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16th edition of Eurobike Award – Registration phase starts today – Early-bird discount until 13 June

Eurobike Award starts rolling for the 16th time

Friedrichshafen – The opening of registration signals the start of this year’s Eurobike Award. Companies, designers and developers of the international bike and mobility sector now have until 8 July to register their new products for the Eurobike Award 2021.

Worldwide logistics bottlenecks and much-discussed record sales figures in the bike industry send out a clear signal: the bicycle industry is booming – whether for gravel bikes, e-scooters, parts or accessories. Eurobike, the leading bicycle market trade fair, offers a very special platform for product innovations with its prestigious award. Honours are allocated to new products in nine categories, including sustainability, mobility and digitisation. This most important seal of quality in the international bike market is awarded as part of a two-stage process by a panel of high-calibre and independent experts from the sector. In keeping with tradition, the winners will be announced on the first evening of the Eurobike trade fair (1 September 2021). Alongside significant media attention, award winners also benefit from the prominent positioning at the heart of the live trade fair, which showcases the innovative winning products.

“As usual, entries for the 16th Eurobike Awards will be scrutinised by a proficient panel of expert judges. When selecting the members of the panel, we will be taking account of the current situation regarding the pandemic. As a result,

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the international panel members will mainly be involved in the digital preselection phase. During the live panel meeting on-site in Friedrichshafen, we will then be relying to a greater extent on expert know-how from the German-speaking countries this year,” explains Show Director Dirk Heidrich.

In line with previous years, awards will be allocated in the separate versions of Gold, Green and Start-Up. Start-ups founded less than three years ago as well as student projects receive support for the Eurobike Award in the form of reduced entry fees.

Participation in the awards process is open to exhibitors and non-exhibitors alike, while those who make their mind up quickly can profit from an early-bird discount for entries received by 13 June. The final date for registration is 8 July. Companies can now register for the Eurobike Award at www.eurobike-award.de, where they will also find detailed information on the product categories, terms and conditions of participation and fees. In 2021, the 29th Eurobike is geared towards trade visitors on Wednesday and Thursday (1 and 2 September) and then opens its doors to all bike fans and enthusiasts on Friday and Saturday (3 and 4 September). For more information, please visit www.eurobike.com and www.facebook.com/eurobike.tradeshow.