

12/03/2018

New retail first concept for retailers and the bicycle industry  
- Optimized shuttle service expanded to five airports -  
special international offer with Lufthansa

## **Eurobike 2018 launches service offensive**

**Friedrichshafen - New initiatives for visitors attending Eurobike 2018 from 8 to 10 July in Friedrichshafen. The 27th edition of the industry summit beckons with a new "Eurobike Retail First" concept, which offers additional services to the retail trade and bicycle industry. The new benefits, which have already been successfully introduced for the OutDoor show, include free entry for retailers, simplified invitation management and expanding the improved shuttle fleet to five airports serving the show.**

"With our Retail First initiative, we are redefining the core target group of Eurobike trade visitors and shifting our focus," explained Klaus Wellmann, CEO Messe Friedrichshafen. Bike retailers and wholesalers will benefit from the new range of services, as the target group "Eurobike Retail First trade visitors". This includes free entry to the show and exclusive and exclusive support from a Messe Friedrichshafen key account agent. The other target group of "Eurobike trade visitors", who are not directly connected with trading, include employees of the

**2018**

**1 / 4**

bike and mobility sector from industry, agencies or travel and event organizers. A price adjustment is in place for this target group.

Additionally, the Retail First concept also sees an improved invitation management system for Eurobike 2018. Retail First trade visitors will receive an invitation from exhibitors and Messe Friedrichshafen via the Eurobike website with a registration reference. After checking the registration, Messe Friedrichshafen will issue the free ticket. It is still possible to register independently as a dealer. "Our new invitation management is based on a more specific selection procedure and simplifies matters in two ways: trade visitors benefit from free admission to the show and exhibitors save themselves the trouble of having to obtain guest tickets. Furthermore, we avoid multiple tickets being ordered for the same dealer and further increase visitor quality," says Head of OutDoor/ Eurobike Stefan Reisinger, commenting on the new idea.

### **Tips for visitors travelling by air: expanded shuttle service to five airports and Lufthansa special offer**

In addition to Friedrichshafen's own airport, transport in recent years has increasingly led to using Zurich and Memmingen airports. The reasons for this are the short distances and large range of flights. In 2018, both airports are offering more direct connections to the fair than before with free bus shuttles. Zurich airport also benefits from its shuttle link to Messe Friedrichshafen every 30 minutes via the combination of ferry/train or catamaran/train.

Memmingen is a large Ryanair hub with connections to Great Britain, Spain, Italy, Portugal, Sweden and a number

**2018**

**2 / 4**

of other countries. In addition, Wizz Air offers numerous flights for Eastern Europe. Zurich not only boasts numerous worldwide connections but also an extensive network of flights in Europe. Budget airlines are also increasingly expanding their service to the airport. Easyjet, for example, now offers attractive connections to Berlin and Hamburg as well as Great Britain, Italy, France and other destinations.

Friedrichshafen continues to benefit from its Lufthansa link to Frankfurt four times a day. The airline adapts its service for the OutDoor and Eurobike trade shows by using larger capacity planes so that it can always meet demand. A special booking code, which can be found on the OutDoor homepage under Travel/ Arrival gives Lufthansa customers a discount of between 10 and 15 per cent, depending on which class they have booked. In addition, the flight schedule has been further optimized for summer 2018.

Messe Friedrichshafen has upgraded the airport transfer service to the show. For Eurobike 2018, the popular free airport shuttle service from Zurich, Friedrichshafen and Memmingen has now been extended for the first time to include free transfer from Stuttgart and Munich airports.

The 27th Eurobike show takes place from Sunday, 8 July to Tuesday, 10 July 2018 from 08:30 to 18:30 and is open to trade visitors and accredited journalists only. For more information, visit: [www.eurobike-show.com](http://www.eurobike-show.com) and [www.facebook.com/eurobike.tradeshow](http://www.facebook.com/eurobike.tradeshow).

Note to Editors: Characters (with spaces): 4415

**2018**

**3 / 4**

**Presseinformation  
Press release  
Communiqué de presse  
Informazione stampa**

**27<sup>th</sup> International  
Bicycle Trade Exhibition  
July 8 – 10, 2018  
Friedrichshafen, Germany**



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

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

**2018**

**4 / 4**



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