

20/09/2018

ZEG returns to leading trade exhibition in Friedrichshafen

Eurobike welcomes long-term commitment from ZEG

Friedrichshafen - A momentous homecoming after a two-year absence: the ZEG, with its own brands including Bulls, Hercules, Kettler Alu-Rad and Flyer, is returning to the exhibitor ranks of Eurobike, the world's leading bike show. This comeback in Friedrichshafen is happening at the show's 28th edition from September 4 to 7, 2019, and is part of a three-year commitment to Eurobike extending into 2021.

Klaus Wellmann, CEO of Messe Friedrichshafen, is very pleased to welcome the ZEG back to Eurobike: "As a federation of some 960 independent bike dealers, the ZEG enjoys a very strong position in the key German market, not only in terms of distribution, but also purchasing. With this, we're consolidating Eurobike's importance as the undisputed premier trade show while enhancing the outstanding product experience for everyone involved." This sentiment is shared by Georg Honkomp, managing director of ZEG, who appreciates not only the professional exchanges, but also the interactions with all bike-lovers: "Eurobike is the most important international trade show platform, and is absolutely necessary as a global forum for our industry. In our new collaboration with Messe

2018

1 / 2

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**28th International
Bicycle Trade Exhibition
September 4 – 7, 2019
Friedrichshafen, Germany**



**28. Internationale
Fahrradmesse
4. – 7. September 2019
Friedrichshafen, Bodensee**

Friedrichshafen, we see an outstanding opportunity to further stimulate enthusiasm for environmentally sustainable mobility, and look forward to face-to-face contacts with specialist dealers as well as the broader public. With the extensive product portfolio of our bike brands, we're expecting to meet with great interest not only from existing ZEG members, but also from new dealers both domestically and internationally."

After three weekdays of purely industry interactions from 4 to 6 September, Eurobike 2019 will once again celebrate consumer enthusiasm for the bike with the show's Festival Day on Saturday, September 7, 2019. Further information at www.eurobike-show.com.

Note to Editors: Characters (with spaces): 1983

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

2018

2 / 2



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