



# 2014 **interbike** awards

## 2014 Award Categories & Nominees

### *Velo/Competitor Group*

- 1. North American Road Cyclist of the Year (Male/Female)** – This award recognizes excellence in road cycling for the 2014 race season amongst North American Pro-level racers and includes both men and women. Performance is considered for all races that transpired between January 1<sup>st</sup> 2014 through July 22<sup>nd</sup>, 2014 for both domestic and international races. Nominees and winners will be selected by the editors from *Velo Magazine*.
  - **Nominees**
    - **TBA during the 1<sup>st</sup> week of August 2014**
- 2. North American MTB Cyclist of the Year (Male/Female)** – This award recognizes excellence in mountain bike racing for the 2014 race season amongst North American Pro-level racers and includes both men and women. This category will include performances across all disciplines of mountain bike racing, including XC, DH, Dual Slalom, Enduro, etc. Performance is considered for all races that transpired between January 1<sup>st</sup> 2014 through July 22<sup>nd</sup>, 2014 for both domestic and international races. Nominees and winners will be selected by the editors from *Velo Magazine*.
  - **Nominees**
    - **TBA during the 1<sup>st</sup> week of August 2014**
- 3. International Cyclocross Rider of the Year (Male/Female)** – This award recognizes excellence in Cyclocross Racing for the 2013 race season amongst International Pro-level racers and includes both men and women. Performance is considered for all races that transpired between July 1<sup>st</sup>, 2013 through June 30<sup>th</sup>, 2014 for both domestic and international races. Nominees and winners will be selected by the editors from *Velo Magazine*.
  - **Nominees**
    - **TBA during the 1<sup>st</sup> week of August 2014**
- 4. International Cyclist of the Year Male** – This award will be given to the individual male professional cyclist that dominates their respective category of racing that year. This award will include all racers in multiple disciplines of cycling (Mountain, Road, and Cross) and across all parts of the world. Performance is considered for all races that transpired between January 1<sup>st</sup> 2014 and July 22<sup>nd</sup>, 2014 for road and mountain and from July 1<sup>st</sup> 2013 through December 31<sup>st</sup>, 2013 for cross. Nominees and winners will be selected by the editors from *Velo Magazine*.
  - **Nominees**
    - **TBA during the 1<sup>st</sup> week of August 2014**

5. **International Cyclist of the Year Female** – This award will be given to the individual female professional cyclist that dominates their respective category of racing that year. This award will include all racers in multiple disciplines of cycling (Mountain, Road, and Cross) and across all parts of the world. Performance is considered for all races that transpired between January 1<sup>st</sup> 2014 and July 22<sup>nd</sup>, 2014 for road and mountain and from July 1<sup>st</sup> 2013 through December 31<sup>st</sup>, 2013 for cross. Nominees and winners will be selected by the editors from *Velo Magazine*.
- **Nominees**
    - **TBA during the 1<sup>st</sup> week of August 2014**
6. **North American Revelation Rider of the Year**– This award is recognizes the professional cycling athlete (male or female) that has a breakout race year. This athlete could come from the best young rider ranks or could be a racer that finally has a year for the ages and has become a force to be reckoned with. Performance is considered for all races that transpired between January 1<sup>st</sup> 2014 and July 22<sup>nd</sup>, 2014 for road and mountain and from July 1<sup>st</sup> 2013 through December 31<sup>st</sup>, 2013 for cross. Nominees and winners will be selected by the editors from *Velo Magazine*.
- **Nominees**
    - **TBA during the 1<sup>st</sup> week of August 2014**
7. **International Ride of the Year** – This final award recognizes the athlete that performs at an amazing level on one-day event. These epic performances will be one for the ages and could come from one of the classics, or a single stage in one of the big Tours, or an amazing DH run, or even an epic CX event in incredibly difficult conditions. This ride will include male and female and will cover multiple disciplines of cycling. Performance is considered for all races that transpired between January 1<sup>st</sup> 2014 and July 22<sup>nd</sup>, 2014 for road and mountain and from July 1<sup>st</sup> 2013 through December 31<sup>st</sup>, 2013 for cross. Nominees and winners will be selected by the editors from *Velo Magazine*.
- **Nominees**
    - **TBA during the 1<sup>st</sup> week of August 2014**

### ***Mountain Bike Action***

8. **Mountain Bike of the Year** - Represents any product that was deemed a model year 2014 product and was available for review by the *MBA* test editors between July 1st 2013 and June 15th 2014. This product is also required to have been in production and available at retail in this timeframe. This award covers all categories of full suspension, hardtails, single speeds, fat tire bikes, etc. Nominees are considered based on overall design, performance, spec, price, styling, etc.
- **Nominees**
    - **Giant Trance Advanced 27.5**
    - **Intense Tracer T-275 Carbon**
    - **Pivot Mach 6**
    - **Specialized S-Works Enduro 29**
    - **KHS SixFifty 7500**

**9. Mountain Product Innovation of the Year** - Includes all accessory and component items such as helmets, grips, derailleurs, tires, suspension, wheels, brakes, shoes, hydration packs ... and the list goes on and on. Similar to the bike category, all products were deemed a model year 2014 product and submitted for review by the *MBA* staff between July 1<sup>st</sup>, 2013 and June 15<sup>th</sup>, 2014. The products nominated were also required to have been in production and available at retail within this timeframe.

- **Nominees**
  - **OneUp Components Sprockets**
  - **RockShox Pike fork**
  - **Renthal Duo Stem and Fatbar Light Handlebar**
  - **Smith Forefront Helmet**
  - **Troy Lee Designs A1 Helmet**

**10. People's Upgrade Choice Award Mountain** – Recognizing that in the course of each calendar season, cyclists spend more money on purchasing accessories to improve the bikes they already own versus purchasing new, complete bikes, this award is one based on consumer opinions of their best (actual or desired) mountain bike upgrade as surveyed through the magazine and its social media outlets (web sites, Facebook, Twitter, etc.).

- **Nominees**
  - **TBA during the 1<sup>st</sup> week of August 2014**

**11. Best in Show Mountain** – The nominees for this list are decided by the editors based on products displayed Monday through Wednesday at the show. This category will be open to all products that participate in the show and includes both bike and non-bike products. *MBA* editors will compile the list of nominees by end of show day Wednesday. On Thursday, nominees will be informed that they are up for the award.

- **Nominees**
  - **TBA at Interbike 2014**

### ***Road Bike Action***

**12. Road/Cross Bike of the Year** - Represents any road or cross bike that was deemed a model year 2014 product and was available for review by the *RBA* test editors between July 1st 2013 and June 15th 2014. This product is also required to have been in production and available at retail in this timeframe. This award covers all categories of road, time trial and cross. Nominees are considered based on overall design, performance, spec, price, styling, etc.

- **Nominees**
  - **Bianchi Infinito**
  - **Cannondale Synapse**
  - **Niner RLT**
  - **Specialized Allez Expert**
  - **Trek Domane**

**13. Road Product Innovation of the Year** - Includes all accessory and component items such as helmets, bars, derailleurs, tires, wheels, glasses, brakes, shoes, pumps, lights ... and the list goes on and on. Similar to the bike category, all products were deemed a model year 2014 product and submitted for review by the RBA staff between July 1<sup>st</sup>, 2013 and June 15<sup>th</sup>, 2014. The products nominated were also required to have been in production and available at retail within this timeframe.

- **Nominees**
  - **GoPro Hero camera**
  - **ICE Dot Crash Sensor**
  - **Shimano Ultegra 6870**
  - **Stages Power**
  - **Shimano R785 Disc Brake**

**14. People's Upgrade Choice Award** – Recognizing that in the course of each calendar season, cyclists spend more money on purchasing accessories to improve the bikes they already own versus purchasing new, complete bikes, this award is one based on consumer opinions of their best (actual or desired) road bike upgrade as surveyed through the magazine and its social media outlets (web sites, FaceBook, Twitter, etc.).

- **Nominees**
  - **TBA during the 1<sup>st</sup> week of August 2014**

**15. Best in Show Road/Cross** – The nominees for this list are decided by the editors based on products displayed Monday through Wednesday at the show. This category will be open to all products that participate in the show and includes both bike and non-bike products. RBA editors will compile the list of nominees by end of show day Wednesday. On Thursday, nominees will be informed that they are up for the award.

- **Nominees**
  - **TBA at Interbike 2014**

### ***BMX Plus!***

**16. BMX Product Innovation of the Year** - This award includes all accessory and component items such as helmets, tires, wheels, handlebars, shoes, clothing and the list goes on and on. Similar to the bike category, all products were deemed a model year 2014 product and submitted for review by the *BMX Plus!* staff between July 1<sup>st</sup> 2013 and June 15<sup>th</sup> 2014. The products nominated were also required to have been in production and available at retail within this timeframe.

- **Nominees**
  - **Bell Full 7 helmet**
  - **Box Maximus bars and delta stem**
  - **TSG Dawn helmet**
  - **Kink Senec pedals**

**17. BMX Athlete of the Year** - The award recognizes the athlete who best represents the sport of BMX, including both racing and freestyle in terms of both on-the-bike performance and off-the-bike professionalism and personality.

- **Nominees**
  - **Sam Willoughby**
  - **Caroline Buchanan**
  - **Drew Bezanson**
  - **Mike "Hucker" Clark**

## ***E-Bike Action***

**18. E-Bike of the Year** - This award represents any complete bike that was deemed a model year 2014 product and was submitted for review by the *EBA* staff between July 1<sup>st</sup>, 2013 and June 15<sup>th</sup>, 2014. The bikes nominated were also required to have been in production and available at retail within this timeframe.

- **Nominees**
  - Haibike Xduro RX
  - Electra Townie Go
  - Stromer ST1
  - Specialized Turbo
  - Prodecotech Phantom X3

## ***National Bicycle Dealer Association***

**19. Highest Brand Profitability to the LBS, Unit Turns** - This category measures a brand in product availability, order management, shipping speed & quality, and return acceptance. All nominees and winners will have been voted in via the NBDA's Supplier Scorecard program that ran from February 2014 through May 2014.

- **Nominees**
  - Club Ride
  - Planet Bike
  - Q-Tubes
  - ABUS
  - Tifosi Optics

**20. Highest Brand Profitability to the LBS, Dollars** - This category measures a brand's programs, terms, and actual realized LBS profit margins. All nominees and winners will have been voted in via the NBDA's Supplier Scorecard program that ran from February 2014 through May 2014.

- **Nominees**
  - Club Ride
  - Lazer
  - Tifosi Optics
  - Swagman
  - Giant

**21. Best Service to the LBS** - This category measures performance of a brand's sales & technical staff and its utilization of technology in dealer communications. All nominees and winners will have been voted in via the NBDA's Supplier Scorecard program that ran from February 2014 through May 2014.

- **Nominees**
  - Cane Creek
  - Lazer
  - Waterford Precision Cycles
  - Q-Tubes
  - ABUS

**22. Best Brand Value to Consumers** - This category evaluates the brand's performance and satisfaction with LBS customers. All nominees and winners will have been voted in via the NBDA's Supplier Scorecard program that ran from February 2014 through May 2014.

- **Nominees**
  - **Assos**
  - **Skratch Labs**
  - **Stan's NoTubes**
  - **Velocity USA**
  - **Waterford Precision Cycles**

**23. Best Brand Value to the LBS** - This category evaluates the brand's support of the Independent Bicycle Dealer. All nominees and winners will have been voted in via the NBDA's Supplier Scorecard program that ran from February 2014 through May 2014.

- **Nominees**
  - **Assos**
  - **Linus Bikes**
  - **Terratrike**
  - **GoPro**
  - **Skratch Labs**

**24. Best Distributor Service to the LBS** - This category measures a distributor in product availability, order management, shipping speed & quality, and return acceptance. All nominees and winners will have been voted in via the NBDA's Supplier Scorecard program that ran from February 2014 through May 2014.

- **Nominees**
  - **Hans Johnsen**
  - **Highway Two**
  - **Quality Bicycle Products**
  - **Giant**
  - **Seattle Bicycle Supply**

**25. NBDA's Signature Award - The "Specialty" Award:** for a company that best manages its brand positioning and avoids being commoditized by mass-market sales channels. All nominees and winners will have been voted in via the NBDA's Supplier Scorecard program that ran from February 2014 through May 2014.

- **Nominees**
  - **ABUS**
  - **Giant**
  - **Velocity USA**
  - **Catrike**
  - **Waterford Precision Cycles**

## ***Triathlon Business International***

**26. International Male Triathlete of the Year** – This awards recognizes excellence in Triathlon performance for men for the 2013 and the first half of 2014 race seasons amongst International Pro-level athletes. Performance is considered for all races that transpired between January 1<sup>st</sup> 2013 through July 31<sup>st</sup>, 2014 for both domestic and international races. Nominees and winners will be selected by the board of directors of Triathlon Business International (TBI). Triathlon Business International is a coalition of industry leaders who saw the need for the triathlon business community to come together in an organization dedicated to promoting the sport and the business of triathlon.

- **Nominees**
  - **Javier Gomez**
  - **Frederik Van Lierede**
  - **Andrew Starykowicz**

**27. International Female Triathlete of the Year** – This awards recognizes excellence in Triathlon performance for women for the 2013 and the first half of 2014 race seasons amongst International Pro-level athletes. Performance is considered for all races that transpired between January 1<sup>st</sup> 2013 through July 31<sup>st</sup>, 2014 for both domestic and international races. Nominees and winners will be selected by the board of directors of Triathlon Business International (TBI). Triathlon Business International is a coalition of industry leaders who saw the need for the triathlon business community to come together in an organization dedicated to promoting the sport and the business of triathlon.

- **Nominees**
  - **Miranda Carfrae**
  - **Gwen Jorgensen**
  - **Meredith Kessler**

**28. Triathlon Industry Leader of the Year** – This award recognizes the individual, brand, event, athlete, event producer or product that demonstrated leadership and vision in driving the sport of triathlon. Nominees for this category will be selected based their respective activities in both 2013 and 2014. Nominees and winners will be selected by the board of directors of Triathlon Business International (TBI). Triathlon Business International is a coalition of industry leaders who saw the need for the triathlon business community to come together in an organization dedicated to promoting the sport and the business of triathlon.

- **Nominees**
  - **HOKA**
  - **Dan Empfield**
  - **Bob Babbit**

## ***PeopleForBikes***

**29. Next Generation Award** – This award will recognize the efforts of organizations, schools, corporations or individuals that have gone above and beyond to get more kids on bikes. Our industry's future is dependent upon this generation of adults to create more and innovative ways to get our kids riding bikes more often. All nominees and winners will be selected by the PeopleForBikes staff.

- **Nominees**
  - **TBA during the 1<sup>st</sup> week of August 2014**

**30. PlacesForBikes Award** – This category celebrates cities, communities, states, counties, etc. that are working hard to create more safe places for people to ride. We know that when safe places to ride are created, more people get back on their bikes and great things take place in those communities. We want to recognize those places and hope that it inspires more communities to take action. All nominees and winners will be selected by the PeopleForBikes staff.

- **Nominees**
  - TBA during the 1<sup>st</sup> week of August 2014

**31. Leadership Award** – This new award gives accolades to mayors, governors, civic leaders, or corporate executives that have championed the cause for getting more people on bikes. These pioneers are non-industry advocates that are out there fighting our fight for us and they deserve to be recognized and celebrated. All nominees and winners will be selected by the PeopleForBikes staff.

- **Nominees**
  - TBA during the 1<sup>st</sup> week of August 2014

### ***Bicycle Retailer and Industry News***

**32. Best Urban/Lifestyle Shop** - Recognizes the specialty retailer that features the best selection, product mix and knowledgeable staff in the urban and lifestyle category. This shop appeals to commuters and recreational riders. All nominees and winners to be determined by open industry online ballot and vetted by *BRAIN* editorial staff.

- **Nominees**
  - TBA during the 1<sup>st</sup> week of August 2014

**33. Best Pro Road Shop** - Recognizes the specialty retailer that features the best selection, product mix and professional service in the road category. This shop appeals to high-end road enthusiasts. All nominees and winners to be determined by open industry online ballot and vetted by *BRAIN* editorial staff.

- **Nominees**
  - TBA during the 1<sup>st</sup> week of August 2014

**34. Best Mountain Bike Shop** - Recognizes the specialty retailer that features the best selection, product mix and professional service in the mountain bike category. This shop appeals to avid mountain bikers. All nominees and winners to be determined by open industry online ballot and vetted by *BRAIN* editorial staff.

- **Nominees**
  - TBA during the 1<sup>st</sup> week of August 2014

**35. Best Women's/Female-Friendly Shop** - Recognizes the specialty retailer that features the best selection, product mix and merchandising in the women's category. This shop is comfortable and inviting to female riders. All nominees and winners to be determined by open industry online ballot and vetted by *BRAIN* editorial staff.

- **Nominees**
  - TBA during the 1<sup>st</sup> week of August 2014

**36. 2014 Retailer of the Year** - Recognizes the specialty retailer that's having a noteworthy year in terms of sales, store remodel or expansion, and increased local market presence. This shop sets an industry standard for overall retail experience. All nominees and winners to be determined by open industry online ballot and vetted by *BRAIN* editorial staff.

- **Nominees**
  - TBA during the 1<sup>st</sup> week of August 2014