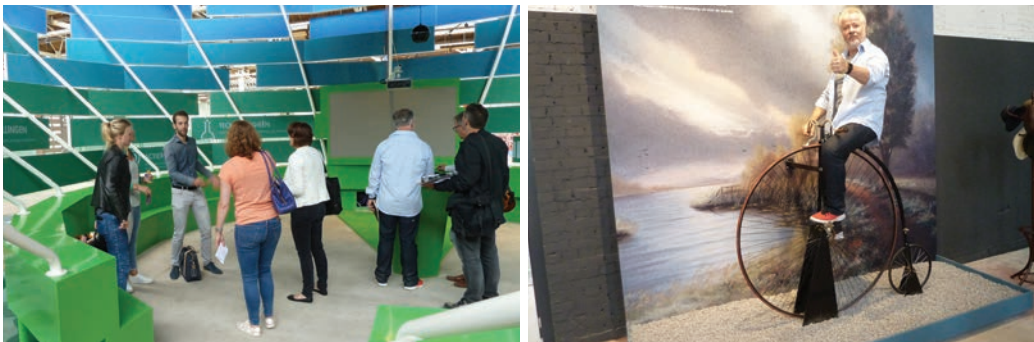




De Fietser is the only and correct address to see, learn and experience everything in the field of cycling. Who was not a cycling fan before will certainly will be after the visit. For cyclists De Fietser is the cycling experience center in the Netherlands. Here anyone can find information, inspiration, expert advice and a fun day out. There is obviously a very wide range of bikes, from children to e-bikes and everything in between, of course from the best Dutch brands such as Batavus, Koga, Loekie, Sparta and Van Nicholas. Here, no endless, straightforward rows bicycles, bikes come here just to their right in vibrant in a colorful environment.

But there is more: the Dutch Bicycle Museum, a short inspirational film and there is much to explore and do. As testing the cycles on a beautiful test track. There is of course a quiet moment at the café with terrace. And even De Fietser has thought of bicycle rentals so the environment can be detected in an ideal bike. And last but not least there is a Bike Gift Shop where everyone can buy a nice souvenir or useful gadget. De Fietser is the place to be for individuals and dealers. Or rather, simply for all cyclists.



Authority

DST - Het Experience Bureau
Mr. Paul de Kruijff
Cantonlaan 4
3742 CJ Baarn
The Netherlands
T +31 (0)35 541 8881
E info@defietser.nl
I www.defietser.nl

Location

Ede, The Netherlands

Surface area

5500 m²

Mindset: In the cinema visitors are equally immersed in the cycle atmosphere. The feel-good movie of De Fietser is - how could it be different - about bicycles: all kinds of historical and contemporary bikes and cyclists about how much fun cycling is and why we are in such a bicycle country. The film is impressive, inspiring and energetic, full of touching, sporty and humorous scenes.

E-bike Square: This e-bike tornado is not to be missed on entry. The tornado symbolizes wind speed and power. Everything visitors want and need to know about e-bikes can be found at this place.

Test world: Visiting De Fietser is not complete without introducing the pedals and the promised experience cycline pleasure. There is a very wide range, there is something for everyone and of course plenty of comparison. So please let's test the track!

Museum: Museum Dutch Biking is an accessible and small museum. It tells the transformation of the Netherlands into cycling country on a very fancy way. For instance, the basis of iconic motorcycles which have made the bike into the versatile vehicle of today. You will discover as a visitor why the Netherlands is the ultimate cycling country and how the bike is woven into our collective Dutch subconscious.

Theme homes: A number of major bicycle brands have each their own theme house in De Fietser, where appropriate to the theme bikes are lined up.

Loekie: Welkom in Loekie Land! Here children can try a real Loekie. Obviously under the watchful eye of their parents, who will discover it from the side.



Destination

Experience center

Type of exhibition

Permanent

Project director

Harry Jansen

Design

DST - Het Experience Bureau

Cantonlaan 4

3742 CJ Baarn

The Netherlands

T +31 (0)35 541 8881

Start

January 2015

Delivery

August 2016