

PRESS RELEASE



Kick-off for the Innovation Awards of the Bike and Future Mobility Industry

EUROBIKE AWARD 2024: Application phase begins

Friedrichshafen/Frankfurt am Main – EUROBIKE is recognized nationally and internationally as the most important bicycle and mobility trade fair. The EUROBIKE AWARD honors the most relevant and innovative products and concepts in the industry. At the 32nd edition of the trade fair from 3 to 7 July 2024 in Frankfurt am Main, the winners will be highlighted on site and in the media and will be chosen at an awards ceremony. The registration portal for the EUROBIKE AWARD 2024 is now open.

From sustainable material innovations for bicycles to high-performance, multifunctional e-bikes and cargo bikes to concepts to enhance the safety of two-wheeler riders in road traffic: products and visions from the bike and mobility industry play a key role towards sustainable transportation. The EUROBIKE AWARD showcases the diversity of these impactful initiatives.

"With the EUROBIKE AWARD, we are setting an example in business and society. On an international stage, we present the wide range of innovation and conceptual ideas of an industry that provides great solutions for essential needs. Therefore, I am very excited about the submissions for the EUROBIKE AWARD 2024," says Dirk Heidrich, EUROBIKE Project Manager at fairnamic GmbH. The trade fair organisation is once again cooperating with the German Design Council as an experienced design and brand authority in Germany.



Rat für Formgebung
German Design Council

Requirements and Evaluation Criteria

The EUROBIKE AWARD is aimed at companies in the bicycle and mobility industry, designers and developers. This year, a jury of eight renowned experts will select the strongest projects from the submissions in a two-stage process. In addition to the overall concept and the commercial value of the product, the following criteria are also considered in the assessment:

innovation level, functionality, design, manufacturing quality and choice of materials, as well as sustainability. Eligible products and concepts for submission encompasses bicycles, e-bikes, light electric vehicles up to 45 km/h, electric vehicles, components, accessories, clothing and accessories, digital solutions, mobility solutions and infrastructure.

Companies and industry players can now register for award participation with their new products starting now at: <https://eurobike.com/frankfurt/en/topics-and-programme/eurobike-award.html>. Here, you will find comprehensive information on the assessment criteria and special awards such as the Green Award, Start-Up Award and Gold Award. Participation in the EUROBIKE AWARD is open to everyone, regardless of whether they are taking part in the trade fair.

The Jury for the EUROBIKE AWARD 2024:

The expert panel for the new edition is composed as follows:

Prof. Dr.-Ing. Jörg Hübler, Chair of Intelligent Machine Systems, Mittweida University of Applied Sciences

H. David Koßmann, Editor-in-chief fahrstil. Das Radkulturmagazin Maike Larschow, Sales Manager Rad & Tour Cuxhaven

Daniel Rese, Designer and research assistant at the Offenbach Institute for Mobility Design (OIMD) at the Offenbach University of Art and Design

Warren Rossiter, Senior Technical Editor bikeradar

Sabine Spitz, Olympic champion, two-time world champion, four-time European champion and 20-time German champion in mountain biking

Christian Zanzotti, Designer, Zanzotti Industrial Design

Dirk Zedler, Graduate engineer, Zedler Institut of bicycle technology and security GmbH

The Award Dates Briefly:

Submission Phase EUROBIKE AWARD: 22 January to 24 April 2024

EUROBIKE AWARD Jury Meeting: 6 and 7 June 2024

EUROBIKE AWARD Ceremony: 3 July 2024



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All further information about the competition can be found on the website:

<https://eurobike.com>

About EUROBIKE:

EUROBIKE is the key platform of the bike and future mobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates spaces for exchange, new ideas, changes of perspective and strong partnerships for innovative mobility solutions and new business models. The booming and rapidly changing bicycle and future mobility industries have their common platform at EUROBIKE. It sets new standards and identifies key themes in the areas of sport, leisure, health and mobility, is constantly evolving and brings the global community together live. The 32nd EUROBIKE will take place from Wednesday, 3 to Sunday, 7 July 2024 at the Messe Frankfurt exhibition grounds. Further information at: www.eurobike.com.

About fairnamic GmbH:

With the founding of fairnamic GmbH, the Frankfurt and Friedrichshafen trade fair companies have sealed a partnership focusing on innovative mobility. Combined expertise, market knowledge, global positioning, brand strength and speed will strengthen the market position in the future markets of bicycles, e-bikes, micro mobility and general aviation. The EUROBIKE and AERO brands and their satellites form the focus of the joint venture. The aim is to expand and further develop the two leading trade fairs. Further information can be found at: www.fairnamic.com

About the German Design Council:

The German Design Council has been operating since 1953 as one of the world's leading centers of expertise in communication and knowledge transfer within design, branding and innovation. It is part of the world design community and has always contributed to the establishment of global exchange and networking, thanks to its international offering, promotion of new talent and memberships. With events, awards, jury meetings and expert committees, the Council connects its members and numerous other international design and brand experts, fosters discourse, and provides important stimulation for the global economy. More than 330 businesses currently count among its members.

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