

Key Facts 2026

Venues

Areal Böhler, Düsseldorf Urban Hub at Gustaf-Gründgens-Platz (city centre)

Event Profile

Cyclingworld Europe is an international bicycle exhibition for both consumers and industry professionals. It combines product launches, extensive test opportunities and cycling culture, and has established itself as a platform for premium brands, innovative concepts and urban mobility.

Key Figures 2026

- Exhibition space: approx. 26,000 sqm at Areal Böhler plus Urban Hub
- Exhibition halls: 8
- Brands represented: approx. 500
- Exhibitors: nearly 400
- New exhibitors 2026: 80+, including numerous major industry Players
- Additional locations: RheinRiff (64 exhibitors) and Pavilion (25 exhibitors)
- Around 100 brands participating in the Demoworld at Areal Böhler
- Expected attendance: approx. 30,000 visitors at Areal Böhler (Urban Hub not counted due to free public access)

Visitor Profile

- Approx. two-thirds consumers
- Approx. one-third trade visitors (retail and industry)
- Target groups: families, leisure cyclists, performance-oriented riders and industry professionals

Key Highlights 2026

- Urban Hub as a second exhibition location in Düsseldorf city centre
- Demoworld sponsored by Bosch with test rides at two locations
- Five dedicated test tracks in the Hofgarten, including children's courses
- Expanded exhibition areas at Areal Böhler including RheinRiff and an additional pavilion
- Cyclingworld Award featuring a professional jury prize across nine categories plus a separate public award
- Extensive supporting programme including races, group rides, bike cinema and more: <https://cyclingworld.de/rahmenprogramm/>

Opening Hours – Areal Böhler & Urban Hub

Friday, 20 March: 6 pm – 10 pm (Urban Hub open from 12 noon; no test rides at Areal Böhler)

Saturday, 21 March: 10 am – 6 pm Sunday, 22 March: 10 am – 6 pm

Travel information and ticket prices: <https://cyclingworld.de/besucher/>

Organiser

EVENTS4iDEAS GmbH

Managing Director & Initiator: Stefan Maly Co-Managing Director: Joey Stoczek

Press Programme – Friday, 20 March

From 1 pm Accreditation for CW26 at RheinRiff main entrance (from 5 pm at Schmiedehalle)

1–5 pm GROFA B2B Experience (RheinRiff)

3 pm Cyclingworld Press Tour Meeting point: 2:30 pm, RheinRiff main entrance Registration required: info@kernpunktpr.de

4 pm Cyclingworld Award Ceremony presented by FOCUS E-Bike Stage at Schmiedehalle entrance

Press & Accreditation

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

Press releases & image material:

<https://www.kernpunktpr.de/pressebereich/#cyclingworld-europe>

Website: <https://cyclingworld.de>

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 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