

Dialogue Leads to Commitments: Strong Support for Eurobike 2026

- **Open industry exchange on the new 2027 concept meets with positive response**
- **Exhibitors already entering the final hot phase of trade fair preparations**

Frankfurt am Main – Around half of the planned one-on-one interviews with market players from the bicycle and mobility industry – forming the basis for the conceptual realignment of Eurobike from 2027 onward – have already been conducted, and the Fairnamic team is gathering strong feedback and fresh ideas from the bike industry and its community. "We try to speak with as many representatives of the industry as possible. The industry is undergoing transformation. This makes a leading trade fair like Eurobike all the more important, as it serves as a global point of reference and platform for exchange. Above all, Eurobike 2026 will also mark the communications starting point for the new leading-trade-fair concept developed together with the industry, which is set to launch in 2027," says Philipp Ferger, Managing Director of Fairnamic GmbH. "We are pleased that key players are already backing us this year by presenting their innovations."

Spread across three exhibition hall levels and the outdoor area, companies such as Canyon Bicycles, Shimano Europe, Raymon, Hepha, Amflow, Avinox, Mahle SmartBike Systems, Valeo Electrification, Panasonic Industry Europe, Gobao, Pinion, Rohloff, Belgian Cycling Factory, Gobik, Tektro Europa, FSA (Full Speed Ahead), Kenda Rubber, Deutsche Bahn Connect GmbH, Zweirad Union and Holland Mechanics will showcase their products and solutions.

This underscores the commitment of strong players from the entire value chain, from components and drive systems to full-service providers as well as mobility and infrastructure solution providers.

A compact hall concept with the theme worlds of *Sports & Performance*, *Leisure & Ecomobility* and *Global Sourcing* provides clear guidance for visitors.

For Alex Thusbass, Managing Director of Hepha, participation in the Eurobike is a given: "Eurobike 2025 was the most successful event we have ever taken part in. As a mid-sized company, we need the gravitas of a major leading trade fair –

the market is fragmented enough as it is. Just recently, over 550 dealers voted us the best brand in the bicycles/e-bikes category of a renowned supplier ranking within the German specialist trade. We are proud of this achievement and are approaching this year's trade fair with strong momentum. We aim to further expand our sales network across Europe."

Susanne Puello, Managing Director of Raymon Bicycles, is also committing to Eurobike 2026: "Eurobike gives us the opportunity to meet our international partners and communicate our brand with all its innovations. Especially for a young brand, personal exchange is a key factor. Even – or precisely because – the trade fair is undergoing a phase of reorganization, the positive effects outweigh the challenges for us. We want to actively accompany the developments and look forward to the dialogue with national and international players."

At this year's Eurobike, Shimano will set up an outdoor testing area allowing consumers to try the newest cycling innovations. Marketing Director David Greenfield explains: "Eurobike is an important trade show and we are committed to providing the newly-formed Trade Fair Advisory Board our support in developing the event. Shimano will have a vital and more focused presence at Eurobike this year. It is an exciting opportunity for people to experience our technologies in the best possible way: by enjoying a nice ride in the fresh air."

Arnd Franz, CEO of Mahle, explains: "For over ten years, we have been successful in providing complete systems comprising drive units, batteries, displays, software and digital services for city, gravel and road bikes. Today, there are just under a million e-bikes on the road worldwide fitted with Mahle products. At this year's Eurobike, we are presenting our range of current drive systems, including our latest M40 for e-mountain bikes, which can also be fully integrated into our Smartbike ecosystem. We are using the trade fair for strategic discussions with our partners and, in the demo area, we are demonstrating how Mahle is helping to shape the development of the industry through system expertise and targeted innovations."

Stage program: Key trends, networking and the Eurobike Festival

A highlight on the first day of the trade fair is the presentation of the Eurobike Awards. Exhibitors and non-exhibitors can still apply until April 17. As part of the

Business Days, thematic summits will take place, addressing key industry topics like new materials and sustainable manufacturing, automation and AI, supply chains, omnichannel and urban logistics. The program also includes daily product presentations offering insights into innovations, and a Trend Lounge will be available. In addition, there are numerous networking formats that foster exchange and dialogue between industry, retail and politics. With the *Retail First* program, Eurobike specifically strengthens the specialist retail sector and creates additional value for retailers. *Women in Cycling* shows how much energy and visibility women bring to the bicycle industry. The Career Center offers insights into training opportunities, study programs and job profiles. The event calendar with the detailed program will be published in early May.

Alongside the technical program, the diversity of Eurobike will also be evident on trade fair Saturday with the Eurobike Festival. With show formats, hands-on activities, international top athletes, including Marcel Kittel or Tony Martin, as well as extensive testing opportunities in the Demo Area, the event will turn into an experience hub for the cycling community and new target groups.

Political support for Eurobike

Eurobike enjoys strong political support while further strengthening its socio-political relevance. In 2026, the event will be held under the patronage of Federal Minister of Transport Patrick Schnieder. In addition to Hesse's State Minister of Economic Affairs Kaweh Mansoori and Frankfurt's First Mayor Mike Josef, the federal government has also officially reaffirmed its patronage.

This increasingly positions Eurobike as a central dialogue platform at the intersection of industry, politics, media and society. It actively drives the exchange and highlights the future topics of sustainable and socially equitable mobility.

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 fair 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.

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.