

Press Release

SPRING CYCLING FROM DÜSSELDORF: CYCLINGWORLD KICKS OFF THE NEW SEASON
More visitors, more exhibitors and the successful launch of the inner-city Urban Hub demonstrate how strongly cycling continues to resonate as both a lifestyle and mobility theme.

The sun is shining, people gather in front of and inside the halls of Areal Böhler, test bikes roll across asphalt and gravel everywhere, and there is plenty to discover from across the world of cycling. For three days, from 20 to 22 March, Düsseldorf presented itself at the start of spring at its most bicycle-friendly. Perfect riding weather, busy test tracks and visibly cheerful visitors defined the eighth Cyclingworld Europe – a season opener that felt more like a festival than a traditional trade fair.

Exhibitors and visitors alike made full use of the opportunity: testing,



talking shop and experiencing new technology. Gravel rides, the Brompton race, cross competitions and children's riding skills training were among the most popular programme highlights. The opening event at the new Urban Hub in Düsseldorf's city centre already proved a successful

experiment. More than 15,000 people attended, while over 500 cyclists joined the RadRave with DJ Dom Whiting, riding from the Urban Hub through the city centre to Areal Böhler.

The event also reached new dimensions at Areal Böhler itself: almost 35,000 visitors streamed through the halls, significantly more than the previous year's 27,000. Together with the Urban Hub, around 50,000 people attended Cyclingworld, including approximately 4,000 trade visitors and nearly 400 accredited media representatives from Germany and abroad. More than 6,000

test riders completed around 20,000 registered test rides – an increase of nearly 67 per cent compared with 2025.

More Than a Trade Fair: Cycling as a Growth and Lifestyle Factor

The strong attendance reflects a long-term trend. Germany's roughly 40 million households now own 90.6 million bicycles, according to calculations by industry association ZIV – a quarter more than ten years ago. Despite economic turbulence affecting parts of the industry, cycling remains a growth driver in individual mobility.

"The Cyclingworld Europe 2026 was a milestone in many respects: never before have we welcomed so many visitors, while at the same time the atmosphere was as relaxed and inspiring as rarely before," says show director Stefan



Maly. The Urban Hub in particular had "opened up new perspectives" that organisers intend to develop further together with the City of Düsseldorf.

Around a quarter of the 500 exhibiting brands came from abroad without a German subsidiary – a sign of the

fair's growing international relevance. For many brands, Düsseldorf has now become a key seasonal launch platform. "For us, Cyclingworld Europe was a complete success," says Julian Oswald of SCOTT SPORTS AG. "With strong attendance from both customers and B2B partners, the fair has become a central meeting point for the cycling industry. We are naturally also delighted about receiving the Cyclingworld Award for our Fastlane model and the strong demand in the Demoworld."

Alongside major manufacturers, smaller brands also used the platform. This mix in particular defines the character of the event. "The fair strikes an excellent balance, allowing smaller manufacturers to present themselves on equal footing with major players," says Clemens Kircher of Iumentum Cargo Cycles, whose company received a Cyclingworld Award.

The awards ceremony itself illustrated where the industry is heading: fewer radical revolutions, but many intelligent incremental innovations. "The overall quality of submitted products was impressively high," concludes jury

chairman Michael Lanz. Bicycles are increasingly developing into individual high-tech products. Paul Kefer of MUNIX Finest Bicycles summarises it succinctly: "The cheap run-about bicycle is a thing of the past. Today, a bicycle combines design, lifestyle, function and high technology."

This development was visible throughout Düsseldorf: specialised gravel bikes, urban cargo solutions, digital features and accessories for almost every lifestyle scenario. The bicycle is becoming less purely a means of transport and increasingly an expression of lifestyle.

Social engagement was also part of the event: a portion of trade visitor ticket revenues was donated by Cyclingworld, with a total of €10,000 going to the WellFair Foundation.

After three sunny days, Cyclingworld 2026 concluded not only with record figures but with a clear signal: the bicycle remains a central – and economically significant – component of modern mobility.

The next Cyclingworld Europe will take place again in Düsseldorf from 12 to 14 March 2027.

4,466 characters incl. spaces

March 2026

Full quotations and additional statements on Cyclingworld Europe 2026

Major industry players

"For HP Velotechnik, Cyclingworld was a tremendous accelerator right into the cycling season. After the long winter, it was tangible: timing, location, atmosphere and visitors' enthusiasm for cycling – everything came together perfectly. Especially for us as a manufacturer producing bikes to order, direct contact with cycling enthusiasts is of central importance. That is why we presented major new products at Cyclingworld for the first time – and we must say: our appearance in Düsseldorf was absolutely worthwhile!"

Alexander Kraft, Press Officer, HP Velotechnik

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Julian Oswald, Marketing Manager, SCOTT SPORTS AG

"In a fantastic atmosphere and excellent weather conditions, the large number of visitors experienced, tested and discussed our products and digital features at our stands. Cyclingworld Europe 2026 demonstrated that e-bike riding connects people. We were very pleased to be part of it," says *Tamara Winograd, Head of Marketing and Communications, Bosch eBike Systems.*

Underdogs and smaller players in the industry

"I am delighted with Cyclingworld. Great atmosphere, interesting conversations and an excellent presentation opportunity for us as a young bicycle brand. We will be back."

Sebastian Baldauf, Founder, BALDISO Bikes

"Cyclingworld is the highlight of our annual calendar and marks the moment when the season truly begins for us. The fair achieves a remarkable balance, allowing smaller manufacturers like us to present ourselves on equal footing with major players."

Clemens Kircher, Founder and Managing Director, Iumentum Cargo Cycles (Saxony), Gold winner in the Cargo Bike category and 'Product of the Year' at the Cyclingworld Awards 2026

Cyclingworld Award expert jury

"The overall level of submitted products was pleasingly high – particularly in the categories Fashion & Accessories and Parts, Components & Tech, where a clear step forward was visible. There were no complete 'game changers', but many innovative details."

Michael Lanz, Chairman of the Cyclingworld Award jury

"The cycling industry has also faced crises in recent years. However, the dynamic development of Cyclingworld and the many new products and ideas show that cycling is alive and remains an important part of individual mobility. The trend is towards specialised products for every taste and need. The cheap run-about bicycle belongs to the past. Today, a bicycle is an individual product combining design, lifestyle, function and high technology

– complemented by an entire universe of accessories for every life situation.”

Paul Kefer, Jury member and Managing Director, Munich Finest Bicycles, Munich

Press information and print-quality images are available for free download

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

Key facts download: <https://www.kernpunktpr.de/cyclingworld-europe-key-facts-2026-2>

Further information: <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.

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