



Exhibitor Comments on Motorradwelt Bodensee 2025

Christian Schmiedl, District Manager Southwest Kawasaki Motors Europe N.V.:

“The trade fair went well for us, attracting a substantial number of visitors. The visitor count seems to have risen somewhat in comparison to last year. The fair visitors are looking forward to the new season and are eager to see the new vehicles we are exhibiting here. We even managed to sell some of our new products multiple times. Our primary new product launch, the Kawasaki Z 900, was exceptionally well received and consistently surrounded by interested crowds. It’s going to be a really strong year. For me, Motorradwelt Bodensee is one of the best regional trade fairs in Germany. From our perspective, motorcycling is also about the community that comes together in real life. We really appreciate the exhibition grounds in Friedrichshafen as a location due to the ample space available for setup, breakdown, and loading and unloading. I’ve been participating in this trade fair for 16 years and would love to come back again next year.”

Harald Mahle, Managing Director of Mahle Zweiräder GmbH:

“We are delighted that we were able to welcome so many qualified visitors to our stand at Motorradwelt Bodensee 2025. It’s busier than last year. It’s great that the trade fair visitors showed a keen interest in the new BMW models on display and visited us at the booth with serious intent to make a purchase. Motorradwelt Bodensee is very important for us dealers in the region. Thanks to the strong supporting program, visitors can enjoy a wide range of activities throughout the event, with something happening almost every hour.”

Sabine Heckelmiller, Authorized Officer at Held GmbH:

“We had many interested parties and customers at our booth each day. We truly sense that there is much more going on than last year. This can likely be attributed to the increased number of exhibitors present on site once again. We think the new opening hours of the trade fair are excellent, with the halls now opening at 9 a.m., a change that has also been well received by visitors.”

Dirk Schlenker, Owner of Royal Enfield Fischbach powered by Quadhouse:

“We are thrilled with the success of Motorradwelt Bodensee this year. Our stand was bustling with visitors, who showed great interest in our Royal Enfield motorcycles. The aisles within and between the halls were also quite crowded. Many were already motorcycle owners who were toying with the idea of purchasing a small, lightweight bike as a second vehicle. We are very satisfied with the event overall.”

Detlef Achterberg, Sales Manager at Wunderkind Custom:

“The trade fair went very well for us. Not only was the venue crowded, but we also had a keenly interested audience on hand. We are exhibiting a new vehicle for our sector here, marking a premiere, and the feedback has been overwhelmingly positive. As this is a new launch, I am using this opportunity to gauge customer feedback. While our focus is primarily on Harley and Indian, the scooter represents an entirely new venture for us, as we have observed that many of our customers who ride large Harleys also own this Vespa GTS scooter. We are therefore using the trade fair for the debut of this vehicle in order to assess customer responses. The Friedrichshafen trade fair location in the border triangle region holds significant potential. I am reaching out to a large number of people who come from further afield, including Austria and Switzerland. The trade fair has consistently attracted a high-quality audience, thanks in part to the many Swiss attendees, who are valued for their strong purchasing power.”

Hans-Jürgen Schneider, Managing Director of Quadmania (co-exhibitor of Talaria & Tromox):

“The trade fair was fantastic for us. We’ve seen an increase in customers compared to last year. I also found the supporting program to be more well-rounded and better overall. We had highly engaging and productive conversations with visitors. I’ve been attending Motorradwelt Bodensee for as long as I can remember – initially as a paying customer and now also as a supporter – so it would be unimaginable for me not to come here. Friedrichshafen is an attractive destination for us and worth the considerable journey every year. We will definitely be back again next year.”

Oliver Starklauf, Sales Manager at Quadix:

“This year marked my fourth time as an exhibitor at Motorradwelt Bodensee, and I must say: For me, it’s the best trade fair of all. Everything runs very smoothly, and we have the opportunity to assist our dealers in our capacity as manufacturers. We really enjoy it. Due to our location in the border triangle region, we also attract many customers from Switzerland and Austria to our stand. As one of the few exhibitors showcasing electromobility products, we experienced a strong turnout at our booth.”

Jan Schmitz, Co-Managing Director of BikerBetten:

“The trade fair went very well for us. We’ve had a lot of sales, and some of our products have already sold out. Our general impression of the Travel Hall is favorable. We participate in only four major trade fairs, and Motorradwelt Bodensee has been a key event for us for many years. Trade fairs play a crucial role for our hotel customers, and we act as their representative there.”

Visitor comments

laetitia_maus via Instagram:

“We also had a wonderful day at the trade fair today. Engaging presentations, fantastic shows, etc.”

Carsten Meyer via Instagram:

“We really liked it. People were finally able to see and physically experience what had previously been accessible only through the media and on social media platforms. It was an eventful day for us with inspiring booths to recharge our enthusiasm.”

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About *Motorradwelt Bodensee*

As the premier motorcycle trade fair in the DACH region, *Motorradwelt Bodensee* will kick off the new season in January, igniting excitement for the upcoming biking

adventures. The trade fair features three days filled with action, special offers, innovations, and trends focused on motorcycles, scooters, trikes, quads, and creative vehicle modifications. Tours, shows, test tracks, and a lecture stage complete the offer. Motorradwelt Bodensee stands out due to its unique blend of trade fair, event program, and live platform for the community.

About Messe Friedrichshafen

Messe Friedrichshafen GmbH is one of Germany's leading trade fair companies and is located at the scenic meeting point of four countries along the shores of Lake Constance. Founded in 1950 to bolster the region's economy, it has made a name for itself worldwide as an organizer and marketer of leisure and trade exhibitions. Its extensive portfolio includes congresses, corporate and sporting events, television productions, and live concerts. Each year, Messe Friedrichshafen attracts hundreds of thousands of visitors and thousands of exhibiting companies from more than 100 countries to Lake Constance. With a total of 87,500 m² of exhibition space, the venue features twelve exhibition halls, two multifunctional foyers, and two outdoor areas in the inner courtyard measuring 15,500 m². Additionally, the Static Display area spans 20,000 m² and provides exceptional opportunities for engaging and dynamic trade fair experiences. The exhibition grounds, which are compact in design and feature the Fair Lake adjacent to the airport as well as halls equipped with hangar doors, can accommodate a wide range of possible uses.