



The motto of the Ecomobility Experience Gallery is "Transporting materials and equipment to work" – Ecomobility Talk and Tours inform visitors

## **Eurobike Gives Ecomobility the Right Platform**

**Frankfurt am Main – Eurobike is the leading trade fair for the bicycle world. Nevertheless, other space-saving and environmentally friendly means of transport have also progressed considerably in the recent past. Especially in the commercial segment, the target groups of the various vehicle types overlap substantially. This is why Eurobike is moving the practical vehicles in the Ecomobility category from the niche into the limelight this year.**

Propulsion under the umbrella term of ecomobility ranges from walking through to the car. What the various ecomobiles have in common is that they can meet the mobility and transport needs of their users in an environmentally friendly and resource-saving manner, while taking up as little space as possible. Companies from various industries produce the vehicles and mobility aids that include cargo trailers, light electric vehicles, mobility scooters, children's scooters, unicycles and walking frames.

From July 3 to 7, the international trade fair public in Frankfurt will be able to learn first-hand about innovative product developments and discover the versatile benefits of fine mobility from individual bikes to cargo bikes. The addition of ecomobiles will therefore make Eurobike more relevant than ever, especially for commercial target groups such as janitors and building service providers, horticultural and craft businesses, care staff and fleet managers. Stefan Reisinger, Managing Director of fairnamic GmbH, explains: "Ecomobility is an important building block for a sustainable future and the highly innovative bicycle industry is a fundamental part of ecomobility. Eurobike is the logical common platform for bicycles, e-bikes and ecomobiles and together we can become the benchmark for innovation, sustainability and lifestyle in the area of future mobility."

### **Experience ecomobility at Eurobike**

The variety of ecomobiles can be experienced at Eurobike, particularly in Frankfurt's largest exhibition hall, Hall 8. There, the new Ecomobility Experience Gallery echoes

the motto "Transporting materials and equipment to work." In the special exhibition, visitors can find out how diverse the commercial applications of the ecomobiles are. Brief information events such as the Ecomobility Talk provide further input as part of the exhibition. The Experience Gallery showcases vehicles from the electric wheelbarrow, the electric handcart, cargo bikes, through to electric mini trucks. The Ecomobility Tours also help to explore the range of vehicles, not forgetting services of course, in a guided tour. For more information, go to: <https://eurobike.com/frankfurt/en/exhibitor-search/special-areas/ecomobility.html>

Konrad Otto-Zimmermann, urban and environmental planner, and partner of the Eurobike special show Ecomobility Experience Gallery, explains: "Ecomobility – this is the smart choice of the smallest, lightest, most space- and energy-saving, most environmentally friendly and most cost-effective vehicle for mainstream uses. The Ecomobility Tours will give tradespeople the opportunity to get to know the world of fine commercial vehicles and literally put them through their paces on the handling course."

Ecomobility will also feature in the Eurobike presentation program on Thursday, 4 July. The four Ecomobility Talks will focus on actively and electrically driven, space-saving and environmentally friendly commercial vehicles. The conference format is intended to provide a platform on which ecomobility users and providers can exchange ideas. The Pink Stage will also focus on the industry structure, product development, vehicle technology and marketing issues.

### **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 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 32nd Eurobike will take place on the grounds of

Messe Frankfurt from Wednesday, July 3 to Sunday, July 7, 2024. For more information, go to: [www.eurobike.com](http://www.eurobike.com)

**About fairnamic GmbH:**

With the founding of fairnamic GmbH, the trade show companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, ecomobility 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 leading trade shows. For more information, go to: [www.fairnamic.com](http://www.fairnamic.com)