

Press Release

CYCLINGWORLD EUROPE 2026 GAINS BOSCH EBIKE SYSTEMS AS PARTNER OF THE DEMOWORLD

With Bosch eBike Systems as its new sponsor, Cyclingworld Europe presents its Demoworld in a form that is unique to date. Test rides at two locations, at Areal Böhler and at the new Urban Hub in Düsseldorf city centre, create a level of variety never seen before.

Cyclingworld Europe continues to expand its trade fair concept for its eighth edition, taking place from 20 to 22 March 2026, and has secured Bosch eBike Systems, one of the world's leading providers of eBike drive systems, as a new partner for the Demoworld. Under the name "Demoworld sponsored by Bosch", the Düsseldorf-based cycling show is offering an even more extensive test format, enabling test rides for both the general public as well as trade visitors and retailers.

"With Bosch eBike Systems as a partner of the Demoworld, we are welcoming a global technology leader and a strong driver of innovation in the field of eBike mobility, standing for quality, safety and innovation," says Stefan Maly, Managing Director and initiator of Cyclingworld Europe. "Demoworld sponsored by Bosch symbolises our ambition to further professionalise Cyclingworld while at the same time offering an experience-driven format that appeals equally to visitors and trade professionals."

During the trade fair weekend on 21 and 22 March 2026, the Demoworld will for the first time not only be located at the Areal Böhler exhibition grounds, but will also be present in Düsseldorf's Hofgarten, surrounding



the new Cyclingworld Urban Hub. This establishes a two-location test concept that is unprecedented in this form and underlines the growing importance of hands-on product experiences. At Areal Böhler alone, around 140 bike brands will be available for extensive test rides, representing an increase of approximately 40 per cent compared to the previous edition. All categories of bicycles can be tested, ranging from classic non-assisted bikes to eBikes, as well as cargo, urban, trekking and folding bikes. The offer is complemented by the Urban Hub in the city centre, where a total of five designated test tracks await visitors in the Hofgarten, including three child-friendly courses and two longer routes for adults, offering riding fun right in the heart of the city and yet surrounded by greenery.

Beyond its sponsorship of the Demoworld, Bosch eBike Systems will also be represented for the first time in 2026 with two exhibition areas and test bikes at both Areal Böhler and the Urban Hub in the Hofgarten. "At our stands, visitors can discover our latest products and digital features and then try them out directly on site in the diverse test environment of the Demoworld, experiencing the joy of eBike riding first-hand," says Tamara Winograd, Head of Marketing and Communications at Bosch eBike Systems.

With Demoworld sponsored by Bosch, Cyclingworld Europe underlines its ambition to be larger, more diverse and more professional than ever at its upcoming edition, while further strengthening test rides as a key link between product, brand and market.

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 high-resolution images are available for free download at: <https://www.kernpunktpr.de/pressebereich#cyclingworld-europe>

Further information on Demoworld sponsored by Bosch can be found here: <https://cyclingworld.de/en/demoworld/>

Press accreditation:

<https://cyclingworld.de/en/press/>

Further information on Cyclingworld Europe: <https://cyclingworld.de/en/>

Further information on Bosch eBike Systems: <https://www.bosch-ebike.com/en/>

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