

Eurobike: Strategic Course Realigned

- **New trade fair date: September 1 to 3, 2027**
- **Fine-tuning of the new concept with the advisory board has begun**
- **Fairnamic shareholders plan to adjust decision-making authority over Eurobike**

Frankfurt am Main – The new Eurobike advisory board made up of 15 senior representatives from industry, workshops, retail as well as associations (Bike and LEV) convened for its second meeting on May 19. At the advisory board meeting, the results of around 50 industry interviews as well as feedback from a customer survey on the date, duration and sequence of days of the trade fair were presented. The majority of the industry clearly favored September, so Eurobike 2027 will take place from September 1 to 3. As announced in January, the interviews with exhibitors, visitors, stakeholders, international associations and multipliers dealt with key parameters such as target group positioning (B2B/B2C), pricing, participation formats, curation, hall occupancy, product groups, etc.

Building on the feedback from the interviews and the discussions within the advisory board, the trade fair organizers are now focusing on a clear B2B orientation, the return of leading bike brands and the expansion of key focus topics such as service, workshops, training and professional development, new mobility solutions, innovation, start-ups and maximizing media reach. In addition, Eurobike will move to the eastern section of the Frankfurt exhibition grounds, occupying Halls 3, 4 and 5 around the Agora, which as a central outdoor area offers numerous new opportunities for test tracks and demo areas. The adjacent Forum and the Frankfurt Festhalle offer additional opportunities for partner events and networking. The final trade fair concept of Eurobike 2027 will be presented at this year's Eurobike.

In addition, Messe Frankfurt Exhibition GmbH and Messe Friedrichshafen are implementing an organizational change within their joint venture Fairnamic GmbH: With immediate effect, the shareholder Messe Frankfurt will take over decision-making authority over Eurobike. This is also where the combined forces of the Messe Frankfurt Group will be leveraged, while Messe



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Friedrichshafen will drive the further development of the Aero aviation trade 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.