



**FOR IMMEDIATE RELEASE**

**2015 Interbike Award Winners Announced**

- *Breaking Away Cast Joins Industry Celebration* -

**SAN JUAN CAPISTRANO, Calif.** – September 18, 2015 – Interbike’s annual awards gala didn’t disappoint this year. The evening kicked off with a reunion of the cast from the 1979 film “Breaking Away.” Dennis Christopher (Dave Stoller), Jackie Earle Haley (Moocher) and Dennis Quaid (Mike) jump started the excitement before 37 awards were presented for Product Innovation, Athletic Achievement, Best-In-Triathlon, Dealer Excellence, Supplier Performance, Advocacy Efforts and more.

Hosted by comedy veteran Alonzo Bodden, the awards ceremony presented more than 35 winners with the coveted IB Award. The awards were distributed as follows:

- North American Road Cyclist of the Year (Male/Female)  
Megan Guarnier
- North American MTB Cyclist of the Year (Male/Female)  
Catharine Pendrel
- International Cyclocross Rider of the Year (Male/Female)  
Mathieu van der Poel
- International Cyclist of the Year – Male  
Chris Froome
- International Cyclist of the Year – Female  
Pauline Ferrand-Prevot
- North American Revelation Rider of the Year  
Rob Britton
- International Ride of the Year  
Aaron Gwin
- Mountain Bike of the Year  
Pivot Mach 429SL
- Mountain Product Innovation of the Year  
Schwalbe & Syntace PROCORE Tubeless System
- People’s Upgrade Choice Award - Mountain  
Bell Super 2R Helmet
- Best in Show Mountain  
Push Industries ELEVEN SIX Rear Shock
- Road Bike of the Year  
Cannondale EVO Force
- Road Product Innovation of the Year  
SRAM Force CX1
- People’s Upgrade Choice Award – Road  
SRAM Force CX1
- Best in Show – Road  
SRAM Red eTAP
- BMX Product Innovation of the Year  
The Subrosa Street Rail
- BMX Athlete of the Year  
Nic Long
- E-Bike of the Year  
Stromer ST2
- Highest Brand Profitability to the LBS, Unit Turns  
Tifosi Optics

Highest Brand Profitability to the LBS, Dollars

- Lazer
- Best Service to the LBS
  - Kona Bicycle Co.
- Best Brand Value to Consumers
  - Bern Unlimited
- Best Brand Value to the LBS
  - Specialized
- Best Distributor Service to the LBS
  - Quality Bicycle Products
- NBDA's Signature Award
  - Efficient Velo Tools
- International Male Triathlete of the Year
  - Jan Frodeno
- International Female Triathlete of the Year
  - Gwen Jorgensen
- Triathlon Industry Leader of the Year
  - Challenge Family
- Next Generation Award
  - NICA (National Interscholastic Cycling Association)
- PlacesForBikes Award
  - Atlanta Beltline
- Leadership Award
  - Deb Hubsmith, Safe Routes To School
- Best Urban/Lifestyle Shop
  - Bicycle Habitat – New York, NY
- Best Pro Road Shop
  - ATA Cycle – Concord, MA
- Best Mountain Bike Shop
  - Absolute Bikes – Salida, CO
  - Bryson City Bicycles – Bryson City, NC
- Best Women's/Female Friendly Shop
  - Pedal Chic – Greenville, SC
- 2015 Retailer of the Year
  - Landry's Bicycles – Boston, MA

Interbike returns to the Mandalay Bay Convention Center beginning with OutDoor Demo in Boulder City, Nev., September 19-20, 2016, followed by the Interbike Expo September 21-23, 2016.

###

## **About Interbike**

Interbike is the largest bicycle trade event in North America, bringing together manufacturers, retailers, industry advocates and media to conduct the business of cycling. Established in 1982, the show gathers more than 1,200 cycling-related brands, over 25,000 total attendees annually and is considered one of the most important global trade events for the bicycle industry.

Interbike is one of 90 premier trade events owned and operated by Emerald Expositions, a leading producer of large business-to-business tradeshow. Emerald Expositions, based in San Juan Capistrano, CA produces shows and conference events globally that connect more than 525,000 buyers and sellers across nine diversified end-markets. Markets covered include general merchandise, sports, hospitality and retail design, jewelry, photography, decorated apparel, building, healthcare and military.

**For the Photo library please go here: <https://www.flickr.com/photos/interbikeexpo/>**

More information about Interbike can be found at [www.interbike.com](http://www.interbike.com)

### **MEDIA CONTACT:**

Justin Gottlieb  
Interbike  
Communications and PR Director  
949-226-5754  
[justin.gottlieb@emeraldexpo.com](mailto:justin.gottlieb@emeraldexpo.com)

Uwe Weissflog  
inMotion mar.com for Interbike  
International PR/Sales Consultant  
+49 711 35164091  
[uweissflog@inmotionmar.com](mailto:uweissflog@inmotionmar.com)