

## Eurobike Festival: See World Stars, Test New Bikes and Celebrate Cycling Culture

- **Leading international trade show demonstrates strong innovative power despite challenging times**
- **New demo area for trail and city bikes invites cycling enthusiasts and their families to take test rides**
- **Bike legends like Danny MacAskill and Duncan Shaw showcase their most spectacular tricks and stunts**

Frankfurt am Main – From June 24 to 27, 2026, the international B2B cycling community will gather in Frankfurt for the 34th edition of Eurobike. Around 800 exhibitors from over 40 countries, spanning the entire value chain of the bicycle and ecomobility industry, will present their products and solutions. On Friday, 25. June, from 12 noon and on Saturday, from 9 a.m. to 6 p.m., the doors will also open to the general public.

"Despite economic challenges, the bicycle industry remains a key driver of innovation. We invite all cycling enthusiasts to see this for themselves on the Saturday of the trade show," says Fairnamic's Managing Director Philipp Ferger. "You can only truly understand bicycles and new mobility concepts when you try them out firsthand. The Eurobike Festival combines innovations, cycling culture and community to create an experience for all generations."

Shows, test rides, travel talks and interactive activities make the festival a hub for cycling enthusiasts, families and those interested in mobility. Private visitors can gain their first impressions as early as Friday from 12 noon with the after-work ticket. On that day, the legendary Bembelcrit cycling race will already create a racing atmosphere starting at 4:30 p.m.

### **New Trail Test Area and Urban Test Area expand the riding experience**

The Demo Area has been one of the Eurobike Festival's main crowd-pullers for years. Following more than 45,000 test rides in the previous year, the offer will expand further in 2026: in partnership with CIXI and SENA, a Trail Test Area for cross, gravel and mountain bikes as well as an Urban Test Area for micromobility vehicles will be introduced for the first time. On a roughly two-kilometer course, visitors can experience and compare the latest vehicles and

mobility solutions for themselves under realistic conditions. For a smooth process and shorter waiting times, visitors can register online in advance free of charge (<https://eurobike.com/frankfurt/de/eurobike-festival/demo-area-test-track.html>).

### **Eurobike Festival: A day full of highlights**

In addition to the opportunity to test various bike innovations in the Demo Area, Eurobike visitors can look forward to exciting shows: the Skyline Air Show will take place in the Action Area with renowned BMX and MTB riders, such as Tobias Freigang and Johanna Nussbaumer. In addition, the Drop & Roll Show with Danny MacAskill, Duncan Shaw and Gabriel Wibmer will bring spectacular BMX trail action to Eurobike.

In the Kids Area, the youngest festival visitors can look forward to a creative workshop, BMX workshops, balance bike races and obstacle courses – including a girls-only training session.

On the Eurobike Stage, the City of Frankfurt will honor the winning teams of the "Stadtradeln" [City Cycling] campaign. In the afternoon, the finale of the Bike Film Tour Season 2 will follow, including the presentation of the Audience Award and an appearance by the protagonists of the winning film.

On the Adventure Stage, bike travelers, filmmakers and adventurers share stories of extraordinary journeys around the globe. Among the speakers is journalist and filmmaker Markus Weinberg, who will share insights from his gravel bike trip across 14 countries, from Norway to Portugal.

For the first time, the Trend Lounge of cycling culture magazine "fahrstil" will move into an exhibition hall. Under the theme "Megalomania," it will explore the history, development and future of wheel sizes in Hall 11.0. Guided tours of the trend lounge are available at 1 p.m. and 3 p.m.

### **Other highlights at a glance:**

- In the Bike Travel Area, visitors can find inspiration for their next cycling adventure – from innovative travel offers and guided tours to expert tips for bike trips all over the world.

- Cyclist Tristan Basic (Instagram: call\_a\_ballern) will share insights from his extraordinary Call-a-Bike journey from Munich to Antholz in South Tyrol, offering personal perspectives on his two-wheeled adventure.
- Self-guided tours in the Eurobike app enable individual tours across the exhibition grounds, guiding visitors to selected topics, innovations and festival highlights.
- In the "Live Build," frame builder Alex Clauss showcases his craft, offering fascinating insights into the creation of custom bicycle frames. Afterwards, he will be available for questions and discussions at the Eurobike workshED.

You can find further program highlights, including all tours and activities on the website (<https://eurobike.com/frankfurt/de/eurobike-festival.html>) and in the Eurobike app. International editions of Frankfurt's Eurobike include Eurobike Jakarta, since 2024, and Eurobike Istanbul, which celebrated its premiere from April 22 to 25, 2026, in parallel to the Motobike motorcycle show.

**Press contact:**

Frank Gauß, Head of Communications & Press Officer

Phone: +49 7541 708-310

E-mail: frank.gauss@messe-fn.de

**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.