

Press Release

CYCLINGWORLD KICKS OFF THE NEW CYCLING SEASON

With a Night Ride led by a bike DJ, races, talks and film screenings, Cyclingworld Europe returns from 20–22 March as an immersive platform celebrating cycling culture – turning Düsseldorf into a meeting point for the international scene, families and industry professionals alike.

For now, things remain quiet at Areal Böhler. But in just a few days, hall doors will open, final installations will be secured and test tracks marked out. From 20 to 22 March, an event many cycling enthusiasts have firmly marked in their calendars will once again take place: Cyclingworld Europe officially launches the new cycling season in Düsseldorf.

Now in its eighth edition, the show is expanding significantly. Alongside



the established venue at Areal Böhler, the free-to-access Urban Hub at Gustaf-Gründgens-Platz in the city centre joins the event for the first time. Additional areas such as the RheinRiff and a new pavilion further expand the exhibition both physically and conceptually. Around 30,000 visitors are expected at Areal

Böhler alone, including trade professionals, industry representatives, ambitious amateur riders, leisure cyclists and families.

Anticipation is also growing for show director Stefan Maly: “For many brands and visitors, Cyclingworld marks the true start of the season. The diversity has never been greater – and never before have so many international key players and promising newcomers shared one stage.”

Cyclingworld increasingly positions itself as a hybrid of trade fair, festival and testival – reflected not only in the more than 500 brands represented, but especially in its extensive supporting programme.

A glowing opening to a shining event

When a glowing cycling rave rolls through Düsseldorf's city centre on Friday evening, it is no coincidence but the official start of a weekend dedicated entirely to cycling. Accompanied by music, lights and hundreds of riders, the collective ride leads from the Urban Hub near Schauspielhaus theatre to Areal Böhler. The procession is led by British DJ and cycling influencer Dom Whiting, and anyone keen to join is welcome.

The Night Ride marks the official opening of Cyclingworld Europe 2026 and



perfectly illustrates the event's philosophy: not merely presenting cycling culture, but making it tangible and experiential. The ride forms part of the "Own The Night" initiative, promoting visibility and mutual respect in road traffic. Illuminated bikes and helmets create a moving ribbon of light through

the city – a symbolic link between the new Urban Hub in the city centre and the exhibition grounds at Areal Böhler.

The exhibition itself has also grown considerably. Expanded space has attracted more exhibitors to Düsseldorf, including more than 80 new participants – among them major industry players – presenting innovations for the 2026 season alongside a wide range of side events.

Those seeking action can take part in "Brompton x Cyclingworld – Racing the Fold", a Le Mans-style race on folding bikes: run, unfold and then race flat-out for 15 minutes around the venue. Lycra is discouraged, creative outfits encouraged. Winners earn a starting place at the Brompton World Championship in London.

Business topics also feature prominently. At the "Cargo Dates Business Special", companies meet cargo bike manufacturers in a structured speed-dating format. Particularly for last-mile logistics, cargo bikes are increasingly viewed as a fast and cost-efficient alternative to vans. Another B2B highlight follows on Sunday with the "Women in Cycling Germany Networking Breakfast", bringing together female industry professionals for

exchange and inspiration before a guided trade fair tour highlighting innovations from a female perspective.

A further highlight will be the appearance of ultracycling legend Christoph Strasser. The six-time Race Across America winner will speak on Sunday about his transition into unsupported racing and why progress often begins where comfort zones end.

The programme also includes gravel and cyclocross races, children's MTB competitions, test tracks, talks, art projects and countless opportunities to try out new bikes firsthand. In short: Cyclingworld not only showcases where the cycling industry is heading, but also why the bicycle has long become far more than a means of transport.

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

Key Information – Cyclingworld Europe 2026

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

Opening Hours: Friday: 18:00–22:00 (no test rides at Areal Böhler; Urban Hub open from 12:00) Saturday: 10:00–18:00 Sunday: 10:00–18:00

Tickets: Single-day, 2-day and 3-day tickets available.

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/>

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

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

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.

4,111 characters incl. spaces

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