

Press Release

MORE SPACE FOR BIKES AND E-BIKES: CYCLINGWORLD EUROPE ROLLS INTO DÜSSELDORF CITY CENTRE

The international bicycle trade fair continues to grow: in 2026, the newly created Urban Hub will add a second location right in the heart of Düsseldorf. Visitors can look forward to more space, more brands, and even more bicycle culture.

When Cyclingworld Europe opens its doors once again from 20 to 22 March 2026, Düsseldorf will further cement its position as a key hub for international bicycle culture – for passionate riders and industry insiders alike. Around 27,000 people attended the fair in 2025 at the Böhler site, which has already been fully booked for 2026 for several months. Yet Cyclingworld is not standing still: for the first time, the fair is expanding into the city centre with the newly established Urban Hub, adding between 3,000 and 5,000 square metres of exhibition space.

The new Urban Hub on Gustaf-Gründgens-Platz brings together what defines Cyclingworld – innovation, design, and the very best of bicycle culture –



right where urban life is most vibrant. Surrounded by striking architecture such as the Schauspielhaus theatre, the Dreischeibenhaus and Kö-Bogen II, this central square will become a meeting place for all who want to experience urban mobility in its full

dimension.

While the Böhler site remains the heart of the fair, the Urban Hub will open Cyclingworld more fully to the public, particularly to families. Young and

old will be able to test new bikes, find inspiration, or simply soak up the atmosphere. Child-friendly testing areas, small courses, and hands-on activities are planned to make the square an experience for every generation. Just a short ride away, the Hofgarten park features a two-kilometre test track ideal for extended rides in green surroundings. The specially marked Hofgarten Test Track offers excellent conditions on public cycle paths to try out city bikes, urban gravel models or e-commuters – all in a relaxed setting, right in the city centre and still surrounded by nature. Helmets, guidance and on-site support will ensure a safe and enjoyable trial ride. The expansion is also a significant signal for the industry. The new location provides extra room for exhibitors who previously could not secure a spot at the sold-out Böhler site. As a result, Cyclingworld Europe is not only growing logistically but also evolving as a platform that unites lifestyle, technology and sustainable mobility in an urban context. The two event sites will be seamlessly connected by the public transport and cycling network. Guests can easily ride their bikes between the Böhler site and the Urban Hub or use local public transport. This way, the fair weekend becomes a genuine “ride through Düsseldorf”.



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 Böhler – 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>
Information Urban Hub unter: <https://cyclingworld.de/urban-hub/>

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