

## **Eurobike 2025: More international, more focused and relevant than ever**

- **Perfect date for industry, trade and end customers**
- **Reaction to market circumstances: class instead of mass**
- **Profile honed further in the areas of sports, lifestyle and mobility**
- **Eurobike Festival to be expanded**

Friedrichshafen/Frankfurt am Main – The 33rd edition of the world's leading trade fair for the bike and ecomobility industry Eurobike will take place from June 25 to 29, 2025 on the grounds of Messe Frankfurt. The date in June is earlier than last year, before the main holiday season and right in the week before the Tour de France. Coinciding with the Eurobike Festival on the last weekend of June, Frankfurt will play host to the Ironman European Championship. Among the almost 70,000 international visitors to Eurobike, thousands more participants and guests of the major triathlon event are expected in the Rhine-Main area – a trump card for the topic of cycling in the region and beyond.

### **Less mass, more class: fairnamic reacts to changing market circumstances**

Although the bike industry worldwide continues to struggle with stock surpluses and liquidity bottlenecks, bookings for Eurobike are healthy and exceeding expectations seven months before the event. In particular, more emphasis will be placed on the exhibition segments Parts and Accessories, Boutique Brands, Trendsetter Services and International Supplier in 2025 than in the most recent edition.

With its focus on innovations, new products and new target group-specific activities and topics, the upcoming Eurobike focuses squarely on the turnaround in the market, stimulates desire and demand and puts power brands and newcomers in the media spotlight.

After the highly acclaimed premiere, the Handmade Area featuring custom and small-series manufacturers attracted a large number of visitors, while the new



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Adventure Area is also putting the megatrend of cycling and outdoor adventures at the center of the trade fair. The 'Festival only' option gives exhibitors the opportunity to present themselves exclusively to the general public, i.e., the cyclists themselves, on the Eurobike weekend.

"While a number of industry participants are facing major challenges, cycling as a sport and lifestyle, and increasingly as an alternative to the car, remains in line with the trend and Eurobike is driving this development. Our diversity, our range of services and our showcases for trade, community, media and politics will bring together the world's key players in the bike and ecomobility industry at Eurobike 2025," fairnamic Managing Director Stefan Reisinger is optimistic about next year.

The trade days of the trade fair will again be accompanied by an extensive conference and networking program with countless opportunities for discussions and sharing ideas on the key topics and future visions of the mobility world. The most outstanding innovations will once again be honored with the prestigious Eurobike Award.

### **Bicycle festival for testing and joining in**

At the Eurobike Festival on June 28 and 29, 2025, thousands of bicycle fans and enthusiasts are once again expected in the huge outdoor area of Messe Frankfurt. The success of the last festival edition with 33,090 visitors, 2,000 test vehicles and over 50,000 test drives is already reflected in the keen interest of exhibitors in the demo area of the upcoming trade fair. The extensive test, show and presentation lineup provides something for every cyclist: with exhibitors and a versatile program from sports to family and everyday mobility to cycling.

### **Further information:**

The 33rd Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 25 to Sunday, June 29, 2025. The three kick-off days reserved for international trade visitors (June 25 - 27) will then be opened up to the general public on the weekend of June 28 and 29, 2025. For more information, go to: [www.eurobike.com](http://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. In 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 the AERO – International Leading Trade Fair 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 fairs and international satellites globally.