

A fresh breeze for Eurobike

- **Eurobike 2026 as a key milestone with an enhanced trade show concept starting in 2027**
- **New hall structure 2026 brings themed areas together and ensures shorter walking distances**

Frankfurt am Main – The new management team at Fairnamic GmbH is continuing to engage in intensive discussions with national and international associations, partners and leading industry players about the conceptual development of Eurobike. The talks also focus on possible forms of cooperation. The trade show team is now presenting participating exhibitors and interested parties with a new hall concept and initial insights into this year's supporting program.

"The talks show that there is a shared interest in a strong, forward-looking Eurobike. Eurobike 2026 will be an important milestone for us in laying the foundations for a further developed trade show concept from 2027 onwards," says Philipp Ferger, Managing Director of Fairnamic GmbH. "We will discuss further details together in the coming weeks. A first strategic kick-off workshop with the teams from Friedrichshafen and Frankfurt further demonstrated that the Eurobike team is highly motivated to put new ideas into practice – and we are growing closer together as an organization."

Clearly structured: new hall layouts for Eurobike 2026

With the new hall structure at Eurobike 2026, the leading trade show is focusing on short distances and clearly bundled theme worlds: market leaders and innovative start-ups will be presenting themselves in halls 11 and 12. Hall 11 will be dedicated to performance and sport – including the Adventure Area. Hall 12 focuses on bikes for everyday use and ecomobility. This creates an intelligent link between all sustainable mobility solutions beyond cars and vans. International trends and inspiration will be provided by the 'Global Sourcing' area in Hall 8, a meeting place for the bike community from overseas and Asia.

With the support of partners and exhibitors, the trade show is planning an extensive programme on the outdoor grounds: a spacious test track and demo area will once again offer visitors the opportunity to test bikes and accessories

as well as sustainable mobility solutions live. The Drop and Roll Show with Danny MacAskill and Duncan Shaw promises plenty of action, as does the MTB dirt track with live shows on Saturday. Younger visitors to the trade show will also get their money's worth in the Kids Area.

The next Eurobike in Frankfurt will take place from 24 to 27 June 2026. The event is sponsored by Kaweh Mansoori, Hesse's Minister for Economics, Energy, Transport, Housing and Rural Affairs, and Frankfurt's Lord Mayor Mike Josef. International offshoots of the trade show have been held in Jakarta since 2024 and will take place in Istanbul from 22 to 25 April 2026, parallel to the Motobike motorcycle fair. For more information, go to: www.eurobike.com.

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About Eurobike:

Eurobike is the leading international trade show for the bicycle industry and the growing field of ecomobility, i.e. sustainable urban mobility, transport and logistics solutions. Together with all stakeholders from politics, business, industry and society, the trade show creates spaces for exchange, new ideas, changes in perspective, strong partnerships and new business models. It identifies current key topics in the areas of sport, leisure, health and everyday mobility.

About Fairnamic GmbH:

The joint venture fairnamic GmbH, founded in 2021 by the two trade fair companies Frankfurt and Friedrichshafen, is a highly specialized organizer of innovative and future mobility events. With AERO – the leading international trade show for general aviation – and Eurobike – the leading international trade fair for the bicycle industry and the growing field of ecomobility – fairnamic GmbH is the market leader in the fields of avionics and sustainable urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is successively expanding the market position of its two leading trade fairs and international satellites on a global scale.