

## A fresh breeze for Eurobike

- **Eurobike 2026 as a key milestone with an enhanced trade fair concept starting in 2027**
- **New hall structure 2026 brings themed areas together and ensures shorter walking distances**

Frankfurt am Main / Brussels – During a conversation on the sidelines of the ECI Launch Reception in Brussels, Eurobike organizer Fairnamic and the associations European Cycling Industries (ECI), ZIV – The Bicycle Industry and Zukunft Fahrrad exchanged views on a relaunch of Eurobike from 2027 onward, potential forms of cooperation and the role of Eurobike 2026. The aim is to jointly advance and sustainably strengthen the trade fair platform in Frankfurt am Main in close dialogue with the industry.

"The talks in Brussels showed that there is a shared interest in a strong, forward-looking Eurobike. Eurobike 2026 will be an important milestone in jointly laying the foundation for an enhanced trade fair concept from 2027 onwards," says Philipp Ferger, Managing Director of Fairnamic GmbH. "Over the next few weeks, we will refine the content together with the associations and the international industry. A first strategic kick-off workshop with the teams from Friedrichshafen and Frankfurt further demonstrated that the Eurobike team is highly motivated to put new ideas into practice – and we are growing closer together as an organization."

### **Clearly structured: new hall layouts for Eurobike 2026**

With the new hall layout for Eurobike 2026, the leading trade fair emphasizes compact routes and clearly bundled theme areas: Halls 11 and 12 will host both market leaders and innovative start-ups. Hall 11 is dedicated to performance and sports, featuring the highlights such as the Adventure Area. Hall 12 focuses on everyday mobility solutions. The "Global Sourcing" area in Hall 8 showcases international trends and impulses, serving as a meeting point for industry and trade from all over the world. The offer is rounded off by extensive presentations in the outdoor area as well as a wide range of test and demo tracks.

The next Eurobike in Frankfurt will take place from June 24 to 27, 2026. International editions of the trade fair have been held in Jakarta since 2024 and

will take place in Istanbul from 22 to 25 April 2026, running in parallel to the Motobike motorcycle show.

For more information, go to: [www.eurobike.com](http://www.eurobike.com).

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**About Eurobike:**

Eurobike is the central platform for the bike and ecomobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective and strong partnerships for innovative mobility solutions and new business models. With Eurobike, the booming and rapidly changing bicycle and ecomobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

**About Fairnamic GmbH:**

The fairnamic GmbH joint venture, founded in 2021 by the two exhibition companies Frankfurt and Friedrichshafen, is a highly specialized organizer for innovative and future mobility. With AERO – The Leading Show for General Aviation and Eurobike as the world's leading trade fair for bicycles, e-bikes and ecomobility, Fairnamic GmbH is the market leader in the world of avionics and urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is gradually expanding the market position of its two leading trade shows and international satellites globally.