

## **With space and events: Eurobike 2025 creates more space for the ecomobility future market**

- **Diverse products in Ecomobility Hall 8 with Ecomobility Highlights special area**
- **Attractive program tailored to commercial and private target groups at Business Days and Eurobike Festival**
- **Important partnerships forged with Verkehrsclub Deutschland and 6th National Cycling Logistics Conference**

Friedrichshafen/Frankfurt am Main – Eco, i.e., economically and ecologically sensible, are the small, fine and practical vehicles in the ecomobility mobility class whose product range is due to be expanded at Eurobike 2025. The range of vehicles on offer covers everything from scooters, mobility aids and cargo bikes to electric mopeds and micro-cars. The 33rd edition of Eurobike demonstrates more than ever how diverse these popular means of transport are, especially in cities, as a supplement to bicycles and e-bikes. In this way, the leading trade show in Frankfurt takes another big step toward becoming a platform for sustainable everyday and corporate mobility.

In the heart of Hall 8, against the backdrop of the leading international suppliers, the "Ecomobility Highlights," will be showcasing product diversity and application examples of these fledgling vehicle categories. In addition to classic bike and e-bike manufacturers, some 30 exhibitors, including Aixam, Treibwerk and Bayk, will present their vehicles. The focus is on application examples in the logistics and courier sector, in facility management and other commercial areas. In addition, the mobility solutions for children's transport are aimed at families, clubs, playgroups and day-care centers. Vehicles for minors and seniors round out the offering. Many exhibitors also offer test drives on the adjacent demo area in the outdoor area. "Whether families, care services, dealers, fleet managers or municipalities, with our growing range of manufacturers and vehicles in the ecomobility arena, we are showing even more application examples for private use as well as commercial applications. The fledgling ecomobility industry proves with its commitment to us what market potential it attaches to our platform and we are proud to put down an even larger footprint together with Eurobike on the trend topic "Mobility of the Future,"

says Stefan Reisinger, Managing Director of the Eurobike organizer fairnamic GmbH.

### **Extensive program with professional partners**

As a partner for ecomobility, the Eurobike makers managed to get Verkehrsclub Deutschland (VCD) on-board for the content-related co-design and implementation of the conference and supporting program within the framework of the Eurobike Festival.

One highlight of the specialist program is the Ecomobility Industry Meeting on Thursday, June 26 in the Portalhaus. The conference from 11 a.m. to 5 p.m. focuses on vehicle concepts and safety as well as the dealer and service network and the image of fine mobility. One day later, the Ecomobility Talk on the Pink Stage in Hall 8 from 11 a.m. to 12:30 p.m. offers insights into fine-mobility solutions for crafts, trades and logistics. Several presentations in the new "Ecomobility For You" format will address mobility solutions for work and everyday life as well as families and children at the Eurobike Festival (Saturday and Sunday). Commercial users have the opportunity to share their experiences while providers offer a glimpse of the future ecomobility market for commercial vehicles. A few meters from the venue on the Pink Stage, the exhibition space of the Eurobike Award promises to provide further inspiration for innovative and sustainable mobility solutions.

The 6th National Cycling Logistics Conference provides the perfect content match for many professional ecomobility target groups. The key players including policymakers, municipalities and companies will gather on June 26 under the motto *"Commercial Cargo Bikes – The Sweet Spot for Urban Logistics"* for the first time at Eurobike. Cargobike.jetzt GmbH organizes the conference, with Radlogistikverband Deutschland e.V. sending out the invitations. The main partner is the Hessian Ministry of Economic Affairs, Energy, Transport, Housing, and Rural Affairs.

Martina Rumschick, Head of Brand & Content Eurobike says: "Bicycle logistics is an essential aspect of future urban mobility – it combines climate protection, efficiency, and quality of life in our cities. We are pleased to host the 6th National Cycling Logistics Conference at Eurobike 2025 and to actively support this important event. We believe promoting and stimulating a constructive

debate on bicycle logistics is essential for sustainable, environmentally friendly mobility."

**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 kickoff 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. With 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 Show for General Aviation and Eurobike as the world's leading trade show 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 shows and international satellites globally.