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Final Report

Upbeat start to the season on Lake Constance – 46,300
motorbike fans at the international motorcycle trade fair –
exhibitors report numerous sales and new customers

Crowded halls and full program of events: Record attendance at Motorcycle World Lake Constance

Friedrichshafen, Germany – Motorcycle fever in Friedrichshafen: Some 46,300 visitors (2017: 44,940) allowed themselves to be fascinated by motorbikes and accessories of all kinds at the last three days of Motorcycle World Lake Constance. A total of 312 exhibitors provided a comprehensive overview of the market and got everyone in the mood for the coming season with motorcycles, equipment, and the latest technology. “There was more activity in the halls than ever before, and the atmosphere among exhibitors and visitors was overwhelming. Motorcycle World Lake Constance has thus further strengthened its position as the largest and most important motorbike event among the consumer fairs in southern Germany, Austria, and Switzerland,” says exhibition CEO Klaus Wellmann. In addition to the new Customizing Hall with numerous rebuilt motorcycles, the riding activities were particularly popular, ranging from the FMX Jumps of the Wrecking Crew to supermotor races.

Over the course of three days, 878 exhibited motorcycles, more than 40 different show acts, numerous talks, and six courses transformed the fairgrounds into a world of adventure for fans of motorbikes. For the current edition of the exhibition, the motorcycle travel area “Bikers Welcome” was further expanded, along with the area dedicated to the the topic of



motorcycle alterations, “Screwdrivers Customizing Area.” “Visitors and exhibitors alike are enthusiastic about our new thematic focal points. The new hall structure was well received and the stages for talks were well attended in both halls,” reports Project Manager Petra Rathgeber.

The same was true of the exhibitors: “The response in the newly designed Customizing Hall was very good. I was fascinated by the atmosphere in the hall and the interaction with the visitors,” says Marco Köhlmeier, member of Cafe Racer Classic Bikes. Peter Herschmann, co-organizer of the new thematic focus, adds: “The Customizing Area was very popular; the atmosphere was great and the program on stage was well received. Visitors came not just to look around but to talk with other enthusiasts, taking many ideas home with them.” A total of 48 modified and souped-up motorcycles participated in the Best Bike Award competition.

Elke Schäfer, marketing and sales for Road Concept / MotorradStrassen.eu, exhibited in the Travel Hall: “Our informational materials and our tour maps were almost completely gone on Saturday – demand has never been as crazy as it was this year. We like to come back to Motorcycle World Lake Constance every year. We enjoy the pleasant and hospitable crowd here in southern Germany.”

Both dealers and manufacturers reported many interested visitors and sales: “The fair went very well from start to finish. The hall corridors were full. The quality of the discussions we had here at the booth was also very good. You can tell that the visitors are well informed and very far along in their decision-making process. Our dealers here at the stand were making brisk sales. We give a very positive assessment of the fair. We’ll be back,” says Oliver Willand, Director of Marketing and Public Relations for Germany and Austria, Triumph Motor Deutschland GmbH.

Isabell Brändle, Managing Director of Honda Rothmund, adds: “We were again very satisfied and had many visitors to the stand, and the interest in our new models was great. As in previous years, we expect good follow-up business, which can continue to play out for up to half a year. Since 2011, we have regularly been exhibitors at Motorcycle World Lake Constance, and that will remain so in the future.”

Among pleasant temperatures, nearly 2000 motorcycle fans rode their bikes

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directly onto the exhibition grounds as so-called polar bears.

Biker dreams will come true again at the next Motorcycle World Lake Constance from January 25 to 27, 2019. For more information, visit www.motorradwelt-bodensee.de and www.facebook.com/motorradweltbodensee.



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