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The 27th Eurobike upgrades with a myriad of innovations -
Trend towards e mobility and cargo bikes

With E-power and a new concept, the Eurobike 2018 is looking ahead to the future of bike mobility

Friedrichshafen - "This year's edition of the flagship trade show for the international bicycle industry is presenting itself in all its splendor and with a new concept," announced Klaus Wellmann, CEO of Messe Friedrichshafen. From July 8 to 10, 2018, manufacturers and professionals in the global bike industry will meet in the fully booked Messe Friedrichshafen exhibition halls for the 27th Eurobike. At the show, 1400 exhibitors, including many new players from all sectors of the industry, will present their product innovations for the coming season for the first time. In addition to sport and cargo bikes, the focus is first and foremost on new drive systems, battery technologies and digital solutions and services.

In the E-mobility field, one innovation is immediately followed by another, as each chases the next in rapid succession. This trend is also reflected at the Eurobike. This year for at the flagship trade show, the entire Rothaus Hall,

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Hall A1, will bear the label "E-mobility Solutions" and will offer a special stage to showcase the technical advances of the 2019 model year. There are new mobility solutions in all possible variations: almost every type of bicycle is now available in an electrified version. Digitalization, connectivity, big data and fleet management are also making an impact on the e-bike sector. With a correspondingly wide range of products and services spread across more than 10,000 square meters (107,000 square feet), the international bike retail trade has a unique opportunity to intensively familiarize itself with this subject, which holds great promise for the future.

With the new concept for the Eurobike, the organizers of the global flagship trade show are reacting to the strong dynamic in the global bike industry, and are holding the 27th Eurobike at an earlier date for the first time - from July 8 to 10, 2018 - and exclusively for trade visitors. "We are giving manufacturers and importers back the original function of the Eurobike: Namely, the initial release of the new collections and the interaction with retail partners about planning for the season that comes with that," said Klaus Wellmann, explaining the core goal of the event. Eurobike Head Stefan Reisinger adds: "The Eurobike 2018 is the showplace for the themes of the future for the entire bike industry and shows bike retailers and the industry what will be relevant in the future. The focus exclusively on industry visitors provides added quality and time for manufacturers, retailers and the media as well as the unique opportunity to get a personal picture of this rapidly changing industry."

With the help of the Retail First concept, which already

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proved itself during the last OutDoor, a stronger focus will be put on players in bike retail. The service campaign includes free admission for speciality retailers, exclusive priority treatment when booking the Eriba City accommodations near Messe Friedrichshafen, a simplified invitation management system and an increase in the number of shuttle connections to the airports in Friedrichshafen, Memmingen, Zurich, Munich and Stuttgart.

Those who are not satisfied to just look at the products can get their fill at the Demo Area. Mountain bikes, racing bikes, cargo bikes, e-bikes and pedelecs can be tried out on various courses around the exhibition grounds. Three and seven kilometer test courses able to meet even the most varied of testing needs are available. Those interesting in trying out bikes on the courses and register in advance online or get accredited on-site at the East Open Air Grounds.

Alongside the wide range of exhibitors, trade visitors can look forward to an exciting supporting program with Travel Talk, a large number of informative presentations and discussions on current topics in the industry, and the Eurobike Party. The Eurobike Award will honor the innovations that offer the most promise for the future. The Eurobike will place a special, customized focus on start-ups, with a special area and program dedicated to them.

The 27th Eurobike is open from Sunday, July 8 to Tuesday, July 10, 2018, from 8:30 a.m. to 6:30 p.m.; admission is limited to trade visitors and accredited journalists. More information is available at www.eurobike-show.com and www.facebook.com/eurobike.tradeshow.

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Bicycle Trade Exhibition
July 8 – 10, 2018
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**27. Internationale
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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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Abteilung Kommunikation
Wolfgang Köhle
Telefon: +49 7541 708-307
Telefax: +49 7541 708-331
E-Mail: presse@messe-fn.de

Messe Friedrichshafen GmbH
Postfach 2080
88010 Friedrichshafen
Neue Messe 1
88046 Friedrichshafen
GERMANY
www.messe-friedrichshafen.de

Sitz der Gesellschaft: Friedrichshafen
Amtsgericht Ulm, HRB 631179
Aufsichtsratsvorsitzender:
Oberbürgermeister Andreas Brand
Geschäftsführer: Klaus Wellmann