

17/07/2018

Date for Eurobike 2019 moved to early September -  
BtoBtoC concept is retained - Full agreement from ZIV

## Return to traditional Eurobike date at start of September

**Friedrichshafen - Messe Friedrichshafen is adjusting the date for Eurobike 2019: Instead of the originally scheduled dates from 31 July to 3 August, the forthcoming 28th edition of the leading trade exhibition will now take place during the period from Wednesday, 4 September to Saturday, 7 September 2019 in Friedrichshafen. "The wish expressed by numerous market players to move Eurobike to a later date in future has received tremendous support both during and after the past trade exhibition. We are now pleased to be responding to this wish and are moving Eurobike back to its traditional date at the beginning of September," announced Klaus Wellmann, Chief Executive Officer of Messe Friedrichshafen. The organisational concept of three days for trade visitors and the concluding show day addressing the general public will be retained.**

Head of Eurobike Stefan Reisinger explained the correction to the timing: "Compromises are not always the best solution. Although it is something that all players within the industry would like to see, we simply have to accept that there is no ideal date for a leading trade exhibition that

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suits everyone. Some emphatically demand the early date while others support the later timing. The convictions of the different trends are firmly rooted and even if we are in a position to offer every exhibition format, there is no blanket solution. It is now certain that a date at the beginning of September is the best possible period to organise Eurobike 2019.”

The fact that the show organisers are again adjusting the timing of Eurobike 2019 also meets with unreserved approval within the German Cycle Industry Association (ZIV). "The new Eurobike date is fully in keeping with the wishes of our association's members. Furthermore, we are also picking up this opinion from other players in the industry," said Siegfried Neuberger, General Manager of the ZIV. Also backing up his view was Marc van Rooij, President Shimano Europe: "The decision of Messe Friedrichshafen to reschedule Eurobike to the first week of September 2019 and to reintroduce the successful public day is much appreciated and has our full support. We are already looking forward to next year's Eurobike in Friedrichshafen.”

A clear vote in favour of the subject focus of Eurobike 2019 also prevailed, which in addition to the purely trade-centred exchange on three workdays (4 to 6 September) is again celebrating consumer enthusiasm for the bicycle with the return of the Festival Day on Saturday, 7 September. The practice of providing numerous highlights for representatives of the media and organising expert conferences on the eve of the show will also continue in the coming year on Tuesday, 3 September 2019. Enabling journalists to test the sporting aspects of new products, the Eurobike Media Days will be taking place during the

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

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



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

established period from 2 to 4 July 2019.

For more information, please visit:  
<http://www.eurobike-show.com/eb-en/> and  
[www.facebook.com/eurobike.tradeshow](http://www.facebook.com/eurobike.tradeshow).

Note to Editors: Characters (with spaces): 3193

In case of further questions please contact our press department. They will be glad to help you.

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