



Voices About Eurobike 2024

Kawah Mansoori, Hessian Minister for Economic Affairs, Energy, Transport, Housing and Rural Areas as well as Deputy Prime Minister:

"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". "

Burkhard Stork, Managing Director of ZIV - German Bicycle Industry:

"The most dynamic Eurobike I can recall? 2024. This trade show made it very clear for me: how agile and vital this industry is - even in difficult times. It became quite obvious that the high level of interest in this trade show is maintained and that outstanding innovations were presented by the industry. Already today, I look very much forward to next year. "

Bernhard Lange, Managing Partner at Paul Lange & Co. OHG:

"Eurobike 2024 is the global platform for the entire bike industry. The very high number of visitors, but above all the consistently positive and optimistic mood, have shown that the bike has a bright future, in the mid- and long term. Modern, sustainable mobility, as the days of Frankfurt have emphatically proven, can only be achieved by bike or e-bike. "

Dr. Sandra Wolf, Managing Partner at Riese & Müller:

"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. "

Marc Kessing, Giant Group Press Spokesman:

"We are overwhelmed by the positive feedback! Return of Giant to Eurobike 2024 triggered major attention. For us, this trade show was a valuable opportunity to present the latest developments and technologies to the bike industry and to strengthen important relations with specialist dealers and media representatives. "

Florian Baur, Managing Director of JobRad GmbH:

"E-bikes and service bike leasing are driving forces for the future of mobility. Here, we need to take three aspects into account: Customer centricity – the needs of cyclists are core. Digitalization - our partners and customers call for a better digital experience. Innovation - we must not stop to develop further! "

Daniel Härter, Head of Micro Mobility at ZF:

"For ZF, Eurobike is exactly the right platform to present the new "ZF Eco Bike System ", our e-bike drive system. Here, just within a few days, we were able to enter into deep-dive discussions with manufacturers and partners from all over the world and offer test rides. "

Rainer Gerdes, Global Sales Director at Kalkhoff:

"Eurobike 2024 was an excellent platform for us to meet a large number of our international customers. From Germany, Austria and Switzerland to France, Italy and the UK, we were able to meet our existing customers from our core countries here. We had between 20 and more meetings with new customers every day. The discussions are excellent, and despite the current market situation, the mood among dealers is also positive."

Markus Unger, Managing Partner & Founder of vit: bikes:

"This year, Eurobike was also the perfect opportunity to engage in many discussions with all the players from the bike industry. And, although we are super digital at vit: bikes, nothing can replace a personal face-to-face meeting. Me and my team, we are already looking forward to Eurobike 2025. "

Philipp Martin, Orbea Brand Manager DACH:

"For us at Orbea, the Eurobike 2024 was a great success. Both - our product managers and our sales and marketing team - enjoyed outstanding business meetings. Frankfurt is establishing itself as the trade show location. And, we were able to meet many of our dealers and industry contacts on the first few days. Thus, we are very satisfied and do look forward to the next edition. "

Anja Knaus, Flyer PR & Media Relations:

"Eurobike has arrived in Frankfurt and it is a very good trade show venue. We just love to be here. For us, this trade show has again evolved to an order show. We have made many dealer contacts. In addition, it is an ideal platform for presenting innovations - because our partners are also on site. That's a perfect match. "

Mario Schmitz, Head of Business Development at IoT Venture:

"We are super happy with the show. It's the gathering of the industry - and really everybody joins the party. Exchange within the bike industry is always very friendly and open. For us, the trade show is very important for meeting our existing, established customers and for making new contacts. We are also very much impressed by the hall concept. Hall 8.0 works just perfectly for us. "

Marcus Chiba, Managing Director of Chiba Gloves Germany:

"For an innovative glove specialist like Chiba, Eurobike provides for the ideal environment so to present our new products. This is why we have been at every Eurobike for the last 32 years! And, we will continue to do so - see you next year. "

Torsten Mendel, Abus PR Manager:

"Abus, as a company, will celebrate its 100th anniversary this year! And, we are very totally enthusiastic about our anniversary party fever here in Frankfurt. 100 years ago, Abus started with a padlock. This year, we are presenting an open-with-fingerprint lock. The bike world is getting smarter. We showcase products that are designed for future mobility. And, we are delighted that two of them have also scored successfully for the Eurobike award. We presented way more innovations and enjoyed great talks. "

Sebastian Feßen-Fallsehr, Busch & Müller Marketing Manager:

"We've been literally overrun. People come to us to learn something new about our direction indicator lights. And – they really go for it. All other new products were also super well received. Interest in innovations is truly high. But honestly, major focus is given to our turn signals. Many wanted to buy them rightaway! The trade show mood is totally cool, people seem very easy going. We also got the impression that the show is very well visited and - in terms of quantity and quality – really top notch. "

Lothar Schiffner, PR Spokesman for RTI Sports:

"We are very pleased with the first trade show days. Our new exhibition booths were very well received. Moreover, we also enjoyed a high demand for our new products. Now, we are offering a compact solution for a new form of urban mobility in the cargo bike sector with our CS bikes, by Ca Go brand. We are truly proud that we were able to win a golden Eurobike award with our bike. "

Angela Bieli, CMO of Biketec GmbH:

"We really enjoyed good technical discussions and received excellent feedback from specialist retailers. Although the industry is still in a difficult situation, you can see light at the end of the tunnel. We didn't showcase major innovations this year, but the audience was very much interested in our products. "

Gernot Moser, Bikesport Vaude Sales Manager:

"A successful trade show in uncertain times. And despite all the challenges facing the industry, the mood was positive. For us, the show was a true success. Visitor frequency at our booth was high, we enjoyed very good meetings and expert discussions. "

Steffen Jüngst, Schwalbe PR Manager:

"We are very pleased with this trade show. With the Clik Valve, we presented the revolution in valve systems and got outstanding feedback. Many dealers have tried it directly and were enthusiastic about it! Thus for us, it's been a clear win-win. "

Daniel Gareus, Cosmic Sports Marketing Manager:

"The mood is cautiously optimistic, which also makes us optimistic for the upcoming season."

Peter Wöstmann, Ortlieb Senior PR & Communications Manager:

"We are totally enthusiastic about the jury awarding us with two Eurobike awards! That's a genuine recognition of our innovative strength. Eurobike has developed excellently as an international platform. Visitor frequency of both – national and international traders and partners – has been very high. "

Sabrina Weiss, Pinion Marketing & Communication:

"We at Pinion are very satisfied. We received very positive feedback for our Pinion e-drive system, our Smart.Shift technology and we enjoyed excellent technical discussions. You can really feel the open mindedness when it comes to innovative products, such as ours. "

Alexander Kraft, HP Velotechnik Press Spokesman:

"We are experiencing a trade show in 2024, which is a bit of mixed feelings when addressing its popularity. We did notice: The German-speaking traders are a bit more reserved. They are well looked after by us - all year round! But on an international level, resonance is striking significantly this year. We have dealers from the USA, Canada or even Australia because the arrival is much easier for them. Another feedback is: Lake Constance was always like vacation, Frankfurt smells like business - and it's also hard work. But it's good work. "

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 33rd Eurobike will take place on the grounds of the Frankfurt trade show from Wednesday, June 25 to Sunday, June 29, 2025. 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