

Eurobike 2025: The Ultimate Festival for Bike and Ecomobility Fans is Just Around the Corner

- **Eurobike is the world's leading trade show for bicycles, mobility and innovation, featuring 1,500 exhibitors from around the globe**
- **An experience for everyone: The Eurobike Festival inspires athletes, families and all those passionate about bikes and e-mobility**
- **From spectacular show performances and extensive test rides of the latest models to hands-on activities and countless other highlights – there's so much to discover**

Friedrichshafen/Frankfurt am Main – From June 25 to 29, the Frankfurt exhibition grounds will once again transform into the epicenter of the bike and ecomobility world. For the first time, Eurobike will open its doors to the public from 12 noon on Friday. "With this, we aim to strengthen Eurobike as a platform for the community that's passionate about everything related to bicycles, sports and mobility," says Martina Rumschick, Head of Brand & Content at Eurobike. "This gives visitors plenty of space to explore and connect." This year, the organizers at fairnamic are presenting an even more versatile program with community spirit and the opportunity to touch and try out sustainable mobility.

A fresh breeze at Eurobike: What's new in 2025

A first for Eurobike: On Saturday and Sunday of the trade show, visitors will be able to purchase bikes and accessories directly on site. With this, Eurobike is responding to strong demand for a closer connection between product experience and purchase.

"Ecomobility for You" brings sustainable mobility to center stage. This new program element showcases solutions for sustainable mobility for children and families. Manufacturers will present their vehicles live, answer questions and invite visitors to test them in the outdoor area.

Navigate the trade show with the app: Thanks to the new self-guided tours in the Eurobike app, visitors can explore the event in a structured yet flexible way. These tours guide cycling fans across the exhibition grounds, offering exciting insights, short interviews as well as product and topic highlights via audio guide – perfect for anyone who wants to explore the trade show at their own pace.

Eurobike Friday: Bikes & Beats

Want to kick off the Bike Festival early, get exclusive industry insights, and take the first test rides? Grab a preview ticket and join us on Friday afternoon!

In the afternoon, the Cargo Euro Cup will take place in the Action Area of the exhibition grounds – by and for the cargo bike community. Here, it's not just about strength and endurance – it's also about skill and precision.

The Galleria is also well worth a visit: In the trend lounge themed 'Heroines,' the cycling culture magazine *fahrstil* shines a spotlight on inspiring women in the world of cycling. It draws attention to the heroines without whom our cycling culture would be a very different one.

Another highlight is the grand finale of the Bike Film Tour: a 120-minute showcase of inspiring short films, culminating in the presentation of the Audience Award. Directly afterwards, exhibitors and this time even the general public are invited to wrap up the evening together at a joint party. Whether you're a bike industry pro or simply a curious enthusiast – celebrating together is what it's all about. With the finale of the Business Days, the Eurobike Festival is officially and ceremoniously opened. The Urban Club Band and a live DJ will set the musical tone, creating the perfect atmosphere.

Festival Saturday and Sunday: Two days packed with highlights

The big Eurobike Festival will take place on June 28 and 29. On both days, visitors can look forward to a varied program – perfect for cycling fans of all ages.

With 50,000 test rides and over 1,800 test vehicles, the Demo Area was a major crowd-puller last year – and it's sure to capture the spotlight again in 2025. Gravel bikes, urban cargo bikes and eMTBs – the lineup covers the full spectrum of current bike trends.

A must-see for show lovers: The Drop & Roll Show featuring trial biking legends Danny MacAskill and Duncan Shaw delivers jaw-dropping stunts and top-tier athletic performance live on stage.

Other top events at a glance:

- The Skyline Contest is back for its third round: Here, the spectators can look forward to spectacular jumps and breathtaking stunts.
- Plenty of action is offered at the Bembelcrit racing event on Saturday at the show. For the fourth time, the Eurobike Festival is all about performance and awe-inspiring achievements.
- In the Kids Area, even the youngest will have a blast. Balance bike courses, skill challenges and exciting hands-on activities promise fun cycling adventures for all ages.
- If you're looking to combine cycling and travel, don't miss the diverse talks and insider tips on the Bike Travel Stage.

You can find all program highlights, tours and activities on the website (<https://eurobike.com/frankfurt/de/eurobike-festival/eurobike-festival.html>) and in the Eurobike app.

Full speed ahead to Eurobike

Since early May, the 'Road to EUROBIKE' has been in full swing. Especially in the Rhine-Main region – but also across Germany – EUROBIKE is energizing the cycling community. The kickoff came on May 1 with the iconic Eschborn-Frankfurt cycling classic. The traditional one-day race 'Rund um Köln' will take place on May 18. In collaboration with strong industry partners, the cycling community is being empowered – and excitement is building for everyone eager to experience modern 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 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.