

05/02/2019

Eurobike launches new media event for urban mobility in Frankfurt am Main - product testing with top innovations from leading manufacturers

Urban Mobility Media Days by Eurobike: New media event in Frankfurt am Main

Friedrichshafen - The bike is making an important contribution to the move towards sustainable transport and is increasingly shaping urban mobility and logistics in our cities. With the new event, Urban Mobility Media Days by Eurobike on 10 and 11 July 2019 in Frankfurt am Main, Messe Friedrichshafen is placing the bike in the media spotlight as the (e-)mobility solution of the future. At the Forum Messe Frankfurt over 30 renowned exhibitors will be presenting their new models for the 2020 season to some 150 national and international representatives of the media.

Media meets new product innovation: for five years now the leading bike trade show has run the established media launch event, Eurobike Media Days, where sportive bike innovations are subjected to the media acid test in an authentic alpine setting. In 2019, this event is now being complemented by its urban equivalent. In the week after the alpine test event on 2-4 July, the Urban Mobility Media Days by Eurobike will celebrating its première in Frankfurt

2019

1 / 3

am Main on 10-11 July. "Media representatives from all over the world will be discovering the latest innovations and future-orientated bike solutions for everyday use, trekking and cargo transport. By selecting Forum Messe Frankfurt and the metropolis on the river Main, we are offering representatives from international trade and special interest media the perfect location to extensively test the latest new products and innovations to hit the market. In addition, there will be ample opportunity to talk to manufacturers and shoot high-quality photo and video material in an authentic setting," explains Stefan Reisinger, Head of EUROBIKE, Messe Friedrichshafen.

Urban Mobility Media Days by Eurobike will be focussing on the latest bike trends in city, travel, cargo, urban/ e-mobility solutions, motor and drive manufacturers, kids' bikes and transport and delivery vehicles.

Similar to the Eurobike Media Days in the mountains, its urban counterpart in Frankfurt will provide extensive opportunities for in-depth exchange between bike manufacturers and the press. The event offers great flexibility - and can accommodate all individual requirements from new product presentations, photo & video shoots, test rides on the exhibition grounds or diverse routes in the adjacent city centre, exclusive interviews and networking.

Eurobike 2019 is open to trade visitors for professional exchange on three weekdays (4 - 6, September) and Saturday 7 September 2019, is once again Festival Day - a celebration of end user enthusiasm for bikes and mobility. For more information please visit www.eurobike-show.com

2019

2 / 3

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

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



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

and www.urban-mediadays.com.

Note to Editors: Characters (with spaces): 2923

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

2019

3 / 3



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