

● ● Eurobike

EUROBIKE AWARD

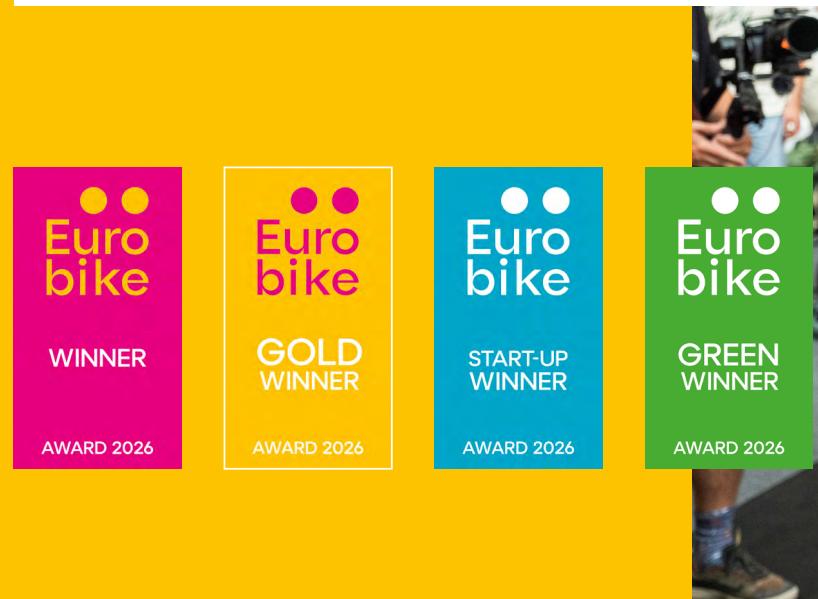
How a EUROBIKE AWARD
can boost your marketing
activities



The AWARD

The EUROBIKE AWARD highlights the most innovative, relevant and sustainable product innovations across the entire bike and ecomobility industry in ten different categories. It has been running for over 20 years and is one of the most important and far-reaching awards in the industry. It's a versatile means of communicating your success and an effective marketing tool.

An expert panel of judges evaluates all entered products based on defined criteria including innovation, function, design, material, quality of workmanship, and sustainability.



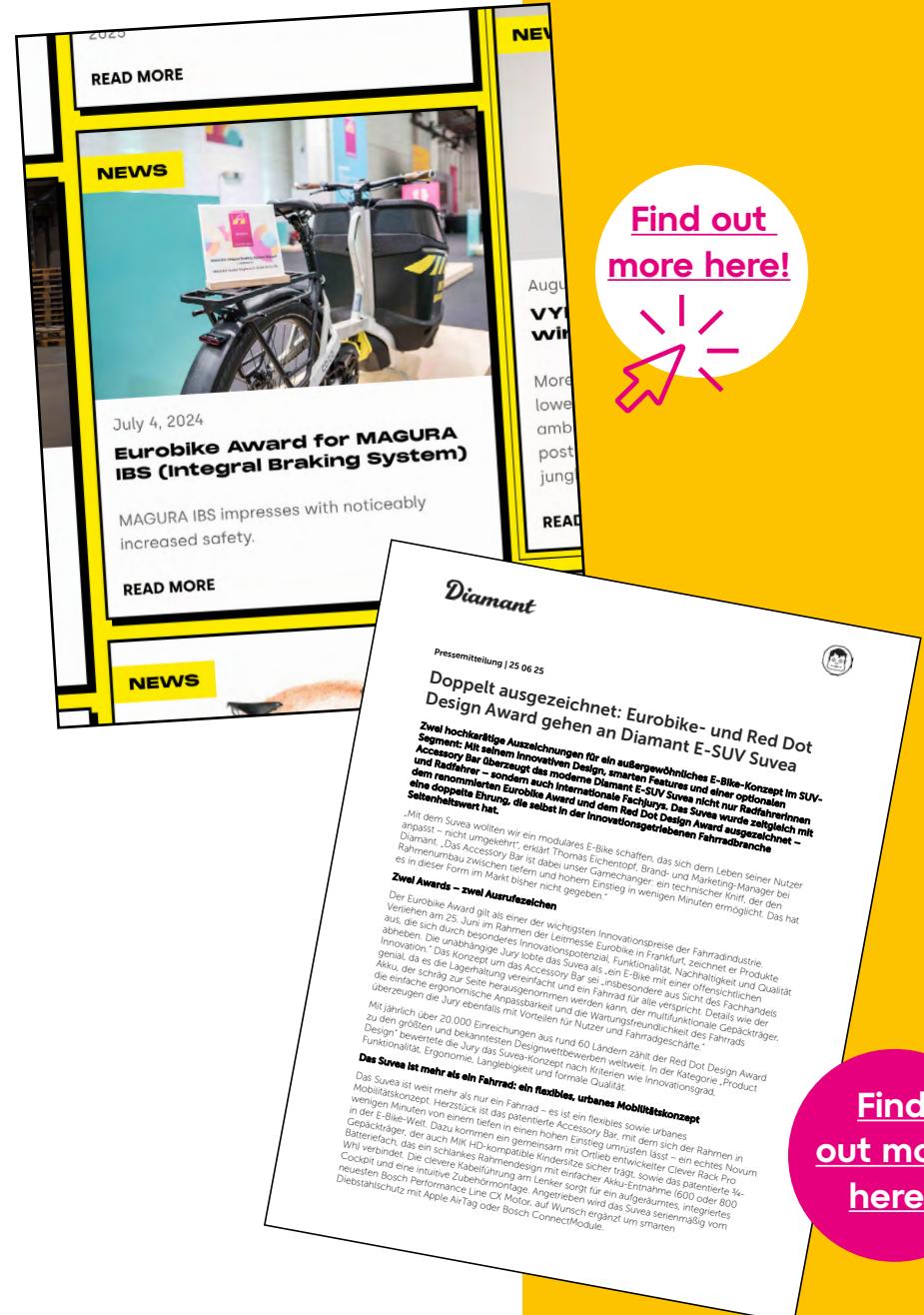
Approaching the media

As award winners, you can approach the media and report on your award from 24 June 2026 (the day of the prize-giving ceremony).

Your press release should explain which of your products has received an award and why it was chosen. The judges' decisions and their detailed commendations for all award-winning products form an important point of reference here. Your press release can also communicate the reasons why your product is considered so innovative. Please note: Your text should remain factual and not be too promotional. Ideally, it will include a quote, for example from a product developer or a member of the management team.

Images make press releases more interesting. Including attractive photos will increase your chances of getting published. The prize-giving ceremony and special exhibition for the award-winning products will provide highly suitable images.

What we do: Around the award, we create at least three press releases and distribute them to all relevant specialist media, both nationally and internationally. This ensures that the EUROBIKE AWARD remains prominent and that award winners are highlighted.



Find out more here!

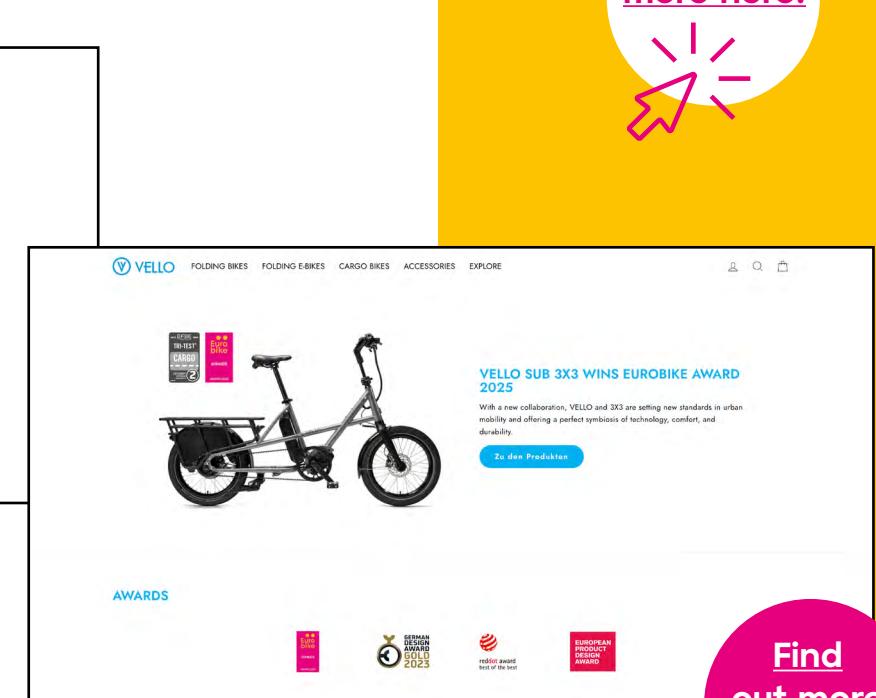
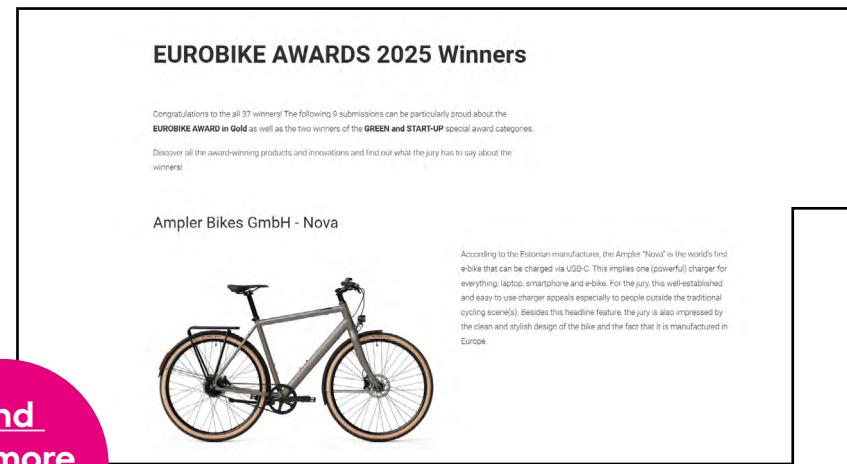
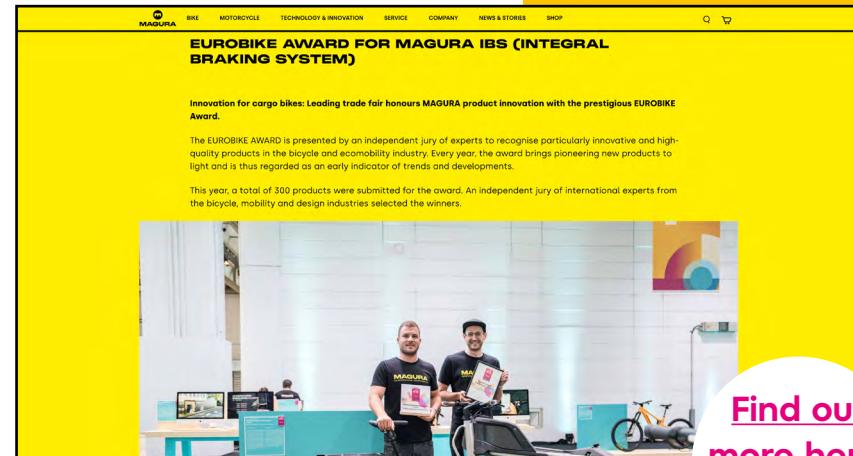
The collage includes:

- A news card from Eurobike 2025 showing a MAGURA IBS (Integral Braking System) bicycle with a plaque, dated July 4, 2024. Text: "Eurobike Award for MAGURA IBS (Integral Braking System)".
- A news card from Eurobike 2025 showing a MAGURA IBS bicycle, dated July 4, 2024. Text: "MAGURA IBS impresses with noticeably increased safety.".
- A news card from Eurobike 2025 showing a Diamant E-SUV Suvea bicycle, dated July 4, 2024. Text: "Diamant E-SUV Suvea impresses with noticeably increased safety.".
- A press release from Diamant titled "Doppelt ausgezeichnet: Eurobike- und Red Dot Design Award gehen an Diamant E-SUV Suvea". Text: "Zwei hochkarätige Auszeichnungen für ein außergewöhnliches E-Bike-Konzept im SUV-Segment: Mit seinem innovativen Design, smarten Features und einer optionalen Accessory-Bar überzeugt das moderne Diamant E-SUV Suvea nicht nur Fachaufnahmen und Fachfahrer – sondern auch internationale Fachjury's. Das Suvea wurde zudem mit dem renommierten Eurobike Award und dem Red Dot Design Award ausgezeichnet – eine doppelte Auszeichnung, die selbst in der Innovationsgetriebenen Fahrradbranche eine Seltenheitswürde hat.".
- A quote from Thomas Eichendorf: "Mit dem Suvea wollten wir ein modulares E-Bike schaffen, das sich dem Leben seiner Nutzer anpasst – nicht umgekehrt", erklärt Thomas Eichendorf, Brand- und Marketing-Manager bei Diamant. "Das Accessory-Bar ist dabei unser Gamechanger: ein technischer Kniff, der den Rahmenraum zwischen Tiefem und hohem Einstieg in wenigen Minuten ermöglicht. Das hat es in dieser Form im Markt bisher nicht gegeben."
- A news card from Eurobike 2025 showing a Diamant E-SUV Suvea bicycle, dated July 4, 2024. Text: "Zwei Awards – zwei Auszeichnungen".
- A press release from Diamant titled "Das Suvea ist mehr als ein Fahrrad: ein flexibles, urbane Mobilitätskonzept". Text: "Das Suvea ist weit mehr als nur ein Fahrrad – es ist ein flexibles sowie urbane Mobilitätskonzept. Herzstück ist das patentierte Accessory-Bar, mit dem sich der Rahmen abheben lässt. Die unabhängige Accessory-Bar ist „ein E-Bike mit einer offensichtlichen Innovation“. Das Konzept um das Accessory-Bar ist „insbesondere aus Sicht des Fachhandels genial, da es die Lagerhaltung vereinfacht und ein Fahrrad für alle angesprochen“. Details wie der Akku, der schlägt zur Seite herausgezogenen werden kann, der multinationale Gepäckträger, die einfache ergonomische Anpassbarkeit und die Wartungsfreundlichkeit des Fahrrads überzeugen die Jury ebenfalls mit Vorteilen für Nutzer und Fahrradgeschäfte.".
- A quote from Thomas Eichendorf: "Mit jährlich über 20.000 Einreichungen aus 60 Ländern zählt der Red Dot Design Award zu den größten und bekanntesten Designwettbewerben weltweit. In der Kategorie „Product Funktionalität, Ergonomie, Langlebigkeit und Formale Qualität“ bewertete die Jury das Suvea-Konzept nach Kriterien wie Innovationsgrad, Design und Form.".
- A news card from Eurobike 2025 showing a Diamant E-SUV Suvea bicycle, dated July 4, 2024. Text: "Das Suvea ist mehr als ein Fahrrad: ein flexibles, urbane Mobilitätskonzept".
- A quote from Thomas Eichendorf: "Das Suvea ist weit mehr als nur ein Fahrrad – es ist ein flexibles sowie urbane Mobilitätskonzept. Herzstück ist das patentierte Accessory-Bar, mit dem sich der Rahmen in wenigen Minuten von oben tiefen in einen hohen Einstieg umrinnen lässt – ein echtes Novum in der E-Bike-Welt. Dazu kommen ein geräumiges mit QLICHT entwickelter City Pack Pro Batteriefach, der auch Mit-1D-kompatible Konserven sicher trägt, sowie das patentierte 3/4-Gepäckträger, der auch ein schlankes Fahrraddesign mit. Ein breiter Akku-Laderahmen für die 1600 oder 800 Wh verbindet das clevere Kabelführung am Lenker mit der Akku-Ladezeit. Angerufen wird das Suvea seineswegs vom neuesten Bosch Performance Line CX Motor, auf Wunsch ergänzt um smarten Dieltzahnschutz mit Apple AirTag oder Bosch ConnectMoque.".

Find out more here!

Website

You should certainly place the award on your website.
 And ideally include a short explanation of its importance. A quote from an employee or your management team will make the presentation more interesting and emphasise the significance of the award. This is also a good place to mention what the judges said and further emphasize the quality of the award procedure.



What we do: We display an image and description of all the award-winning products and the judges' statements in an online gallery on the EUROBIKE website.

Digital communication

You can publish the story of your involvement in the award process and your successful award in blogs and newsletters. Include the label on all your communication channels.

You can also include the logo in your e-mails. It should be an integral part of your e-mail signature.

What we do: We'll send you an EUROBIKE AWARD footer you can use with the wording "**We're an AWARD WINNER!**"



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CYCLING :
UPDATED.



VELLO GmbH

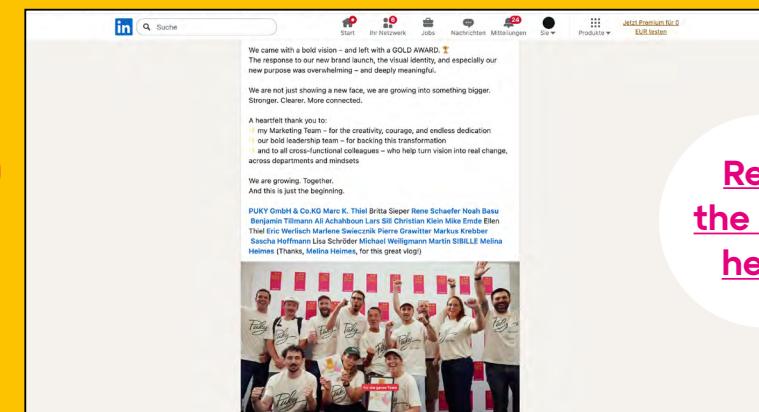
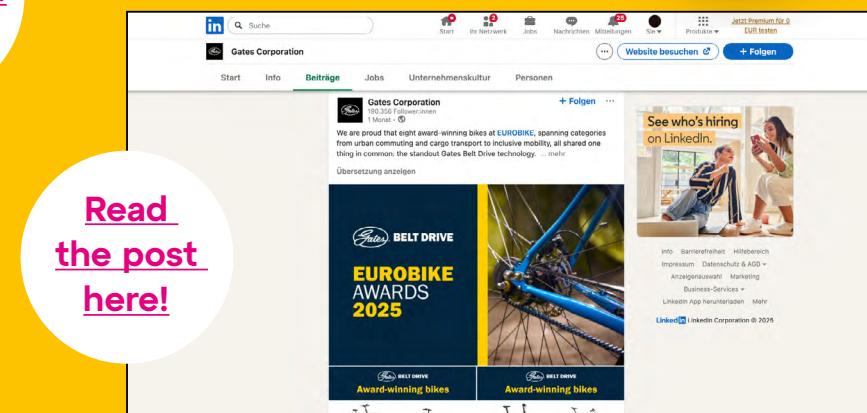
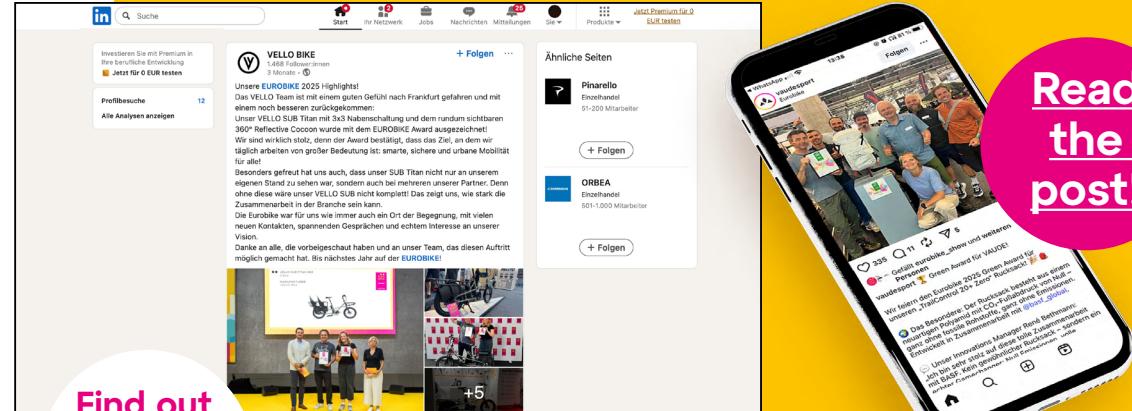
Reinprechtsdorfer Str. 58-60
1050 Vienna, Austria

Social Media

Announce your success through **social media channels such as LinkedIn or Instagram**. In addition to using your company page, encourage employees and friends to post, like, and share it too.

Here you could use photos and reels from the prize-giving ceremony, there are many possibilities for storytelling.

What we do: At various stages throughout the award process, we post on social media – for example during the judges panel meeting, the prize-giving ceremony, and when the winners are announced. With over 20 years of success, the EUROBIKE AWARD has gained a very special reputation. Through our high-reach channels, the entire industry – and beyond – will be informed about your success.



Read
the
post!

The award ceremony

On the evening of 24 June 2026 during the award ceremony, we announce the products winning an award and the products receiving a special commendation.

All companies winning an award are invited onto the stage. The exact moment when the award is handed over on stage is captured by our photographers. In addition, it's possible to have a team photo on stage in front of the display wall.

What we do: All award winners are invited onto the stage during the prize-giving ceremony to receive their trophy, a certificate, and the digital label. This gives you a range of tools to go out and communicate about your successful product.

We provide professional photographs of all the award winners immediately after the prize-giving ceremony.

All award winners receive an invitation to the prize-giving ceremony, which is high-profile in terms of media and public visibility. Numerous media representatives will be attending. There will be an opportunity to celebrate together, following the official prize-giving.

● ● SUPERNOVA REDSTREAM SERIES
Flexibel einstellbare Akkubeleuchtung

MANUFACTURER
Supernova Design GmbH



During EUROBIKE

EUROBIKE is the ideal place to showcase your award. There are plenty of opportunities here. Integrating your award into your trade presence increases your visibility. You can also refer to the special AWARD exhibition.

What we do: We organize a special exhibition area to exclusively showcase all EUROBIKE AWARD products. It runs for the duration of the show and also displays the judges' verdicts.



Product branding, product information and packaging

You can brand award-winning products, packaging or product presentations with the label.

What we do: We provide you with the award label in digital format.





Internal communication

Communicate, share and celebrate your success within the company. Winning an award will motivate employees and can also have a positive effect on recruitment.