

Eurobike 2025 celebrates gravel bike and off-road adventures

- **Bikes popular on gravel and asphalt**
- **More and more people are gravel biking**
- **Bikes and equipment create a new outdoor lifestyle**

Friedrichshafen/Frankfurt am Main – If it does not begin with "e", then it has no chance in today's bicycle market? Nonsense! The gravel bike just proves that no motor is necessary for the real racer. This is thanks to the wide range of applications, advanced diversification, and the taste of freedom and adventure. The bike and its accessories will find the perfect stage at Eurobike from June 25 to 29, 2025.

The market data from the German Bicycle Industry (ZIV) for 2024 speaks for itself: Last year, the gravel bike accounted for a market share of 6.5 percent of the total market. A huge number, bearing in mind that in the coronavirus year of 2021 where the bike really took off, the road bike and gravel bike combined accounted for just five percent, according to ZIV. Since then, bike sales have been gaining momentum. The e-assisted gravel bike cannot quite keep up, but it proves to be twice as successful as its electric-powered road counterpart. All this is amazing; after all, the gravel bike is pure sports equipment. Or is it? It could not be further from the truth – the gravel bike is much more, and that is what makes it so successful.

Straight from A to B while the others take a detour

The most important gravel feature is the tires. In recent years, major manufacturers such as Schwalbe and Pirelli have risen to the challenge of developing the perfect gravel tire for the particular application. Sturdy tires with low-profile lugs for asphalt and the forest floor, which only reach their limits in heavy mud. These tires and the possibility of fitting everyday equipment such as mudguards and rear racks make the gravel bike a commuter bike with ambitions. In addition, the racing handlebars come with a more comfortable dropped handlebar posture, with at least three grip positions providing enormous ergonomic variety.

Faster also on gravel

Aerodynamics are increasingly determining the design. One reason is the new Race Gravel class. Last year, new racing formats were developed, from gravel time trials to draining multiday races. The well-laid-out cockpits are perfect for this. Cables and hoses are laid in the stem, frame and fork, which not only creates a clean look, but also further improves the aerodynamics. In addition, the bikes feature faster ratios and high-profile rims with aerodynamic values on a par with the road bike. Classic, adventure-oriented gravel bikes are increasingly equipped with single chainrings. With 11, 12 or 13 gears and a wide range of ratios, the upshot is ample climbing ability, albeit it with fewer fine gear ratio increments.

Much of this can be seen at Eurobike 2025 in an unusually created newcomer: The Superfast by composites developer Bike Ahead, one of the few carbon forges in Germany. The gravel bike was developed with the help of the gravel community, which contributed via social media their vision of the ideal design for an excellent gravel racer. The frame, fork and cockpit were created in this way and have manifested themselves in many new patents and a pleasing design. The Superfast is accordingly a bike with many custom solutions for the fans, built in Germany and with a remarkably low tire carbon footprint.

E-gravel bikes for all performance ranges

If you are looking for that extra flow over gravel, you should take a look at the e-gravel bikes. These provide additional energy without compromising the bike's technical simplicity. The new Grid e:Light from Austrian forge Simplon achieves this with the almost invisible TQ motor instead of the bottom bracket. Thanks to the low system weight, it is only used when needed.

Many manufacturers intend to move into this segment, including the special bike manufacturer Brompton. The London-based company recently released a new version of its amazing folding bike, with small twenty-inch gravel tires and wide MTB handlebars. Likewise the tourism industry has also discovered gravel roads for itself and is in the process of incorporating them intensively into its travel packages. Take Tourismus Oberbayern München e.V. for example, which is set to offer, among other things, gravel treks through the idyllic Hallertau region or in the Alpine foothills.

Everyday specialist thanks to special accessories

Flexibly usable transport systems such as the UrbanX from Valkental, which functions as a pannier rack bag as well as a backpack, make the gravel bike an everyday specialist. At the end of the day, the tool-free mudguards come off and it is time to hit the trail. Even strong racks for (de-)assembly in seconds are now available. Equipment specialist Ortlieb will be showcasing its Quick-Rack in two sizes at the trade show. 605 grams of dead weight carry up to 20 kilos.

Adventure bikepacking

Gravel is adventure, is experiencing nature, is actually the freedom that many have lost while cycling. Gravel bikes invite you to just ride off: No matter where the journey takes you, you are always on the right vehicle. "Gravel then becomes a real expedition through a whole cosmos of transport solutions and through the many accessories and equipment in terms of overnight stay and outdoor life," explains Stefan Reisinger, Managing Director of Eurobike. In other words, bikepacking – the term refers to small bags for the frame, handlebars, seat post and fork. These hold the absolutely essential, from the spares kit to the micro-espresso maker, and it is off to the first overnighter. Standardized screw mounts on the frame tubes and fork spars ensure fast and secure fastening. The bag solutions are now real high tech; small forges even offer customized transport solutions. Cyclite will be presenting a whole new series at the 2025 trade show; the nano bags are extremely light and even aerodynamically shaped. Best of all, the dynamic handling of the bikes is maintained thanks to the attachments of bikepacking bags close to the center of gravity.

Back roads with lots of background

The Gravel Talks at Eurobike 2025 show how much the bike fans are already "thinking in terms of gravel." Among other things, the talks will shed light on the background behind the growing technology and fun trend. With changing interlocutors, gravel and bikepacking expert Gunnar Fehlau will moderate four 45-minute talk sessions on topics such as: Adventurous or well-organized, how do I approach graveling and bikepacking? How much high tech is really needed? How much social media does the gravel community need? Everything and more on the trade show Friday, June 27 from 1 p.m. 2025 will also see the all-new Bike Adventure Area, which embeds the accessories of the gravel adventurer in the

**PRESSE-INFORMATION
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Page 4/4

larger context of Bike – Sport – Travel. Which sleeping bag system is state of the art today? And is there really a stylish espresso maker that will even fit in my frame bag? Find the answers at Eurobike 2025.

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 opened up to the general public on the weekend of June 28 and 29, 2025. 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.

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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.