

## The event overview of CARAVAN

### ■ Schedule

From Saturday, July 1, 2023, to Saturday, March 2, 2024.

### ■ Venue

We implemented the project throughout Tokyo  
(total of 20 times).

#### 〈Breakdown〉

3 times in the eastern part of the 23 wards, 5 times in the western part of the 23 wards, 6 times in the northern part of Tama area, 3 times in the southern part of Tama area, 2 times in

the western part of Tama area, and 1 time in the island area.



### ■ The project outline

As part of the "GRAND CYCLE TOKYO Project," which aims to make environmentally friendly and health-conscious bicycles more accessible, the GRAND CYCLE TOKYO Executive Committee organized a promotional project. Expanding the project throughout Tokyo, the "GRAND CYCLE TOKYO CARAVAN" was launched to promote the use of bicycles and raise awareness about their benefits.

In implementing the project, various opportunities were provided to experience various cycling sports, taking into account the needs of local governments, such as holding events and activities in conjunction with events organized by municipalities and others.

Additionally, at the venues, PR activities were conducted for the GRAND CYCLE TOKYO Project, including the "RAINBOW BRIDGE RIDE・MULTISPORTS" and the inaugural "THE ROAD RACE TOKYO," and safety measures such as promoting helmet use were also implemented to encourage safer bicycle use.

### ■ Total number of attendees at CARAVAN

6,813 people

## CARAVAN event contents

We hosted various cycling sports as CARAVAN events, allowing many people to experience them.

### Children's bicycle Class



We held bicycle riding classes for children who rode bicycle for the first time or who wanted to challenge themselves to ride without training wheels. In the classes, children learned not only how to ride a bicycle but also traffic rules, manners, and other necessary safety measures in an enjoyable way.

### Kick bike experience/tournament



We organized beginner-friendly workshops where participants could enjoy learning how to ride a kick bike, which helps develop the balance sense necessary for cycling, and acquire the necessary safety awareness. Additionally, we held tournaments in a racing format for added enjoyment.

※ Kick bike is a general term for children's pedal-less bicycles such as Running bikes and STRIDER.

### BMX experience



We hosted BMX experience sessions, which have gained attention as an Olympic sport. Participants could experience racing on a pump track in the Racing session and learn about the fun and techniques of BMX riding in the Freestyle session, which included demonstrations by instructors.

### Bicycle tour



We organized tour rides by bicycle to explore the natural beauty and landmarks of the region. Participants had the opportunity to experience the joy of cycling. For the implementation, we divided the participants into small groups and were led by professional riders to guide them through the course, providing advice on safe riding practices.



## CARAVAN event contents

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### Virtual Cycling



Virtual cycling, which allows people to easily participate in cycling from home regardless of the weather, is an attractive activity. We provided content that allows participants to experience new ways of enjoying cycling using digital technology. We offered two types of experiences: 'ROUVY,' which is used by professional athletes for training and allows for enjoying authentic cycling and sightseeing in Tokyo, and 'Idoga VR,' which allows cycling while feeling the wind using a three-screen monitor. These experiences were enjoyed by a wide range of age groups, from children to adults.

### Bicycle safety and promotion

#### AR experience and helmet-wearing promotion



We set up a corner where people could take AR photos with GCT Ambassadors. During the photo shoots, they were required to wear helmets to emphasize the importance of wearing helmets when riding bicycles. By this, safety awareness is promoted.

#### Promotion of tandem bicycles



Taking into account that tandem bicycle became possible to be ridden on public roads in Tokyo from July 2023, we held an exhibition and demonstration of tandem bicycle at the CARAVAN venue. In addition, GCT Ambassador, INAMURA Ami, also participated in the event for PR.

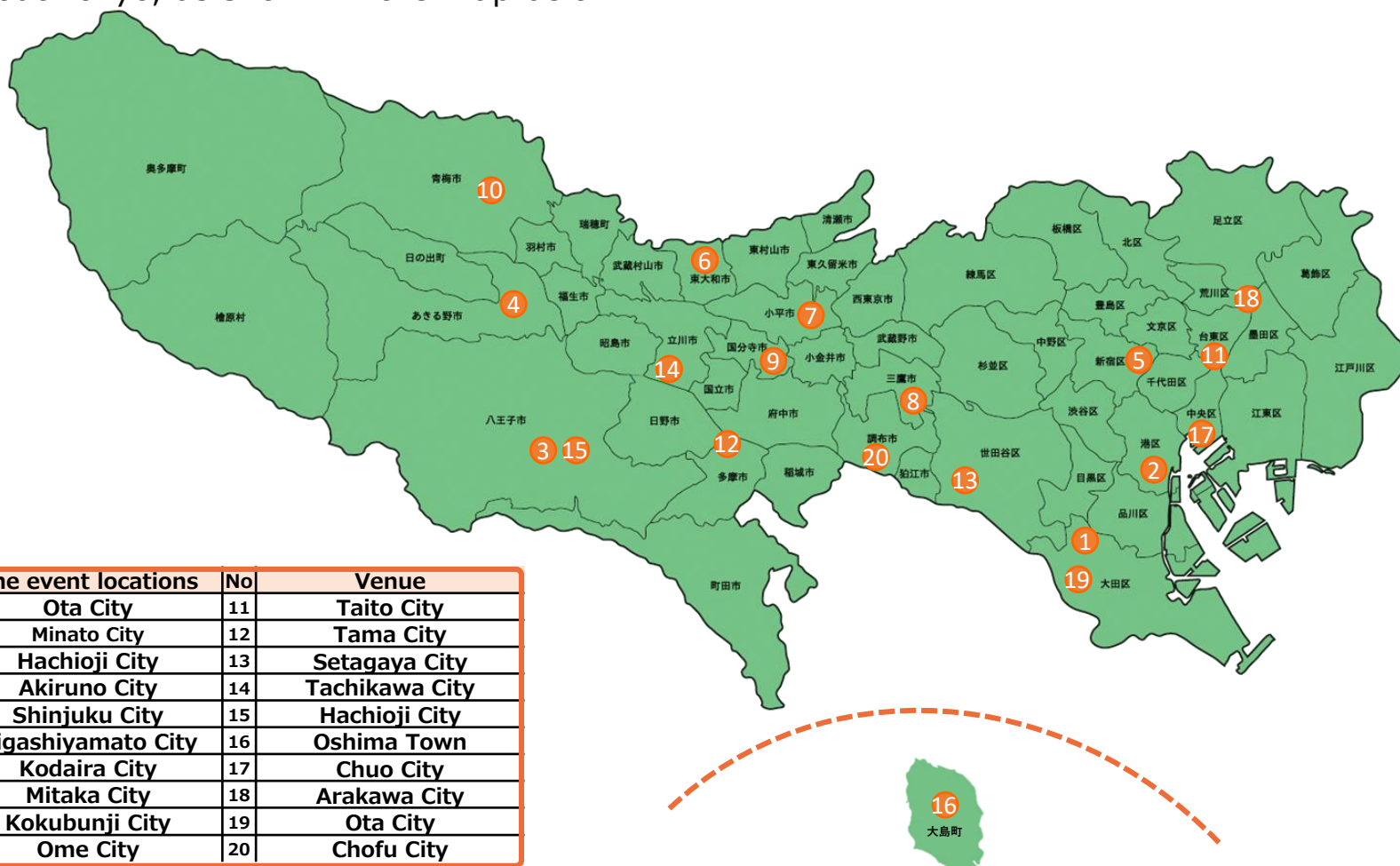
#### Fostering enthusiasm for GRAND CYCLE TOKYO.



To promote events such as the upcoming RAINBOW BRIDGE RIDE・MULTISPORTS, and the inaugural THE ROAD RACE TOKYO, we conducted participation and attendance promotion activities, including airing PR videos.

## CARAVAN event results

We held the CARAVAN event 20 times annually in conjunction with events and projects conducted by municipalities from July 2023. Regarding the event locations, based on the preferences of municipalities, we expanded and implemented the CARAVAN project throughout Tokyo, as shown in the map below.



No	The event locations	No	Venue
1	Ota City	11	Taito City
2	Minato City	12	Tama City
3	Hachioji City	13	Setagaya City
4	Akiruno City	14	Tachikawa City
5	Shinjuku City	15	Hachioji City
6	Higashiyamato City	16	Oshima Town
7	Kodaira City	17	Chuo City
8	Mitaka City	18	Arakawa City
9	Kokubunji City	19	Ota City
10	Ome City	20	Chofu City

※The numbers indicate the order of the events.

## List of CARAVAN Event Achievements

No.	Dates	Initiatives	Location
1	July 1 (Sat.)	Virtual Cycling	The 10th Ota Sports Health Festa (Ota City General Gymnasium)
2	July 2 (Sun.)	Virtual Cycling Experience	Minato City Sports Center (Free admission day for Minato City residents)
3	July 30 (Sun.)	Children's Bicycle Class	Higashi-Asakawa Kotsu Park (Hachioji City)
4	August 5 (Sat.)	Virtual Cycling	The 18th Akiruno Summer Festival (Akiruno Lupia)
5	August 24 (Thu.)	Virtual Cycling	TOKYO Para Sports FORWARD (Citizen's Plaza)
6	September 24 (Sun.)	Virtual Cycling	The 53rd Fureai Citizens' Sports Day (Higashiyamato City) Higashiyamato City Rondo Minna no Gymnasium
7	October 8 (Sun)	Running Bike Experience / Virtual Cycling	The 34th Citizens' Sports Festival(Kodaira City Gymnasium ・ Central Park)
8	October 8 (Sun)	Virtual Cycling	2023 Mitaka Sports Festival (Mitaka Central Disaster~Center.)
9	October 9 (Mon., holiday)	Virtual Cycling	Come on everyone! Sports & Recreation Day "Spo-Rec" Festival 2023 (Kokubunji Civic Sports Center)
10	October 9 (Mon., holiday) *1	BMX Freestyle Flatland Experience / Virtual Cycling	Sports Day Ome 2023(Sumitomo Metal Mining Arena Ome)

## List of CARAVAN Event Achievements

No.	Dates	Initiatives	Location
11	October 9 (Mon., holiday) *1	Running Bike Experience / BMX Race Experience / Virtual Cycling / Bicycle Simulator Safety Class	Sports Festival [Olympic Edition] - Taito Sports Festa 2023 (Taito Riverside Sports Center)
12	October 14 (Sat.)	Children's Bicycle Class / Virtual Cycling	Halloween in Tama Center 2023 (Tama Center (Parthenon Boulevard))
13	October 24 (Tue.) , 25 (Wed.)	Virtual Cycling	Urban Fitness 2023 in FUTAKOTAMAGAWA Sta.(Futakotamagawa Rise Galleria)
14	October 28 (Sat.) , 29 (Sun.)	Virtual Cycling	Tama Tokyo Transfer 130th Anniversary Event Chotamaran Expo (JR Tachikawa Station North Exit, Sun Sun Road)
15	November 4 (Sat.)	Bicycle Tour "SOTO-ride "	SOTO-Monogatari Tour Cycling Course (Hachioji City)
16	November 18 (Sat.), 19 (Sun.)	Bicycle Tour "Fully enjoyable Oshima-town ride"	Cycling course in Oshima town
	November 19 (Sun.)	Running Bike Experience "OSHIMA CUP"	Oshima Town Memorial Park
17	December 17 (Sun.)	Children's Bicycle Class	Akashi elementary school (Chuo city)
18	January 5 (Fri.), 6 (Sat.)	Virtual Cycling	Arakawa Sports Center Festival (Arakawa General Sports Center)
19	February 24 (Sat.)*2	Running Bike Experience / BMX Racing Experience / Virtual Cycling	Ota Cycle Festa (Heiwajima Park)
20	March 2 (Sat.)	BMX Freestyle Flatland Experience	Opening Game at Home Stadium of FC TOKYO (Ajinomoto Stadium Ajipanda Square)

\*1 Due to rain on October 9, the scheduled activities were modified or canceled (Ome City: BMX Experience changed to demonstration, Taito City: BMX Experience canceled, Kick bike Experience changed to opening Kick bike Course).

\*2 All contents are canceled on February 25 because of rain.



## CARAVAN implementation overview 1

※ For more information on each event, please refer to the reports posted on our website.

### 1. July 1, Ota City, The 10th Ota Sports and Health Festival



### 2. July 2, Minato City, Virtual Cycling Experience



### 3. July 30, Hachioji City, Children's Bicycle Class





## CARAVAN implementation overview 2

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### 4. August 5, Akiruno City, The 18th Akiruno Summer Festival



### 5. August 24, Shinjuku City, TOKYO Para Sports FORWARD



### 6. September 24, Higashiyamato City, The 53rd Fureai Citizens' Sports Day



### 7. October 8, Kodaira City, The 34th Citizens' Sports Festival





## CARAVAN implementation overview 3

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### 8. October 8, Mitaka City, 2023 Mitaka Sports Festival



### 9. October 9, Kokubunji City, Come on everyone! Sports & Recreation Day "Spo-Rec" Festival 2023



### 10. October 9, Ome City, Sports Day Ome 2023



### 11. October 9, Taito City, Sports Festival [Olympic Edition] - Taito Sports Festa 2023





## CARAVAN implementation overview 4

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### 12. October 14, Tama City, Halloween in Tama Center 2023



### 13. October 24-25, Setagaya City, Urban Fitness 2023 in FUTAKOTAMAGAWA Sta.



### 14. October 28-29, Tachikawa City, Tama Tokyo Transfer 130th Anniversary Event Chotamaman Expo



### 15. November 4, Hachioji City, SOTO-Monogatari Tour Cycling Course





## CARAVAN implementation overview 5

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### 16. Oshima Town

#### November 18-19, Bicycle Tour “Fully enjoyable Oshima-town ride”



#### November 19, Running Bike Experience “OSHIMA CUP”

### 17. December 17, Chuo City, Children's Bicycle Class



### 18. January 5-6, Arakawa City, Arakawa Sports Center Festival





## CARAVAN implementation overview 6

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### 19. February 24・25 (cancelled), Ota City, OTA Cycle Festa 2024



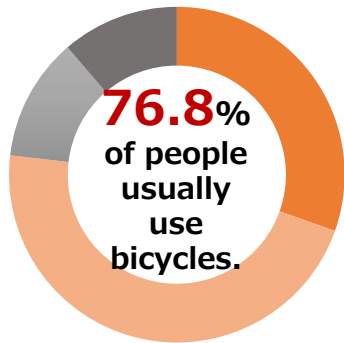
### 20. March 2, Chofu City, Opening Game at Home Stadium of FC TOKYO



(Photo provided by FC Tokyo)

## [Questionnaire Survey] ※ The survey will target all 20 venues.

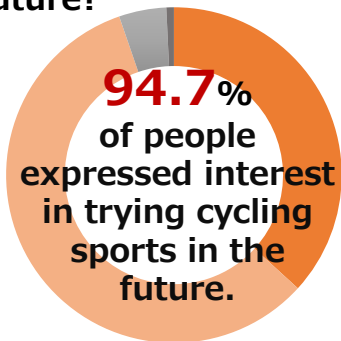
Q Do you use a bicycle in your daily life?  
(n=1248)



I use it every day.	380	30.4%
I use it occasionally.	579	46.4%
I don't use it much.	148	11.9%
I don't use it at all.	141	11.3%

More than 70% of people use bicycles either regularly or occasionally in their daily lives.  
【 Many people use bicycles regularly 】

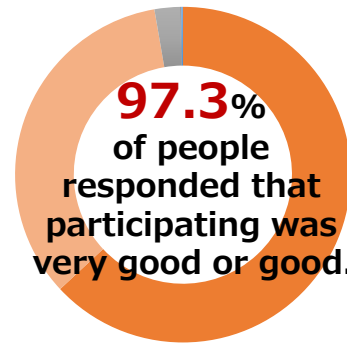
Q Do you plan to enjoy cycling as a sport in the future?  
(n=1248)



I would love to try it.	459	36.8%
I would like to try it if I have the opportunity.	723	57.9%
Not really.	57	4.6%
I don't want to try it.	9	0.7%

Over 90% of people want to continue enjoying cycling as a sport.  
【 Contributing to the promotion and utilization of the attractiveness of cycling sports. 】

Q Please share your feedback on participating in the GRAND CYCLE TOKYO CARAVAN. (n=1248)



It was very good.	787	63.1%
It was good.	427	34.2%
It was okay.	31	2.5%
It was not very good.	1	0.1%
Improvement is needed.	2	0.2%

Over 90% of participants responded that they enjoyed participating in the CARAVAN.  
【 Providing opportunities to generate interest in cycling sports. 】

About the GRAND CYCLE TOKYO project

Participation in the CARAVAN project served as a trigger for **over 4,700 people** to become aware of the GRAND CYCLE TOKYO project.

【 Increasing awareness of GRAND CYCLE TOKYO 】



## *The effects obtained from holding the CARAVAN event*

- We were able to provide an opportunity to engage in the purpose of "enjoying cycling as a familiar sport."
- We implemented multiple contents including virtual cycling that can be enjoyed casually for recognizing the various ways to enjoy cycling.
- Through collaboration with municipalities and others in Tokyo, we held CARAVAN events, allowing to introduce GRAND CYCLE TOKYO not only the areas along the RAINBOW BRIDGE RIDE and THE ROAD RACE TOKYO routes but also other areas.
- It provided an opportunity for enlightenment and promotion regarding safety, such as the importance of wearing helmets when cycling.

