

Wider appeal: Eurobike showcases the growing diversity of mobility companies

- **World's leading trade show attracts more and more companies from other industries and newcomers to the exhibition grounds**
- **Machine builder Engel showcases production of bicycle handlebars made using plastic injection molding live on the booth**
- **Handmade Area combines innovation, personalization and knowledge sharing with dealers and trade show visitors**

Friedrichshafen/Frankfurt am Main – Eurobike has long since become the driving force behind the global bicycle and mobility industry, attracting in the runup to its 33rd edition an increasing number of companies that significantly expand the range of bike and ecomobility solutions. “The range of newcomers at Eurobike ranges from the global technology provider to custom and specialist suppliers, which we would have been very surprised to see as potential trade show exhibitors just a few years ago – this involves handmade and custom-made products as well as materials and manufacturing processes from which the bike industry also benefits enormously,” says Stefan Reisinger, managing director of trade show organizer fairnamic: “Eurobike impressively demonstrates the innovation inherent in the bicycle, e-bike and light electric vehicles and how diverse the companies are that enhance innovation with their ideas and expertise. “Ideas and approaches are increasingly coming to the fore here, which are being introduced into our market by companies hitherto outside the industry and also by newcomers,” explains Stefan Reisinger. Examples from the previous year include Circular logistics GmbH or recyclable material that allows entire bicycle frames to be built.

Engel turns manufacturing into a trade show experience

One standout example at the 2025 trade show is Austrian company Engel. A few years ago, you would have been surprised to see a machine builder involved in plastic injection molding showcasing their solutions at a bicycle show. But the company takes everything to a whole new level. At Eurobike

2025, Engel, together with its partners Artefakt, Plastic Innovation, Simoldes, and Domo Chemicals, will not only present the finished bicycle handlebars made of plastic that are acclaimed throughout the industry. It will also turn the entire production process for these components into an experience. The machine will be located and operating at the booth in Hall 8.0, creating stylish and sturdy bicycle handlebars from granulate for Canyon Bicycles. As part of this live production process, Engel will also demonstrate the fluid-melt process for manufacturing hollow bodies in combination with continuous, fiber-reinforced carbon tapes. The combination of these methods is new, accelerates the production of bicycle handlebars many times over, offers much more design freedom and significantly reduces the CO₂ footprint.

Insights into new production methods

Engel is a company with a lot of experience in developing injection molding solutions for the aerospace and automotive industry and is therefore ideally placed at Eurobike, with its focus on sturdiness, consistent quality and weight savings – and exploiting the potential of economic production and functional integration. Paul Zwicklhuber, team leader of this project at Engel, sees a trade show like Eurobike as ideal for networking in different directions: OEMs, developers, designers – but also with the people who come to the halls in their thousands on the public days. “Many manufacturers and consumers are simply unaware of the potential of plastic injection molding today – Eurobike is a good place to demonstrate the possibilities,” says Zwicklhuber.

Plastic from Cologne allows movement on the bike

The same also applies to the Cologne-based company igus: not a classic component manufacturer – and yet an integral part of the bicycle for decades. With its so-called motion plastics, i.e., plain bearings, joint heads or linear guides made of high-performance plastics, igus collaborates with many partners. At Eurobike 2025, igus will demonstrate in three different directions the huge potential of plastic for use in mobility. In Hall 8.0, igus will present its urban bike made entirely of plastic, as well as structural components such as frames and handlebars for OEMs and the proven components for moving

bicycle parts. “Whenever something moves, our products are involved,” says Sven Terhardt, Head of Product and Sales RCYL bike at igus.

It is these examples that broaden the outlook of the mobility trade show: With its solutions, the company not only embraces lightweight construction, but also delivers corrosion-free, low-maintenance products with a new level of design freedom – with everything produced in Cologne. And the focus is also on end consumers: “With our recycling bicycle, we bring our technology to life – and show that plastic and sustainability are not mutually exclusive,” says Terhardt.

Completely new contacts in the Handmade Area

Trade visitors and the general public visiting the Handmade Area in Hall 12.1 will find special new ideas for mobility – which in itself will be a highlight of the trade show. Last year, the company Hezo Sports from Saarbrücken made its debut at the trade show with its proof of concept, thus moving away from its usual approach for the very first time. Until then, the manufacturer of custom-made cycling shoes using a 3D printer was usually represented at sports events, bringing them face to face with its sporting customer base. “At Eurobike we then made completely new contacts, had valuable discussions with dealers and also managed to boost our sales,” explains Helen Wiehr, CBO at Hezo. There was no question that the company would return to Frankfurt in 2025 – this time with a market-ready product. “We’re delighted to return to the Handmade Area at Eurobike, where trade show visitors will experience a wide range of custom solutions, hand-finished products and sustainable innovation,” says Wiehr.

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 followed by the weekend of June 28 and 29, 2025, open to the general public. 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.