



Press Release

IESA Roundtable drives bold changes for the 2025 WES Season

Brands R&D, Riders' excitement and Fans' delight on top of the list

Monaco (P.ty), 15 November 2024 - At the recent International Electric Sports Association (IESA) second roundtable, the World E-Bike Series (WES) outlined **updates for the 2025 season**, presenting new opportunities for riders, manufacturers, and fans.

Here are some of the key suggestions that were discussed between bike and engine manufacturers representatives, factory teams and WES organisers, and some of the decisions made:

Renewed competition format

With the E-Enduro World Cup ceasing next year, WES sees an opening to reshape its race format - thanks to its previous E-Enduro expertise of the early years. WES always worked to design E-XC courses not rideable with traditional bikes and for this reason, it has to move away from a Cross-Country feel and it aims to introduce more technically demanding circuits highlighting e-bikes features and riders skills.

Proposed changes include **shorter, multi-line loops and wider, varied tracks** to show the power and versatility of e-bikes.

Additionally, integrating track components that can only be achieved with e-bikes aims to differentiate **WES further and consolidate a specialised e-bike identity**.

Expanding accessibility with amateur events

The 2025 season will introduce **amateur events at all WES races**, inviting a new audience to experience e-bike racing firsthand, providing a platform for local brands to connect with prospects and enhance their relationship with their customers.

The amateur events will retain a competitive edge, **running separately from the professional races**, yet allowing amateurs to challenge themselves on the same tracks as the pro riders.



Unique opportunities for manufacturers

WES is the sole E-MTB World Cup and the highest-level available asset for bike and engine manufacturers to develop their products with the top-world riders in the discipline.

WES will improve to confirm its position as a perfect playground to test and show e-bike technologies, giving manufacturers **a competitive edge** in advancing **e-bike** performance and sustainability.

This also includes product tests for customers, as well as **media tests and product launches**.

Strategic marketing and local engagement

WES recognises the need for **stronger brand partnerships and audience growth**. To achieve this, they plan to increase collaboration with national sales companies and their local dealers, encouraging them to promote events and engage directly with their customer base.

WES will also pursue greater media coverage, on top of the new agreement with TV and OTT platform HorizonSports, to leverage magazines and web publications to share event information and the season calendar.

The next IESA meeting will be scheduled for March 2025.

For further info and for Brands aiming to join the roundtable: iesa@electricsports.org