Eurobike 2027 – Industry Welcomes New Concept and June Date

We are half-way to next year's Eurobike, and the team is happy with the situation after five months of intensive talks. Some 400 exhibitors from 20 countries representing the entire value chain have already announced that they will be taking part in the international trade fair for the cycling and ecomobility sector. This means that nearly half of the area where the event will take place in the eastern part of the Frankfurt exhibition grounds has already been booked. This year, the heart of Eurobike 2027 will be located in Halls 3, 4 and 5 and the adjacent outdoor areas, ensuring that everything will be convenient and easily accessible.

Matthias Pietsch, the new Show Director since June 2026, had this to say about the situation: "I believe that this is a highly interdependent industry. Manufacturers, suppliers, retailers and technology providers need to work together more closely, and Eurobike in Frankfurt is the ideal venue for this. Not only is it the first international trade fair on the 2027 calendar in Europe, but its close proximity to the Tour de France ensures that it will enjoy even more attention from the international bike industry."

Philipp Ferger, the Fairnamic GmbH Managing Director responsible for the event, believes that Eurobike 2027 has a very clear USP: "Frankfurt is where the drive and component manufacturers come to show off their latest developments. That allows us to give bicycle manufacturers' product managers the preview they need before taking key decisions in the autumn."

Claudio Marra from FSA Europe agrees: "Components give rise to many of the industry's innovations, and we are looking forward to demonstrating this in Frankfurt." Managing Director Marra has a great deal of experience in the industry, and he made one thing clear: "We are delighted to confirm that we will be taking part in Eurobike 2027. The trade fair's emphasis on the B2B area is just what our industry needs: a focused and professional event where manufacturers, suppliers and partners can get together, share their ideas and make new deals. For a company like ours with its roots in parts and components, Eurobike is the perfect place to strengthen relationships with OEMs and retailers, present our latest developments, and discuss looming challenges for the entire supply chain."

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Elmar Keineke, CMO of Universal Transmissions GmbH in Germany, explained: “As a drivetrain specialist and systems integrator selling belt, gear and e-bike drive technology for bicycle and mobility manufacturers, leading international trade fairs like Eurobike are an absolute must for us. We will be featuring three brands at this year’s fair: Gates Belt Drive, UTgear and Helius Drive.”

In addition to FSA and Universal Transmissions, various suppliers and component manufacturers have already confirmed their participation: CST / Cheng Shin Rubber, Ananda, L-TWOO (China); ASUS, Marwi Europe (Taiwan); enviolo (Netherlands), Classified Cycling (Belgium) and Stablead (USA), as well as Rohloff AG and the wholesaler/importer RTI Sports GmbH (Germany).

A number of bicycle OEMs have already confirmed that they will be taking part, including R Raymon Bicycles, Hepha, Groupe Rebirth and HP Velotechnik. Alex Thusbass, Managing Director of Hepha GmbH: “In this challenging market situation, creating and publicising new products is key. That is why Eurobike’s focus on communication is exactly what is needed.“

Susanne Puello, Managing Director of R Raymon Bicycles GmbH: “I am happy that Eurobike is offering new meeting and matchmaking formats that make it possible to share ideas throughout the year. Our industry needs to work together to meet the challenges we face and to shape the future. Following our very successful Eurobike earlier this year, we will be sure to take advantage of the trade fair’s excellent media reach as a live platform next year as well.”

Chinese manufacturer Yadea has also signed up for next year’s event. With more than 100 million electric bikes sold, the company has been one of the world’s leading manufacturers for a number of years now. Also at the event: DAHON (folding bikes), ENGWE (electric bikes) and Honbike (electric city bikes). From India, the fair will be welcoming Avon Cycles, while European brands like BIKE FUN International and CRUSSIS (both of which are from the Czech Republic) and VELLO (Austria) are also taking part.

More information on the 35th Eurobike fair can be found at: www.eurobike.com.

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