

Taipei, 29 January 2024

## **TAIPEI CYCLE d&i awards 2024: The results are in!**

After two days of intensive evaluation by international experts from the bicycle and design industry, 47 submissions were honored with the TAIPEI CYCLE d&i awards 2024. Seven of these were selected for their exceptional design innovations and were presented with the prestigious TAIPEI CYCLE gold award. The winners will be announced **on 5 March 2024** at the press conference in the run-up to the TAIPEI CYCLE Show at the Taipei Nangang Exhibition Center (Hall 1).

With submissions from nearly 150 global products, the growing participation reflects a robust recovery in the bicycle industry. Jurors noted the industry's focus on environmental sustainability and the mature use of composite materials, influencing brand strategies and consumer markets. The development of electric bicycles is evident, offering potential for further design advancements. The sports-oriented market is evolving to meet consumer demands for elevated sports experiences and efficiency.

### **The TAIPEI CYCLE d&i awards 2024 at a glance:**

- Nearly 150 submissions
- From 12 countries around the world
- 47 award-winning submissions
- 5 winners of the TAIPEI CYCLE gold award
- 1 winner of the TAIPEI CYCLE gold award – Startup
- 1 winner of the TAIPEI CYCLE gold award – Green Prize

### **Exhibition – 6 to 9 March 2024**

The award-winning products of the TAIPEI CYCLE d&i awards 2024 will be exhibited in the pavilion of award-winners at TAIPEI CYCLE 2024 from 6 to 9 March 2024. All these products will also be featured on the world's largest online design awards platform – **ifdesign.com**.

### **The Jury**

On 10-11 January, the jurors gathered at the Taipei World Trade Center for on-site evaluations, meticulously examining the design and technological innovations of each product. Here are their thoughts on this year's entries:

*“With the bike world is going through an exciting transition, I was expecting some truly exciting innovations being entered for the TAIPEI CYCLE d&i awards. I found a few great ideas, but very few complete solutions that excited me. While many companies stress sustainability, I’m concerned about potential greenwashing – raising doubts about whether these products genuinely contribute to improving our environmental impact. I’m looking forward to seeing if the manufacturers can ramp up their efforts next time!”*

**Craig Dent | RiDE-studios, Austria**

*“This year’s awards showed a wide range of products and very different categories from complete bicycles, various accessories, to small components with nifty technical solutions. Several entries were those ultra-compact moto-style cruiser-type E-bikes with robust 20-inch tires. This is a trending and growing category in the E-bike market, eared less for mobility but more for fun – perhaps for leisurely rides at the beach or making a stylish statement at the coffee shop.”*

**Georg Todtenbier | e\*thirteen components, Taiwan**

*“Submissions from both big established and startup companies. Many high-quality products focus more on green manufacturing processes and materials. Also, it’s great to observe that new categories are being created, like lighter electrical road bikes with more integrated solutions for safety in traffic, such as better lighting systems, brakes, and protection for the bikers.”*

**Henrik Jeppesen | HJ Consulting, Denmark**

*“This year’s submissions are definitely impressive. We had the opportunity to witness a wide range, from mobility to e-mobility, components, and the latest e-bikes; it was truly exceptional. Furthermore, it’s clear that they are getting to a point where innovation extends beyond the bike’s functions and features to include materials breakthroughs.”*

**Irfan Kachwalla | Logitech, Taiwan**

*“The entries cover a comprehensive range, including standard bikes, e-bikes, cargo, and child-carrying designs, trendy cruiser bikes, e-scooters, as well as various components and accessories. Notably, many submissions have adopted recycled materials and integrated eco-friendly or green manufacturing processes. This collective commitment to sustainability is evident across product design, production, and sales, showcasing a unified dedication to environmentally responsible development.”*

## **Johnson Wu | Cycling & Health Tech Industry R&D Center, Taiwan**

*“In this year’s award, we observe that the bicycle industry addresses environmental concerns and demonstrates technological maturity in the use of composite materials. This transformation is prompting changes in brand strategies and consumer markets. Additionally, the evident development in the e-bike industry showcases more comprehensive products and corresponding designs, indicating significant potential for future growth.”*

## **Kimberly Lin | Taiwan Mountain Biking Association, Taiwan**

*“Seeing a wide range of cycling products from competition-oriented markets to lifestyle markets is exciting, reflecting the continual growth and impact of cycling in everyday living. The sports-oriented market is evolving to become truly “prosumer”. There are various products aiding and enhancing the experience and efficiency of exercising to a very high level. As for the everyday lifestyle market, the addition of electric power makes cycling more accessible than ever, allowing a wider array of people to use cycling in their daily lives. The bicycle industry is multi-faceted; we are seeing products in each and every category expanding to explore new opportunities. I look forward to those explorations being deepened as the market has evolved into many different and unique niches. It is obvious that designers and developers of different experiences are offering cycling products, inviting more and more people to make good use of bikes as a valid life tool, a trend that certainly puts a smile on my face.”*

## **Henry Chang | Gearlab, Taiwan**

### TAIPEI CYCLE d&i awards

The award is co-organized by the Taiwan External Trade Development Council and the Taiwan Bicycle Association. iF DESIGN ASIA Ltd. Taiwan, subsidiary of iF International Forum Design GmbH in Germany, has been commissioned to organize the competition. In 2012, this award has become an important accolade for the global bicycle industry. Since its inception it recognizes outstanding innovative products in the bicycle industry, leading and reflecting industry trends. Winning products are exhibited yearly at TAIPEI CYCLE Show.

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