



Eurobike Festival Days are highlights in the Rhine-Main area – Test track doubles in size – Varied offer for families over the trade fair weekend

Eurobike bursting with adrenaline and bike action

Frankfurt am Main – Eurobike (July 3 to 7, 2024) is pulling out all the stops for the Festival Days program on July 6 and 7. The organizers will debut new activities and special areas on the Eurobike weekend and have fine-tuned popular program items. For one, the test possibilities on the Demo Area have been taken to a wholly new level. With the varied event mix of the Road to Eurobike, the trade fair team will be raising the bicycle and ecomobility flag in the region from May 1.

"It doesn't matter whether you come to Eurobike as a newcomer or industry expert of the bicycle and ecomobility cosmos. From extensive testing opportunities, captivating shows, special areas and presentations, insights into new career opportunities from the Career Center – there is something for every target and age group," is how Dirk Heidrich, Eurobike Project Manager at the organizer fairnamic GmbH sums up the event.

The Festival Days program promises more adrenaline than ever. Especially on the Action Area, the second edition of the Skyline BMX Contest and the new Infinity Street Show with bike professional Gabriel Wibmer will be focusing on sport. As further exciting highlights for the festival audience, the leading trade fair offers cargo bike racing with the Cargo Euro Cup, a flatland show with BMX professional Chris Böhm and the races in the popular Bembel Crit series. The trade fair organizers are also hosting the final of Virtual Hero, the new virtual racing series, for the first time. Anyone looking for some real exercise will also have the opportunity to do just that. The Huguenot-RTF cycling tours heading toward Odenwald are open to anyone interested on Sunday, 7 July.

Test track doubles in size

At Eurobike 2023, 18,500 people conducted around 40,000 test rides on 1200 test vehicles. This extensive test pool is set to expand even further this year. This year's test track at Eurobike, which is now twice as large, takes the riding experience to a wholly new level for every target group. Sporty bikes can also push the test riders a little closer to their performance limits with longer straights, including on the *Strasse der Nationen*, an incline in the parking garage and even a ramp. There is also an extra test area for ecomobility vehicles at Hall 8. On open area 11, the Bike Travel Area focuses on cycling tourism. The stands and the Bike Travel Stage cover a wide of range of topics, offering inspiration for trips in Germany, Europe and further afield.

Children and families are in good hands in the Kids Area on the exhibition grounds. At the BMX workshops, riders can take their tentative first jumps over ramps. In addition, the balance bike course gives younger family members the chance to ride ramps and waves, while parents can get advice on helmets or cargo bikes. Visitors from the Rhine-Main area in particular can look forward to browsing the downtown bicycle flea market on Saturday, July 6, and, with a little luck, find a bargain. For the first time, Eurobike media partner fahrstil will be presenting the Handmade Area in Hall 12.1. On this special area, one-of-a-kind manufacturers showcase bespoke designs and craftsmanship.

Road to Eurobike heightens anticipation

For the second time, the Road to Eurobike event series is intended this year to strengthen the links between the veritable cycling and sports culture of the Rhine-Main area and the bike and ecomobility platform. The event kicks off on May 1 with the Eschborn-Frankfurt Cycling Classic, which Eurobike is supporting as a partner. The Road to Eurobike will take place not only in Frankfurt am Main itself, but also in the rest of the Rhine-Main area. When on May 16 the international track cycling professionals battle it out to qualify for the 2024 Olympics, the trade fair team will be there in Darmstadt.

In Frankfurt's Hafepark, the BMX Festival on June 1 will provide a taster of the Action Area at Eurobike with a varied supporting program. The local competition will determine who can participate in the Skyline BMX Contest at the trade fair.

The Road to Eurobike will draw to a close with the family-friendly Eurobike City Parade on June 30. For full details of the 25 cultural events and sporting competitions, go to: www.eurobike.com/frankfurt/en/eurobike-festival/road-to-eurobike.html.

About Eurobike:

Eurobike is the central platform for the bike and ecomobility 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 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. The 32nd Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, July 3 to Sunday, July 7, 2024. For more information, go to: www.eurobike.com.

About fairnamic GmbH:

With the founding of fairnamic GmbH, the trade show companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, ecomobility 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 leading trade shows. For more information, go to: www.fairnamic.com.