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Registration opens for industry award - valuable orientation and guidance in an innovative market - new initiatives for start-ups

Welcome to the 14th Eurobike Award

Friedrichshafen - Registration is now open for the 14th edition of the Eurobike Award. As of now, bike industry manufacturers, can enter their new innovations for the coming year for the prestigious industry award. Companies not exhibiting at Eurobike are also entitled to enter.

Innovation in the bicycle market moves at an astonishing pace. This also applies to the increasing development of electronic components, such as digital accessories or electric motors. Every year the bike sector sees significant technological advances. On the design front, the bicycle industry is also moving at high speed. Bikes are demanding products that often inspire designers to peak performances.

"At this exciting, innovative phase of the bike market's development, the Eurobike Award offers market players and bicycle consumers a valuable source of information and guidance. Only the most innovative products are selected by the twelve independent bike experts of the judges' panel," explains Stefan Reisinger, Head of Eurobike, Messe Friedrichshafen. Outstanding design or promising

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innovation are not the only criteria used to evaluate products submitted for the Eurobike Award. The panel of judges critically assesses the entries in a two-stage selection process, where all aspects of a product are taken into consideration. This can also include sustainability, weight or price-performance ratio.

Messe Friedrichshafen also provides a special stage for young companies, new to the bicycle market. Start-ups, which were founded no longer than three years ago, and university projects are supported with reduced Eurobike Award entry fees. Furthermore, they have the opportunity to present their innovations to an audience of trade experts and bike journalists at a special, dedicated event which is part of the comprehensive programme the day before the show opens. All participants in the Start-Up category, whose product successfully makes it through the digital pre-selection round, are invited to deliver a three-minute pitch to present their product to an expert audience and the Eurobike Award judges. The Start-Up Award winners are then announced at this event.

In addition, for the first time the EUROBIKE Academy programme will include a series of presentations especially tailored to start-up companies. On day one of the show, the "Start-Up University" is designed specifically to provide seminars and workshops for young companies in the sector to offer information about financing, networking, industry cooperation and sharing best practise.

As of now, bike industry companies can enter their latest products for the Eurobike Award 2018 at www.eurobike-award.com. The 27th Eurobike show takes

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Communiqué de presse
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27th International
Bicycle Trade Exhibition
July 8 – 10, 2018
Friedrichshafen, Germany



27. Internationale
Fahrradmesse
8. – 10. Juli 2018
Friedrichshafen, Bodensee

place from Sunday, 8 July to Tuesday, 10 July 2018 from 08:30 to 18:30 and is open to trade visitors and accredited journalists only. For more information, please visit: www.eurobike-show.com and www.facebook.com/eurobike.tradeshow.

Note to Editors: Characters (with spaces): 3116

In case of further questions please contact our press department. They will be glad to help you.

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