

Big Wheels, New Perspectives: How Eurobike Makes Trends Visible

- **Where the industry discusses future topics**
- **Example: Wheel size – manufacturers show the variety of modern concepts**
- **Live expertise: Insights and discussions at Trendlounge and Gravel Talk**

Frankfurt am Main – Wheel size is a key parameter in the world of cycling. Currently, 32-inch is being intensively discussed as a potential next step in the development of gravel and mountain bikes. The first prototypes are already attracting attention and undergoing real-world testing in competitive settings – delivering high-profile race results at events such as Unbound Gravel and the Cape Epic MTB race. It remains to be seen whether 32-inch bikes will establish themselves as the new standard, with future market developments set to determine their long-term role. Already today, the topic is sparking lively debate across the industry and specialist media. Pioneering manufacturers and developers such as Alex Rims, Light Bicycle and Kenda Rubber are already exploring the potential of larger wheel sizes. These developments are brought to light and opened up for discussion at Eurobike.

The development is driven by physical factors such as a flatter rollover angle, increased traction and reduced mechanical resistance on uneven terrain. At the same time, larger wheel sizes present developers with new challenges in terms of weight, stiffness, geometry and handling. The key factor is how these concepts are implemented in design and engineering. Is this the beginning of a second leap in size for gravel and mountain bikes? MTBs started out on 26-inch wheels in the 1970s, shifted to 29-inch from the 2000s onward, while gravel bikes evolved from 650B to 28-inch wheel sizes.

Platform for trends and orientation

"The most exciting developments emerge where new ideas, different perspectives and practical experience come together. Eurobike highlights the topics that shape the cycling and mobility industry, providing a platform for

exchange, context and fresh impetus. As the leading international trade show, it brings together the key players in the industry and offers guidance in a constantly evolving market," explains Philipp Ferger, Managing Director of Eurobike organizer Fairnamic. From compact wheels for urban mobility to established mountain bike and gravel standards – on to new larger-diameter concepts, Eurobike shows the full spectrum of current developments.

Discussions at the Gravel Talk, Innovation Summit and Trendlounge

Eurobike not only showcases trends on the exhibition floor but also turns them into topics of expert discussions. At the Gravel Talk, experts will discuss current developments in tire widths, geometries and wheel sizes in the gravel segment.

With the Eurobike Innovation Summit on June 24, the show will also offer its central platform for addressing the key future topics of the cycling and mobility industry. Among others, Nils Verhoeven, Head of Product Management and Customer Experience at DT Swiss, will talk about the potential of the new wheel size.

This year's Eurobike fahrstil Trend Lounge is dedicated entirely to the theme of wheel sizes under the title "Megalomania," featuring unique exhibits that are significant in terms of bicycle history and culture.

In this way, Eurobike combines trends, expert dialog and practical experience. As the leading trade fair, it brings together innovation, exchange and market impulses in one place.

The 34th Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 24 to Saturday, June 27, 2026. 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.