



Lots of action and even more fun for young and old at the Eurobike Festival Days – over 100 activities for the whole family

All set for the Eurobike Festival Days

Frankfurt am Main – Next round for the Eurobike Festival Days: On Saturday and Sunday (July 6 and 7, 2024), the world's leading bike and ecomobility trade fair invites all bicycle enthusiasts to the Frankfurt exhibition grounds to discover the latest trends in the global bike industry. The varied supporting program promises over 100 exciting activities for the whole family, including thrilling BMX shows, test rides with more than 1200 vehicles, valuable tips for the next bicycle tour as well as action-packed courses for young bikers.

Test and marvel at bike action

The Infinity Street Show celebrates its debut, bringing world-class trial riders John Langlois, Gabriel Wibmer and Tomomi Nishikubo to the Action Area. The international trio promises exciting shows and thrilling moments on both Festival Days. The BMX Skyline Contest also offers extensive thrills, where world-renowned BMX professionals celebrate the sport with daring stunts and creative tricks on the extended course.

Race bike fans will also get their money's worth: This year's festival weekend will see more bike racing formats than ever before, including the Huguenot Ride, the Bembel Crit, the Virtual Hero and the Cargo Euro Cup. A total of more than ten different races are on offer where you can pedal and put the hammer down.

Once you have explored the product diversity of the more than 1800 exhibitors, feel free to try out the latest models from the bicycle and ecomobility cosmos yourself at the Demo Area. Whether road bike, e-scooter or cargo bike – here the favorite model can be selected from over 1200 bikes and vehicles and tested extensively after registration. A special highlight: The test track, which has been extended to 3.5 km, offers the ideal conditions for fast-paced test rides beyond the exhibition grounds. In this way, the performance of the vehicle can be put to the test on the *Strasse der Nationen* or on the slope in the parking garage.

Offers for the youngest bikers

Whether beginners on balance bikes or already passionate mountain bikers – in the Kids Area all young bikers are in good hands: The youngest can ride low ramps in the balance bike course and then prove their speed in the balance bike race. Older children, on the other hand, can let off steam in the bike course or conquer the pump track for mountain bikes. If they need a break from cycling, they can become active in the bicycle creative workshop.

Holiday feel at the fair

On both festival days, the Bike Travel Area invites everyone to a (cycling) trip around the world. Around 20 exhibitors as well as a continuous stage program in the outdoor area offer valuable tips and plenty of inspiration around the topics of bicycles and tourism – ideal for all who love traveling and want to discover new places by bike.

"The Eurobike Festival Days offer a varied program that offers exciting activities for all age groups and experience levels. We are pleased that we have been able to enhance popular activities and special areas and present our festival audience with new, exciting event highlights", summarizes Dirk Heidrich, Eurobike Project Manager of fairnamic GmbH.

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 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 32nd 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

About fairnamic GmbH:

With the founding of fairnamic GmbH, the trade show companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The

market position in the future markets of bicycles, e-bikes, ecomobility 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 leading trade shows. For more information, go to: www.fairnamic.com