



# CYCLINGWORLD

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## EUROPE

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### Press Release

#### **FIFTH CYCLINGWORLD EUROPE ENDS WITH A RECORD**

**Despite the unpredictable weather, more visitors came to Cyclingworld in Düsseldorf than ever before. The trade fair has evolved to the most important European platform for the bicycle season kickoff addressing both the public and industry experts. Around 50,000 votes were received for the Cyclingworld Award, which was awarded to six of the 400 brands represented.**

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Düsseldorf, March 2023: The fifth Cyclingworld Europe, which traditionally took place in and around the impressive industrial side Areal Böhler, ended on Sunday with a record number of 23,000 visitors and a total of around 6.000 registered test rides, 30 percent more than in previous years. This tops the record of 2019, when before Corona almost 20,000 visitors were registered at the event, that is



now the most important European public exhibition in the bicycle sector. "The success of this year's Cyclingworld Europe naturally makes us very proud and at the same time gives us momentum for future events. Even though the weather was rather moderate, there were still many guests, also international attendees from the industry. That's almost more important

than the record numbers, because it reflects the growing importance of the trade fair, for both consumers and industry professionals, as a trend mirror of the upcoming cycling season" says Stefan Maly, Managing Director and initiator of Cyclingworld Europe.

Exhibitors are reflecting in a similar way, as Daniel Djuhanda from Trelock Marketing confirms: "Alongside Eurobike, Cyclingworld has developed into the most important trade fair for Trelock. The event taking place in an outstanding location, offers us as a manufacturer, the opportunity to present our brand in the best possible way and by that getting in high-quality contact with our customers." Industry giants such as Riese & Müller or e-bike specialist Coboc draw a similar conclusion, so did awsum a local dealer for fine bicycle culture in Düsseldorf. The audience was also enthusiastic about the event, a family from Düsseldorf said: Dad rides race-bikes, but actually all four of us ride bicycles.

That's the reason why we wanted to have a look at the event last year and now we're back. It's cool that there's something for all of us to look at and try out."

Summing it all up there was plenty offered: "With 283 exhibitors and over 400 brands, we were almost completely booked out in advance. Some of the brands have been loyal to us for years. But of course, it makes us happy that we were also able to present many new brands and exhibitors. With a larger volume of space, special exhibitions, an extra children's hall and a comprehensive side program, Cyclingworld has shown more diversity than ever before," emphasizes Torsten Abels, project manager for the trade fair.

As "after the event" is "before the event", planning will start in April for Cyclingworld Europe 2024 which will open its doors again in Düsseldorf from March 15th to 17th.

### **And the winner is...**

Also the popular Cyclingworld Awards were presented again this year. Around 50,000 bicycle enthusiasts were able to vote online for the audience award, which was presented in six categories. The e-bike award went to Advanced with the "Reco One Diamant" model, and Inga Beckmann and Annalena Müller expressed their happiness: "We are delighted that we as a brand were able to present our new product, Reco, to drive progress towards sustainable mobility "It's fantastic that our e-bike with a recyclable frame also won the Cyclingworld Award in the Best E-Bike category! The Areal Böhler gives Cyclingworld its unique charm and Advanced is already looking forward to exhibiting again in the coming years."

The Cargo Bike Award went to Bullitt for the "X" model, the Race Bike Award went to Bianchi with the "Oltre", while the Urban Bike Award was reserved for the Belgian start-up BZEN with the "London" model, the Technology Award went to JOYNEXT with the "JOYNEXT App". Last but not least, Wetterpelle was awarded with the Cyclingworld Design Award for their sleeping bag "Schlupfsack LUV".



### **About CYCLINGWORLD Europe**

Since being launched in 2017, CYCLINGWORLD Europe has consistently developed into the 'Place to be' for Europe's bicycle and e-bike industry, and is now the premium event for high-quality, innovative and stylish brands in Europe. At the start of each cycling season, Europe's bike business insiders get together at Areal Böhler in Düsseldorf, one of the most attractive and spectacular trade fair locations in Europe, to present the most breath-taking products from the world of bicycles and e-bikes to an interested public.

To this day, the CYCLINGWORLD Europe team is made up of bicycle and e-bike enthusiasts as well as internationally experienced event professionals at the same time.

Further information is available at: [www.cyclingworld.de/en/](http://www.cyclingworld.de/en/)

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