

High-Level Political Participation at Eurobike

- **Political representatives explore groundbreaking innovations during a guided tour of Eurobike**

Frankfurt am Main – The 34th edition of Eurobike has been officially opened with a ribbon-cutting ceremony. For the fifth time, the leading international cycling and mobility industry trade fair is being held in the Main metropolis. At the opening of the four-day event, representatives from politics and public administration gained insight into recent innovations in the cycling and mobility industry. Around 800 companies from all over the world are presenting the latest products, technologies and mobility concepts.

Following a welcome address by Fairnamic's Managing Director Philipp Ferger, Minister-President Boris Rhein and Frankfurt's Mayor Mike Josef officially opened Eurobike. Together with Iris Reimold, Head of the Road Transport Division at the Federal Ministry of Transport, and Wolfgang Marzin, President and CEO of Messe Frankfurt GmbH, they performed the symbolic ribbon cutting on the Eurobike Stage. This was followed by the opening tour, which was accompanied by State Minister Kaweh Mansoori, and Stephan Kurzawski, Member of the Executive Board of Messe Frankfurt and Chairman of the Eurobike Advisory Board.

Iris Reimold said: "Beyond its role as a leisure mode of transport, cycling should increasingly become an integral part of modern everyday mobility in the future. We are actively advancing this. Safe cycling makes transport systems and public spaces more climate-friendly and livable, benefiting society in many different ways. Eurobike makes this progress visible."

"The bicycle industry shows what modern economic policy can look like: it stands for innovation, education, value creation, and good, long-term jobs—including here in Hesse. At the same time, it demonstrates that mobility is far more than just getting from point A to point B; it gives people access to work, education, leisure activities, and social participation," said Kaweh Mansoori, State Minister of Hesse.

At the Future Area, Philipp Ferger presented the strategic development of Eurobike to the guests, with new priorities in innovation, networking and target

audience engagement, starting in 2027. Hesse's Minister-President Boris Rhein emphasized the importance of Eurobike as an industry meeting point: "As an enthusiastic cyclist, I know that the bicycle industry is undergoing transformation. That is exactly why close dialogue with the industry is essential. Eurobike, as the leading industry trade fair, is the ideal platform for this. It serves as a marketplace, showcase and forum for dialogue at the same time."

Frankfurt's First Mayor, Mike Josef, highlighted the importance of innovative mobility solutions for urban development: "If we create safe cycling infrastructure and smartly connect different modes of transport, it will result in mobility that is more modern, fair and sustainable. This is how we are gradually turning Frankfurt into a city where mobility is easier, roads are relieved of congestion and public spaces regain their role as places to live."

"The strong political presence at the opening shows that bicycles, e-bikes and new mobility solutions have long since become part of key future topics. With the continued development of Eurobike, we are creating a platform that connects international markets and makes new mobility solutions visible," says Philipp Ferger.

The tour took the delegation to selected companies and innovation areas at Eurobike. The focus was on new bicycle and e-bike concepts, connected mobility services, sharing solutions as well as innovative ecomobility vehicles for urban applications. Several of the vehicles on display were available for the political guests to test directly on site.

For more information, go to: www.eurobike.com.

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About Eurobike

Eurobike is the central platform for the bike and ecomobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective and strong partnerships for innovative mobility solutions and new business models. With Eurobike, the booming and rapidly changing bicycle and ecomobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

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 bicycles, e-bikes and 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 shows and international satellites globally.