



Double excitement in the two-wheel world: Motobike Istanbul and Eurobike Istanbul open their doors on April 22-25, 2026

The route for the motorcycle, bicycle, and micro-mobility sector is being drawn anew. Bringing together the latest technologies, stunning designs, and a passion for riding, Motobike Istanbul is preparing to welcome visitors for the 18th time at the Istanbul Fair Center between April 22-25, 2026. The biggest surprise of this year's organization is that the Eurobike Istanbul fair will be held concurrently for the first time. Brought to life by the organization of Messe Frankfurt Istanbul, this grand gathering appeals to a wide audience ranging from industry professionals to daily users, presenting a massive ecosystem that shapes the future of the two-wheel world.

The global giants taking their place among the exhibiting brands that will make waves on the exhibition floor this year have also been announced. Renowned names such as Ducati, KTM, Vespa, Suzuki, Kawasaki, Triumph, Peugeot, KYMCO, Husqvarna, SYM Motors, Aprilia, and BMW Motorrad, participating with Kosifler Oto, will showcase their striking designs and newest models. Organized with the valuable support of MOTED, and MOTODER, Motobike Istanbul is crowned with a robust sponsor network once again. Motul takes on the Main Sponsorship of the fair, while Borusan Next as the Trading Sponsor, Power App as the Radio Sponsor, S Sport Plus as the Media Sponsor, and Tech 90 as the Clothing Sponsor elevate the event's energy to its peak.

After achieving record-breaking success last year by hosting more than 350 brands and a total of over 136 thousand visitors, including more than 12 thousand international attendees, the organization is setting its goals even higher this year. Continuing to be a global center of attraction with increasing foreign participation and the China and Pakistan pavilions taking place for the first time this year, the exhibition will offer a much more comprehensive discovery area for its visitors in halls 2, 3, 4, and 8, thanks to its expanding volume. Visitors will not only examine the new models but also keep a finger on the pulse of the industry during the panels organized within the scope of Motobike Academy. At this year's events, inspiring figures such as Zafer Akçay, Tarhan Telli, Orkun Olgar, and Nasuh Mahruki will share their expertise and experiences with motorcycle enthusiasts.

From the power of traditional internal combustion engines to the silent performance of electric vehicles, all kinds of riding technologies will take their place on the exhibition floor. While industry players find the opportunity to bring their newest products directly to the consumer and expand their international market share, visitors will have the chance to experience helmets, protective gear, performance-enhancing spare parts, and innovative accessories all under one roof. Trendsetting launches and exclusive fair campaigns create a comprehensive discovery area for enthusiasts.

The Summit of the Global Cycling Ecosystem, Eurobike, is in Istanbul for the First Time!

Bringing the world's largest bicycle and accessories fair to Istanbul after Germany, Eurobike Istanbul opens its doors in Hall 1 of the Istanbul Expo Center with the sectoral support of BISED and WBIA and the media sponsorship of Cyclist Türkiye. The exhibition will present a wide range of products to enthusiasts, from e-bikes and outdoor sports equipment to urban bicycle solutions and micro-mobility products.

Leading manufacturers of the sector, such as Salcano, Korelli, Aslı Bisiklet, Ümit Bisiklet, and Kron, will also take their place among the exhibiting brands of Eurobike Istanbul with their most innovative products. Eurobike Istanbul, where supply chain opportunities in the e-mobility market will be discussed and new commercial bridges will be built through face-to-face meetings, promises a visionary technology and trade platform for the bicycle industry.

For those who want to witness this comprehensive global gathering and closely follow the latest developments in the sector, visitor tickets are now on sale via Biletix. Furthermore, a single ticket purchased from Biletix provides entry to both the Motobike Istanbul and Eurobike Istanbul fairs, promising attendees an uninterrupted exhibition experience that eliminates boundaries.

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

For more information:

www.motobikeistanbul.com.en

www.eurobikeistanbul.com.en

Follow us on social media:

<https://www.instagram.com/motobikeistanbul/>

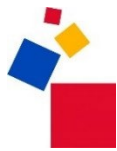
<https://www.linkedin.com/showcase/motobike-istanbul>

<https://www.facebook.com/motobikeistanbul/>

<https://twitter.com/motobikeist>

<https://www.instagram.com/eurobikeist/>

<https://www.linkedin.com/showcase/eurobike-istanbul/>



Your contact:

Melisa Matlum Bileke

Tel.: +90 216 384 50 50

melisa.bileke@turkey.messefrankfurt.com

www.messefrankfurt.com.tr

Messe Frankfurt Istanbul Ltd. Şti.

Bostancı Mah. Yazmacı Tahir Sk.

No: 50, Kadıköy, İstanbul, Türkiye

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).

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