

Voices About Eurobike 2025

Burkhard Stork, CEO of ZIV – German Bicycle Industry:

"This edition of Eurobike once again made it very clear to me and my team that we are successfully meeting people's mobility needs and presenting ourselves as a well-positioned future-oriented industry in Europe. Here in Frankfurt, we spoke with one voice as associations at both national and international levels. While many companies are facing challenging times, there is also a noticeable sense of optimism among some. Our figures on Tuesday also reflected this sense of optimism. I look forward to seeing everyone again soon."

Wasilis von Rauch, CEO of Zukunft Fahrrad:

"Eurobike is the meeting place for intensive exchange and fresh ideas in an industry on the move. It is important to join forces, connect with members and partners, and further develop ideas so that we can shape the future of mobility together and raise the visibility of the bicycle industry as an established player."

Paul Walsh, CEO of CONEBIE-CIE:

"Eurobike 2025 was a powerful showcase of the vitality and creativity driving the European cycling industry. It left no doubt that cycling is a cornerstone of Europe's innovation ecosystem and a key contributor to its industrial competitiveness."

Jenn Dice, President + CEO of PeopleForBikes:

"Eurobike 2025 was a successful and energizing event for the global bicycle industry. PeopleForBikes values the opportunity to connect with our international partners for meaningful and productive conversations. While 2025 has been a sobering year for many brands, we're encouraged by the resilience of our industry and the early indicators that 2026 will bring renewed momentum and growth."

Bernhard Lange, CEO of Paul Lange & Co. KG:

"Eurobike 2025 was a very successful trade show for us. Although many well-known players no longer exhibited this year, they were all present as visitors. Our strategy of inviting many customers and partners in advance to visit us here in

Frankfurt proved to be a success. The quality of the conversations was consistently positive and shows that the industry as a whole is on a very promising path. Bicycles and e-bikes are cornerstones of modern, sustainable mobility and the products and solutions showcased here will further strengthen the importance of these mobility platforms in the future.

This year we were able to present a wide range of innovations in shifting technology, and there was a strong level of interest from visitors, particularly in our new XTR and DEORE XT components. We also had the opportunity to unveil a true world first: Q'AUTO, an automatic derailleur system designed specifically for non-motorized bicycles."

Elisa Chiu, CEO Anchor Asia and Founder of the Bike Venture initiative:

"Our full-house 'East Meets West x Bike Venture' event at Eurobike showcased the power of bringing startups, investors, and incumbent leaders together, and underscored the importance of ecosystem building across borders and industries. At Anchor Asia, we believe that in times of great challenge, the fresh energy of startups and the strategic strength of capital are more essential than ever. This is how we help drive momentum for the industry to reinvent itself and thrive. We are grateful to have a platform like Eurobike where these crucial conversations can happen."

Jürgen Gudd, Chairman of the Board at Deutsche Bahn Connect GmbH:

"Eurobike provides a valuable opportunity to highlight the importance of integrating different modes of transport and to take a more holistic view of mobility. The discussions at the Eurobike Mobility Convention were truly inspiring and underscored the importance of dialogue between policymakers, the bicycle industry and mobility providers. Integrated and sustainable mobility solutions are paving the way for the future."

Uwe Wöll, Managing Director of VSF Service GmbH:

"The bicycle industry needs a stage to showcase its achievements and gain public visibility. Neither in-house nor internal order fairs can take over this part. Once again this year, leading brands at Eurobike demonstrated how it's done – through strong presence, innovation and cool, modern presentations. With corresponding success in the media and with their core customers – the

retailers at the points of sale. We received a positive response at the Eurobike Career Center; the presentations were well attended and the VSF retailers once again showed their loyalty. As always, with the added value of networking and sharing information."

Elmar Keineke, Chief Marketing Officer at Universal Transmissions:

"For us, Eurobike was an entirely satisfying experience. During the trade visitor days, we saw a higher appointment rate across all diverse business units compared to last year – with many meetings and very positive feedback. For us, Eurobike is a fantastic opportunity to present our portfolio to a broad and international audience. We are committed to maintaining a strong presence here because we firmly believe that Eurobike is the industry's leading trade fair and absolutely essential."

Bastian Dietz, International Marketing Manager at Leatt:

"As a South African brand, Leatt is thrilled to have won two awards at the leading global trade fair in Frankfurt, including a gold award for our new Gravity helmet. The trade fair is going very smoothly for us. We are pleased to see strong interest across all our product categories – from helmets, apparel and footwear to protective gear, where we benefit from less competition and greater visibility. Accordingly, we can draw a very positive conclusion."

Alex Thusbass, Managing Director of Hepha:

"Eurobike was a complete success for Hepha. While overall visitor number were slightly lower than in previous years, the quality of attendees was excellent and the conversations were more in-depth. One of the strongest points was the media coverage. Our innovations and overall presentation were also very positively received by the press. The Gold Award played a major role in this, as it drew attention of mainstream media to our brand. All in all, we were all able to achieve every goal we had set for ourselves. For us, one thing is certain: Eurobike 2025 was a success and the trade fair will continue to be a key part of our planning."

Andrew Juskaitis, Senior Product Marketing Manager at Giant Global Group:

„From Giant Group perspective of all our brands, of Liv, of Giant, of Momentum and Cadex, we had a great success at our specific booth here. We had non-stop travel with a lot of visitors asking great questions about many our stories and products we are showcasing."

Konrad Otto-Zimmermann, Creative Director at The Urban Idea GmbH:

"Visitors were captivated by the fine mobility vehicles they had never seen before: from pedal-powered minicars with electric assist to cabin bikes, compact semi-trailers using cargo bike technology, and even all-terrain wheeled walkers with electric support. And these are just a few examples from dozens of innovative fine mobility vehicles. With its "Mobifuture" project, fairnamic is on the right track, presenting an international show of next-generation mobility, smart urban mobility solutions and sleek, lightweight, maneuverable vehicles designed for families, trade, business and logistics."

Marcus Chiba, Managing Director of Chiba Gloves Germany:

"Once again, Eurobike proved to be a great success for us. We had many valuable conversations with our customers, manufacturers and the media and are looking forward to a highly successful new season."

Dirk Janz, Managing Director of youtility GmbH (Yakima):

"Eurobike 2025 was a great experience for us. As Yakima operates across multiple sports, we felt right at home in the new Adventure Area. We were pleased to engage in valuable discussions with industry professionals and to see strong interest from the public during the festival days."

Felix Ballendat, Founder & CEO of Movaria & Ballendat Mobility:

"This year, our booth is larger, and so are our expectations. Here in the Cargo Area it feels like we are in our own little bubble. People know each other here – and they know us too. That's why customer acquisition is very direct and effective. While foot traffic at our booth was somewhat lighter this year, the quality of conversations was noticeably higher. We also appreciated the more consistent flow of visitors throughout the trade show days, which made for a more pleasant experience overall. That said, we did notice a decrease in the number of exhibitors this year.

Fiona Schröder und Thorsten Frahm, Cycle Café:

"Eurobike 2025 was completely worthwhile for the Cycle Café. People met in our host living room in the Eurobike Performance Area, with a positive atmosphere and exchanged ideas. It was the home of international performance cycling, where friendships were cultivated and business was done."

Rafael Sinesi, 3x3 HB Hightech:

"We had a few exciting, pre-scheduled meetings lined up. This year, we opted not to set up an outdoor booth, as our presence here is already well established. In Hall 8 tends to be a bit quieter and, moving forward, it may longer be the ideal fit for us – especially given the concentration of European booths. We would have liked to see more foot traffic at our booth, but the visitors who came specifically to see us, whether through scheduled meetings or existing connections, always led to worthwhile conversations. At this stage, there's nothing we need to prove anymore."

Marc K. Thiel, Managing Director of Puky:

"For us, Eurobike is much more than just a trade show – it is a special place to connect with retailers, partners and consumers. This year was truly special for us: We were honored with the Eurobike Gold Award for the Puky Next and received incredibly positive feedback on our new visual identity. I would like to thank the entire product management, the marketing team and all those who poured their passion into making our presence so impressive."

Steffen Jüngst, Public Relations Manager at Schwalbe:

"At Schwalbe, we're very pleased with the trade show so far. Our booth attracted a steady stream of visitors, and we had fantastic conversations about both our innovations and our trusted, established products. We are of course thrilled that our new Aerothan tube has won the Eurobike Award and will take us a further step forward in terms of innovation."

Claudia Müller, Marketing, from Busch & Müller:

"We are satisfied with our experience at the trade show. There may have been fewer trade visitors this year, but here quality clearly outweighs quantity, and we had many good conversations. The spotlight was clearly on our Turntec T4

indicator. Interest remains strong, and often people ask whether the Turntec T4 is approved for e-bikes. We're pleased to confirm that it has been approved since June 2024. We were delighted to welcome many guests to our booth party celebrating our 100th anniversary. It was an outstanding success. We still need more information about the new trade fair concept."

Sören Hirsch, Head of Bike at Linexo:

"We are very satisfied with Eurobike in Frankfurt and have been part of it for many years. We've never experienced such a positive response as we did this year – from the retail sector, the industry and the media alike. However, walking through the halls, we noticed that they are emptier, the aisles wider and unfortunately, the level of public attendance is no longer what it was a few years ago."

Isabell Eberlein, Managing Director of Velokonzept GmbH:

"Eurobike once again confirmed in 2025 that it remains the most important international platform for the bicycle ecosystem. This is where I meet everyone – from key decision-makers in the industry to municipal stakeholders. With our comprehensive and diverse conference and networking program, we create space for discussion, exchange and relationship-building – and we get to meet new, inspiring people in a relaxed atmosphere."

Martin Tönnies, Member of the Board of the Ecological Transport Club Germany VCD:

"As a partner of Eurobike, the VCD welcomes the development of the new Mobifuture into a leading international trade fair for sustainable transport and fine mobility, ecomobility for short. We see electromobility as a forward-looking and unstoppable driver of urban and climate-friendly mobility. With a wide range of more specialized vehicles, the transformation toward the mobility of the future is already within reach – for people, business and trade. Credit goes to fairnamic GmbH for establishing Ecomobility@Eurobike as a dedicated platform for fine mobility, providing a broad overview of the market for micromobiles, bicycles, cargo and special bikes, cabin scooters, minicars and other light electric vehicles. This offers the orientation that environmentally conscious consumers are looking for when choosing their vehicles. "

Alexander Kraft, Press Officer at HP Velotechnik:

"As a company based in Frankfurt and Kriftel, we once again felt very much at home at Eurobike this year. Of course, there is ongoing discussion about whether the exhibition halls are fuller or emptier than before. Our conclusion after the first few days: It works. Eurobike continues to prove its value. We meet the right people here. We will soon see what has been said many times – that the light at the end of the tunnel is visible, even though for us, it was never really dark. But we feel confident that we're heading in the right direction."

Thomas Kofler, Team Manager Pro Cycling Team Vorarlberg:

"Our premiere as an exhibitor at Eurobike was a great success. Many attendees expressed their enthusiasm about our presence as a Pro Team. Additionally, several partners appreciated the opportunity to meet three of our riders, who also participated in a tour of the trade fair."

Chris Blomfield-Brown, Ultra Cool Tech:

"Despite a tumultuous year in the bike industry, Eurobike 2025 exceeded our expectations. Ultimately, it was a difficult decision, but it was the right one to attend."

Thomas Bernds, founder of Bernds:

"We are very pleased with this trade show. Our new Cargo tricycles are striking a chord with the times, and we had a surprisingly high number of dealer contacts – both existing and new."

Further information:

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

For additional information, visit www.eurobike.com and <https://eurobike.com/frankfurt/de/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. 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.