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Eurobike Media Days 2018: Debut in new surroundings - the Serfaus-Fiss-Ladis region extends invitation to authentic setting and backdrop directly before leading trade fair

## **Eurobike Media Days 2018: A tailor-made compact event that captures the imagination**

**Friedrichshafen, Germany - For the fourth time, Eurobike Media Days are inviting manufacturers and trade journalists to the launch event for sporty complete bikes. Whether with or without electric drive: mountain bikes, as well as new products for gravel and road riding, will be put through their paces again in a new location from July 4 to 6, 2018. The Serfaus-Fiss-Ladis region in Austrian Tyrol features perfect mountain trails and road loops with a scenic Alpine backdrop. In exclusive surroundings, more than 25 exhibitors will be presenting their new products for the 2019 season to the world's most important trade media.**

Testing, networking, and taking great photos and video are the focus of the fourth edition of Media Days on the Serfaus-Fiss-Ladis plateau. With the shift of the date to immediately before the start of Eurobike and the change of location to Tyrol, just two hours away from the trade fair venue, the willingness to participate on the part of industry and media representatives indicates that all stakeholders

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benefit from the compact event. Not only is the expenditure of resources significantly reduced, but a time window between the end of the Eurobike Media Days and the trade fair start in Friedrichshafen results. Aside from additional time for set-up/logistics and trade fair preparations, this creates opportunities for distributor meetings, individual product launches, and attendance at exclusive conferences and high-quality presentations. "The compact format of the Eurobike Media Days preceding the event, the day before the trade fair with a focus on input and networking, and the three-day trade fair concept, which is fully geared to the trade, industry, and media, are taking shape. With the various events and modules within a week, we offer individual participation formats for the different needs of the players in the market," reports Director Stefan Reisinger. In the most recent edition of the successful format, 24 sport-oriented manufacturers met 217 select media representatives from 18 countries.

### **These manufacturers were at Eurobike Media Days 2018:**

3T Cycling SLR, Bergamont, BH Bikes Europe SL, BIONICON, Bold Bikes, Conway Bikes, Corratec, Fantic, Ghost, Haibike, Kona, KTM, Nicolai GmbH, Opencycle AG, Pivot Cycles, Rondo, Scott Sports, Simphon, Superior, Vivax Drive, Winora.

**Technical support:** Shimano Europe B.V., DT Swiss Deutschland GmbH, FOX Factory GmbH, Sram Corporation Europe, Magura.

The Media Days will take place from July 4 to 6 in Serfauss-Fiss-Ladis. Information on the Eurobike Media Days can be found at [www.eurobike-mediadays.de](http://www.eurobike-mediadays.de).

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



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

Eurobike 2018 takes place from July 8 to 10 in Friedrichshafen, Germany, and is open only to trade visitors on all trade fair days. More information is available at [www.eurobike-show.com](http://www.eurobike-show.com).

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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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