

06/07/2018

Eurobike Media Days 2018: Top conditions for test-driving premiere models offered to 22 exhibitors and 165 journalists from 19 countries

Product premiere event scores with top global bike industry press

Serfaus-Fiss-Ladis/Friedrichshafen, Germany - Tailor-made and highly successful: Held at a new location, the fourth edition of Eurobike Media Days, the media event of the world's leading cycling industry trade fair, was as impressive as ever. From July 4th to 6th, 2018, 22 manufacturers of sports-oriented bikes met with 165 selected media reps from 19 nations on the Serfaus-Fiss-Ladis plateau in the Tyrolean Alps. There, under excellent biking conditions, they put the world premieres of the world's leading bike manufacturers through their paces.

Right before Eurobike got underway in Friedrichshafen, the latest road bikes, gravel bikes and mountain bikes - with and without electric drives - were presented exclusively to the media. "Testing-driving, networking and perfect photos and video footage were all center stage on the Serfaus-Fiss-Ladis plateau. The eagerness of industry and media reps to take part in the fourth edition of Eurobike Media Days is an indication that, in terms of its concept and

2018

1 / 5

location, we've managed to offer a first-class, compact event that benefits all sides," said Klaus Wellmann, Managing Director of Messe Friedrichshafen. The fantastic backdrop of the Tyrolean Alps, excellent trails and test tracks, hours of sunshine and occasional showers combined to provide authentic conditions for international trade journalists to learn about the innovations of 2019 model year bikes, to test-drive them extensively, and to film them. Journalists traveled to Tyrol from all over Europe and from as far away as Israel and the United States.

The following manufacturers attended Eurobike Media Days 2018:

3T Cycling, Bergamont, BH Bikes, Bike Fun/Superior, Bold Cycle, Conway, Corratec, Fantic, Ghost Bikes, Kona, KTM Fahrrad, Mubea, Nicolai, Pivot, Rondo, Scott Sports, Simplon, and Winora/Haibike.

Technical support: Shimano Europe, DT Swiss, FOX Factory, and Magura.

Remarks about Eurobike Media Days 2018:

Stefan Vollbach, managing director of Simplon Fahrrad GmbH:

"We regard the event as a key element of the overall Eurobike concept: Eurobike is the number-one occasion for meetings between dealers and the industry. When it comes to journalists getting to test the bikes, Eurobike Media Days is its counterpart. It's a highly efficient event held at a great location where everyone can get together."

2018

2 / 5

Lacy Kemp, Communications Manager, Kona Bicycle Co.:

"We're excited to be here, and we're excited to meet the European press. This is my first time here, so it's exciting for me to meet the bike-park staff, the Eurobike staff and local media. This is a great place to test, the bike park is very accommodating and the trail is awesome. It's got a lot of steep trails and some good flowy trails. We're excited to send out a big fleet of bikes on the trails. We've got our new downhill bike - the Operator - here. We also have a 'remote-control' electronic bike, which we're excited to launch as well. So the terrain is fantastic for all kinds of riding. And it looks like everybody is sending out a good mix of bikes from all the booths. It seems like everyone is having a really good time."

Claudio Riotti, Bicilive.it:

"This is my first time here and I'm really surprised. Everything is excellently organized, well explained, and we're getting very useful information for our press work. And there's also a great bike park! We tested four different trails, including the Black one. Awesome! Even with the clouds and rain, it's perfect."

Stefan Reisinger, Eurobike director, Messe Friedrichshafen:

"Eurobike Media Days 2018 has been beautifully organized. The exhibitors are delighted with the in-depth interaction they're having with the media - and the journalists with getting their work done effectively in a unique setting. So it's absolutely been worth the effort. The on-site organization provided by our partners at Serfaus-Fiss-Ladis, as well as by Tirol Werbung, afforded us ideal conditions."

2018

3 / 5

The whole caravan will now move to the main event in Friedrichshafen.”

Josef Margreiter, managing director of Tirol Werbung:

“With the UCI Cycling World Championships coming up in September, Eurobike Media Days are also a great opportunity for us to present the Tyrol region as a mountainbiking and cycling destination to the manufacturers and the international press.”

The basic idea of Eurobike Media Days:

The Eurobike Media Days are designed to bring together numerous individual product presentations with the aim of showcasing innovations and trends in the bicycle industry to an exclusive circle of international media reps in a real bike environment prior to the actual Eurobike event.

Next year, Eurobike Media Days will be held from Tuesday, July 2 to Thursday, July 4, 2019. Its venue will be announced by the organizers at a later date.

The 27th Eurobike is open from Sunday, July 8 to Tuesday, July 10, 2018 from 8:30 a.m. to 6:30 p.m. each day, and is **only open to trade visitors** and accredited journalists. For further information, visit www.eurobike-show.com, www.eurobike-mediadays.com and www.facebook.com/eurobike.tradeshow.

Note to Editors: Characters (with spaces): 5382

In case of further questions please contact our press

2018

4 / 5

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

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



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

department. They will be glad to help you.

2018

5 / 5



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