



## **Eurobike 2025: Where visions meet market-ready solutions**

- **Innovations at the intersection of cycling and future mobility**
- **E- and bio-bikes as melting pots of innovation, design and technology**
- **New vehicle concepts, urban mobility and sustainable innovations**

Frankfurt am Main – When Eurobike 2025 opens its doors from June 25 to 29 in Frankfurt, the world's leading show with 1,500 exhibiting companies from more than 60 nations once again becomes the stage for the latest developments in cycling and ecomobility. At the crossroads of mobility transition, sustainability and digitalization, the industry showcases its full innovative power – from self-powered gear systems and ergonomic adaptation systems to smart logistics solutions and high-speed pedal-powered vehicles. E-bikes continue to dominate the market, yet classic “bio-bikes” are making a strong statement with cutting-edge advancements. More than ever, Eurobike 2025 positions itself as a platform for holistic mobility solutions that go far beyond the traditional bicycle.

At the start of the show, media representatives were introduced to the following key trends shaping this year's edition of the leading show:

### **Shimano – 11.0 A50**

The whole of the bicycle market is occupied by e-bikes – right? A look at the market figures of German bicycle industry association ZIV, however, reveals a somewhat more varied picture. In Germany, almost half of all new bicycles are still sold without an electric motor. The bicycle industry is also continuing to develop innovations for traditional bikes. Component manufacturer Shimano, for instance, has developed an energy-autonomous automatic gear system for gravel, trekking and urban bikes. Its system, called Q-Auto, will be presented at the show.

### **Simplon – 11.0 C42**

Gravel bikes are considered the last bastion on the bicycle market. Here, electric motors are still the exception rather than the rule. But if you look around among the e-gravel novelties at Eurobike, at least you get a clue that this will not remain the case for long. For example, take the new Grid e:Light e-gravel bikes by Simplon: With their new motor system made by TQ, these will not only be a functional, but also an aesthetic highlight of the show.

### **Hepha – 12.0 A21**

Bicycle manufacturer Hepha may still be a relatively new player on the bicycle market. The people behind the brand, however, have a history as proven innovation drivers in the bicycle segment. In this respect, it is perhaps no surprise that ErgoAdjust, a particularly innovative Eurobike novelty, can be found at the Hepha booth this year. ErgoAdjust is a system featuring graduated scales at all contact points on the bicycle. In conjunction with app-based measurements, these are designed to lead to perfect ergonomics. This is demonstrated, among other things, on a new e-trekking line, which in itself already deserves quite a bit of media attention.

### **Engel/Canyon – 8.0 N04**

Injection molding as a production method has been occupying the imagination of the bicycle industry for some time, although the topic is by no means new. While so far, for example, fenders or battery covers for e-bikes are already being injection-molded on a regular basis, manufacturers are now increasingly venturing into producing load-bearing parts using the technique. The advantage: Once set up, large quantities can be produced quickly and cheaply. This year, Eurobike visitors can see what this looks like at the booth of Austrian machine manufacturer Engel. Here, a machine will produce handlebar pre-assemblies for bicycle manufacturer Canyon during the show.

### **Van Raam – 8.0 D32**

With the right bike, mobility remains possible for older people, or even for younger cyclists with mobility restrictions. But who says that the corresponding product offerings have to convey the aesthetics of a hospital bed? In the motherland of bicycle mobility, also known as the Netherlands, the product developers at Van Raam are definitely of a different opinion. Their new model Thuja, which celebrates its world premiere at Eurobike, is a tricycle for mobility in all life circumstances. What is more, with its advanced technology and design, Thuja can hold its head high at the leading show for the bicycle world.

### **Honda – 8.0 F16**

Last-mile logistics, i.e. the last kilometers of a delivery to the customer, are increasingly becoming a challenge for parcel service providers, but also for public spaces. Automotive and technology company Honda has now announced the founding of the start-up Fastport in the USA. At Eurobike, the start-up's "eQuad" for urban logistics will be presented to the expert public for the very first time. We talk to the developers about the technical details, but also about the potential of the alternatives to vans and similar vehicles for logistics service providers.

### **Cixi – 8.0 G28**

An e-bike has no business on the freeway, right? "Ça dépend" is what Cixi's designers would say. Their active vehicle Vigoz, which will be presented as a prototype at Eurobike, can achieve a pedal-driven speed of up to 120 km/h. So is that still a bicycle or already a car? Or maybe even a completely new vehicle category? These questions will be answered by Cixi's makers from France.

### **Vaude – 11.0 B23**

It is probably no surprise that Vaude, of all brands, is setting a remarkable example when it comes to sustainability at Eurobike. The company from Lake Constance presents its new TrailControl 20+ ZERO backpack at the show. During the media tour and in conversation with the renowned outdoor and bike supplier. This new backpack model is anything but business-as-usual for Vaude.

### **KTM – 11.0 C36**

KTM produces bicycles across the full spectrum of the market—from models for everyday mobility to leisure and touring bikes, all the way to high-performance sports

equipment. But the company from the Innviertel region is known not only as one of the most versatile bicycle manufacturers, but also as a family-run business with a remarkable history. That's why, in our conversation with the people behind KTM, we want to talk not only about the new products that cyclists can look forward to in the coming season, but also about how the market situation looks from the unique perspective of a family-owned company.

#### **Vello – 12.0 B20**

The beautiful diversity of the bicycle world often reaches its limits during life in the city when, for instance, storage space is limited or we want to combine several forms of mobility. But with the right bike, such tasks are no longer a great challenge, as the Eurobike presentation of Viennese bicycle manufacturer Vello shows.

#### **Magura – F12.0 B31**

Automotive manufacturer Volvo once set itself the target to render accidents caused by its motor vehicles an impossibility one day. What now sounds quite realistic in the automotive world has long since inspired the bicycle industry, too, as we will see with component manufacturer Magura, whose inventiveness in terms of safety with anti-lock braking systems and other solutions is far from exhausted.

#### **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 kick-off days reserved for the international expert audience (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](http://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. In 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 Show for General Aviation and the Eurobike as the world's leading 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 shows and international satellites globally.