



Eurobike shines in new splendor

## New Key Visual for Eurobike 2024

**Friedrichshafen/Frankfurt am Main – The leading global trade fair and platform for the world of bicycles and future mobility sports a new key visual. The recently launched main motif is derived from Eurobike's claim to show all segments and the complete range of the bicycle and urban mobility.**

From July 3 to 7, 2024, Messe Frankfurt will once again become a major trend show, know-how platform and networking forum for new mobility, with the bicycle remaining its strongest driving force. The agency Baschnegger Ammann Partner developed and recently completed the central key visual for Eurobike.

The essence of the new visual is based on the simple and ingenious basic principle of the bicycle and its modern "relatives" – the wheel. The visual approach reduces the (bicycle) wheel to its underlying circular shape. The combination of different circular segments and a signal-like color palette interprets Eurobike's claim to cover all segments of the bicycle world and future mobility.

Eurobike's new key visual is inspirationally colorful, self-confidently striking and pleasantly cheerful. It builds on the characteristic brand colors magenta and yellow for Eurobike and, by adding the new color cyan, provides room for visions and frontline topics of the industry as a whole and Eurobike as its own brand. The flexibly adaptable motif can be used in all formats and displayed across all channels.

"Our aim was to develop a new key visual for Eurobike that was as visionary as it was coherent and derived from its DNA," is how Andreas Kleinekathöfer, Creative Director and Partner at Baschnegger Ammann Partner explains the creative aspiration. Eurobike project manager Dirk Heidrich adds: "The new visualization of our umbrella brand reflects all segments of our industry and their further development. It conveys the intention of the Eurobike platform to create an effective space for all key players to meet the environmental, economic and social challenges of mobility."

**About Eurobike:**

Eurobike is the central platform of the cycling and future mobility 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 future mobility 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. The 32<sup>nd</sup> Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, July 3 to Sunday, July 7, 2024. For more information, go to: [www.eurobike.com](http://www.eurobike.com)

**About fairnamic GmbH:**

With the founding of fairnamic GmbH, the trade fair companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, micromobility and general aviation is strengthened by pooling expertise and market knowledge, global positioning, brand strength and speed. The joint venture focuses on the Eurobike and AERO brands and their satellites. The objective is to expand and further develop the two flagship trade fairs. For more information, go to: [www.fairnamic.com](http://www.fairnamic.com)