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Distinguished patronage and partners: The 31st Eurobike becomes political and promotes the bicycle

Eurobike Receives Prestigious Support From Politics, Business and Associations

Frankfurt am Main – A record-breaking 1,900 exhibitors will showcase their bicycle and mobility innovations in eight halls and the large open-air grounds on more than 150,000 square meters of Messe Frankfurt from June 21 to 25, 2023. Thematic conferences, networking events and a comprehensive supporting program for experts and bicycle fans create spaces to exchange thoughts and formulate ideas on the mobility of the future. To live up to this claim of being the world's leading trade fair, Eurobike needs support from strong partnerships and proponents from a wide variety of social spheres.

"For this year's Eurobike, we can rely on an even broader network of politics, industry and lobby groups," says Stefan Reisinger, managing director of the organizer fairnamic GmbH, a joint venture of the trade fair companies Frankfurt and Friedrichshafen. "Especially in our efforts to showcase bicycles, e-bikes, light electromobility and intermodality as a central building block for the mobility transition, we are receiving strong support from further enhanced and new cooperations."

Patrons from federal, state and local government

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Dr. Volker Wissing, Federal Minister for Digital and Transport, will once again be a patron of the international platform for bicycle and mobility innovations in 2023 after the location premiere in Frankfurt: "Eurobike offers manufacturers, dealers and experts a globally recognized platform to exchange ideas, discover new trends and help shape innovations for and with the industry. It is particularly important for me to support this development by becoming a patron. The bicycle plays an increasingly important role in the mobility mix and makes a valuable contribution to sustainable and climate-friendly mobility. This year for the first time, Eurobike will coincide with the National Cycling Congress in Frankfurt, creating even more and better opportunities for sharing ideas between experts, cycling enthusiasts and politicians. Since Eurobike follows right after, I'm also hoping for plenty of input for digital and innovative solutions."

Tarek Al-Wazir, Hessian Minister for Economic Affairs, Energy, Transport and Housing, is once again involved as a patron of Eurobike: "In Hesse, we see the bicycle as a full-fledged mode of transport and an integral part of a climate-friendly mobility system that paves the way for inner cities and city centers where people want to live. We actively support the municipalities with implementation locally and are spending record amounts on cycle paths and other infrastructure. Eurobike shows what contribution the bicycle can make to the mobility transition. That's why I was very happy to become a Eurobike patron."

Frankfurt am Main's new first mayor **Mike Josef** is also a Eurobike patron and says: "It was right to bring Eurobike to Frankfurt. With the joint foundation of fairnamic GmbH, Messe Frankfurt and Messe Friedrichshafen have entered into a unique partnership and have pooled their strengths. Together with visionaries from politics, business, society and the mobility industry, Eurobi-



ke creates spaces for networking, innovative mobility solutions and new business models. Influencing factors such as climate change, digitalization, urbanization and demographic change play a decisive role. Frankfurt am Main aims to be a bicycle city, making it the perfect place for Eurobike."

Minister Al-Wazir and mayor Josef, together with Oliver Luksic, parliamentary state secretary to the Federal Minister for Digital and Transport, will open Eurobike on the Future Mobility Stage in Hall 8.0 on June 21 from 1 p.m. Right near the stage, the Federal Ministry (Booth K12), the State of Hesse (J10), and the City of Frankfurt (J09) present their respective cycling activities.

Multimodal support

DB Connect was integrated into Eurobike as a mobility partner in 2022. After the successful premiere, the cooperation was expanded this year. With its range of over 2,000 Call a Bike rental cycles at pop-up stations around the trade fair, DB Connect is a key component of the sustainable mobility of the trade fair participants, while experts will also be making important contributions to conferences and networking events.

"The focus of the Eurobike Convention 2023 on a "smarter tomorrow" makes it possible to contribute our ideas and solutions relating to integrated and eco-friendly mobility. We're delighted to be represented as mobility partners, as we were last year," Jürgen Gudd, executive director of Deutsche Bahn Connect GmbH, says enthusiastically.

Deutsche Bahn will be presenting its bicycle offerings for cities and around stations as well as new products such as Rad+ or the folding bike cooperation with British bicycle specialist Brompton at Booth 106 in Hall 8.0.

Strong momentum from industry



Brose, the fourth largest family-owned automotive supplier worldwide and manufacturer of mechatronic components and systems, has been producing electric drives in Berlin since 2014. Arno Vers, Interim Head of the Micromobility Product Segment at Brose, is pleased to be present at the trade fair as Gold Partner of the Eurobike Test Track: "Eurobike is an exciting meeting place for everyone who wants to find out about and share information on bicycles and mobility – from manufacturers and specialist dealers to end users. The fair is an important opportunity for us to make the general public aware of our innovations and the Brose brand, but it also allows us to gain feedback, forge contacts and strengthen partnerships."

Brose Antriebstechnik can be found in Hall 8.0 at Booth I08 as well as in the open-air grounds F12.0 and F22.

Sustainable cooperation

This year's Eurobike focuses squarely on sustainability – in the specialist program and in the trade fair implementation, including information for exhibitors and many tips that will help guests get to Frankfurt sustainably. New exhibitors include fast2work whose two digital tools www.steigum.de and <http://www.biketour.guide> aim to smooth the transition to the bike. They will also be showcasing these tools in Hall 8.0 at Booth M03: "We want to turn "bikes not being used" into "bikes on the road" and get four million of them back in use by 2030. Getting people onto bikes calls for broad support. As a sustainability partner, we offer trade fair visitors two digital tools in the shape of SteigUm.de and the Biketour.Guide for their very own mobility transition. Visitors can test these tools with our free premium version," says fast2work managing director Thomas Conrady.

This will be the second year that the bicycle trade fair is cooperating with the Rhine-Main Transport Association (RMV) as a



mobility partner. "The bicycle is an ideal complement to public transport," says RMV managing director Prof. Knut Ringat. "We're therefore proud to once again be a mobility partner of Eurobike, allowing all trade guests during the Business Days from June 21 to 23 to make their way to and from the trade fair free of charge on all RMV's buses and trains."

Additional services will be running between Frankfurt Central Station and the trade fair grounds for the duration of Eurobike. Trains will also be longer. The RMV will be presenting its mobility portfolio at Booth FD107 in the open-air grounds F11.

Bicycle industry for the mobility transition

Together with Zukunft Fahrrad (Hall 8.0, Booth L14), which pools dynamic and innovative companies from many areas of the bicycle industry as well as other industry associations, Eurobike has been working all this year on setting the political and economic agenda to establish the bicycle as a key element in sustainable mobility transition.

"Eurobike is the undisputed flagship trade fair for the bicycle industry. Just like Zukunft Fahrrad, it makes a significant contribution to the necessary mobility transition. We're delighted that, together with Eurobike, we're now doubling our efforts to anchor the bicycle in society and politics as the mobility solution of the future," is how Zukunft Fahrrad managing director Wasilis von Rauch explains the cooperation.

About Eurobike:

Eurobike is the central platform of the cycling and future mobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective, and strong partnerships for innovative mobility solutions and new business models. With

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**31st International
Bicycle Trade Exhibition**
June 21–25, 2023
Exhibition Center Frankfurt



**31. Internationale
Fahrradmesse**
21.–25. Juni 2023
Messe Frankfurt

Eurobike, the booming and rapidly changing bicycle and future mobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

About fairnamic GmbH:

With the founding of fairnamic GmbH, the trade fair companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, light electric mobility and general aviation is strengthened by pooling expertise and market knowledge, global positioning, brand strength and speed. The joint venture focuses on the Eurobike and AERO brands and their satellites. The objective is to expand and further develop the two flagship trade fairs.