



The world's leading international trade fair in Frankfurt takes a look at the future of bike and ecomobility - a selection of the innovations were presented in advance during the media tour

Bike dreams come true at Eurobike 2024

Frankfurt am Main — Anti-theft protection with a biometric locking function, customized two-wheelers, an e-bike SUV and numerous other world premieres, including a high-performance gravel bike for rough roads: The 32nd Eurobike is all about innovation and progress. From July 3 to 7, 2024 in Frankfurt am Main, over 1800 trade fair exhibitors will provide a preview of the latest innovations and industry trends on over 150,000 m² of hall space and the outdoor area.

Abus: Bicycle lock with pioneering theft protection

Abus will probably blow out one or the other candle at Eurobike, because the company is celebrating its 100th anniversary. What does a security supplier give himself for his birthday? For example, a new bicycle lock that bridges the gap between traditional theft protection and a comfortable, biometric locking function.

Schwalbe: New valve standard for uncomplicated inflation

Nothing can improve the cycling experience as much as a freshly inflated tire. But – how exactly does that work with Schläverand, Schrader, Presta or AV valves – to name just a few of all the valve designations. At Schwalbe, it has "clicked": The tire specialist has brought along a new valve standard which should make pumping up as uncomplicated as ever.

Tritao: Customized titanium frame construction

At Tritao, bicycle dreams are made of titanium. Not continuous, but individual and tailored to the customer's request. 100% handmade, as the name of the new Eurobike area promises, which is exclusively dedicated to the high art of frame construction.

Kalkhoff: E-bike SUV as an all-rounder for active mobility

In the automotive context, the designation SUV is rather negative, but in the e-bike sector it stands for a bike that can meet basically every challenge. Whether it's a multi-day bike tour or the daily commute to work, with a heavily built rider in the saddle or fully loaded as a parent-child combination: The Eurobike novelty Entice 7+

from Kalkhoff shows par excellence why this bike category is the all-rounder of active mobility.

Alps Alpine: Automotive supplier in the bicycle segment

Alps Alpine? Isn't that the brand whose loudspeakers in the 80s and 90s made the hat racks wobble in the cars of mostly younger drivers? Yes, that's right. Although the name is nowadays rarely stuck on the rear windows of Golf & Co., the Japanese group is still a well-known automotive equipment supplier. Now it presents itself for the first time at the Eurobike as an innovation driver in the bicycle segment.

Giant: World premiere with high-performance gravel bike

A bit of road bike, a bit of touring bike and a bit of mountain bike: The Gravel bike category combines the best of different bike worlds. The market success of road bikes featuring wider tires is unbroken this season. Bike manufacturer Giant with its world premiere Revolt Advanced will show us the state of the art in this segment in the 2025 model year.

Onomotion: Looking into the future of mobility

Logistics experts estimate that the volume of parcels in Germany will double by 2030. It's easy to imagine the consequences for the cities if the correspondingly increasing number of Sprinters & Co. takes over the limited street space in the future. Alternative delivery concepts with new vehicles offer a way out. At first glance, they only have the legal classification in common with the bicycle. For the first time, these concepts and other sustainable innovations are the focus of the new Eurobike Ecomobility Experience Gallery, where we will take a look into the future of mobility using the example of Onomotion.

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