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The bicycle is conquering every sphere of life - The press tour for the leading trade exhibition Eurobike previewed a number of innovations

The bicycle moves into the fast lane

Friedrichshafen - At the 27th Eurobike on the shores of Lake Constance, the global bicycle industry is not only presenting numerous new sporting products but also and above all its particularly innovatively charged products in the fields of e-mobility, cargo bikes and digitalization. In other areas, too, the product range is continuously expanding. "The bike industry is currently experiencing a major upturn due to the growing awareness of sustainable forms of mobility. From 8 to 10 July 2018, established and new exhibitors from various sectors will be showing innovative product developments. In the urban segment, in particular, bike-based solutions are increasingly replacing automotive means of transport. Even transport and delivery vehicles no longer represent an exception," said Klaus Wellmann, describing the current situation in the bicycle industry.

Before the curtains rise on Sunday, a number of innovations have been included in a preview during the press tour one day before the start of the show.

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"E" is very much on the advance - and at Eurobike 2018, e-bike technology is raiding one of the last remaining drive-free bastions of the cycling scene, namely the road bike segment. The Chinese supplier of e-bike systems Bafang is presenting a new drive system at Eurobike which, with its low weight and compact dimensions, has been tailor-made for this new market.

Weekly shopping run, picking up the children, pizza delivery? No problem at all. Benno Baenziger is announcing his return to the cycle market and to Eurobike with his new brand Benno Bikes. The focus of this American-Swiss start-up is on well-designed e-bikes for urban transport and family use.

Now the car can stay at home in winter, too: with the right equipment, cycling is possible all year round. Racer, the French supplier of accessories, is celebrating its premiere at Eurobike this year and among the exhibits it is bringing to the show are heated overshoes for cyclists.

Digitalization is unstoppable and is not making any concessions to the bike industry, either. The bicycle is also becoming increasingly integrated into the Internet of Things as a means of transport with online connectivity. Winora, one of the market-leaders among bike manufacturers in Germany, is demonstrating the benefits and advantages that this can bring for cyclists with a new version of "eConnect" at the leading trade exhibition by the shores of Lake Constance.

A peek below the surface: behind the new brand For.Bicy is a long-established textile manufacturer from Italy, which is targeting urban commuters with its cycling undershorts.

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



**27. Internationale
Fahrradmessen
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Friedrichshafen, Bodensee**

The company is thus adding an element of style to the active lives of the commuter and casual hobby cyclist.

Another traditional brand making a return to Eurobike as an exhibitor is Kona. For a considerable time now, the e-mountain bike has also been an important industry trend for this company from the north-west of the USA, as the new Remote Control model shows.

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

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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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