



# EUROBIKE AWARD 2024

Factsheet

## Call to Action! EUROBIKE AWARD 2024

### The innovation award for the bike and future mobility universe

Against the backdrop of global challenges such as climate change, digitalization, urbanization and demographic change, innovations from the smart mobility world and the bicycle industry are a central building block for the sustainable mobility transition.

The EUROBIKE AWARD takes this development into account and will be further expanded for EUROBIKE 2024 following its successful relaunch last year. The world's leading trade fair, which will provide the platform for products, services and ideas

from the bike and future mobility universe at Messe Frankfurt from July 3-7, 2024, is once again cooperating with the German Design Council as an experienced design and brand authority in Germany. Submit your product and project innovations in a total of nine categories for the EUROBIKE AWARD – bicycles, e-bikes, light electric vehicles up to 45 km/h, electric vehicles, components, supplies, clothing and accessories, digital solutions, concepts, mobility solutions and infrastructure – by April 24, 2024. Prototypes and one-offs are also eligible for the award.

**You are a start-up? Even better, we support it – you will take part discounted!**

Look forward to the big Award Show on July 3 and a new central exhibition area in Future Mobility Hall 8, where all awards will be presented throughout the entire trade fair. Benefit from the reputation of the EUROBIKE AWARD and use the award as a marketing tool to position your products on the market.

**We look forward to your submissions!**



Dirk Heidrich,  
Show Director EUROBIKE



Lutz Dietzold,  
CEO Rat für Formgebung

## Who can take part?

- **Designers**
- **Developers**
- **Manufacturers**
- **Start-Ups**
- **Importers**

the bicycle and mobility industry can submit their innovations - regardless of whether they are exhibiting at EUROBIKE 2024 or not.

## Evaluation criteria

The submissions should be outstanding in the following aspects:

- **Innovation level**
- **Functionality**
- **Design**
- **Build quality and choice of materials**
- **Sustainability**



## Why take part in the award?

By winning the EUROBIKE AWARD 2024, you will receive an effective communication tool and access to a wide range of marketing services.

### Exhibition

Special public exhibition of the winning products during EUROBIKE in Hall 8

### Online Gallery

Presentation in our **Online Award Gallery**

### Award ceremony

Grand award ceremony at EUROBIKE

### Label

Use the winning label for your communication

### Social Media

Sales-promoting external impact through extensive communication services on all our channels

### Gold Award winning clips

„EUROBIKE Gold Award Winners“ will be announced at the award ceremony & receive winning clips for their social media work

## Founder and Managing Director of Egret, brand of Walberg Urban Electrics GmbH

**„Winning a EUROBIKE AWARD as a manufacturer of e-scooters is a clear sign that the bicycle industry wants to see itself as a holistic mobility industry in the future. I am honored and delighted that EUROBIKE is becoming the hub of the mobility industry. The fact that we were honored with the EUROBIKE AWARD by bicycle and mobility experts means a lot to me.“**



## EUROBIKE AWARD Jury 2024

The EUROBIKE AWARDS 2024 will be decided by an independent jury. It is made up of international experts from the bicycle, mobility and design industries.

- Sabine Spitz,  
former mountain bike athlete
- Maïke Larschow,  
Rad und Tour Cuxhaven
- Dipl. Des. Daniel Rese,  
Offenbach Institute for Mobility Design
- Christian Zanzotti,  
Designer
- David Koßmann,  
Editor in chief fahrstil
- Warren Rossiter,  
Senior Technical Editor Bikeradar
- Prof. Dr.-Ing. Jörg Hübler,  
University Mittweida
- Dipl.-Ing. Dirk Zedler,  
ÖBUV-Expert for bicycles and e-bikes



## What does participation cost me?

- Exhibitors at EUROBIKE 2024  
Participation fee: 460€
- Non-exhibitors at EUROBIKE 2024  
Participation fee: 790€
- Start-Ups  
Participation fee: 230€

Are you a start-up?

Click here for the start-up form

[Link to the form](#)

## The most important data on the EUROBIKE AWARD at a glance:

- Submission deadline:  
April 24, 2024, 11:59 p.m. (CET)
- Pre-jury: May 02, 2024
- In the event of an award, the physical product should be delivered to our logistics partner in the period from May 23 to May 31, 2024.
- Jury meeting: June 06 & 07, 2024
- Award ceremony: July 3, 2024

You can find all further information and helpful tips on how to take part online at [eurobike.com](https://eurobike.com)

**We look forward to your submission  
and wish you great success!**

## Contact

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**Rat für Formgebung**  
German Design Council

