



Focus on the transformation of the bicycle industry – 1,800 exhibitors
showcase global trends – Varied supporting program with shows and action
– Extensive test possibilities in the Demo Area

Eurobike Brings the Future of the Bicycle to Life

Frankfurt am Main – The bicycle is no longer simply a piece of leisure or sports equipment. Rather, it is becoming a fully-fledged vehicle – and so also a vital component in a sustainable mobility transition. As the leading trade fair for the bicycle and mobility industry, Eurobike offers the ideal platform for this transformation. From July 3 to July 7, 2024, more than 1,800 exhibiting companies from over 60 countries will once again be presenting the latest trends in the bicycle and ecomobility industry at the Frankfurt trade fair grounds. On the weekend (July 6 and 7), Eurobike will be opening its doors to all bike fans.

During both the Business Days and the Festival weekend, Eurobike 2024 will turn the megatrends of health, sport, mobility, technology and sustainability into an experience for everyone. This way, the leading trade fair sends a positive signal for the bicycle industry and trade – especially in today's still challenging times. "I'm firmly convinced that, as a global ecosystem, we have to meet in person, pass on our first-hand experience and make our products and services tangible," says fairnamic Managing Director Stefan Reisinger. "For this, Eurobike is the place to be and the compass for future development in sports and leisure as well as for the mobility and transport transition."

On the first three days of the fair (July 3 to 5), Eurobike will initially be aimed at trade visitors from all over the world. The leading brands and players in the industry will be showcasing on-site the trends, innovations and new products relating to the bicycle in all its facets. On some 150,000 square meters across eight halls and an extended outdoor area, more than 1,200 bicycles, e-bikes, cargo bikes, e-scooters and light electric vehicles, for example, will be waiting to be tried out and tested. From accessories, components and equipment to complete bikes, Eurobike has everything in one place – live and there for everyone to try out.

In addition to the largest international market overview, Eurobike also provides a unique offering for actively sharing knowledge. "Trade visitors have access to more than 100 panels, workshops and presentations, all included in the ticket price," says Eurobike project manager Dirk Heidrich. The events will also gather together experts from different disciplines from all over the world. "As the leading trade fair, Eurobike is above all a great opportunity to make new contacts and engage in international dialog." At the same time, Eurobike is expanding its program toward the growing e-cycling market. Visitors have the chance to experience a fascinating premiere here: Virtual Hero is a new form of interaction between virtual and real bike racing, held as a live competition in the Performance Area in Hall 11.1.

At the weekend, Eurobike will be opening its doors to all bicycle fans with the two Festival Days. The leading trade fair offers exciting highlights with the cargo bike race Cargo Euro Cup, BMX Flatland Show with professional Chris Böhm, and the race criteria of the popular Bembel Crit series. On the Action Area, the second edition of the Skyline BMX Contest and the new Infinity Street Show will be focusing on sport. Children and families can discover the Kids Area on the exhibition grounds. At the BMX workshops, riders can jump over ramps, negotiate ramps on the balance bike course set up for the younger riders, while parents can get advice on helmets or cargo bikes.

The 32nd Eurobike will be open to trade visitors from Wednesday, July 3 to Sunday, July 7 from 9 a.m. to 6 p.m. The Festival Days on the Saturday and Sunday are intended for all bike fans. For further information visit: www.eurobike.com.

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 further information visit: 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 further information visit: www.fairnamic.com.