

## Press Release

### **SUBMISSION PHASE FOR THE CYCLINGWORLD AWARDS 2026 NOW OPEN**

**From 15 September 2025, both exhibitors and non-exhibitors of Cyclingworld Europe can submit their products online for the prestigious Cyclingworld Award 2026. The awards will be presented at the eighth edition of Cyclingworld Europe, taking place from 20 to 22 March 2026 at the Areal Böhler in Düsseldorf.**

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Düsseldorf, September 2025: The awards have become a recognised seal of quality within the cycling industry. To give participants more time and to ensure a broader field of entries, the submission period has been extended until 20 January 2026. Entries will be assessed either by an independent seven-member expert jury or via the separate Audience Award, decided exclusively through online voting. For brands and manufacturers, participation means not only valuable recognition but also strong visibility with both the public and the media.



*Jury member Michael Lanz, Award Ceremony 2025*

The jury awards cover the categories Cargo, Road, Urban Classic, Urban E-Bike, Gravel, Kids, MTB/ATB, Fashion & Accessories, and Parts & Technology. In addition, a Sustainability Award may be presented, reflecting the growing importance of sustainable practices. "Sustainability activities are now clearly visible, both within companies and in their products. Regional production, CO<sub>2</sub> and waste reduction, and recycling systems are increasingly in focus. This is a very positive development, and we look forward to seeing inspiring examples in 2026," says Dr Maike Hora, jury member and sustainability expert.

Track cycling world champion Stefan Bötticher adds: "Cyclingworld 2025 gave me an impressive insight into the innovation and energy of the cycling industry. I find it exciting to see how trends are concentrating on safety, sustainability and everyday practicality. The electric motor has become indispensable in urban mobility and is

driving modern transport solutions. At the same time, the wide range of categories – from compact

cargo bikes to aerodynamic race bikes – shows that the industry is focusing on both functionality and individuality.”

To make the process even more efficient, the application system has been further refined. Participants can now provide more detailed product descriptions, while a standardised upload ensures consistency and clarity across all submissions.

**More information and registration:** <https://www.cyclingworld.de/awards/>

#### **Timeline – Cyclingworld Awards 2026**

- 15.09.2025 – Start of submissions
- 20.01.2026 – Submission deadline
- 01.02.2026 – Start of voting
- 10.03.2026 – End of community voting
- 19./20.03.2026 – Jury meeting in Düsseldorf
- 20.03.2026 – Award ceremony at the opening of Cyclingworld Europe 2026

#### **Expert jury 2026**

- Juliane Schumacher, founder, radelmaedchen.de
- Michael Lanz, product designer and design strategist (Jury Chair, Graz)
- Jörg Spaniol, cycling journalist
- Dr Maike Hora, sustainability expert and managing director, e-hoch-3 eco impact experts GmbH & Co. KG
- Dirk Zedler, founder and managing director, Zedler Group
- Stefan Böttcher, professional cyclist and track cycling world champion
- Paul Kefer, bicycle retailer and managing director, Munix Finest Bicycles



The Cyclingworld Europe 2026 expert jury (from left to right, as listed above).

#### **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.

**Press information and image material in printing quality is available for downloading free under 'CYCLINGWORLD Europe' at <https://www.kernpunktpr.de/pressebereich#cyclingworld-europe>**

**Accreditation at <https://www.cyclingworld.de/en/information/press/>**

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

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#### **Press contact:**



Gabriele Jung  
Schraudolphstr. 3a  
D-80799 Munich  
GERMANY  
fon +49 1520 8695056  
jung@kernpunktpr.de  
www.kernpunktpr.de



Stefan Maly  
Rubensstr. 3  
D-40237 Düsseldorf  
GERMANY  
fon +49 211 69571517  
info@cyclingworld.de  
www.cyclingworld.de/en/