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An expression of future mobility: The Eurobike has a new look

A New Look for the Eurobike

Friedrichshafen - The Eurobike is strengthening its brand profile and kicking off the next stage of its development as the global bike platform with a new look and the slogan "Tomorrow starts here and now!" As Klaus Wellmann, CEO of Messe Friedrichshafen explains, "the theme of future mobility is at the center of this new advertising presence. The Eurobike functions as a central meeting place and catalyst for market changes. It shows the bike industry, retailers, policymakers, media and consumers possible ways to shape markets and develop the opportunities of the future. The dynamic developments in the bike and mobility market are occurring very rapidly and the Eurobike is driving this dynamic as a platform for trends, innovations and orientation. That is expressed in this new look."

Reduced lines, modern colors, and a futuristic design. The new look of the Eurobike combines a hint of reality with the notion of future technical innovations. To this end, creative director Steven Cook and motion designer Daniel Lepik, working in collaboration with the Eurobike Team, have brought mechanical objects together in a surreal setting, thereby opening up a fantastic world for the observer. "We

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want to create a type of bike that represents the idea at the core of the Eurobike, namely its role as a driver of the global bike industry. The open and dynamic form that we have created is based on this idea. We cannot predict what the future of mobility will be, but our new key visual delivers the advanced possibilities of modern mobility," said Steven Cook, describing the new design.

For Eurobike head Stefan Reisinger, the new look is also representative of the future direction of the Eurobike - away from a bike parade and more towards a presentation of highlights. "The global bike and e-mobility industry needs this annual meeting as a show of performance, as inspiration and as a eureka experience for all of the relevant actors in the industry. Our companions in this market are those who will come out the winners of the bicycle and e-mobility megatrends. That won't happen if we merely react to the market, but rather only if we shape it ourselves - with creativity, a wealth of ideas, and passion. The Eurobike is a dynamic brand that will continue to evolve in the future." Effective immediately, the key visual will adorn all Eurobike digital applications, print products and brochures. It marks the start of an ongoing, continual refinement of the Eurobike brand.

Facts about the Eurobike 2018

Bookings for the 27th Eurobike are at a strong level, with about 1350 exhibitors again expected at the show. In particular, the number of participating foreign companies as well as strong growth in e-mobility, drives, components and mobility solutions are the drivers of the market and all the relevant market players in these areas are firmly booked.

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



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

The Eurobike is also registering a full house in the accessories, equipment and clothing areas. The 27th Eurobike will take place from Sunday, July 8 to Tuesday, July 10, from 8:30 a.m. to 6:30 p.m., and is open to trade visitors and accredited journalists only. More information is available at: www.eurobike-show.com and www.facebook.com/eurobike.tradeshow.

Note to Editors: Characters (with spaces): 3335

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

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