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Award ceremony Eurobike Award 2023

Eurobike Award 2023: 45 prizes awarded to innovative products in the mobility industry

Frankfurt am Main – This year's winners of the Eurobike Award 2023 were honoured at the Future Mobility Forum this evening at the opening of the fair. 45 products and projects were awarded in nine categories, nine of them with the highest award "Gold". In addition, the two special prizes Startup and Green Award were also awarded. This year, for the first time, the leading international trade fair Eurobike held the awards ceremony in cooperation with the German Design Council at the fair in Frankfurt.

This year, the focus was particularly on innovations that make cycling easier and safer. A large number of significant improvements to existing components testify to the existing desire of consumers for sustainable simplifications in everyday cycling. There is also an unbroken interest in pedelecs and e-bikes, which is underlined by the large number of entries and winners.

A top-class jury of experts from the bike and mobility industry judged all the submitted products on the basis of their degree of innovation, functionality, sustainability, design, quality of workmanship and choice of materials. Out of more than 300 entries, a total of 45 awards were presented to particularly innovative and qualitatively convincing products in the following categories: Bicycles, E-bikes, Light Electric Vehicles up to 45 km/h, Micro Electric Vehic-

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les, Components, Accessories, Clothing and Accessories, Digital Solutions and Mobility Solutions and Infrastructure.

The winning teams in the Gold category:

- SRAM Corporation Europe for SRAM XX Eagle Transmission
- MOUSTACHE - Cycle Me SAS for Toolbike No 01
- Robert Bosch GmbH for Bosch eBike ABS
- Thule Sweden AB for Thule Epos
- Tout Terrain GmbH & Co. KG for Tout Terrain Pamir
- Shimano Europe for AUTO SHIFT & FREE SHIFT
- SCOTT SPORTS SA for SCOTT Lumen 900 SL
- Scholz & Volkmer GmbH for Call a Bike bicycle station
- Pinion GmbH for Pinion E-Drive MOTOR.GEARBOX.UNIT

"The Eurobike Award represent the latest trends and technologies in an industry that moves our society now and in the future. We are delighted to have once again integrated this renowned seal of quality into the world's leading trade fair as an important component," says Dirk Heidrich, Eurobike Project Manager.

Innovations in the e-bike sector include, for example, MagicManuals from Kalkhoff Bikes, a tool for getting to know products from various manufacturers in the bike industry quickly and easily. RX Connect from Riese & Müller uses hardware and software to connect e-bikes with each other and analyse data, thus significantly increasing safety and riding pleasure. The new eBike ABS from Bosch also shows the great innovations that have been developed by the industry in the field of e-bikes.

All award-winning products will be on display in Hall 8 during the fair until 25 June. Further information on the Eurobike Award at www.eurobike.com.

Eurobike Award

The Eurobike Award has been presented at the leading international trade fair Eurobike since 2005. The Eurobike trade fair is the central platform for the sectors of cycling

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and future mobility. In response to global challenges such as climate change, digitalisation, urbanisation, and demographic change, it is shaping the transformation of the bicycle from leisure and sports equipment to a central component of the sustainable mobility revolution. The 31st Eurobike will take place from Wednesday, June 21 to Sunday, June 25, 2023, on the grounds of Messe Frankfurt.

Rat für Formgebung

The German Design Council has served as the leading international centre of excellence for communication and knowledge exchange in the fields of design, brand, and innovation since 1953. It is a part of the global design community with its international services, support for young talents, and memberships, and has always contributed to establishing communication and networks worldwide. The German Design Council provides networking opportunities to its members and numerous other international design and brand experts in the form of events, conferences, awards, jury meetings, and expert panels; promotes discourse; and delivers important stimuli to the global economy. Its members currently include more than 350 companies.

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