



Serious fun with GT Bicycles in Trysil Bike Arena

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Trysil Bike Arena partners up with GT Bicycles

Trysil Bike Arena in Norway takes a major leap and partners up with GT Bicycles. Together with Whistler Bike Park in Canada, Trysil will be in an exclusive group of partners for GT Bicycles.

Trysil is well known as the largest ski resort in Norway, but now they want to become a year-round-destination. In just three years, they have developed a mountain bike product that has become very popular, both among families and mountain bikers. The partnership with GT Bicycles means better quality

of trails and a higher service level in the arena.

- It is very gratifying that we have landed GT Bicycles as our largest partner for Trysil Bike Arena. The partnership will provide direct effects for our bike guests, who will experience an even better and more professional bike arena in Trysil, says Gudrun Sanaker Lohne, manager at Destinasjon Trysil.

First Whistler, then Trysil..

Last week GT Bicycles signed an agreement with Whistler Bike Park. The fact that GT now chooses to enter into the same type of cooperation with Trysil, testify that the destination has come a long way in the development of Trysil Bike Arena.

- Grounded in Downhill and BMX, GT Bicycles mixes performance with serious fun to deliver good times everywhere our bikes are ridden. Our ultimate goal is to spread the GT vibe across the globe, partnering with some of the most recognizable bike parks around the world from Whistler Bike Park in North America to Trysil Bike Arena in Norway. These bike parks help validate our mountain bike product development and provide seriously fun experiences to the riders when they throw their legs over GT Bicycles, says Mike Marro, Senior Brand Manager at GT Bicycles.

The bike legend applauds the partnership

The bike legend Hans Rey has a long lasting relationship with GT Bicycles. Last year he brought his GT mountain bike and visited Trysil.

Hans Rey in Trysil last year

- I'm very happy to hear about the partnership of GT Bicycles with Trysil Bike Arena. I was very impressed by the Trysil Bike Arena and Trails when I visited in 2016. Especially the new Flow Trails were fantastic. Just like Whistler and Carosello 3000 in Livigno, the best Bike Park's in the world work with one of the best bike companies in the world, GT Bicycles. I look forward to come back soon, says the bike legend Hans Rey.

GT Bike Park

As a result of this partnership the bike park will be renamed GT Bike Park.

Dirt jumps in GT Bike Park

- The Bike Park was completed last summer. It has a paved pump track and four different jump lines with different levels of difficulty. The park has become very popular and had a lot of bike guests last year. Teaming up with GT Bicycles gives us exciting possibilities in the years to come, says the manager at Destinasjon Trysil.

For more information, get in contact with:

Gudrun Sanaker Lohne, Manager at Destinasjon Trysil, phone + 47 48 15 18 22 or e-mail gudrun@trysil.com.

Destinasjon Trysil er en medlemsorganisasjon for all reiselivsrelatert virksomhet i Trysil.

Trysil er Norges største skisted og naturens fornøylespark. Vi har 850 000 gjestedøgn, 27 000 senger rundt Trysilfjellet, 919 499 skidager, 207 millioner NOK i skipassomsetning, 67 bakker, 29 heiser, over 500 km med langrennsløyper, en unik satsing på stisykling og et stort utvalg av aktiviteter og arrangementer. Over 70 % av de kommersielle gjestedøgnene i Trysil kommer fra utlandet. Trysil reiselivsstrategi 2020 viser retningen for en offensiv satsning på å videreutvikle Trysil som helårlig og internasjonal destinasjon.