



Motobike Istanbul and Eurobike Istanbul concluded with over 148 thousand visitors and record participation

Organized by Messe Frankfurt Istanbul, Motobike Istanbul and Eurobike Istanbul closed their doors following an intensive four-day program held simultaneously at the Istanbul Expo Center between April 22-25, 2026. The gathering, where the region's leading organization Motobike Istanbul was held for the 18th time, and the Istanbul leg of the world's largest bicycle trade fair Eurobike took the stage for the first time, brought the motorcycle, bicycle, and micromobility sectors together under a single roof by removing the boundaries.

Officially commencing with a ceremony featuring speeches by the Republic of Turkey's Minister of Industry and Technology, Mehmet Fatih Kacir, and Deputy Minister of Interior, Ali Çelik, on its opening day, the fair became the international showcase of the sector together with Eurobike Istanbul, which garnered interest beyond expectations in its first gathering. On the same day, the Turkey Bicycle Declaration, Turkey's first national bicycle policy document, was announced to the public.

During the four-day organization, while more than 148 thousand visitors attended the fair, 174 exhibitors and over 500 brands came together with professionals.

Performing the opening of the fair, the Minister of Industry and Technology, Mehmet Fatih Kacir, stated in his speech, *"We continue to take steps to spread the tremendous leap we have achieved in the automotive industry to all branches of mobility. We have a strong production capacity and infrastructure in the bicycle and motorcycle sector; with our investment incentives, we have paved the way for 106 projects of motorcycle and bicycle industry companies with an investment volume of 16 billion liras. The e-bike market, which is currently at the level of 20 billion dollars, is projected to reach 90 billion dollars by 2030; we see a similar picture in the electric motorcycle market. Together, we will continue to build a high value-added, innovative, competitive, and sustainable production infrastructure in motorcycle and bicycle production."*

Deputy Minister of Interior Ali Çelik, in his speech, said, *"As the Ministry of Interior, we particularly emphasize that our most important priority is the life safety of motorcycle and bicycle users; we state that obeying traffic rules is of vital importance. Unfortunately, 1,675 of our citizens lost their lives in motorcycle accidents in 2025. This picture clearly reveals how critical the measures to be taken and compliance with the rules are. We invite all our riders to act more carefully and responsibly."*

Messe Frankfurt Istanbul General Manager Tayfun Yardım stated, *"We are rightfully proud to organize Motobike Istanbul, the region's leading organization, for the 18th time. Crowning our fair, which grows every year with the great interest shown by our sector, with a much more*

visionary step this year, we brought the world's largest bicycle fair, Eurobike, to Istanbul for the first time after Germany. I wholeheartedly thank all our supporting institutions who contributed to the realization of this giant organization, where we brought the motorcycle, bicycle, and micromobility sectors together under a single roof by removing the boundaries."

World Bicycle Industry Association and Turkish Bicycle Industry Association President Bayram Akgül stated in his speech, *"We are proud to organize Eurobike's first fair in Turkey. Today we are not just celebrating the opening of a fair, we are marking a beginning. Eurobike Istanbul, in its first edition, shows that there is a serious energy and a serious potential regarding bicycles in Turkey. Our goal is for this fair to grow even more every year and for Istanbul to become the regional meeting point of the international bicycle sector. With this fair, we are starting a journey; we invite you all to be a part of this journey."*

Başarı Erbaş, Chairman of the Board of the Motorcycle Industry Association (MOTED), stated: *"The motorcycle sector, along with its developing sub-industry, is on the verge of transforming into a fully-fledged industry. In 2025, 885,261 motorcycles were registered in our country, and this high momentum is being maintained with 119,634 sales in the first quarter of 2026. Global two-wheeler production is projected to reach 90 million units by 2030; we believe that Turkey will be one of the countries taking the largest share of this growth with its young population, growing economy, and strong production infrastructure."* Meanwhile, Fatih Bayraktar, Chairman of the Board of the Motorcycle Manufacturers Association (MOTODER), noted: *"The micromobility sector is not merely a field that responds to transportation needs; it is a strategic sector that creates employment, supports exports, accelerates technological development, and offers sustainable solutions for urban life. This fair is located right at the heart of this ecosystem, bringing together countries, brands, and industry stakeholders."*

Turkey Bicycle Declaration and sectoral panel

The Turkey Bicycle Declaration, announced to the public on the day of the opening ceremony and prepared with the support of BISED, the Cyclists Association, the Common Mind in Traffic Projects Association, and BUGEPE, aims to create a national policy by positioning the bicycle as an instrument for transportation, health, climate action, and economic development. The declaration, which is planned to be signed at an official level during the COP31 process to be held in Antalya in November 2026, presents a critical vision for Turkey to reflect its power in bicycle production to the domestic market and regional exports.

In the panel titled "Roadmap in Bicycle Transportation — Security, Incentives, and Infrastructure" organized within the scope of the declaration, academics and sector experts came together. In the sessions where topics such as continuous bicycle path infrastructure, financial incentives like tax reductions, and the integration of bicycles into public transportation came to the fore, the billions of liras of economic contribution that the widespread use of bicycle transportation will provide to Turkey and the importance of safety were emphasized.

New models, special designs, and events

In the organization, which turned into the biggest show of strength of the two-wheeler world, visitors had a complete fair experience. While the participating companies exhibited their newest models and products, the fairground practically turned into an experience with raffles, award-winning competitions, and workshops. In the panels organized within the

scope of Motobike Academy, experts in their fields shared their knowledge with motorcycle enthusiasts.

Custom-made and record-breaking motorcycles exhibited in the fairground attracted great attention. While the Bimota Tesi H2, one of the fastest hyper motorcycles in the world with its legendary supercharged engine, exhibited at the Kawasaki stand, fascinated performance enthusiasts; the Lamborghini concept model, among the most expensive motorcycles in the world located at the TT Custom stand, became the center of attention for visitors.

In the organization that brought together the pioneers of both industries, world giants such as Ducati, KTM, Vespa, Suzuki, Kawasaki, Triumph, Peugeot, KYMCO, Husqvarna, SYM Motors, and BMW Motorrad (Kosifler Oto) made a splash on the Motobike side; while on the Eurobike side, the leading brands of the bicycle sector such as Salcano, Corelli, Aslı Bisiklet, Ümit Bisiklet, and Kron showcased their most innovative products.

All eyes are already on next year's great gathering

Successfully leaving behind this year's gathering with visitor records, strong business connections established, and national vision documents announced, Motobike Istanbul and Eurobike Istanbul proved that two-wheeled transportation is not just a passion but the strongest mobility solution of the future.

Hope to meet again in 2027!

Motobike Istanbul – The meeting point of motorbike enthusiasts

Eurobike Istanbul – The new hotspot for the world of cycling and ecomobility

22–25 April 2026, Istanbul Fuar Merkezi

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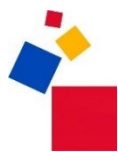
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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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