

## **Final Report**

15 percent plus in specialist trade visitors and exhibitors - cycle retailers from 72 countries - trends and business to the fore

## **EUROBIKE attracted world-wide attention on the cycle scene**

**Friedrichshafen – There's no end to the cycle mania: alone on the three days for trade visitors, 27.152 cycle experts from all over the world poured into EUROBIKE at Friedrichshafen. That is a total of 3.500 visitors or 15 percent more than in the previous year. On the Open Day on the Sunday another 18.000 or so bike fans and freaks gathered information on the latest trends on the bike market. With this, EUROBIKE has established itself among the experts as *the* trend and business fair for the world-wide cycle industry.**

"We are a global player as far as bikes are concerned," said the Fair Manager, Rolf Mohne and let the figures speak for themselves: trade visitors plus 15 % – exhibitors plus 16 % – exhibition space sold plus 15 % - strong growth rates all round. The cycle show is also a major media event in all channels: 904 journalists from 29 countries (2003: 812) visited the trend fair. "We received great compliments from the cycle experts. EUROBIKE is the international presentation platform par excellence - for the cycle industry, traders and the bike community. We

are delighted with this status and this positive assessment is motivation enough for us to work on a further development with our partners," explained Fair Manager, Rolf Mohne.

### **Global Visitor Magnet**

At EUROBIKE the market leaders show their world premieres, here the trends and innovations for the bike season 2005 are very much in the limelight. The list of innovations and the number of premieres have never been so large as in this year. The greatly increased international participation and the entire range of products and services on offer underlines yet again the leading function of EUROBIKE in the world-wide competition: on the first three days 27.152 trade visitors came from a total of 72 countries. In the specialist trade EUROBIKE is a global magnet: From Andorra to Australia, from China to Cyprus, from New Zealand to Finland and from Japan to South America to the Dutch Antilles - experts from all over were there in Friedrichshafen, to get information on the trends and innovations.

### **Exhibitor Reactions**

The resonance among the exhibitors, 65% of whom were from abroad, was also accordingly positive. There were in all 763 direct exhibitors from 36 countries in ten exhibition halls. "In Friedrichshafen the exhibitors have the opportunity of making their new products known world-

wide," emphasised Stefan Reisinger, the EUROBIKE Project Manager. All in all, the general mood in the cycle industry is markedly positive.

#### **Trade Visitor Survey**

An independent survey carried out among the trade visitors by a market research company showed that the further advancement and development on the bike market is, as a whole, assessed as optimistic. When asked if the visit to the fair had been worthwhile 91 percent of the trade visitors asked answered with "yes". The overall impression of EUROBIKE was rated as "good" or "very good" by 86 percent. The entire range of products and services on offer also received good marks from 90 percent of the interviewees. Again, 90 percent answered that they will be visiting the next EUROBIKE, which will take place from 1 - 4 September 2005 at the new exhibition centre in Friedrichshafen.