

Press Release

MORE SPACE, MORE BIKES, MORE EXPERIENCES: CYCLINGWORLD EUROPE 2026 IN DÜSSELDORF

With expanded exhibition space, new halls at Areal Böhrer and the Urban Hub in the city centre, the 8th edition of Cyclingworld Europe from 20 to 22 March 2026 kicks off the cycling season in style. Numerous innovations from around 500 brands promise an inspiring experience for cycling and e-bike enthusiasts of all kinds.

Anyone strolling through Düsseldorf between 20 and 22 March will encounter an unusual sight right in the city centre: bicycles, test tracks and plenty of movement. For the first time, the eighth edition of Cyclingworld Europe is not limited to Areal Böhrer but also takes place at the new Urban Hub on Gustaf-Gründgens-Platz. Between the Schauspielhaus theatre and the Kö-Bogen, the square is transformed into an open experience space for families and curious passers-by. Children can take their first laps on safe, child-friendly areas, older kids can tackle small parcours or try out different bikes, and cargo bikes are also available for testing. Interactive stations



and small challenges ensure that visitors are not just riding, but also discovering, laughing and spending time together. Bicycle culture you can touch – right in the heart of the city and without barriers.

Those looking to dive deeper can hop on their bike or take the U76 to Areal Böhrer. Running every ten minutes, the underground takes around 15 minutes to reach the heart of Cyclingworld. The show has grown significantly here as well: nearly 400 exhibitors present new products from around 500 brands for the coming season. With eight halls instead of six, the exhibition now spans 26,000 square metres – around 8,000

square metres more than last year at Areal Böhrer alone – making the tour even larger and more varied.

New for 2026 is the Rheinriff, which joins Cyclingworld for the first time and offers space for around 70 exhibitors, some of them completely new. Big names such as Canyon, Giant and Cube are represented alongside many smaller, high-quality brands from across Europe. This mix defines the unique



character of Cyclingworld Europe: international, premium and approachable.

A central feature remains the Demoworld, which this year is presented under the patronage of Bosch for the first time. Around 90 brands provide bikes for testing, ranging from classic non-assisted bikes to e-bikes, cargo, urban and folding bikes. The area is complemented by a new

tent hosting around 30 exhibitors from ten countries, focusing on manufacturers and distinctive products.

There is also plenty to discover in the other six halls at Areal Böhler. With Shimano occupying 600 square metres, alongside Bosch, Campagnolo and SRAM, all major component manufacturers are represented at Cyclingworld Europe for the first time. As always, the show embraces a deliberately diverse concept, bringing together all facets of the cycling and e-bike world. Major international brands meet innovative smaller manufacturers, some presenting world premieres. The view of cycling culture is correspondingly broad – from upcoming seasonal trends to bike fashion, art and curiosities, as well as a varied supporting programme featuring numerous rides and races. Younger visitors are well catered for too: in the Glühofenhalle, the Puky Children's World invites kids to discover cycling in a playful way across 400 square metres.

Last but not least, the renowned Cyclingworld Award once again takes centre stage. Alongside the jury award, there is a public vote, with a special incentive this year: participants have the chance to win a Coboc touring e-bike worth €4,500. Anyone casting their vote from the start of voting until 10 March at <https://cyclingworld.de/en/awards-info/> is automatically entered into the draw.

In short, Cyclingworld Europe is bigger, more colourful and more immersive than ever – turning Düsseldorf into the international capital of cycling and e-bikes for one weekend.

Key information about Cyclingworld 2026

Dates: 20–22 March 2026 Locations: Areal Böhler and Urban Hub at Gustaf-Gründgens-Platz, Düsseldorf

Opening hours: Fri: 6 pm – 10 pm (no test rides) Sat: 10 am – 6 pm Sun: 10 am – 6 pm

Tickets: Day tickets, 2-day tickets and 3-day tickets available

Getting there:

By bike: Open, supervised and free bicycle parking available

Public transport: U70 and U76 from Düsseldorf Central Station to Lörick stop

By car: Parking is not available directly at Areal Böhler; nearby paid car parks are connected to the venue via a free shuttle service

Further information on travel, ticket prices and the programme can be found at: <https://cyclingworld.de/en/visitors/>

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>

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

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

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January 2026

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