

Van Dessel to Open Exclusive Pop-Up Shop in Bentonville, AR

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/EINPresswire.com/ -- Van Dessel, well known for its high-end bicycles since 1999, is excited to announce the opening of a special pop-up shop in Bentonville, Arkansas. Set to open on September 5, 2024, the shop will offer cycling enthusiasts a unique opportunity to experience and purchase Van Dessel's world-class bicycles and accessories right in the heart of one of the country's most vibrant cycling communities.



Pictured Bike: Van Dessel Cycles Linefinder-E

Key Details:

- Location: 918 W Central Ave, STE 10 Bentonville, AR
- Opening Date: September 5, 2024
- Duration: The pop-up shop will be open until September 25, 2024.

The Van Dessel pop-up shop will feature a curated selection of the brand's most popular models, including road, gravel, mountain, e-mtb, and cyclocross bikes, as well as a range of premium cycling accessories. Visitors will have the chance to engage with the Van Dessel team, [demo select models](#), and take advantage of exclusive in-store promotions available only at the pop-up.

"We're stoked to bring Van Dessel to Bentonville, a city with such an awesome cycling culture and community," said Jayme Lynch, Brand Manager at Van Dessel. "The pop-up shop is a great opportunity for us to connect with local riders, offer them an opportunity to demo our bikes, and provide them with a chance to get a great deal on a new bike."

What to Expect:

- Soft Opening Event (September 5, 2024): Join us for the soft opening from 3pm-6pm, where early visitors can enjoy refreshments, meet the Van Dessel team, and get an exclusive first look

at the bikes on display.

- Full Opening (September 6, 2024): The shop opens at 10am for sales & demos.

Van Dessel has been at the forefront of bicycle innovation, delivering unmatched quality and performance for both professional racers and cycling enthusiasts. This pop-up shop aims to bring the Van Dessel experience to a new audience in Bentonville, offering personalized service and the chance to explore the latest in cycling technology.

About Van Dessel:

Since 1999, Van Dessel has focused on building rides offering exceptional performance. Our impressive line-up boasts gravel, mountain and road bikes featuring advanced components and impressive design. Van Dessel bikes are designed by Cyclists, for cyclists.

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