



06/01/2023

All segments of the bike and mobility industry represented at the leading international trade fair in Frankfurt – More than 1,900 exhibitors present global trends – Comprehensive accompanying program with shows and action

Bicycle fans can experience the world of future mobility at Eurobike

Frankfurt am Main – The booming sectors of bicycles, e-bikes, light electric vehicles and future mobility are central building blocks on the way to a sustainable future. As the leading trade fair for the bicycle and mobility industry, Eurobike is driving this global development: From June 21 to 25, 2023, more than 1,900 exhibiting companies from 62 nations will once again present the latest future mobility trends at the Frankfurt trade fair grounds. With the Festival Days, Eurobike will open its doors to all bike fans over the weekend (June 24 and 25). "From shows with international stars of the scene, to test drives in the Demo Area, to races, workshops and cycling tours: The extensive event program provides bike experiences for the whole family," explains Eurobike project manager Dirk Heidrich.

Eurobike 2023 is an innovation-loaded meeting place where exhibitors from all over the world present the future of bicycles – as sports equipment and a popular means of transport – with all their components. Manufacturers of e-bikes, sports and everyday bikes are represented at the trade fair, along with accessory and service providers.

1 / 3

Presseinformation
Press release
Communiqué de presse
Informazione stampa

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



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

From new infrastructure and logistics solutions to battery technologies and the trending topic of cargo bikes, a wide range of modern forms of mobility will also be presented.

On the weekend with the two Festival Days, the twenty-inch scene will meet on the exhibition grounds at the Eurobike Skyline Contest and compete in a spectacular ramp landscape. At the Bikeflip Show, MTB and trial bike stars are guaranteed to provide an adrenaline rush. All visitors can take a bike for a spin in the open-air Demo Area, where a unique variety of the latest bicycle models can be put through their paces – from sport or urban bikes, children's bicycles to recumbent, gravel or e-mountain bikes.

In a large circus tent on the open-air grounds, cycling regions, destinations and cycling tour providers will present their offers. Here, cycling enthusiasts can find the inspiration for their next holiday or even make a booking right away. A diverse program on the integrated Travel Stage is also going to take everyone on a journey around the world.

The 31st Eurobike will be open from Wednesday, June 21 to Sunday, June 25, 2023 from 9 a.m. to 6 p.m. for trade visitors. The Festival Days – Saturday and Sunday – are intended for all bike fans. For more information visit: www.eurobike.com.

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.

2 / 3



fairnamic GmbH
Neue Messe 1, 88046 Friedrichshafen
GERMANY
Phone: +49 7541 95995-0
www.fairnamic.com

Media and Communications:
Messe Friedrichshafen
Frank Gauß
Phone: +49 7541 708-307
E-Mail: presse@messe-fn.de

Presseinformation
Press release
Communiqué de presse
Informazione stampa

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



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

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 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.

3 / 3



fairnamic GmbH
Neue Messe 1, 88046 Friedrichshafen
GERMANY
Phone: +49 7541 95995-0
www.fairnamic.com

Media and Communications:
Messe Friedrichshafen
Frank Gauß
Phone: +49 7541 708-307
E-Mail: presse@messe-fn.de