



New gravel event at Ewald colliery in September 2025

Germany's largest „Gravel Ground“

From 26th to 28th September 2025, the Ewald colliery in Herten will be transformed into a huge playing field for the national and international gravel scene. In the midst of impressive industrial culture, the new "Gravel Ground by Maxxis" event will attract cycling fans to the unused coal mine for three days with an attractive expo, many racing formats, workshops and culinary highlights. The event is organised by Delius Klasing, Europe's largest publisher of cycling media.

Bielefeld/Munich, November 18, 2024. "We are absolutely thrilled to host a brand-new, spectacular three-day event for the ever-growing gravel community at Zeche Ewald. With our event *Gravel Ground by Maxxis*, we want to create an all-around exciting experience for every gravel enthusiast, together with many partners from the industry," explains Janina Schmitz, Event Director at Delius Klasing, describing the concept behind *Gravel Ground*. "The Zeche Ewald, located in the heart of the Ruhr region, offers the perfect setting for this," Schmitz adds. Axel Biermann, Managing Director of Ruhr Tourismus GmbH, which will support the event as a destination partner, is also looking forward to late summer 2025: "As gravel biking is becoming increasingly important in the cycling tourism strategy of the Ruhr Metropolis, we are delighted that *Gravel Ground* will continue to be Germany's leading gravel event – right here in our region."

Alongside the latest bikes and product trends showcased at the expo, the premier of the Gravel Ground from 26th to 28th of September will put a strong focus on free bike testing on-site, as well as hands-on workshops, technical seminars, and guided rides on historic trails. A vibrant cultural and music program, along with a diverse selection of food and drink options, will round out an unforgettable gravel weekend.

Delius Klasing, a leading special-interest publisher, is home to renowned cycling media such as *BIKE*—the mountain biking magazine, *TOUR*—the road cycling publication, and *MYBIKE*—geared toward everyday and recreational riders. The publisher also boasts an extensive catalog of cycling-related books. Beyond its publishing expertise, Delius Klasing has long been a key player in the cycling



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event scene, organizing high-profile events like the *TOUR Transalp* stage race, the *BIKE Festival Willingen*, and the *BIKE Women Camp*.

For the realization of *Gravel Ground*, the Delius Klasing event team is partnering with Hamburg-based event specialists *Yunique*, who will serve as the on-site executing agency. Exhibitors interested in booth packages, stand sizes, and pricing can reach out to Jan Leschinski from *Yunique* at +49 40-3197929-19 or via email at leschinski@yunique.de.

For more details on the event program, visit: **www.gravel-ground.de**.



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