

Eurobike Award 2025: Call for applications started

- **Kickoff for the "Oscar" of the bike and ecomobility industry**
- **Submission phase from January 27 to April 18, 2025**
- **Ten categories from (e-)bikes and accessories to clothes, digital and mobility solutions. New: adventure equipment**
- **Award ceremony at the Eurobike on June 25, 2025**

Friedrichshafen/Frankfurt am Main – The leading trade fair Eurobike is opening the 2025 call for applications for the renowned Eurobike Award and is looking forward to submissions. From now on, applications are possible at [Eurobike Award](#). This is where companies receive all information on how to participate and the special awards Gold Award, Green Award and Startup Award. Submissions are possible for all interested parties, with trade fair exhibitors benefitting from special terms.

"The Eurobike Award acknowledges the most innovative, relevant and sustainable innovations in the entire bike and ecomobility industry in ten categories. For award winners, this award means a lot of public attention," says Stefan Reisinger, managing director of the Eurobike organizer fairnamic GmbH.

"The Eurobike Award has been one of the most important and influential awards in the industry for 20 years. It gives buyers orientation and companies the opportunity to highlight themselves and their innovative strength," says Martina Rumschick, responsible for brands at the Eurobike. The organizers have now included Adventure Equipment as a new category.

Jury appointed

A number of top-class experts could again be won as the jury for the Eurobike Award in 2025. They will evaluate the submissions based on criteria like innovation, function, design, material and workmanship quality as well as sustainability. The nine-member jury consists of:

- Marco Brust, CEO of Velotech
- Jochen Donner, freelance journalist and author, experienced bike tester

- Mark Hölling, CEO of eScootee
- Jens Holst, store manager, Globetrotter
- Pinar Pinzuti, cycling activist, project manager, Bikenomist (IT)
- Julien Riganti, owner of 8000Watt, designer
- Meiko Schreiber, branch manager, KarlvonDrais
- Marianne Weinreich, president of the Cycling Embassy of Denmark, owner of Weinreich Mobility (DK)
- Christian Zanzotti, designer, Zanzotti Industrial Design

"We are pleased to have won such a renowned international jury again this year, which will independently and expertly evaluate the submitted products," says Martina Rumschick.

The Eurobike Awards and the special awards will be presented on the first day of the trade fair, on June 25, 2025, as part of a festive event on a large stage. The award-winning products will be presented in an exclusive award exhibition throughout the entire trade fair.

For the implementation, Eurobike continues to cooperate with the German Design Council, the experienced design and trademark authority in Germany.

Further information:

The 33rd Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 25 to Sunday, June 29, 2025. The three kickoff days reserved for international trade visitors (June 25 - 27) will then be opened up to the general public on the weekend of June 28 and 29, 2025. For more information, go to: www.eurobike.com

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Press contact:

Frank Gauß, Head of Communications & Press Officer

Phone: +49 7541 708-310

E-mail: frank.gauss@messe-fn.de

About Eurobike:

Eurobike is the central platform for the bike and ecomobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective, and strong partnerships for innovative mobility solutions and new business models. In Eurobike, the booming and rapidly changing bicycle and ecomobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

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 the AERO – International Leading Trade Fair for General Aviation and Eurobike as the world's leading trade fair for bicycles, e-bikes and ecomobility, fairnamic GmbH is the market leader in the world of avionics and 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 fairs and international satellites globally.