



June 24, 2025
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Eurobike as a Future Laboratory for Mobility and the Market

- **The global bicycle ecomobility industry gains new confidence at the start of the leading trade fair**
- **Transformation, tourism and technology at the Eurobike Media Kick-Off 2025**

Frankfurt am Main – On June 24, 2025, the Media Kick-Off officially ushers in the Eurobike trade fair week. One day before the opening, the world's most important platform for the bicycle and ecomobility industry is already bringing together representatives from industry, lawmakers, science and the media. This year's kick-off was all about strategic transformation – the trade fair itself, but also the entire industry as the backbone of a new mobility culture. Industry associations Zukunft Fahrrad, the Zweirad-Industrie-Verband (ZIV – German Bicycle Industry), and the U.S. industry association People For Bikes present exclusive market data while discussing the future potential of cycling tourism.

A trade fair in transition – with a clear attitude

Stefan Reisinger, Managing Director of organizing company fairnamic GmbH got proceedings underway. In his keynote speech, he emphasized the growing responsibility of Eurobike as the leading international trade fair for sustainable mobility, but also the traditional function for the sports and performance community. The role of Eurobike, which this year brings together more than 1,500 exhibiting companies from over 60 countries in Frankfurt, has long since gone beyond classic product shows – it acts as a bridge builder between the bicycle and mobility industries, lawmakers and civil society. In particular, the trade fair organizer emphasized the solidarity between sporting performance culture and urban everyday mobility: "Eurobike not only reflects the market, with our new trade fair concept we will continue to shape the market in the future – for existing and new target groups. It opens up spaces in which market logics dovetail with social responsibility." The aim is to bring together players from different spheres and to provide tailor-made impetus for a resilient and sustainable mobility culture.

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Moving forward together – the industry discussion

In the subsequent panel, representatives of leading umbrella organizations – Burkhard Stork (ZIV – German Bicycle Industry), Wasilis von Rauch (Zukunft Fahrrad) and Jenn Dice from the U.S. association People For Bikes discussed the structural challenges and opportunities of the bicycle industry.

The ZIV expects a complicated situation for manufacturers and retailers of bicycles and e-bikes, bicycle parts and bicycle accessories this year, too. "We remain on course for normalization in the bicycle market. From 2026, we see light at the end of the tunnel and thus clear signs of an end to the difficult phase," said ZIV Managing Director Burkhard Stork.

The topics covered are broad and highly relevant. Reshoring and onshoring of production facilities as a strategic option. Service bike leasing as a growth area. Business mobility as a strategic lever for companies. And the ever-present question of how we make the leap from the niche into the mainstream.

"Despite price pressure and a fall in sales in 2024, the bicycle industry is showing its resilience: Employment remains virtually stable, with leasing providers even managing to increase headcounts. Service bike leasing and the used market in particular are future-proof growth areas. The price level of service bikes continues to significantly outstrip prices in the market as a whole, making leasing a key stability factor for the entire industry. To deliver further growth, we need modern infrastructure and consistent implementation of the National Cycling Plan," said Wasilis von Rauch, Managing Director Zukunft Fahrrad.

The discussion also showed that the industry is ready – but the political and social framework need to pull together. We need stable support structures, bold urban and regional development and a change in mentality that sees the bicycle as a serious part of modern mobility – not just as an option for the few, but as a solution for the many.

"Now is the time to work together across borders to promote cycling globally. At Eurobike, we bring the latest data from the U.S. market and urge international partners to work together on the big issues," explained Jenn Dice, President and CEO of People For Bikes. "From trade and production to participation and

public policy, the future of cycling depends on bold action, shared knowledge and a united global effort."

Data that makes a difference – cycling tourism as an economic factor

A key topic of the Media Kick-Off was also the presentation of the first results from the basic research on cycling tourism by Tilman Sobek. The research provides impressive figures on the economic relevance of the cycling market – and it shows that bike tourism is much more than a niche segment.

"Bike tourism is booming – whether for day trips or discovery tours lasting several days. More and more regions are developing sustainable offerings that combine experiences of nature and culture, appealing to leisure cyclists and cyclists with sporty ambitions alike," said Tilman Sobek, who is responsible for the basic research on cycling tourism together with dwif and DTV. The data presented proves how closely interlinked the bicycle industry, tourism, infrastructure and regional development are. The impetus behind the research was not only analytical, but also programmatic: targeted investment in bike-friendly infrastructure, supply development and mobility linkage can boost the labor market, protect the climate and make a location more attractive – especially in rural areas.

At the end of the Eurobike Media Kick-Off, young and established brands presented innovative product innovations. One highlight comes in the shape of a bike from Estonian manufacturer Ampler that can be charged via a USB-C port – a small detail that promises great things: standardization, simplification and user-friendliness. It is precisely these solutions that are driving the bike industry forward – because they respond to needs and set new standards.

Conclusion

The Media Kick-Off 2025 was more than a press event. It was a reflection of a changing ecosystem – and an outlook on what will determine the coming days of the fair: new narratives, changed role models, a growing awareness of the systemic power of the bicycle. Eurobike is once again a place for knowledge sharing, cooperation – and jointly shaping a future in which mobility is more humane, environmentally friendly and versatile.

The press releases of the participating associations and the press releases of the participating brands can be found here:

<https://eurobike.com/frankfurt/en/press-and-media/press-kit.html>

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.

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 Fair 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.