

10/07/2018

27th Eurobike generates new impulses - Pedelecs as industry drivers - 37 379 high quality, international industry professionals - Broad support for future Eurobike concept

## **The Eurobike presents itself as the hub of the bike world**

**Friedrichshafen - Sporty, electrifying and innovative. The 27th Eurobike impressively underscored how the bicycle is becoming more diverse around the world and, as a sustainable provider of mobility, is offering an increasingly stronger alternative to conventional forms of propulsion. Once again, the leading trade show was able to present itself as an event that the international bicycle industry cannot afford to miss. "The relevance of the bicycle is increasing from day to day and the technology is advancing rapidly. With three thoroughly successful days, the Eurobike 2018 was a success, despite being proceeded by a controversial discussion regarding the earlier date. It has clearly proved how important the global exchange among industry professionals is within the framework of a leading international trade show," said Messe Friedrichshafen CEO Klaus Wellmann, summing up the results of the event. A total of 1,400 exhibitors and 37,379 industry visitors (2017: 42,590) from 96 countries came to Lake Constance.**

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A strong slate of international market leaders and a record-setting 100 new companies presented a vast selection of high-quality products in every bicycle and mobility segment. All this was received with great interest in the exhibition halls, which, this year, were only open to the trade. "Everyone in the bicycle business comes to Eurobike - whether as exhibitors or retailers, and no matter what they're into, from racing bikes or city bikes," said Eurobike director Stefan Reisinger, describing the unique selling point of the leading trade show. The newly introduced concept to strengthen specialty retailers was met by universal approval in the industry. "Although our premiere of Retail First, with strict admission management, led to a slight drop in the number of visitors, it also meant that the quality of visitors was pushed up to the highest level ever. Thus, the pure exchange between industry professionals at the stands was strengthened, even as the length of the show was reduced to three days. So Retail First proved to be a successful measure, and we will keep it in place going forward."

The exhibition grounds were fully booked and attendance was strong until the end of the show. Bernd Lesch, director of marketing at Winora Group: "Attendance at the show was huge, despite all the gloom and doom predictions. Our most important customers came to Friedrichshafen, distributed across the different days of the show. We were able to use the show as a platform to present our new product premieres and had already experienced an amazingly positive response at Media Days event before the show. The number of visitors was simply enormous on Sunday, thanks to our presentation of Flyon, our world-premiere product. As for the future, we think it's important for there

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to be a leading international trade show, ideally in Germany. The consumer day of the event, which will return next year, is also very important to our company. Having one this year wasn't possible due to the earlier dates, but we're looking forward to its return next year in August 2019."

The fundamental transformation underway in urban mobility was most apparent in the Rothaus Hall A1, which Eurobike organizers newly conceived with the tagline "E-Mobility Solutions." From future drive systems and battery technologies to new solutions in connectivity and digitalization, and on to the hot topic of cargo bikes, this is where the great breadth of modern forms of mobility were presented. "The response to our market entry was impressive and Eurobike was the ideal platform for it. A further bonus was that ZF, our most important joint-venture partner, has its headquarters right here in Friedrichshafen. We've received a lot of positive feedback from OE customers and dealers about our product line. The topic of system integration was particularly interesting to partners that design vehicles beyond just bicycles for professional use. Many at the show were really delighted to see the return of Sachs as a bicycle industry brand. The launch couldn't have gone better for us," said Michael Funk and Marc Sommer, managing directors of Sachs Micro Mobility.

At the Eurobike it was also clear that, in addition to demand for Pedelecs, which are experiencing a rapid process of refinement and improvement, demand for high quality products, especially in the sports segment, remains strong. Giovanni Caporali, Managing Director at Limar, the Italian helmet specialists, explained: "Eurobike is the biggest and most important show for us in the world and we had the

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possibility to meet many international costumers to introduce our new Air Revolution collection developed in cooperation with Astana Pro Team.”

With the large number of conferences taking place alongside the show in the framework of the Eurobike Academy and at the Travel Talk, 3000 test bikes at the Demo Area and 45 products honored with awards, the supporting program of the Eurobike 2018 was also impressive. The new Start-Up academy was also off to a fantastic start, as it brought newcomers together with established industry brands on Saturday and Sunday. A highlight for the young entrepreneurs was the Start-Up Pitch, where twenty finalists presented themselves before a large in-person and livestream audience, with five being honored with the Start-Up Award.

## **2019 concept meets with approval**

The concept for next year was already announced before the Eurobike 2018. In 2019, the 28th edition of the leading international trade show will take place from Wednesday, July 31, to Saturday, August 3 at Lake Constance. During its first three days, the Eurobike will be exclusively dedicated to industry professionals and will end on its fourth day with a targeted consumer festival for all bike fans. "The date in early August 2019 is currently the time frame in which the largest number of dates preferred by the industry overlap, and the vote for a concept for the show that includes an appeal to consumers is very clear. We are now pleased with the additional approval of the date that we have heard," said Eurobike Head Stefan Reisinger. For example, the supporters include Thomas Hild, CEO of SQLab GmbH. "In

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general, I have always been here with my own stand, I am an absolute fan of the Eurobike and Friedrichshafen. I think the reason why the show and its location are so good is that everyone here has known each other for years now, so it's like meeting each year as a big international family. There is a special atmosphere at this location. I also enjoy the warm and relaxed attitude of the entire Messe Friedrichshafen team. As for the event's dates, I think they should once again be permanently set. We also very much welcome the return of General Public Day in 2019."

More information is available at [www.eurobike-show.com](http://www.eurobike-show.com) and [www.facebook.com/eurobike.tradeshow](http://www.facebook.com/eurobike.tradeshow).

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