

Road to Eurobike: World's Leading Trade show with Significant Upgrade in the Performance Segment in 2025

- **Partnership: Team Vorarlberg presents itself in the Eurobike colors at leading international bike races**
- **Increased focus on sports and performance area offers manufacturers exclusive access to a strong community**
- **Sporty manufacturers find new opportunities and attractive locations for their target group in the Eurobike program**

Friedrichshafen/Frankfurt am Main – High-tech material will be chased along the roads by well-trained athletes: Frankfurt will celebrate the participants of the Ironman European Championship at the end of June and focus on particularly sporty bikes at this competition and the largest bicycle trade show. Ahead of the 33rd edition of the world's leading trade show for the bike and ecomobility industry, organizer fairnamic is once again strengthening its role in the performance sector. Eurobike is just as much a part of the action at all-star road races in Germany and Europe as it is at the globally booming gravel and mountain bike events. So the trade show is already focusing on the ambitious sports and performance area at an early stage. "We have our roots in sports and are delighted to be working with our partners to further develop the "race profile" of Eurobike. In combination with the Ironman in Frankfurt on June 29 and to get in the mood for the Tour de France in July, the performance community will meet at Eurobike in Frankfurt," says Stefan Reisinger, CEO of trade show organizer fairnamic. Eurobike will not only promote itself at sporting events in the run-up to the event, but cycling will also receive a significant extra boost in the program during the five-day industry summit (June 25 to 29, 2025, at the Messe Frankfurt trade show grounds).

Eurobike colors at leading road races with Team Vorarlberg

2024 saw the start of a very ambitious partnership that will fully unfold in 2025: Team Vorarlberg, an Austrian professional race team, is switching to the colors of Eurobike for the entire season: with rich yellow, magenta and light blue on the jersey, the team will compete at the highest level. The Austrians have

rewarded themselves for their dedicated performance last season and are traveling to prominent races, such as the Settimana Coppi e Bartali (Italy), Hellas Tour (Greece), Tour of the Alps (Austria and Italy) and the Tour of Austria with the new Eurobike jerseys. In line with the diversification in the performance sector, the team is also reinforcing its plans in gravel sports. Team Vorarlberg will send starters to the World Championship qualifying races as well as to the European Championship.

Road to Eurobike: Trade show activates visitors in spring at top events in the Rhine-Main area and all over Germany

Not only the top riders from Vorarlberg, but an entire team from the leading Eurobike trade show will use the prominent professional races Eschborn-Frankfurt (May 1) and Rund um Köln (May 18) to attract as many cycling enthusiasts as possible to the sporty program in Frankfurt. Last year, the cooperation between the team and the trade show started with a very active appearance by the Austrians at the Rhineland classic, the oldest professional race in Germany. "We will be appealing to sports enthusiasts there on the Rhine and a week later on completely different terrain in the low mountain range," says Martina Rumschick, Head of Brand & Content at Eurobike. The three-day Bike Festival in Willingen in the Sauerland region (May 23-25) is one of the biggest and most established events in the mountain bike scene.

Sports and performance area offers brands perfect access to ambitious customers

This year, Eurobike is once again strengthening the focus of the trade show itself on the success of sporty brands. The sports and performance area (Hall 11.1) of the trade show gathers all those brands that offer exciting products to sporty cyclists. This offer is Eurobike's community hotspot, where topics such as gravel, road, fashion, lifestyle and e-cycling provide plenty to talk about. "This is the perfect opportunity to network with decision-makers, brand representatives and athletes," says Martina Rumschick. And the sports on offer are attracting more and more visitors, especially on public days. Special bicycles will also be on display as exhibits, while the operators of the Cycle Café will be putting together a varied program for visitors interested in sports. On the Pink Sofa, top athletes, insiders of the bike industry and enthusiastic visitors will meet for

selfies. It is the Eurobike's social media hotspot. "This area is particularly exciting for exhibitors because it is where leading global brands meet niche manufacturers, media representatives and enthusiastic consumers," says Adrien Sockeel, Head of Sales.

Races on the grounds and special ticket for cycling enthusiasts

Fast-paced sports is the opposite of theory. That's why Eurobike is also expanding the opportunities for the sports-enthusiastic public to get out and about. This should be particularly attractive on Saturday, when the Bembel-Crit is scheduled, an action-packed circuit race. Another new offer for private visitors is a "Bikes & Beats" ticket, which provides access to the trade show on Friday afternoon – including the opportunity to try out the sporty equipment in person and celebrate with the global community at the Eurobike Party on the evening of June 27.

Further information:

The 33rd Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 25 to Sunday, June 29, 2025. The three kickoff days reserved for international trade visitors (June 25 - 27) will then be opened up to the general public on the weekend of June 28 and 29, 2025. For more information, go to: www.eurobike.com

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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 ecomobility 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:

The fairnamic GmbH joint venture, founded in 2021 by the two exhibition companies Frankfurt and Friedrichshafen, is a highly specialized organizer for innovative and future mobility. With the AERO – International Leading Trade show for General Aviation and Eurobike as the world's leading trade show for bicycles, e-bikes and ecomobility, fairnamic GmbH is the market leader in the world of avionics and urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is gradually expanding the market position of its two leading trade shows and international satellites globally.