

## Welcome to the German Bicycle Industry



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As the national representative for the German and international bicycle industry, the ZIV is a strong voice for the entire bicycle ecosystem, including importers and wholesalers, established businesses and start-ups.

In 2023, we celebrated the 135th anniversary of the ZIV and its predecessor associations. Over the years, we have experienced economic and political highs but also crises. Today the outlook for our industry and bicycles is promising: More than 80 million bicycles make up the largest vehicle fleet in Germany. 77% of the population of Germany uses a bicycle. Every day, more journeys are completed by bicycle than by all other modes of public transport combined. We have long since successfully achieved electrification and added 11 million electric vehicles to the fleet without receiving a single cent in government subsidies. A growing number of people are switching to using a bicycle and this brings tremendous growth potential with it for the fascinating products that our industry offers!

We're the leading vehicle industry in this country in so many ways. Our story has really only just begun!

*Burkhard Stork*



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## Advocacy work for a strong German and international bicycle industry

The ZIV brings together around 130 member companies and represents them vis-à-vis lawmakers in Germany and the EU, the German government, authorities, media, institutions and organisations. In 2023, 90% of the bicycles and e-bikes produced in Germany came from ZIV member companies.

The association's work encompasses a diverse range of tasks that are evolving with the growing significance of bicycles and e-bikes in everyday life, leisure and sport, and as an indispensable service provider for the mobility of the future. With the new role of bicycles, the industry's economic importance is also increasing. Germany is the largest market for bicycles and e-bikes in Europe. Our members are among the global innovation leaders for e-bike technology. Every year, German bicycle companies export around two million bicycles and e-bikes. The German bicycle industry employs more than 300,000 people directly or indirectly.

## Focus on safety and uniform international standards

The safety of the products the bicycle industry offers is of utmost importance to us. Hence standardisation of the safety regulations on the German (DIN), European (CEN) and international (ISO) levels forms a central part of our work. These days, European and international standards exist for almost all bicycle-related products, ensuring a reliable basis for production and sales.

The ZIV chairs or is involved in countless technical committees. Technological advances and the market success of e-bikes are contributing extensive additional momentum: Special working groups are addressing key issues – from standardisation and risk analysis to battery disposal and the transport of hazardous goods.

## The political voice for bicycles and e-bikes in Germany and Europe

The ZIV represents the interests of its members on the state and federal levels as well as on the European level as a member of the Confederation of the European Bicycle Industry (CONEBI). In the political dialogue within Germany (on the legislative, executive and administrative levels), the ZIV ensures the most favourable possible positioning of all aspects relating to bicycles and e-bikes.

We are committed to improving the framework conditions for bicycle usage and work closely with political decision-makers to implement attractive economic and industry policies for Germany as a bicycle location. One central goal is to gain legal and social recognition for bicycles as a mode of transport of equal value to other modes of transport. For they can help to solve a number of pressing political and social challenges. Beside walking, they offer the most environmentally friendly, space saving and healthy form of mobility. Hence bicycles should top the political agenda – we are committed to achieving just this.

## Active positive agenda setting

The importance and appeal of bicycles continue to grow some 200 years after their invention. The ZIV actively engages in agenda setting and communicates accordingly with the aim of promoting the image of bicycles and e-bikes among all relevant target groups and the general population.

Measures range from media work with press conferences, background discussions and press releases through communication on social media to trade fair appearances, industry events and cooperations with countless different partners. The advocacy work also involves intensive active internal communication via digital channels and in-person formats to ensure a close exchange and a good level of information among members.



**BIKE NATURE MOVEMENT:**  
**initiative for cycling in nature**

The ZIV partnered with the German initiative for mountain biking (DIMB) and the Mountain Bike Forum Germany to launch the BIKE NATURE MOVEMENT. It receives strong support from companies active in the bicycle industry.

The initiative aims to establish a competent common voice for mountain biking and to lend greater visibility and political weight to cycling in forests and the great outdoors on the German and European levels. It focuses on setting the legal basis for cycling in the great outdoors, networking and informing on mountain biking as well as on helping associations, municipalities and the tourist industry to develop more and above all better offers for bikers.

Benefits of mountain biking include a more active lifestyle, proximity to nature, sustainability and better health. More than 16 million people in Germany enjoy mountain biking and the number of people who mountain bike regularly actually exceeds the number of people who play football regularly (3.82 million vs. 3.2 million).

**aufsRadsetzen initiative:**  
**communicating the benefits of cycling**

Several partners are working together within the aufsRadsetzen initiative to promote cycling in Germany. Launched in 2024, this initiative aims to raise awareness for the many benefits of cycling and to show how it can play a crucial role in the mobility transition.

Bicycles are far more than just a means of transport. They are also an important economic and tourism factor for local businesses. At the same time, cycling promotes good health, helps to reduce noise and air pollution and traffic jams, and contributes to environmental protection.

The aufsRadsetzen initiative seeks to draw the attention of policymakers and the general public to cycling and calls for everyone to get involved. All stakeholders from the cycling industry are invited to share the many good reasons for cycling. An overview of relevant topics together with facts and figures and free downloadable campaign materials are available on aufsRadsetzen.de.



**aufsRadsetzen.de**



## We represent the entire bicycle ecosystem

The German bicycle industry is doing well with its products. Despite the current economic and political challenges in Germany, Europe and the wider world, it is demonstrating its strength and position as an industry of the future in an impressive manner.

The ZIV today represents the entire bicycle ecosystem. All companies that manufacture or distribute bicycles, EPACs, e-bikes, related vehicles, parts or accessories as well as bicycle-related products and services in the Federal Republic of Germany are invited to join the association.

Other players involved in the cycling industry are also able to join the ZIV. These include testing institutes and technical offices, manufacturers of testing equipment, experts and professorships, planners and implementers of transport facilities as well as sport and event organisers, and companies from the tourism sector such as bike parks and bicycle insurers. Fledgling companies and companies still in the start-up phase active in bicycle-related fields are welcome, too.



The industry in figures: ZIV market data

The ZIV has published the business figures for the German bicycle industry every year for more than 50 years now. The ZIV market data is an indispensable source for surveys, monitoring and analyses of developments within the industry and also provides outlooks on trends and the future of the market.

Despite the generally negative consumer climate, bicycle production and sales attained a very high level in 2023 that was comparable to the bicycle boom year of 2020. The number of bicycles and e-bikes in Germany reached a record 84 million (2022: 82.8 million). Of these, around 11 million were e-bikes.

E-bikes are driving the bicycle industry – in almost all product categories. In 2023, more e-bikes (2.1 million or 53%) were sold in Germany than conventional bikes (1.9 million or 47%) for the first time.

The latest ZIV market data is available on [ziv-zweirad.de](https://ziv-zweirad.de) or can be accessed via this QR code:



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