More Momentum Than Ever: The Global Bike Industry Answers Eurobike's Call to Frankfurt

- **Eurobike strengthens its position as the leading international platform for innovation and new products**
- **Software solutions and next-generation drive systems define Eurobike 2026**
- **Exhibitors highlight outstanding media value with reach exceeding 440 million**

Frankfurt am Main — Despite a challenging environment shaped by economic pressures, industry policy dynamics, and climate-related factors, participants at Eurobike 2026 are drawing a surprisingly positive conclusion. Around 800 exhibiting companies from 44 countries capitalized on a moment of strong global attention, using the show to present technological innovations across the entire value chain to a highly engaged international trade audience. Key focus areas included software solutions enabling enhanced connectivity between riders and bicycles, next-generation drive technologies, and innovations designed to improve safety and everyday usability. A total of around 15,130 industry professionals attended the trade show (2025: 31,270), nearly 60% of them from abroad, along with 8970 cycling enthusiasts (2025: 30,420 across 2 festival days) at the Eurobike Festival Day.

A Trade Show Defined by Transformation

Philipp Ferger, Managing Director of organizer Fairnamic, summarizes upon trade fair show closure on Saturday: "Eurobike 2026 was exactly what we expected together with the industry: a trade show in transformation. The international profile of our visitors was particularly strong, with roughly two-thirds coming from Europe and one-third from other global markets. The media reach achieved over the past seven days is impressive, exceeding 440 million. At the same time, visitor quality improved significantly: 71% were executives, compared with 58% in 2025. Over the coming weeks, the whole team and myself, we will focus on advancing our vision for 2027 — a clearly defined international B2B focus, a shorter event duration, and a move to a different

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section of the exhibition grounds. We will need to further sharpen our profile. Here, we also received valuable input from customers and our advisory board."

Clear Focus on Future Development

New Show Director Matthias Pietsch adds a highly ambitious future vision:

"The many conversations throughout Eurobike clearly demonstrated a strong willingness across the industry to collaboratively shape the future of this leading trade fair. We will carefully evaluate this feedback and use it to further strengthen business value for both exhibitors and visitors as we move toward 2027. It’s now also about bringing leading brands back to Frankfurt."

Extensive Media Reach and Global Visibility

With more than 600 accredited media representatives, Eurobike once again generated significant visibility — particularly online and across social media channels. The Media and Creator Lounge in Hall 12 served as a central meeting point for international influencers and trade media. During the week of the show alone, more than 300 videos about Eurobike were published on YouTube, including content from leading industry news channels. By the close of the event, Eurobike’s media coverage had achieved a reach of more than 440 million.

Voices from the Industry

The post-show assessment from both industry and retail is positive after four days of the event. Participants particularly highlighted the high quality of professional discussions, international business contacts, strong media attention, and the valuable face-to-face exchange with stakeholders across the entire value chain.

Roman Arnold, Executive Chairman and Founder, Canyon Bicycles:
“We came to Eurobike to connect with our customers, the bicycle industry, and the wider world, to showcase our innovations, and to share our story globally. Eurobike 2026 far exceeded our expectations. We strengthened a core part of Canyon’s identity and are very satisfied with everything we were able to achieve."

Susanne and Felix Puello, Managing Directors and Owners, Raymon Bicycles:
“Eurobike 2026 was a complete success for us. It was exactly the environment we had hoped for: With several major market players absent, we were able to take full advantage of the platform and present our innovations and strategy to a broad trade audience. Traffic at our booth was consistently strong, and we had numerous high-quality conversations with dealers, partners, and media representatives. We particularly appreciated the open and collaborative atmosphere at the show. Especially in times of transformation, it becomes clear how important personal exchange is. From our perspective, it would therefore be highly beneficial to address the industry’s challenges together and jointly shape the future of cycling.”

Eric Zhang, CEO E-Bike Division, Gobao:
“Our participation at Eurobike had a clear objective: to connect with additional players in the industry, particularly OEMs, potential partners, and media representatives. We are very pleased that we had the opportunity to present our system to hundreds of visitors at our booth, and we are proud to say that we fully achieved our goals.”

Alex Thusbass, Managing Director, Hepha:
“We strategically used Eurobike 2026 as a platform to increase Hepha’s media visibility and position the company as an innovation brand. To support this, we redesigned our entire booth concept and placed the Urban X concept front and center as a highly visible, media-relevant flagship project. We can already say that this strategy has been highly successful. The response from media, retail, and industry experts exceeded our expectations, resulting in extensive national and international coverage, including several TV features on mainstream channels. Even without knowing the final media value yet, our investment has already paid off. Our thanks go to the teams at Fairnamic and Messe Frankfurt for their outstanding support. For Hepha, Eurobike 2026 was once again a complete success in every respect, just as it was last year.”

Remi Rennesson, Commercial Manager, Cyclee by Valeo:
“The show was extremely valuable for us, especially during the first two days. Numerous media representatives visited our booth, and the organizers responded attentively to our needs regarding our new brand positioning. The

quality of the contacts we made was excellent, and we were very satisfied. It was the perfect platform for us to further develop our brand."

Dr. Robert Peschke, CEO, Little John Bikes:
"I am leaving Eurobike 2026 with a very positive impression. Many valuable conversations, new impulses, and above all the realization that the challenges facing our industry cannot be solved alone. The bicycle industry is global, and we must think and act on a global level. Once again, Eurobike has demonstrated how much potential lies in open, collaborative exchange. Manufacturers, retailers, suppliers, and service providers are ultimately united by one shared goal: inspiring people to ride bikes. Less opposition. More collaboration. More solutions instead of silo thinking. Many thanks to all discussion partners for the inspiring exchange. Together, we can continue to drive our industry forward in a sustainable way."

Ernst Brust, Chairman, German Cycle Logistics Association (RLVD):
"Eurobike 2026 once again demonstrated that the cycling and micromobility industries are undergoing profound transformation. The show is increasingly evolving into a platform for high-level business discussions and strategic partnerships. At the same time, notable shifts in international competition are becoming evident. From the perspective of the German Cycle Logistics Association (RLVD), the focus should therefore be placed even more strongly on innovation, technological development, and global competitiveness."

Additional voices from industry and retail: <here>

Looking Ahead to 2027

The 35th Eurobike will take place at Messe Frankfurt from September 1 to 3, 2027, with a move to a new section of the exhibition grounds. For more information, visit: 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 sector, it creates spaces for exchange, new ideas, fresh perspectives, and strong partnerships for innovative mobility solutions and new business models. The booming and rapidly evolving bicycle and ecomobility industries share a common platform in Eurobike. The event sets new standards, identifies leading themes in sports, leisure, health, and mobility, continues to evolve, and brings the global community together live.

About Fairnamic GmbH

Fairnamic GmbH, a joint venture founded in 2021 by the Frankfurt and Friedrichshafen trade fair companies, is a highly specialized organizer of events for innovative and future mobility. With AERO, the international leading trade fair for general aviation, and Eurobike, the world’s leading trade fair for bicycles, e-bikes, and ecomobility, Fairnamic GmbH is a market leader in the worlds of avionics and urban mobility. By combining expertise, market knowledge, global networks, brand strength, and agility, Fairnamic GmbH is successively expanding the global market position of its two flagship trade fairs as well as its international satellite events.