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Eurobike Award 2023

Jury Session for This Year's Award – Prize-Worthy Products in 9 Categories

Frankfurt am Main – This year's Eurobike Award will be presented on 21 June. The prestigious award will honour products and projects from the cycling and future mobility industry. The international trade fair Eurobike will be awarding the prizes at the fair in Frankfurt for the first time, with the German Design Council as a competent partner at its side.

A highly esteemed expert jury from the bike and mobility industry evaluated all submitted products based on their level of innovation, functionality, sustainability, design, quality of craftsmanship, and choice of materials. Out of more than 300 submissions, a total of 45 awards were given to especially innovative and high-quality products from the categories of bicycles, e-bikes, light electric vehicles up to 45 km/h, micro electric vehicles, components, accessories, clothing and accessories, digital solutions, and mobility solutions and infrastructure. This year, the jury placed special focus on driving and road safety, as well as sensible technical improvements and accessories that significantly increase riding enjoyment for both professional and recreational users. E-bikes in particular dominated the submissions for 2023, which demonstrates their growing importance in urban mobility.

“We are delighted that with the Eurobike Award, a well-known seal of quality is returning to the leading trade fair in

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a central role and is now based in Frankfurt. The industry is currently subject to a multitude of new influences, most notably the changing demands on mobility. The Eurobike Award is also a testament to the brilliance with which these challenges are being solved by market participants in the bicycle and mobility industry. It offers yet another concentrated view of the innovative future of the market," said Eurobike project manager Dirk Heidrich.

Further information about the Eurobike Award is available at www.eurobike.com.

Members of this year's jury include:

- **Markus Emmert**, advisory board of the Bundesverband eMobilität e.V.
- **Nils Holger Moormann**, designer
- **Dr. Sissi Pärsch**, journalist
- **Prof. Dr.-Ing. Petra Schäfer**, professorship for traffic planning at Frankfurt University of Applied Sciences
- **Miłosz Kędracki**, journalist
- **Annette Blum**, bicycle mechanic
- **Maximilian Leugner**, laboratory manager mechanical products & household TÜV Rheinland

The winners will be announced at this year's Eurobike, and all award-winning products will be on display during the trade fair. The award ceremony will take place on 21 June at 5:30 p.m. in Hall 8 of the exhibition centre.

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 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 Eurobi-

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**31st International
Bicycle Trade Exhibition**
June 21–25, 2023
Exhibition Center Frankfurt



**31. Internationale
Fahrradmesse**
21.–25. Juni 2023
Messe Frankfurt

ke will take place from Wednesday, 21 June to Sunday, 25 June 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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