



Eurobike Focuses on Specialist Trade

- **Trade show launches industry's largest specialist trade campaign**
- **Prominent industry and service partners invite specialist dealers from all over Europe to a joint event in Frankfurt**

Friedrichshafen/Frankfurt am Main – Eurobike is further expanding its commitment to specialist trade: With an extensive invitation campaign, a tailor-made specialist trade program and strong support from the industry, the leading trade show is strengthening its role as a central platform for exchange, orientation and innovation.

With more than 5,000 targeted invitations to dealers from the bike and ecomobility sectors throughout Europe, Eurobike is kicking off the largest concerted trade campaign in its history. Together with leading companies such as BIKE&CO, Bike-Components, Giant, Jobrad, Raymon, Schwalbe or the Verbund Service und Fahrrad (VSF) association, the trade show

clearly underlines the importance of specialist trade within the industry.

"Eurobike is the most important international business platform. This is where innovations and trends emerge and which manufacturers are reliable partners for the future," says fairnamic Managing Director Stefan Reisinger. "We are aware of the currently challenging market situation among retailers, manufacturers and suppliers and want to make our contribution to initiating the industry's turnaround with Eurobike 2025. Our most important target group of trade visitors are bicycle dealers, for whom we provide networking formats, training opportunities and, last but not least, the chance to experience the latest innovations from around 1,500 exhibiting companies."

More relevant than ever: Eurobike as a meeting place for specialist trade

Industry players clearly emphasize the significance of the leading trade show. Susanne and Felix Raymundo Puello, Managing Directors at Raymon Bicycles, point out: "Especially in these challenging times, we believe that we can achieve more together. And this also applies to the leading trade show of our industry."

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For us, Eurobike is much more than just a trade show. It stands for international networking, inspiration and collaboration. We are convinced that we need this kind of platform to stay relevant. And that's exactly why we will be presenting our new collection with numerous innovations in Frankfurt. We look forward to many good discussions with our partners and specialist dealers."

Manufacturer Giant is also making its mark in Frankfurt: "The European market is of central importance to the Giant Group. Due to its complexity, the high dynamics and the increased expectations of our customers, the German-speaking area in particular is a key to our global success. For this reason, it goes without saying that we will participate in Eurobike in Frankfurt," says General Manager Alexander Gebert. "This event offers us the valuable opportunity to get in close contact with our suppliers and to stay in contact with our specialist trade and end customers. This is the only way we can define trends in the best possible way and interpret movements in the market precisely."

Georg Wagner, Managing Director of BICO Zweirad Marketing GmbH, puts it in a nutshell: "The format and scheduling of Eurobike offers our affiliated BIKE&CO specialist dealers a good opportunity for order pre-orientation and networking within the industry. We support this approach and recommend our dealer network to visit the trade show in Frankfurt to experience the latest trends and innovations up close."

Customized program for retail

With the program specifically tailored to retail, Eurobike 2025 offers real benefits for specialized trade visitors. They can look forward to a combination of product trends, in-depth exchange with suppliers and producers, targeted training, recruiting opportunities as well as smart software and service solutions to optimize the retail business. The Eurobike Business Days offer a mixture of inspiration, intensive networking, knowledge transfer and innovations on the two main stages in the Ecomobility Forum in Hall 8 and the Eurobike Hub in the Portalhaus. With more than 1,000 exhibitors, over 100 program items as well as innovative topic areas and diverse exchange formats, the trade show visit offers clear added value for the specialist trade.

The trade show is also indispensable for VSF Managing Director Uwe Wöll:
"Eurobike is a central appointment in our bicycle calendar. Here we meet our members, manufacturers and the entire national as well as international bicycle ecosystem. For our members, the relevance lies in the training formats, the relationship management with brands and the exchange with colleagues. They see innovations and gain a comprehensive market overview. As an association, we can ensure on-site, targeted and top-class exchange, and we can achieve the impact we need for our industry and our members."

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 followed by the weekend of June 28 and 29, 2025, open to the general public. For more information, go to: 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.