

Eurobike 2026: New Concept to Strengthen the Leading Trade Fair – More Compact, More Focused, More Economical

- **Trade fair duration shortened: Eurobike and Mobifuture to take place in Frankfurt from Wednesday to Saturday, June 24-27, 2026**
- **New participation models reduce costs**
- **Eurobike focus on sport, everyday mobility and trade audience**
- **Clear differentiation from the vehicle segment of Mobifuture**

Friedrichshafen/Frankfurt am Main – Fairnamic GmbH's trade fair organizers are reacting to the changed general conditions in the global bicycle industry and are strategically realigning Eurobike 2026. The aim of the much more compact and cost-effective trade fair platform is to consolidate the leading international trade fair function in the world's most important sales market for bicycles and pedelecs in Germany and Europe.

The event period for the Eurobike and the new Mobifuture event will be shortened by one day and will take place on the grounds of Messe Frankfurt from June 24 to 27, 2026. The elimination of the trade fair Sunday, which is often associated with additional costs – introduced with the Eurobike relocation in 2022 and focused on end consumers – is a conscious decision in favor of a stronger professional orientation with a clear re-focus on the B2B segment and the specialist trade on the trade fair days Wednesday to Friday (June 24-26, June 2026). As such, Eurobike will end on Saturday, June 27, 2026 with an established Festival Day, before Frankfurt plays host to the high-profile Ironman on the Sunday.

"We are aware of the current challenges in the industry and take these very seriously. Cost pressure is high everywhere and with the shortened duration, adjusted participation conditions and fairly calculated all-inclusive participation formats, we offer the industry the opportunity to position Eurobike sustainably together as a strong innovation and highlight platform. The desire for an international industry summit in Europe is ubiquitous and Eurobike provides the key impetus for market stimulation," says Fairnamic Managing Director Stefan Reisinger. "We are ready for the joint project to represent the industry in a professional, self-confident manner and with a strong focus on the European

market. Our aim here is to be the leading meeting place and networking event in the world with Eurobike, where all international players are invited and welcome.”

As a key aim of the realignment, Eurobike is developing new participation formats that enable complete-bike brands in particular to showcase their presence at the leading trade fair at a reasonable cost. This will also enable those market players to re-enter the market who had recently refrained from participating as exhibitors.

This is supplemented by the strengthening of specialist retail participation: The proven invitation system for retailers from Germany and Europe – formerly known as “Retail First” – is being reactivated. In the future, manufacturers will be able to target and invite their most important specialist retailers to the trade fair free-of-charge.

Bicycle and pedelec are at the heart of Eurobike – Mobifuture represents new ecomobility segment

In the course of the strategic further development, the thematic structure of the trade fair offering is also being honed: Bicycle and pedelec manufacturers as well as associated parts, components and accessory manufacturers will remain the core content of Eurobike with their established point of contact in Halls 11 and 12. National and international suppliers operating in both worlds of the bike and ecomobility industry will be accommodated in Hall 8 in 2026. This thematic focus ensures a greater depth of content, added professionalism and a clearer positioning of the event toward exhibitors and visitors.

As already announced at the start of the trade fair in 2025, the new Mobifuture event will be introduced as a stand-alone format co-located at Eurobike. With Hall 6, Fairnamic is activating part of the eastern area of Messe Frankfurt for the first time and is focusing on electric vehicles beyond the classic bicycle and pedelecs: from e-scooters and miniature e-motorcycles to microcars and electric cargo vehicles for commercial applications, as well as services. The target group on the exhibitor and visitor side is not only manufacturers but also providers from the fields of urban planning, government, logistics and infrastructure as well as municipal decision-makers and operators of urban mobility systems looking for practical solutions for the mobility transition. “The

relevance of lightweight, compact and efficient ecomobiles is increasing around the globe. New manufacturers and vehicles are entering the market; innovations, new target groups and use cases are emerging. We see this as growing potential and the right time for a more independent positioning in addition to the bicycle and pedelec universe,” is how Martina Rumschick, Head of Brand and Content, explains the new concept. Both events make targeted use of synergies in logistics, visitor guidance and infrastructure and are open to visitors with a single ticket. The exhibitor shop for the 2026 trade fair participation is now open – the Fairnamic project team is available for advice and queries.

The 34th Eurobike and the first edition of Mobifuture will take place at Messe Frankfurt from June 24 to 27, 2026. For additional information, visit www.eurobike.com and <https://eurobike.com/frankfurt/en/mobifuture.html>.

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About Eurobike:

Eurobike is the global hotspot, innovation driver and trendsetter for tech, style and culture relating to cycling. As the world's most important meeting place for the industry, it shows and celebrates the latest trends, products and innovations around the classic bicycle and pedelecs, equipment and accessories every year.

About Mobifuture:

Mobifuture is the most important international platform for ecomobility. It is the driver and showcase of this young growth industry and presents the future of new mobility solutions as a thrilling experience. As an innovation hub, it shapes an emerging market. It makes it possible to experience hands on how we will move in the future with electric support – intelligent, light, space-saving, environmentally friendly.

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 AERO – The Leading Show for General Aviation, Eurobike as the world's leading trade fair for bicycles and pedelecs, and Mobifuture as the international platform for 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 fairs and international satellites globally.