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Leading international trade fair in Frankfurt opens up the world of future mobility to bicycle enthusiasts – Press tour provided taster of innovations

Eurobike 2023 Showcases Trends in the Global Bicycle Industry

Frankfurt am Main – From bike subscription with comprehensive service and new braking systems for the cargo bike segment, to drive systems for light e-bikes or with integrated gearbox shift system, to the revolution in the field of children's bicycles: The innovations of the bike and future mobility industry are full of ideas and technical refinement. With over 1,900 exhibiting companies from 62 countries showcasing their products, the 31st Eurobike confirms its importance as a platform for the international bike business. From June 21 to 25, the flagship trade fair in Frankfurt am Main will be opening its doors for the second time.

Before the start of the trade fair on the Wednesday, some innovations were presented in advance at the press tour:

li:on Bikes: Kids Bike Revolution GmbH with children's segment

Tony Martin and Marcel Kittel are not only two former world-class professional cyclists, but also young dads. Nevertheless, it is a little surprising that following their retirement from the sport, the two now dedicate themselves professionally to the children's bike segment after founding li:on Bikes. The founders of the young company aim to rai-

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se awareness of their brand with its innovative production concept and fresh design rather than relying solely on their celebrity status.

Riese & Müller: Bike subscription with comprehensive service

As a premium manufacturer, Riese & Müller creates some of the most sought-after bicycle models on the market. With its bike subscription, the company now offers a new way to rent an e-bike from Riese & Müller for a fixed monthly price for a certain period of time – comprehensive service included.

Simplon and Pinion: E-bike drive system with gearbox shift system

With the market launch of their 18-speed gearbox shift system, the founders of Pinion revolutionized the bicycle market some 13 years ago. At Eurobike, Pinion is now presenting its first e-bike drive system with integrated gearbox shift system. The new E-MTB Rapcon Pmax Pinion from Vorarlberg bicycle manufacturer Simplon is just one example of the design opportunities for e-bike manufacturers.

Magura: Combined braking system for the cargo bike segment

Many motorcyclists will already be familiar with the principle and drivers will undoubtedly have encountered it in action: With a combined braking system (CBS), the braking force is automatically distributed between the front and rear wheels at an optimal ratio. At Magura, this technology will now also be presented at Eurobike for new brake systems for the rapidly growing cargo bike segment.

Coboc: Light SUV with Bosch mid-engine system

Some of the new products showcased by exhibitors at Eurobike focus on light e-bikes with correspondingly designed new e-bike drive systems. This issue, on the other hand, is anything but new for e-bike manufacturer Coboc. Rather,



the "light" distinction has always been part of the Heidelberg company's DNA. Nevertheless, Coboc is now facing a paradigm shift with the launch of the first light SUV. The new mid-mounted engine systems from Bosch will be used, allowing the e-bike supplier to embrace the light trend.

The 31st Eurobike will be open to trade visitors from Wednesday, June 21 to Sunday, June 25, 2023 from 9 a.m. to 6 p.m. The Festival Days – Saturday and Sunday – are intended for all bike fans. For more information visit: www.eurobike.com.

About Eurobike:

Eurobike is the central platform of the cycling and future mobility 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 future mobility 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. The 31st Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 21 to Sunday, June 25, 2023.

About fairnamic GmbH:

With the founding of fairnamic GmbH, the trade fair companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, micromobility and general aviation is strengthened by pooling expertise and market knowledge, global positioning, brand strength and speed. The joint venture focuses on the Eurobike and AERO brands and their satellites. The objective is to expand and further develop the two flagship trade fairs.