

Press Release

CYCLINGWORLD EUROPE PRESENTS NEW BRAND IDENTITY

Clarity, recognition and modern aesthetics will henceforth define the appearance of the bicycle trade fair, which will celebrate its eighth edition in Düsseldorf next March.

From 20 to 22 March 2026, Cyclingworld Europe will open its doors in Düsseldorf for the eighth time and, for the first time in its history, unveil a new brand identity. Clarity, recognition and a modern aesthetic characterise the corporate identity, placing the event visually where it has stood for years: at the centre of a culture in which bicycles are far more than a means of transport. "Clarity, recognition and premium aesthetics – these are precisely the values we want to convey in our outward appearance,



just as our exhibitors embody them in their products," emphasises Joey Stoczek, Deputy Managing Director of Cyclingworld and responsible for the new brand image. The new look is more than a visual adjustment; it

reflects the ambition to understand bicycles as part of a modern, sustainable and style-conscious lifestyle.

In recent years, Cyclingworld Europe has established itself as a B2B2C platform for brands, manufacturers, retailers, creatives and cycling enthusiasts. With the new CI, its overall image now appears more coherent and contemporary, responding to a development that is becoming increasingly relevant within the industry: the alliance of functionality, design and cultural identity.

Visitors to Düsseldorf can expect not only a comprehensive overview of international innovations and new concepts, but also a setting in which

products are carefully staged. For exhibitors, the updated brand design creates a stage more strongly oriented towards design and aesthetics – a profile that lends the event additional precision and recognition.

In this way, Cyclingworld Europe 2026 positions itself even more clearly as the hotspot for all those who see the bicycle as part of a contemporary lifestyle.

About CYCLINGWORLD EUROPE

Since its launch in 2017, CYCLINGWORLD EUROPE has steadily developed into the “place to be” for Europe’s bicycle and e-bike industry. It is now established as the premium event for high-quality, innovative and stylish brands on the continent. At the beginning of each cycling season, Europe’s bike business insiders gather at Düsseldorf’s Areal Böhrer – one of the most spectacular event venues in Europe – to present the most exciting products from the world of bicycles and e-bikes to a wide public audience.

The CYCLINGWORLD EUROPE team has always combined bicycle and e-bike enthusiasm with the expertise of internationally experienced event professionals.

Press information and print-ready image material are available free of charge at: <https://www.kernpunktpr.de/pressebereich#cyclingworld-europe>

Press accreditation: <https://cyclingworld.de/presse/>

Further information: <https://cyclingworld.de>

1,726 characters incl. spaces

October 2025

Press Contact:



Gabriele Jung
Schraudolphstr. 3a
80799 München
GERMANY
Tel.: +49 1520 8695056
jung@kernpunktpr.de
www.kernpunktpr.de



Stefan Maly
Rubensstr. 3
40237 Düsseldorf
GERMANY
Tel: +49 211 69571517
info@cyclingworld.de
www.cyclingworld.de