



© 23 April 2023, 21:05 (CEST)



Selle Royal's 2023 Van Tour heads to Europe's cycling cities, offering thousands of cyclists free coffee and mechanical assistance

Selle Royal will 'support cyclists on the road' from April to July 2023 with a new European Van Tour that visits both established and emerging cycling cities

Selle Royal's mechanics and baristas will visit: Strasbourg, France; Rotterdam, The Netherlands; Brussels, Belgium; Copenhagen, Denmark; Berlin, Germany; and Salzburg, Austria

23 April 2023 – Pozzoleone, Italy: Selle Royal's mobile bike workshop and professional coffee bar has been supporting Europe's cyclists for free since 2018, with its dedicated team fixing more than 3000 bikes, serving close to 7000 high-quality coffees plus offering maintenance and comfort advice to countless cyclists.

2022 marked Selle Royal's biggest-ever year in its mission to 'support cyclists on the road' throughout Europe, servicing more than 800 bikes and serving over 1000 coffees, travelling 4000 kilometres over the course of four months.



For 2023, the Italian heritage brand is preparing to support thousands more leisure cyclists and commuters with a new Van Tour route, taking in popular cycling locations from previous routes and all-new stops in Brussels, Rotterdam and Berlin. Municipalities working to transform their infrastructure and position cycling in the beating heart of each city have been chosen to host the Selle Royal Van, alongside the team returning to previous locations where the Van Tour had a great reception from local cyclists, community groups and councils.



Selle Royal will once again carry out free bike repairs, share maintenance and comfort advice through workshops every day, host rides and parties plus serve professionally-made complimentary Excelsior coffee across six European cities. The brand has set a goal for 2023's Van Tour to support more cyclists than in any previous year.

“More and more people around Europe are choosing the bike for both urban mobility and leisure, so we want to empower both new and existing cyclists to keep cycling at the core of their everyday lifestyle - whether that’s by solving their mechanical issues or by improving personal on-bike comfort. Since our Van Tour first left Italy in 2018 we’ve witnessed the incredible growth of cycling and the transformation of cities, first-hand. This is why for 2023 our van team will visit both established bike-friendly cities and new locations that are investing in returning their streets to a more human, sustainable scale.”

— Lara Cunico, Marketing Manager, Selle Royal

Where will Selle Royal 'support cyclists on the road' in 2023?

- Strasbourg, France - Place Dauphine. 13 - 16 April
- **Rotterdam, The Netherlands - Eendrachtsplein, Rotterdam. 10 - 13 May**
- **Brussels, Belgium - Place Saint-Croix. 16 - 18 May**
- Copenhagen, Denmark - Broens Gadekøkken, Strandgade. 1 - 4 June
- Berlin, Germany - R.A.W.-Gelände, Revaler Straß. 29 June - 2 July
- Salzburg, Austria - Kurgarten. 12 - 15 July

Alongside in-person mechanical assistance, Selle Royal will offer all visitors a complimentary digital maintenance guide designed to help them to keep their bikes on the road and a 30% discount on Selle Royal products.

More details about events, community rides and other opportunities to connect with Selle Royal in each city will be shared ahead of the relevant Van Tour stop.



Media kit: Selle Royal's 2023 Van Tour | Twotone Amsterdam Newsroom



More about the Support Cyclists On the Road tour.



@selleroyal Instagram

ORIGINAL URL

<https://news.twotoneams.nl/225202-selle-royal-s-2023-van-tour-heads-to-europe-s-cycling-cities-offering-thousands-of-cyclists-free-coffee-and-mechanical-assistance>



Twotone Amsterdam