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Rothaus Hall A1 transformed into the new topic world of "E-Mobility Solutions" - core exhibition framed by a variety of events

New e-hotspot at Eurobike 2018

Friedrichshafen, Germany - Global e-bike suppliers and players from other industries are increasingly and rapidly stepping up innovation of new mobility solutions. The technical progress of model year 2019 will be visible for the first time at leading trade fair Eurobike in Friedrichshafen from July 8 to 10, 2018. The fair creates a special limelight for this, as the largest exhibition hall A1 under the "E-Mobility Solutions" label will be occupied exclusively by exhibitors whose core business is electric mobility.

Electrification of the bicycle is in full swing, and every type of bike has long since been available with a variety of electric drives. However, this development is far from over. Other topics such as digitalization, connectivity, big data, fleet management, and mobility solutions beyond (e-)bikes are increasingly becoming a focal point for all industry players. Eurobike 2018 is reacting to this market situation with the new topic placement. Eurobike area manager Stefan Reisinger explains: "As a central point of orientation, Rothaus Hall A1 will serve as the 'E-Mobility Solutions Hall' with a corresponding range of products and services on

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more than 10,000 square meters of exhibition space. For the first time, we are expanding our focus beyond the classic (e-)bike and upstream suppliers to the area of LEVs (Light Electric Vehicles), which occupy the new mobility segment between conventional bicycles and cars. Such product presentation also offers specialty retailers a unique opportunity to familiarize themselves intensively with the promising topic.”

The new thematic focus is part of the new concept for Eurobike, which will bring about fundamental change in 2018 with the early July scheduling and exclusive focus on the needs of the professional community. "In order to give interested manufacturers as much 'quality time' as possible with dealers and partners during the three-day Eurobike, in 2018 we are offering more individual support for event formats that are available for participation directly before, after, and during the fair," says Eurobike project manager Dirk Heidrich, describing the compact variety of events around the core fair. The participants will thus have new time slots for a variety of purposes until the start of the trade fair on Sunday, July 8: Parallel to Eurobike Media Days (July 4 to 6 in Tyrol), exhibitors in Friedrichshafen and the Lake Constance region will be able to offer target group-specific events on the two days before and after the core trade fair (July 6/7 and July 11/12) for customers, dealers, media representatives, and employees. The trade show day of Saturday, July 7, 2018, will offer a high-caliber presentation and congress agenda in addition to numerous press events: OEM manufacturers will be able to arrange closed-door meetings and preview appointments, the Eurobike Academy will already be offering initial dealer forums, the established Bike Europe Conference and other

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**27th International
Bicycle Trade Exhibition
July 8 – 10, 2018
Friedrichshafen, Germany**



**27. Internationale
Fahrradmesse
8. – 10. Juli 2018
Friedrichshafen, Bodensee**

specialist conventions are taking place on the exhibition grounds, and a networking dinner will create the exclusive framework for getting ready for Eurobike.

The 27th Eurobike will be open from 8:30 am to 6:30 pm from Sunday, July 8, to Tuesday, July 10, 2018, and is only accessible to trade visitors and accredited journalists. For more information, visit: www.eurobike-show.com and www.facebook.com/eurobike.tradeshow.

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In case of further questions please contact our press department. They will be glad to help you.

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