

Two brands, one vision: Fairnamic is focusing on Ecomobility with a new trade fair brand from 2026

- **Conceptual realignment of Eurobike to strengthen growth markets Sports & Performance and Ecomobility**
- **New home for Ecomobility co-located with Eurobike from 24 - 28 June, 2026 in Frankfurt**
- **Highlighting industry diversity: bikes and e-bikes remain core of Eurobike**

Frankfurt am Main – The bike and ecomobility industry is undergoing a transformation – and Fairnamic GmbH, as the organiser of Eurobike, is actively involved in shaping this. The 2025 leading international bike trade show runs until this Sunday on the Frankfurt exhibition grounds, and the show organisers have announced a forward-looking conceptual development. In addition to and alongside the well-established Eurobike, there will be a new trade fair for light electric vehicles – Mobifuture launches in 2026. The aim is to better meet the diverse requirements of both the sporting bicycle and pedelec segments, as well as the dynamically growing micromobility market. The plan is to achieve this via target group-oriented communication, and maximum relevance for exhibitors, trade visitors, and consumers.

“With the move to Frankfurt and the expansion towards ecomobility, Eurobike has grown significantly in recent years. At the same time, its sporting origins have receded somewhat into the background. Bike and e-bike manufacturers, suppliers and components, parts and accessories continue to form the heart of Eurobike, which will position itself more with a stronger emphasis on sports and lifestyle focus in future. While the vehicle segment from e-scooters to microcars is getting a new umbrella under Mobifuture – including its own separate foci and adapted testing opportunities on a separate course. “Both formats will take place simultaneously at the Frankfurt exhibition grounds, utilising all available synergies,” explains fairnamic managing director Stefan Reisinger regarding the positioning of the two brands during the ongoing event in Frankfurt.

Mobifuture – the place to be for ecomobility

With the new brand Mobifuture, the leading platform for electric, smart and connected urban mobility solutions will be established from 2026. The range of topics extends from e-scooters, cargo bikes and microcars to sharing and fleet solutions, as well as commercial applications and infrastructure solutions for cities and local authorities. Mobifuture is aimed at manufacturers and operators, city administrations, policymakers, and infrastructure providers who offer concrete solutions for the urban mobility of the future. As co-event to Eurobike, at the heart of Messe Frankfurt, Mobifuture will become the central showcase and catalyst for new urban mobility culture.

Eurobike – back to the roots: bikes, e-bikes & performance.

Eurobike will continue to be the world's leading industry event focused specifically on cycling – and from 2026 onwards, it will be returning even more strongly to its roots. As such, sport, performance, technology, style and community will once again be at the heart of the event. "Mobifuture allows us to give the Eurobike more of a sporting character again – full of passion for performance, high-tech and community," explains Martina Rumschick, Eurobike Head of Brand & Content, regarding the conceptual shift.

By launching Mobifuture and repositioning Eurobike, fairnamic is creating a synergistic trade fair concept from 2026 that caters to two growing industries, consolidates their synergies, and simultaneously fully considers the interests of bike and e-bike companies. Stefan Reisinger says: "Bike and pedelec manufacturers, plus the entire supply industry, will continue to form the heart of Eurobike, which will particularly expand its road bike, gravel, and MTB segments. Between bikes and e-bikes, as well as the e-mobility industry, we can promote greater clarity for the respective sales approaches and move forward on all fronts with the bigger picture firmly in mind. Messe Frankfurt and its showgrounds remain the tried-and-tested location for the new trade show duo.

Further information:

The 33rd Eurobike is running on the grounds of Messe Frankfurt until Sunday, 29 June 2025. Following three days reserved for international trade visitors (June 25 - 27), the weekend of 28-29 June, 2025 will be open to the general

public. The 34th Eurobike and the first edition of Mobifuture will take place from 24 to 28 June 2026 at Messe Frankfurt.

For more information, visit: www.eurobike.com and <https://eurobike.com/frankfurt/en/mobifuture.html>

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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 Trade Fair for General Aviation and Eurobike as the world's leading trade fair 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 fairs and international satellites globally.