVEL FESTIVE NEW

- Festive night ride with friends or
colleagues, Saturday June 25.





BIKEPACKING 2x40 LIV

A discovery of cycling adventure with a campfire and bivouac atmosphere. A two-day micro-adventure in bikepacking (2x40km).



THE 1ST GRAVEL AND ADVENTURE BIKE SHOW

With the presence of leading brands (equipment, materials, technological innovations, bike packing and outdoor leisure activities) and the hottest cycling tourist destinations.



GRAVEL SUMMIT CRÉDIT MUTUEL

Conferences around round tables (CSR, Bike Packing, Gravel and technological innovations, Gravel practices and the environment) with specialists or enthusiasts ... They will share with us their philosophy of life and their enthusiasm for Gravel in order to enrich, exchange and build relationships and be open to new ideas and opportunities, from 9.00 to 13.00, Saturday June 25.



NATURE IS BIKE EXPLORATION & ADVENTURE

The Festival can also be experienced with family and friends: different routes where pure Gravel will give way to VTC, leisure bikes or other mountain bikes which are all part of its heritage in a preserved green setting. Equipped with a «Nature is Bike Exploration and Adventure» passport, each tribe will set off at their own pace from the Village on an activity that will allow them to understand and listen to nature and quench their thirst for freedom!



FESTIVAL EVENING

Entertainment, music, local beers and Loire wines to be consumed in moderation!



NATURE IS BIKE THE 2022 PROGRAM

GRAVEL OF LEGEND LEGENDRE



Friday June 24

GRAVEL OF LEGEND

300 KM in 20 hours

GOLD BIKEPACKING SPECIALIZED

300 km in 38 hours
with a bivouac

GRAVEL150 CHRONO SRAM

150 km course with
timed specials

GRAVEL FESTIVAL

Friday June 24 to Sunday June 26

THE 1ST GRAVEL AND ADVENTURE BIKE SHOW

Activities and workshops in the village



Sunday June 25 to Sunday June 26

BIKEPACKING 2x40 LIV

A discovery of the adventure by bike, campfire and bivouac



Saturday June 25

GRAVEL SUMMIT

CRÉDIT MUTUEL The discussion forum



GRAVEL FESTIVE

A ride with friends or colleagues



Sunday June 26

GRAVEL100 DT SWISS

A ride for gravel enthusiasts



GRAVEL50 BRYTON

A discovery ride



NATURE IS BIKE EXPLORATION & ADVENTURE

Activities to enjoy by bike with family and friends



BECOME A PARTNER

This is the opportunity for you to showcase your company as a Pioneer in a market with high potential at the heart of a benchmark meeting in France.

DEVELOP

increased visibility for your brand among professionals and individuals

ENJOY

an exceptional showcase to promote your products or services and boost your sales

ASSOCIATE

your image with that of a pioneering event within the No.1 green city in France

LINK

your communication strategy to the values of the Festival: conviviality, adventure, sustainable development & CSR



ECO-RESPONSIBILITY

The event is part of an «eco-event» approach, which involves reducing the impact of the festival on its environment.

JOIN THE ADVENTURE!

24-25-26 JUNE 2022

ANGERS



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More information on our website:

www.natureisbike.com