



Leading cycling industry platform boosts performance with appearances at professional races, own competitions and grassroots sports activities

Eurobike Starts with Team Vorarlberg at the “Rund um Köln” Cycling Classic

Frankfurt am Main – As the leading platform for the global bicycle industry, Eurobike will consolidate its roots in the 2024 season and demonstrate its reinvigorated strength in the booming cycling sport. At “Rund um Köln”, what remains Germany’s most traditional international professional race, Eurobike also shapes the racing scene. To coincide with the race weekend, the trade fair and Team Vorarlberg are starting a cooperation that will include special jerseys, helmets and bikes in the Eurobike color scheme at the UCI race in Cologne. Joining the UCI Professional Continental Team is close to trade fair project manager Dirk Heidrich’s heart: “Like our partner, Eurobike comes from Lake Constance, and it had its beginnings in the performance sector. In 2024, we will be demonstrating that cycling and the Eurobike belong closely together.” The partnership with the team from Austria is part of our performance concept, which includes e-cycling, cycling races on the exhibition grounds, along with world-class professional races and organized grassroots sports.

At “Rund um Köln” (UCI 1.1. professional race on Sunday, May 26), Team Vorarlberg will be on the start line for the first time with special jerseys and present the Eurobike message in the top field of riders. "It is a special opportunity for us to work together with the leading bicycle trade fair and to showcase this partnership in such a prominent bicycle race," says Thomas Kofler, manager of Team Vorarlberg. The cooperation between the two partners draws on a long tradition. "Eurobike was created on Lake Constance, it has its roots in Friedrichshafen and so is close to our new partners – also with regard to the common values in cycling," says Dirk Heidrich. On Sunday, the team will be kitted out in the special edition of the Nalini jerseys and Abus helmets, adorned with the Eurobike color scheme. In addition, Eurobike will be showcasing its offering on the edge of the street classic, offering visitors to the “Rund

um Köln” Expo matching mango-raspberry ice cream, raffling starter kits and organizing a meet-and-greet with Team Vorarlberg. This tie-up during the current season is just a first step, with a sustainable cooperation planned from 2025. Eurobike is strengthening its presence in road cycling in this way. On May 1, the trade fair sponsored the Eschborn-Frankfurt World Tour race.

Race Saturday: Bembel Crit and Virtual Hero for sporting ambition

Since the beginning of the year, Eurobike has been upping the pace in the performance segment. With the Virtual Hero series it created a new combination of sport, competition, technology and fun. At Cyclingworld in Düsseldorf and VeloBerlin, the team joined forces with project partner Cycle Cafe to organize a virtual competition format, the likes of which was unknown on the bicycle fair circuit. As part of Eurobike, other men and women will qualify for the finals, due to take place in Hall 11.1 on Saturday, July 6. Also on July 6, Eurobike will be teaming up with RSG Frankfurt 1890 e.V. to offer exciting circuit races on the exhibition grounds, where fixed-gear specialists as well as amateur riders will get the chance to battle it out.

Eurobike provides active cycling with more than one stage

Apart from competitions, grassroots sport is one of the pillars of cycling. "We support this side of the sport with initiatives aimed at experience, driving pleasure, health and joy in road cycling," says trade fair project manager Heidrich. Led by top riders from Team Vorarlberg, fairnamic GmbH will take cyclists on the "Road to Eurobike" from Friedrichshafen to Frankfurt. The cooperation with the Huguenot Ride, a cycle tour run by the Neu-Isenburg cycling team, has already established itself. On Sunday, July 7, a group led by former world-class rider Kai Hundertmark will ride from the exhibition grounds to the start of cycle tour, covering distances of 40 to 160 kilometers toward Odenwald. The aim is to attract as many people as possible to this traditional event and to reach the maximum number of participants of 600.

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.

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