

Press Release

CYCLINGWORLD AWARD 2027: EARLIER START, NEW CATEGORY AND CLEAR SEPARATION OF JURY AND PUBLIC VOTES

From 17 August, manufacturers and brands can submit their products for the Cyclingworld Award 2027. The event is further developing its award concept, with Best Innovation as a new category, greater prominence for the Product of the Year as the award's highest accolade, and a public awards ceremony for the first time.

Although Cyclingworld Europe 2027 will not take place until 12–14 March, the submission phase for the Cyclingworld Award is already getting underway. From 17 August 2026, manufacturers and brands can enter their products for consideration. The submission period is therefore opening even earlier than last year. The longer lead time is intended to give participants more time to prepare their entries while also allowing more time for the selection process and logistical preparations.

Over the past few years, the Cyclingworld Award has established itself as a recognised



accolade within the bicycle industry. Both Cyclingworld exhibitors and companies not exhibiting at the show are eligible to enter. In 2027, products will be judged in nine categories: Best Cargo Bike, Best Gravel Bike, Best Kids Bike, Best MTB/ATB Bike, Best Race/Road Bike, Best Tour/SUV Bike, Best Urban Bike, Best Fashion & Accessories, and Best Parts/Components/Technology. A new addition is the Best Innovation category. Innovation does not necessarily have to stem from an entirely new technology or a spectacular individual development. The award is looking for a product that offers a recognisably new or significantly improved approach compared with existing solutions, creating relevant added value for users, the industry or another specific field of application. Innovation can lie in a single

idea or function, but equally in the intelligent combination of different technologies, functions, design approaches and solutions. What matters is not the number of new features, but whether their combination creates something genuinely new that represents

convincing and relevant progress. Across all categories, the Product of the Year will once again be presented as the highest accolade of the awards.

The Cyclingworld continues to rely on a seven-member expert jury. Its members are bicycle safety expert Dirk Zedler, sustainability expert Dr Maike Hora, jury chairman and transportation designer Michael Lanz, track cycling world champion Stefan Bötticher, long-standing specialist journalist Jörg Spaniol, cycling content creator Juliane Schumacher, and industry expert Paul Kefer, owner of Munix Finest Bicycles in Munich.

“A good product today is no longer judged by just one discipline. What matters is how innovation, functionality, quality and safety come together in a convincing overall solution. It is precisely this diversity that defines the Cyclingworld Award,” says jury member Dirk Zedler.

The jury awards and the public award will be clearly separated. Once again, the public will vote for its favourites online, while the expert jury will determine its awards independently. This gives the two awards distinct profiles: while the jury assesses products from a professional perspective, the public award is determined solely by the response of the community.

There will also be a new format for the awards ceremony. For the first time, the awards will be presented publicly on the first day of Cyclingworld Europe, at RheinRiff. The expert jury will meet on the day before the show at Areal Böhler for its final deliberations.

With the earlier opening of submissions and the further development of the award concept, Cyclingworld aims to position the competition in 2027 as a platform for established brands, specialists and new players in the bicycle industry. For companies looking to present their products to an expert industry audience and an independent jury, the award once again offers an opportunity to showcase innovation and outstanding product performance.

Entries for the Cyclingworld Award 2027: <https://cyclingworld.de/en/awards-info/>

Cyclingworld Award 2027 – key dates

17 August 2026: Submission phase opens

10 January 2027: Submission deadline

24 January 2027: Public voting opens

1 March 2027: Public voting closes

11 March 2027: Expert jury meeting on site

12–14 March 2027: Cyclingworld Europe in Düsseldorf, with the public awards ceremony on Friday



About CYCLINGWORLD EUROPE

Since its launch in 2017, CYCLINGWORLD EUROPE has steadily developed into the “place to be” for Europe’s bicycle and e-bike industry. It is now established as the premium event for high-quality, innovative and stylish brands on the continent. At the beginning of each cycling season, Europe’s bike business insiders gather at Düsseldorf’s Areal Böhler – one of the most spectacular event venues in Europe – to present the most exciting products from the world of bicycles and e-bikes to a wide public audience.

The CYCLINGWORLD EUROPE team has always combined bicycle and e-bike enthusiasm with the expertise of internationally experienced event professionals.

Press information and print-ready image material are available free of charge at:

<https://www.kernpunktpr.de/pressebereich#cyclingworld-europe>

Further information: <https://cyclingworld.de/en/>

3,562 characters incl. spaces

August 2026

Press Contact:

...kernpunkt.PR
STRATEGIE & KOMMUNIKATION

Gabriele Jung
Schraudolphstr. 3a
80799 München
Germany
F: +49 1520 8695056
jung@kernpunktpr.de
www.kernpunktpr.de

**cyclingworld
europe**

Stefan Maly / Joey Stoczek
Rubensstr. 3
40237 Düsseldorf
Germany
F: +49 211 69571517
info@cyclingworld.de
www.cyclingworld.de