



## **Eurobike 2024 Final Report**

Industry confident: Consolidation at a high level – Bike as major economic factor – Eurobike most important platform for bike and Ecomobility world – Program delights bike fans on the festival weekend

## **Eurobike 2024: True Momentum for the Global Bike and Ecomobility Industry**

**Frankfurt am Main – For the third time and on five consecutive show days, Eurobike – the world's largest platform for the bike and ecomobility world – invited visitors to the Frankfurt trade show grounds. The overall 32<sup>nd</sup> edition of this leading trade show delighted 35,080 trade visitors (2023: 34,750) and additional 33,090 bike fans (2023: 31,840) over the weekend, thanks to its huge variety of product innovations, the industry's spirit – including test possibilities – and the extensive technical and festival program.**

At the Frankfurt summit, after the recent, rather turbulent months, the bike and ecomobility industry sees itself back in calmer waters and looks optimistically into the upcoming years. "In times of economic tension, stability is the new growth. Thus, we are strengthening our position and creating a foundation for the future where the market picks up again," says Stefan Reisinger, Managing Director of fairnamic GmbH, the Eurobike organizer, when summing up the positive mood at the trade show.

Manuel Marsilio, Managing Director of CONEBI, the European industry association, sees the industry at a turning point. "Even if the economic figures are not satisfactory, we are experiencing a reset in the bike sector. The market will grow again and there will be a thriving bike future."

While the market is cautiously optimistic, the mood among the more than 1,800 exhibiting companies was extremely positive. Arriving from more than 60 countries, they presented their novelties in eight halls and the huge outdoor area, encompassing 150,000 square meters.

Dr. Sandra Wolf, Managing Partner at Riese & Müller, summarizes: "We are impressed – by the continued interest of people in the bike itself, the commitment of our dealers and the positive mood of this trade show. Our trade show presence is a clear commitment to Eurobike. As the leading trade show, Eurobike sends out a powerful and confident message for cycling culture and the bike industry, as a whole."

### **A wide range of product topics delight the expert audience**

For the time being, many manufacturers focus on the continuous further development and refinement of the technology and their products. In addition to the e-bike boom factor, the gravel bike's sporty success guarantee as well as corresponding parts, components, accessories, clothing, equipment, support and services, the Ecomobility Experience Gallery addressed many interested parties from companies and municipalities who want to modernize their fleets with new electric vehicles.

Supplemented by a stage program specially designed for focus topics and trade show tours for designated product highlights, the Cargo Bike, Start-up and Sports & Performance exhibition areas featured specialist exhibitor clusters, thus catering to the goal of better addressing specific target groups. For the first time, the Handmade subject excelled with roundabout 30 exhibitors presenting their individual frame designs and particularly artistic accessories.

The trade audience was enthusiastic about the third Frankfurt edition of Eurobike and with 35% non-European participants, way more international than ever. 95% said that they were satisfied with the achievement of their trade show visit goals.

### **Top-class conference program on the future of mobility**

This year, with new partnerships and focus topics, the comprehensive conference and network program was once again significantly expanded for the three trade visitor days. Thanks to the promising motto of "Hello Future. Hello Transformation" and in conjunction with the Innovation, Digitalization, Sustainability, Inspiration, Retail and People theme tracks, 14 specialist conferences and countless networking events fueled inspiration and exchange. For the first time, the entire program was curated in close coordination with the European and German industry associations.

In addition to innovations and digitization, the focus topics were future strategies for cycling.

"For a transport system that wants to give its citizens real freedom of choice, cycling is an important piece of the puzzle. Eurobike underscores the huge variety and vast potential of "what is possible with the bike", "says Kaweh Mansoori, Hessian Minister for Economic Affairs, Energy, Transport, Housing and Rural Areas as well as Deputy Prime Minister, happily at the start of the trade show.

### **Discovering new products and trying them out**

At the weekend, after three specialist audience days with novelty presentations, media appointments and networking events, the trade show gates opened for the bike-enthusiastic public. Here, bike and mobility fans learned more about the topics and trends of the bike world, tested the new vehicles on thousands of test drives, were inspired by travel lectures and cheered on the BMX professionals of the Skyline Ride and the road bikers at the Bembel Crit. The Virtual Hero e-cycling competition celebrated its premiere and - during the Eurobike Festival Days - the final of which was held on roller trainers after preliminary rounds&decisions at various spring events. Moreover, special focus was placed on families in the festival program. With a huge variety of offers for children and parents, the topics of bike/cycling and mobility were dynamically depicted.

"With the expansion of our festival activities and the corresponding PR measures upfront, we were able to welcome even more bike enthusiasts to the Eurobike this year," says Dirk Heidrich, Eurobike Project Manager, delightedly. "For us it is a big success! After all, it is the cyclists themselves who are bringing the mobility turnaround onto the road."

### **Eurobike 2025**

The 33<sup>rd</sup> Eurobike will take place on the grounds of the Frankfurt trade show from Wednesday, June 25 to Sunday, June 29, 2025. "While this year, we had to compete with the European Soccer Championships, the US national holiday and other major events, such as the Tour de France, in 2025, we will return to our established June event slot," explains Stefan Reisinger on behalf of the show organizers.

Just as in previous years, in 2025, the trade fair days from Wednesday to Friday will be reserved for trade visitors, and, over the weekend, the Festival Days will be open to all interested visitors.

#### **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 bike 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 33<sup>rd</sup> Eurobike will take place on the grounds of the Frankfurt trade show from Wednesday, June 25 to Sunday, June 29, 2025. For further information visit: [www.eurobike.com](http://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 bikes, 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](http://www.fairnamic.com).