



Press Release

CYCLINGWORLD EUROPE SEES STRONG SEASON LAUNCH AND RECORD-BREAKING VISITOR NUMBERS

With a consecutive record-breaking turnout at Cyclingworld Europe in Düsseldorf and the announcement of a second trade fair branch in New York City for 2025, the event solidifies its position as one of the most significant platforms for the cycling season kickoff. A newly appointed expert jury recognized winners of the Cyclingworld Awards across eight categories, crowning a "Product of the Year."

Düsseldorf, 18th March 2024: Bicycle-friendly weather and a diverse, engaging trade fair concept once again filled the halls of Cyclingworld Düsseldorf, with over 10,000 registered test rides and satisfied faces among exhibitors and attendees over the past weekend. All six halls of the Areal Böhler, covering approximately 18,000 m², were utilized for the first time, drawing 25,000 visitors to



the architecturally impressive industrial site from the early 20th century. There was much to see and experience: Around 320 exhibitors featuring about 450 brands showcased their latest innovations and products for the start of the cycling season, with an additional 80 outdoor stands inviting visitors to test rides on specially designed courses. From rides and racing formats

catering to cyclists of all types, to family-friendly and leisure rides, there was something for everyone. Meanwhile, the youngest attendees enjoyed the Puky Kids World, while historically inclined visitors expanded their knowledge at the special exhibition on the history of famous racing bikes. The organizers also introduced innovations: Not only did the prestigious Cyclingworld Award receive an upgrade through a curated expert jury, but the announcement of Cyclingworld New York City debuting in the USA next year also caused a stir in the industry. "Immediately after informing our exhibitors on Saturday evening, the feedback was overwhelming. We did not expect such quick commitment from renowned manufacturers to Cyclingworld New York City," said Stefan Maly, initiator and CEO of Cyclingworld.

Project manager Torsten Abels also expressed great satisfaction: "It has been demonstrated that we have established ourselves as one of the most important bicycle trade fairs in Europe for the season kickoff. Already, a large portion of exhibitors has pre-registered for 2025. Personally, I am delighted that this year we were able to almost double the number of registered test rides and contribute to inspiring even more people to embrace cycling."

Regular planning for Cyclingworld Europe 2025 begins in April, with the event scheduled to take place from 28th to 30th March in Düsseldorf once again, followed by the premiere of Cyclingworld New York City from 1st to 4th May in the USA.

Room for Growth in the Cyclingworld Awards

This year, the Cyclingworld Award transitioned from a purely audience-based voting system to a combination of audience and expert jury awards, receiving a significant enhancement. A specially appointed expert jury, comprising industry experts such as Dirk Zedler and Paul Kefer, design expert Michael Lanz, sustainability specialist Dr. Maike Hora, and journalist Wolfgang Scherreiks, evaluated approximately 140 submissions to select the 70 finalists just before the trade fair. The winners were chosen across categories including Cargo, Road, Urban, Gravel, Kids, MTB/ATB, Fashion & Accessories, Parts & Technology, and the "Product of the Year." The ceremonial presentation took place at the start of the trade fair on Friday, with the expert jury personally presenting the awards to



Juror Michael Lanz at the award ceremony

the respective winners. In addition to the "Product of the Year," products were awarded Gold, Silver, or Bronze, resulting in a total of 23 products being honored. Despite the broad field, the expert jury aims to encourage more exhibitors to submit their products for consideration in the future. "I was delighted to be part of the well-organized Cyclingworld Awards and the jury team. There were many exciting and convincing submissions, and as a team, we

endeavored to make an objective decision based on transparent evaluation criteria. The bicycle enables sustainable mobility. For the next round, I would particularly like to encourage manufacturers and companies pursuing activities for more sustainability in the industry to participate and consistently implement and demonstrate these in their applications," said Dr. Maike Hora. Michael Lanz also emphasized: "The submitted products unfortunately do not fully reflect the diversity of the industry in every way. In some categories, there were too few outstanding products, so the jury only awarded one prize. Nevertheless, there were also products that impressed us as

jurors, such as the Orbea Diem, which celebrated its world premiere in Düsseldorf, and could convince with an innovative overall concept and many beautifully designed details." For the upcoming Cyclingworld Europe, the expert jury is already working in collaboration with the trade fair management to sharpen the profile of the awards, aiming to encourage significantly more manufacturers, regardless of their participation in the trade fair, to submit their products for consideration.

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.

All winner of the award at: <https://www.cyclingworld.de/award-gewinner/>

Further information is available at: www.cyclingworld.de/en/ or www.cyclingworld-nyc.com

Press information and image material in print quality can be downloaded free of charge at <https://www.kernpunktpr.de/pressebereich#cyclingworld-europe>

You can download additional image material here: www.kernpunktpr.de/Cyclingworld2024_Pics.zip

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