



06/15/2023

World's leading trade fair for bicycle and mobility starts on June 21 and will be held in Frankfurt for the second year – Innovations point the way to a more sustainable future – Skyline Contest brings BMX action and international professionals to the exh

31st Eurobike Creates Bicycle Hype in Frankfurt with Innovation and Action

Frankfurt am Main – The world's largest bicycle trade fair is back in Frankfurt with a clear message: Even more space, even more exhibitors, an even more exciting bike vibe. This means that the future is the target for the international flagship trade fair from June 21-25, 2023: "As part of the bicycle and future mobility universe, Eurobike once again offers a unique platform to showcase global, forward-looking trends, products and innovations from all areas of the bicycle industry," explained project manager Dirk Heidrich at Thursday's press conference.

In June, the trade fair grounds in Frankfurt will become the place to be for the global bike scene for the second time: On an area of 150,000 square meters, more than 1,900 exhibiting companies from 62 countries are expected to fill the halls and the open-air grounds. After the successful premiere following the relocation of the flagship trade fair from Friedrichshafen to Frankfurt last year, Eurobike 2023 is raising its content profile. This includes tailor-made attendance options covering five or three exhibition days, the expansion of the Future Mobility segment, as well as a clearly

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delineated topic concept for each area with optimized guidance around the grounds.

What Eurobike 2023 offers: Project manager Dirk Heidrich

"For five days, Eurobike with its focus on the bicycle will be celebrating the bicycle in all its facets," Dirk Heidrich is pleased to report. The extensive exhibition and conference offer brings together decision-makers from politics, industry and trade to discuss current topics and challenges in the industry. Eurobike is also set to become a major political stage by coinciding this year with the National Cycling Congress (June 20 and 21, 2023) for the first time. New additions to the lineup include the return of the renowned Eurobike Award on the opening evening of the trade fair as well as the Bike Travel Area with information and inspiration about bicycle trips on the Festival Days. "Whether it's BMX action at the Skyline Contest, hundreds of test opportunities in the Demo Area or adrenaline at the Bembel Crit Race, the Festival Days on the Eurobike weekend offer cycling fun for every bike fan," promises Dirk Heidrich.

Positive developments and best market prospects: ZIV Managing Director Burkhard Stork

"The performance and innovativeness of the bicycle industry have changed in a hugely positive way in recent years, not least due to the widespread take-up of motor assistance," is how ZIV Managing Director Burkhard Stork summarizes the developments with record turnover. The industry has impressively demonstrated its strengths throughout coronavirus in the face of global supply bottlenecks and is also optimistic about the future despite the general reluctance of consumers to invest. "Bicycles and e-bikes form part of everyday mobility and in the leisure sector are more than ever at the interface of today's megatrends," says Burkhard Stork. Consumers have come to appreciate the bicycles and components produced and sold in Germany. With quality and innovation 'Made in Germany', the industry has earned an excellent reputation, which is also reflected



in the renewed much higher export figures in the first quarter of 2023. "As the flagship international trade fair for the ecosystem of bicycles and eco-friendly, affordable mobility, Eurobike offers an excellent platform that appeal strongly to key stakeholders, including politicians."

Bicycle innovations 2023: Bicycle mechanic Annette Blum

The industry's innovativeness is also evident from the 300-plus entries for the Eurobike Award 2023. Annette Blum, a bicycle mechanic, also sits on the six-strong expert jury, which singles out 45 product innovations with this year's prestigious award. The expert changed her first bicycle inner tube aged 11 and has been working on bikes ever since. Whether in sales or in the workshop, Annette Blum sees a job in the bicycle industry as a safe haven offering a sense of achievement: "It's like selling ice cream: You make people instantly happy."

A clear trend toward electric drives is emerging in the area of new bicycles. Whether you're going cross-country on the Scott Lumen e-mountain bike, cruising along in the city on the original 'J' from Moustache or seeking adventure on absolutely any terrain with the innovative Tout Terrain Pamir – all these bikes are compelling with their powerful drives and innovative components. Smart accessories such as the Cycplus Cube tiny e-pump for use on the road also rely on electric charging. The Toolbike from Swiss start-up MONO-POLE, which is ideally suited for urban use as a compact and agile cargo bike, is absolutely spot-on for the booming cargo bike segment. The company is also working on practical solutions for storage space, safety and comfort on the bicycle.

Full-on BMX thrills at Eurobike: Lara Lessmann and Bruno Hoffmann

They whirl across the ground on one or two wheels, catapult themselves into the air over ramps and take the audience's breath away with skilful tricks and turns. This year's Eurobike Skyline Contest is all about the BMX



thanks to the international professionals in attendance. Lara Lessmann, who came sixth in the Olympics, will be there. The right mix of tricks, flow and creativity - that's what counts at the contest in the spectacular ramp landscape. The good atmosphere created by the onlooking fans also spurs on the riders, the 23-year-old athlete knows. Born and bred in Frankfurt, BMX legend Bruno Hoffmann is also looking forward to the spectacle at Eurobike. The trade fair event in his home city is a highlight for the bike expert: "I'm most looking forward to everyone seeing what a cool city Frankfurt is!"

The 31st Eurobike will be open to trade visitors from Wednesday, June 21 to Sunday, June 25, 2023 from 9 a.m. to 6 p.m. The Festival Days – Saturday and Sunday – are intended for all bike fans. For more information visit: www.eurobike.com. Current ZIV market data can be found at: <https://www.ziv-zweirad.de/marktdaten/detail/article/marktdaten-2022/>

About Eurobike:

Eurobike is the central platform of the cycling and future mobility 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 future mobility 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. The 31st Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 21 to Sunday, June 25, 2023.

About fairnamic GmbH:

With the founding of fairnamic GmbH, the trade fair companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, micromobility and

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**31st International
Bicycle Trade Exhibition**
June 21–25, 2023
Exhibition Center Frankfurt



**31. Internationale
Fahrradmesse**
21.–25. Juni 2023
Messe Frankfurt

general aviation is strengthened by pooling expertise and market knowledge, global positioning, brand strength and speed. The joint venture focuses on the Eurobike and AERO brands and their satellites. The objective is to expand and further develop the two flagship trade fairs.