

Eurobike Award 2025: The bicycle might be over 200 years old, but it's as innovative as ever.

- **High-level expert panel of judges evaluate entries live in Frankfurt**
- **37 award-winning products from ten categories**
- **Award ceremony 25 June**
- **Trending solutions for urban mobility**

Friedrichshafen/Frankfurt am Main – A high-level, international panel of experts has selected the winners of the 2025 Eurobike Awards from hundreds of submitted entries. 37 award-winning products were chosen from ten categories. The winners, including the especially coveted Startup, Green and Gold Awards will be announced at Eurobike on 25 June at 17:30 in Frankfurt as part of the special award ceremony (Eurobike, Hall 8, Level 0, Yellow Stage).

Future mobility – innovation driver

After two days of intensive testing, evaluation and discussion at the Frankfurt trade fair centre, the eight-member expert panel of judges reached their final decisions. The winning products were chosen based on their degree of innovation, functionality, design quality, quality of workmanship, choice of materials, and sustainability. Panel member and journalist Pinar Pinzuti (Bikenomist) highlighted the innovation power of the bicycle industry, which she felt was demonstrated in concentrated form by the award entries. "I was really impressed by the number of products that we evaluated over the two days. More than 200 years of innovation on bicycle – you might think that it's perfect now. But no. There's still space for innovative solutions to improve cycling."

Many of the entries show the importance of bikes for future mobility. This is also reflected in the award categories, explains Kerstin Riedmüller, project manager at Eurobike organizer fairnamic: "From bikes, via e-bikes to the latest mobility concepts. From components, via accessories to digital solutions. The Eurobike Award demonstrates the most innovative products in all areas of mobility requirements."

Innovation is more than technology



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Panel member and industrial designer Christian Zanzotti (Zanzotti Industrial Design) remarked on the overall design of the submissions: “You see a strong lifestyle influence. Most of the products are thoroughly designed. We’re talking engineering meets design here in a strong way.” His fellow judge and mobility expert Marianne Weinreich (co-founder Cycling Embassy of Denmark) reminds us that innovation is more than just technology. “One of the most beautiful things about bicycles is how easy and accessible they are – and that everyone can use them.”

The judges (in alphabetical order)

- Marco Brust, managing director velotech
- Mark Hoelling, managing director eScootee
- Jens Holst, store manager Globetrotter
- Pinar Pinzuti, journalist, project manager Bikenomist
- Julien Riganti, owner 8000watt, designer
- Meiko Schreiber, branch manager KarlvonDrais
- Marianne Weinreich, co-founder Cycling Embassy of Denmark), owner Weinreich Mobility
- Christian Zanzotti, designer Zanzotti Industrial Design

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 followed by the weekend of June 28 and 29, 2025, open to the general public. For more information, go to: www.eurobike.com

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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.