

Eurobike Award 2026: Expert international panel meets in Frankfurt – focus on design, quality, and functionality

- **Expert panel of judges evaluates latest industry innovations**
- **22 awards for products in seven categories**
- **Winners to be announced at the award ceremony on June 24 at the Eurobike trade fair**

Frankfurt am Main – For the 20th time, an international panel of experts at the Eurobike Awards in Frankfurt has assessed particularly innovative products and solutions from the cycling and ecomobility sectors. Over two days, the experts examined, tested and discussed the new products submitted at the creative venue 'Massif Naïv' in Frankfurt.

The Eurobike Award is one of the most prestigious accolades in the international cycling and ecomobility sector. The 22 prizes were awarded across a total of seven categories – particularly outstanding entries receive the Eurobike Award in Gold. The awards are complemented by the Green Award and the Start-Up Award. Criteria assessed included the degree of innovation, functionality, design, workmanship and sustainability aspects.

“Eurobike Award points to the future”

Philipp Ferger, Managing Director of Eurobike organizer fairnamic, visited 'Massif Naïv' in person on June 21 and praised the panel's work: “For trade fairs, looking to the future and actively shaping it are of paramount importance – trade fairs are also shaped by the ideas of tomorrow. I was particularly impressed by the discussions, the diverse perspectives and the shared commitment to constantly rethinking mobility and product innovation. The Eurobike Award highlights this innovative strength of the cycling and ecomobility sector. In the coming years, we want to develop it into much more than just a product competition – into a platform for the ideas that will shape the future of cycling and ecomobility.”

The interplay of design and function

The composition of the jury reflects the thematic breadth of the Eurobike Awards and brings together different perspectives on cycling and urban mobility. “For me personally, it’s always a great pleasure when I discover a product about which I can say with complete conviction, ‘this has real potential’. Once again, I was pleasantly surprised by a number of entries this time around,” says Nils Holger Moormann, who has served as a juror in the past. As an internationally renowned designer and art director, he brings a particular focus on design, materials and functionality to the assessments.

Many perspectives on cycling and mobility

The role of the bicycle as part of modern mobility concepts also plays a central role in the discussions. Many of the submitted products address current demands for urban mobility, diversity of target groups and sustainability: “Nowadays, everyone can find the right bicycle or product for their own needs – from people who are very active on the go to those with disabilities or physical limitations,” says journalist and mobility expert Andrea Reidl. In her view, the entries demonstrate how closely developments in the cycling sector are now linked to social issues.

Opportunities for start-ups and small businesses

Jury member Jessie Ridler, Technical Project Manager at Minimal, emphasises that awards such as the Eurobike Award offer start-ups and smaller companies a chance to showcase their products and innovations on a major stage and have them assessed.

The Normal One

Following an intensive process that culminated in the two days of deliberation in Frankfurt, the jury has one wish for the industry: that it may have the courage to submit ‘normal’ bikes that simply work well, even without technical superlatives and peak performance. The phrase ‘It’s just a bicycle’ thus evolved during the jury session into a form of extraordinary recognition.

Awards ceremony to mark the start of Eurobike

The 34th Eurobike will take place from Wednesday 24 to Saturday 27 June 2026 at the Messe Frankfurt exhibition centre in Frankfurt am Main. The winners will be announced and the awards presented on the first day of the show.

The jury members (in alphabetical order)

- Marco Brust (managing director, Velotech)
- Miłosz Kędracki (founder and editor, bikeBoard)
- Nils Holger Moormann (designer and art director)
- Andrea Reidl (independent journalist and author)
- Jessie Ridler (engineering project manager, Minimal)
- Jan-Willem van Schaik (editor-in-chief, Bike Europe)

For further information, visit: <http://www.eurobike.com/>

Press contact

Frank Gauß, Head of Communications & Press Spokesman
Tel.: +49 7541 708-310
Email: frank.gauss@messe-fn.de

About Eurobike

Eurobike is the leading international trade fair for the bicycle industry and the ecomobility sector, representing sustainable urban mobility, transport and logistics solutions. Together with all participants from politics, business, industry and society, the trade fair creates space for communication, new ideas, a change of perspective, strong partnerships and new business models. It identifies current key topics in the areas of sports, leisure, health and everyday mobility.

About fairnamic GmbH

The fairnamic GmbH joint venture, founded in 2021 by the two exhibition companies Frankfurt and Friedrichshafen, is a highly specialized organizer for innovative and future mobility. With AERO – The Leading Show for General Aviation and Eurobike as the world's leading trade fair for the bicycle industry and the growing field of ecomobility, Fairnamic GmbH is the market leader in the world of avionics and sustainable urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is gradually expanding the market position of its two leading trade shows and international satellites globally.