Tomorrow starts here and now: Eurobike website re-launch - with intuitive search tool

Introducing the all-new eurobike.com

Friedrichshafen – Eurobike is implementing a new digital strategy and this also includes its new website. As the leading trade show for the international bike business, Eurobike is relaunching its website with a new address www.eurobike.com to be ready for digital mobility on the road ahead.

“Trends, innovation and digitalisation – these are key concepts at the Eurobike trade fair and also apply to our own online domain. We have now completely overhauled and renewed our website and all its programme content and services. Particularly with regard to the continuing increase in mobile usage,” explains Head of EUROBIKE Stefan Reisinger.

The clear and comprehensible Index of Exhibitors is an important element. In addition to improved user-friendliness here, there is also greater focus on supplementary information about exhibitors. Visitors to the new website will see more extensive exhibitor profiles with videos, social media links and contact persons. A new intuitive search function makes it even easier to find the right profiles. The search tool quickly enables users to filter for exhibitors and brands, product groups, hall allocation or for exhibitors from particular countries.
In addition, eurobike.com is reaching out above and beyond the trade fair itself. From Urban Mobility and Sport Performance via Bike Community (B2C) and Eurobike Global to Inside Bike Business (B2B) – these five topics will feature up-to-date, relevant content throughout the year. And these themes will also link to corresponding providers and events at the show.

“On eurobike.com, we are successfully implementing two conceptional goals: Proving more space for exhibitors to promote themselves and their products online and creating a home for content and themes that will help shape and inspire the industry,” says Peter Post, managing director Scholz & Volkmer.

Following the introduction of the new key visual last year, Eurobike is undergoing a complete makeover. Now it’s the time for the website upgrade. However, Messe Friedrichshafen has more in store. Further to internet and social media, a new Eurobike app and a digital B2B tool will be presented for the new edition of the show.

The new website has a shorter page address: www.eurobike-show.com is now www.eurobike.com. The implementation of the website relaunch is being supported by the creative agency Scholz & Volkmer.

Eurobike 2019, the leading international trade show, opens to trade visitors for three business days from 4 to 6 September and for all bike fans on the Eurobike Festival Day on Saturday, 7 September 2019. For more information please visit www.eurobike.com and www.facebook.com/eurobike.tradeshow.