

Eurobike 2026 Strengthens Specialist Retail with a "Retail First" Focus

- **Exclusive value-added program for retail partners**
- **Strong trade-fair positioning as a central commercial platform**

Frankfurt am Main – Eurobike 2026 will firmly focus on specialist retail: With "Retail First," the leading trade show will launch an exclusive program from June 24 to 26, 2026 in Frankfurt, offering free access, special services and a curated range of professional content. At the same time, the trade show is sending a strategic signal underscoring the great importance of the retail sector in a challenging market environment.

"Specialist retail is the backbone of our industry. With 'Retail First', we are creating tangible added value for trade fair visits while at the same time sending a clear message: Eurobike is the central platform and a reliable partner for the retail sector in challenging market conditions. Our goal is to provide orientation, open up new perspectives and enable sustainable business opportunities," explains Philipp Ferger, Managing Director of Fairnamic GmbH.

Tangible advantages for an efficient trade show visit

Current market conditions are confronting many retailers with strategic questions – ranging from future market developments and relevant product ranges to their positioning between e-mobility, service business, digitalization and evolving customer expectations. "Retail First" addresses these challenges and creates the right framework for an efficient visit to the trade show.

Registered retailers, wholesalers and external traders receive free access to the Eurobike Business Days as part of the "Retail First" program. Fast lane admission, personal assistance and vouchers for drinks and snacks make the visit easier.

Central meeting points include the "Retail First" check-in counters and the two adjacent lounges located in Halls 11.0 and 12.0. These areas offer space to relax, network and prepare for appointments. Arrival and departure are also taken care of, as the package includes free public transport tickets within the Rhine-Main region as well as DB Call-a-Bike vouchers – ideal for those who prefer to get around by bike.

Expert program and networking with added value

A central component of "Retail First" is the curated expert program, specifically tailored to the needs of the retail sector. Presentations, guided tours and networking formats will address current industry topics – ranging from specialization versus full-range providers, e-bikes and leasing models to new service concepts, e-commerce strategies and digitalization in brick-and-mortar retail.

The target group is intentionally broad: In addition to traditional bicycle retailers, the program also welcomes stakeholders from sports, the LEV and micromobility segments as well as related sports industries. This opening reflects the increasing networking of the markets and generates additional momentum for product range planning and business development.

In addition, a new digital networking tool enables year-round networking with industry and retail partners. Intelligent filtering by industry, interests or functions can be used to identify suitable business partners with precision. Meetings can be arranged in advance, coordinated during the trade show and continued afterwards. With this, the trade show is responding to changing communication habits in the B2B sector: Networking is no longer seen as a one-off activity but rather as a continuous process.

For additional information and to register for "Retail First," visit:

<https://eurobike.com/frankfurt/de/ihr-besuch/retail-first.html>

The 34th Eurobike will take place from June 24 to 27, 2026 – for the fifth time already in Frankfurt am Main. International editions of the trade show include Eurobike Jakarta, since 2024, and Eurobike Istanbul, which will make its debut from April 22 to 25, 2026, in parallel to the Motobike motorcycle show. For more information, go to: www.eurobike.com.

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About Eurobike:

Eurobike is the leading international trade fair for the bicycle industry and the ecomobility sector, representing sustainable urban mobility, transport and logistics solutions. Together with all participants from politics, business, industry and society, the trade fair creates space for communication, new ideas, a change of perspective, strong partnerships and new business models. It identifies current key topics in the areas of sports, leisure, health and everyday mobility.

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 and Eurobike as the world's leading trade fair for the bicycle industry and the growing field of ecomobility, Fairnamic GmbH is the market leader in the world of avionics and sustainable 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.