

**MODYN**

design that moves

**Eurobike  
2023**



# Introduction

Get ready for an exciting Trend Report highlighting the incredible moments from the recent fair we couldn't afford to miss—Eurobike! It was an absolute blast, filled with noteworthy experiences and captivating trends.

From longtail bikes and cargo innovations to integration advancements and the growing trend of traveling with pets, Eurobike 2023 was packed with exciting highlights.

But that's not all! Our CMF lead, Mandy, also joined us at the fair, providing unique insights into the world of colors, materials, and finishes. With her expertise, we've got some fantastic CMF tidbits to share in this report.

We hope you enjoy the journey and find inspiration in our MODYN trend report!

**Enjoy!**

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# General Highlights



# Longtail bikes



Rixe Carry one



Moustache lundi 20



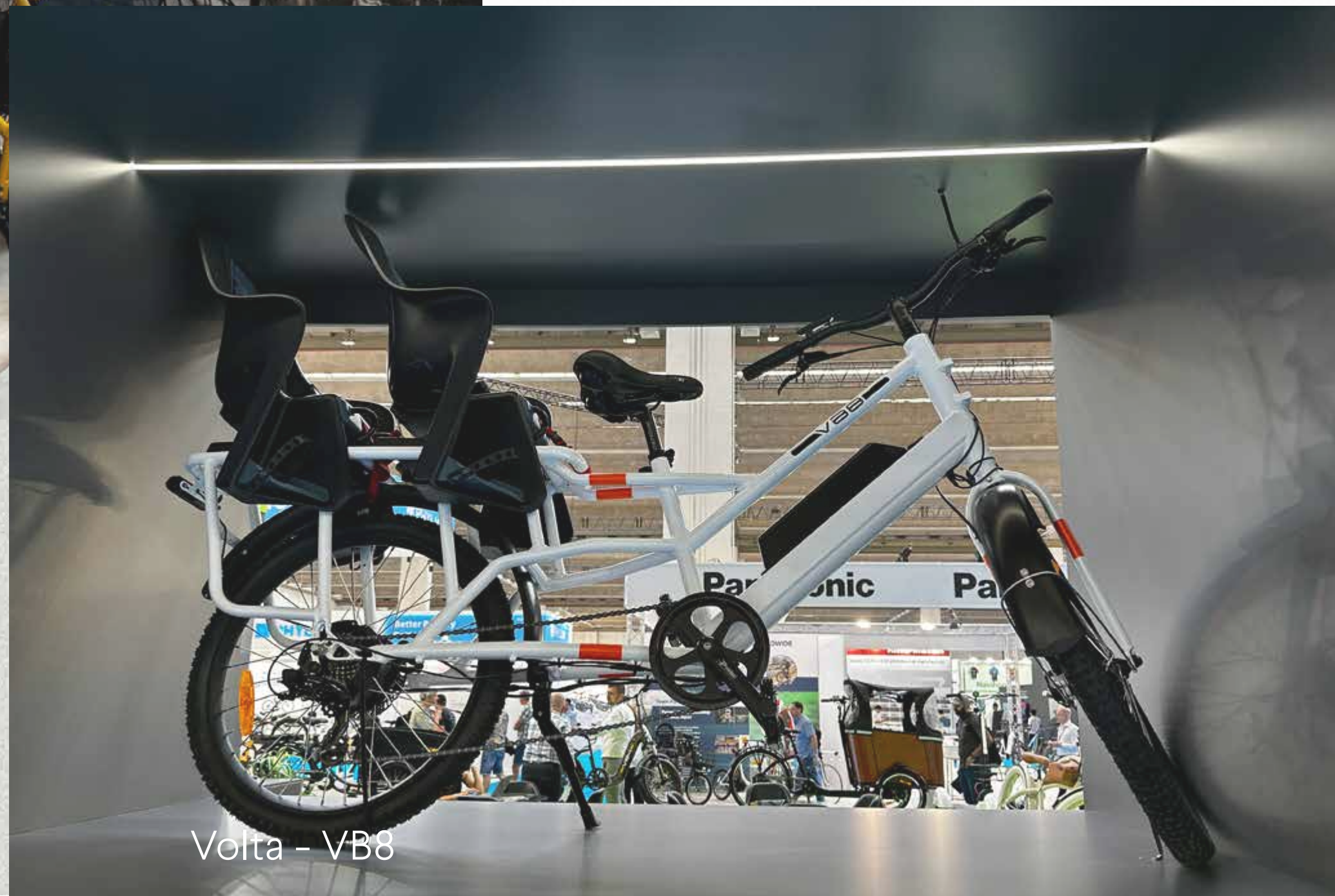
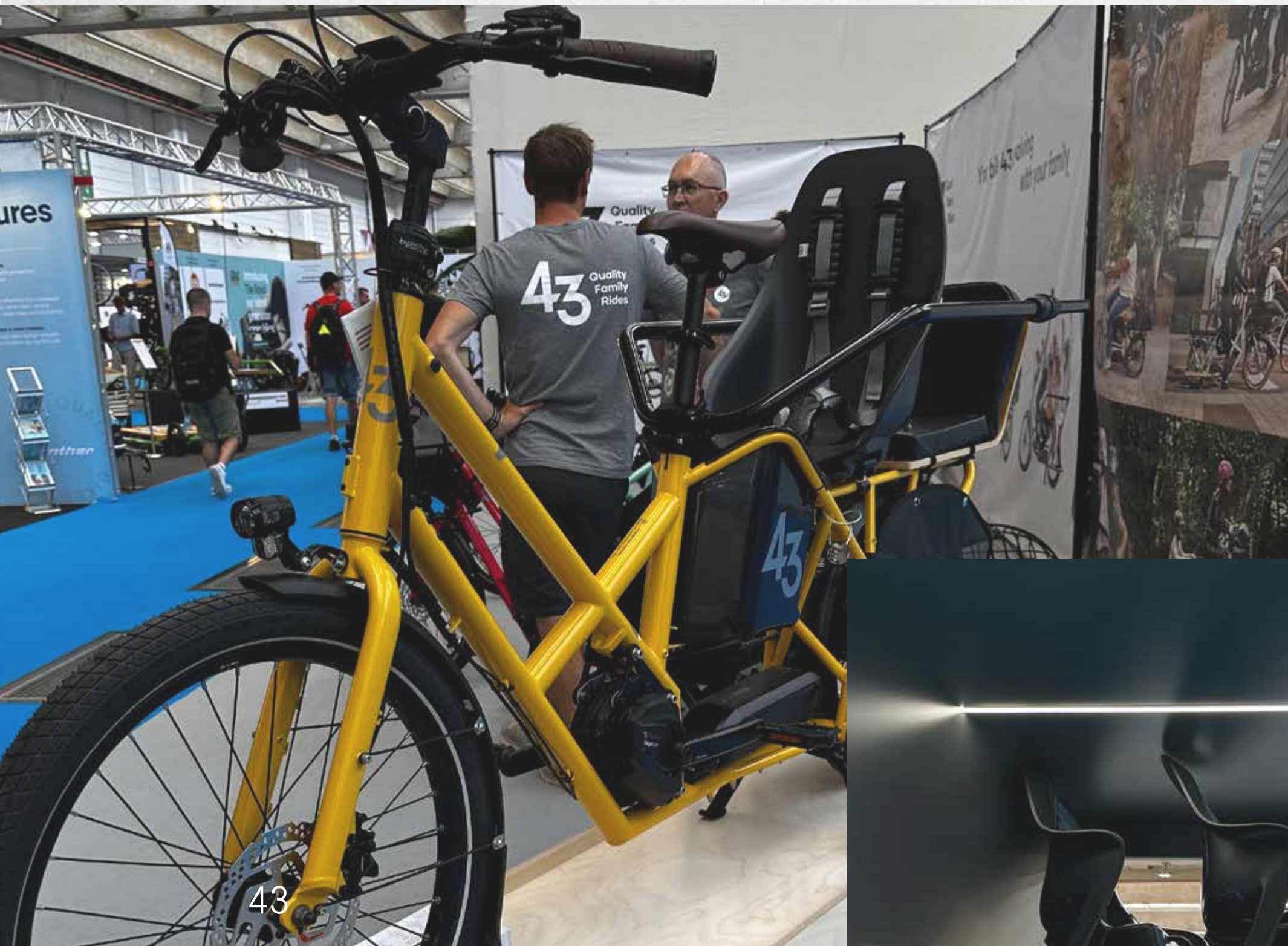
Rixe two x Thule Yepp2

At the show, it was clear that nearly every major brand showcased their version of the longtail bike. As the longtail segment continues to grow, the market now offers a wide range of options to suit various trips and preferences. From incredibly compact choices to lightweight frames and stylish designs, there is something for everyone. The longtail bike has sparked a revolution in urban commuting by harmoniously combining form and function, earning well-deserved acclaim.

Of course, it was nice to see the presentation of our latest collaboration project, the Thule YEPP2 seat, at the show!



# Longtail bikes







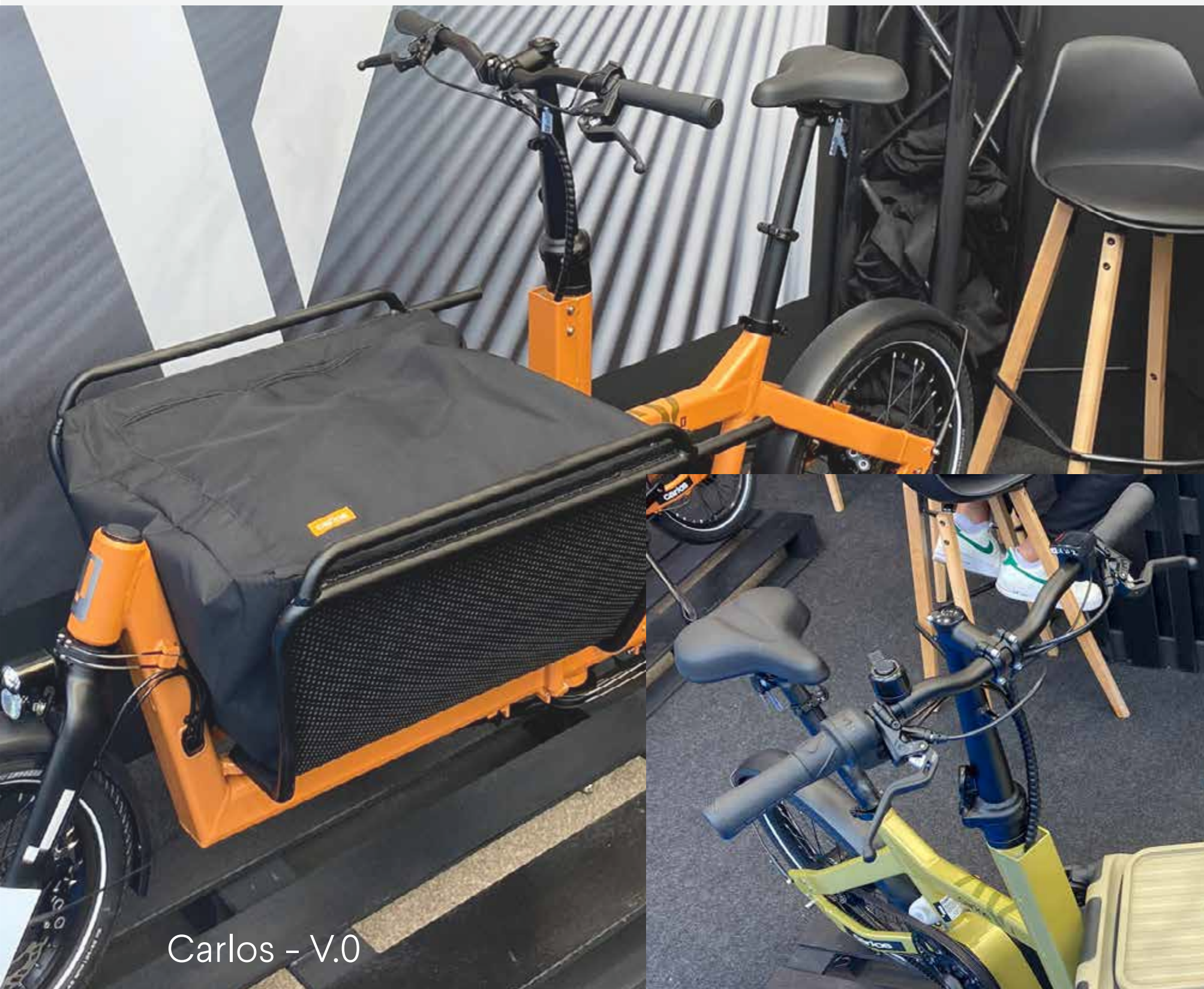
# Cargo bike innovations

Continuing its upward trajectory from the previous year, the world of cargo bikes once again demonstrated impressive growth at this event. The notable advancements on display left a lasting impression, particularly with the introduction of foldable frames and cargo baskets. Moreover, there was a significant emphasis on optimizing functionality and reducing environmental impact.

Brands like Carlos showcased a mid-frame fold cargo bike with a cargo box that doubles as a suitcase.



# Cargo bike developments



Carlos - V.0



Carlos - V.1



Johansson - Oscar M



# Cargo bike developments





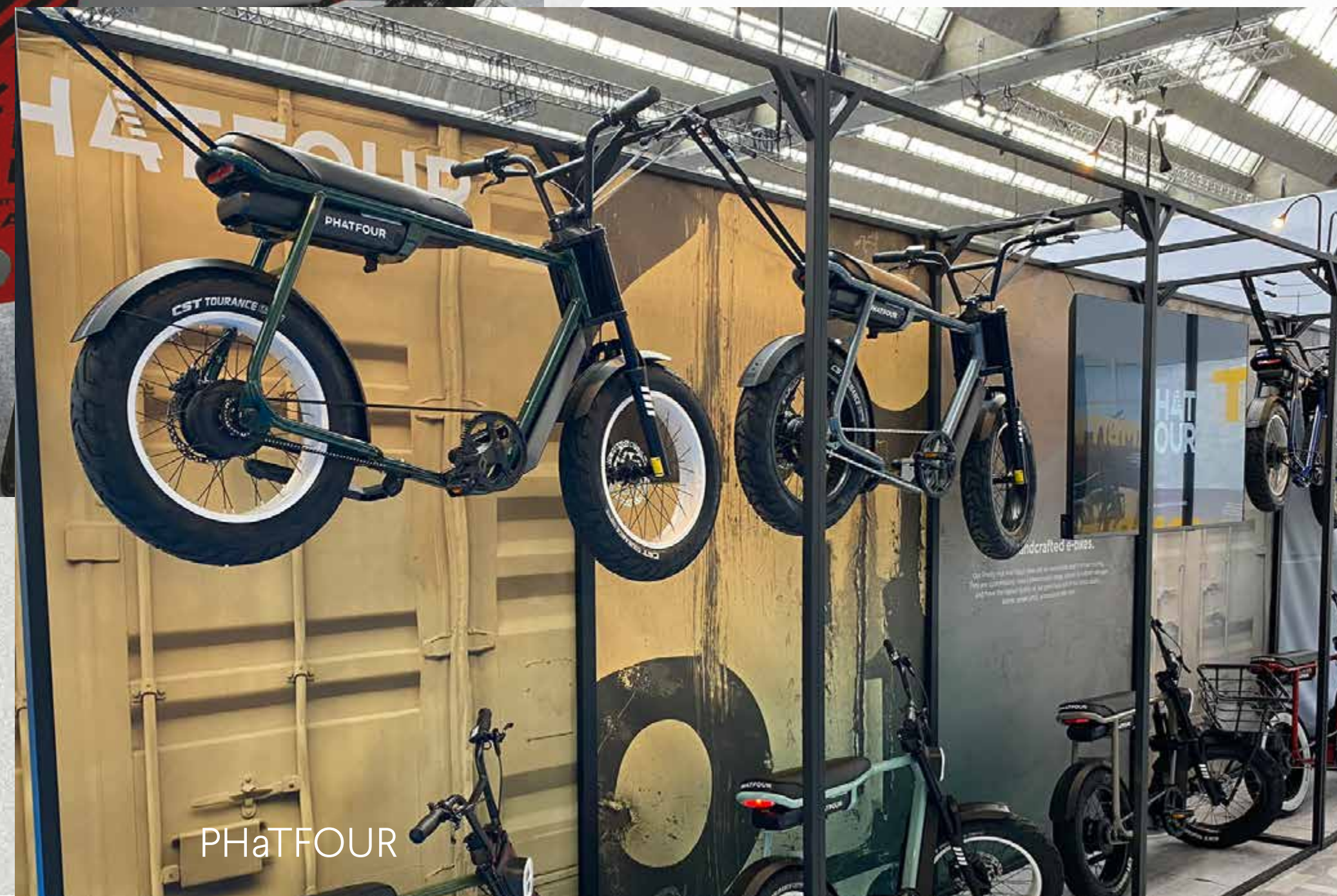
# Fatbikes



async A1



Benno - RemiDemi



PHATFOUR

**Fat bikes with oversized tires, designed for unconventional terrains, took center stage at the event, garnering immense popularity. However, the question remains: is this trend here to stay? Understanding consumer preferences and anticipating the next step in the evolution of bicycles will be crucial in making fat bikes more sustainable and ensuring their continued success.**



# Next level bike

Dangerholm, aka Gustav Gullholm, unveils the stunning Scott Foil RC Liquid build. This aero bike takes the essence of the Foil to the next level, exuding elegance and unrivaled performance. Inspired by supercars, it features matching body panels, discreet logos, and clean tires.

Check his work on Instagram.

@dangerholm



# SCOTT SPORTS SA - SCOTT Lumen 900 SL

The SCOTT Lumen eRIDE: Redefining E-bikes. Inspired by the acclaimed SCOTT Spark, it combines MTB aesthetics with Nino Schurter-like acceleration. The innovative design integrates the rear shock, battery, display, and cables. With the TQ HPR50 drive system delivering 50Nm torque and up to 520Wh range, it offers 200% extra power at just 20% more weight than a regular Spark.



# Integration





# Light integration

Building upon the observation made last year, the trend of integrating light within the frame continues to gain momentum. This year, an abundance of ingenious and diverse smart solutions for seamless light integration have captured our attention, highlighting the industry's commitment to innovative design and functionality.



# Light integration



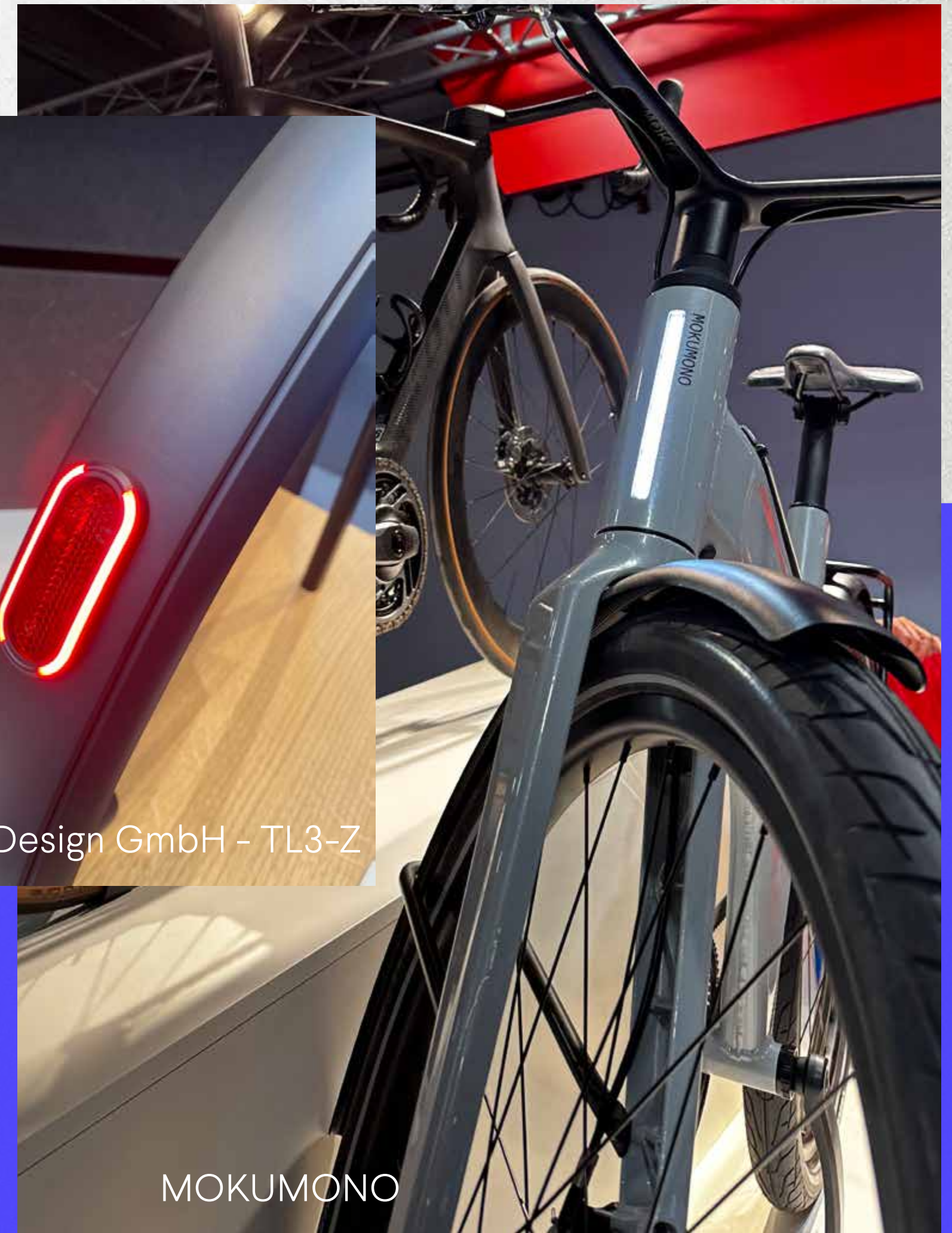
Urban Jungle



Spanninga



Supernova Design GmbH - TL3-Z



MOKUMONO



# Light integration



One of our personal favorites - Unit1 helmet. Not only is it exquisitely designed, but it also boasts an unparalleled level of safety. With fully customizable integrated lights, premium materials, and Mips technology, this helmet takes safety to a whole new level.



# Motor and gear box integration



Tout Terrain Pamir



Pinion mgu e1.12s



Pinion mgu e1.12s

Pinion's debut of a semi-automatic gearbox and motor system was one of our personal favorites as well. This integration indicates a shift towards designs that harmonize functionality and aesthetics. The challenge for product designers is to innovate and create streamlined designs that balance form and function.



# Front Racks



# Front racks



Riese & Müller



Thule

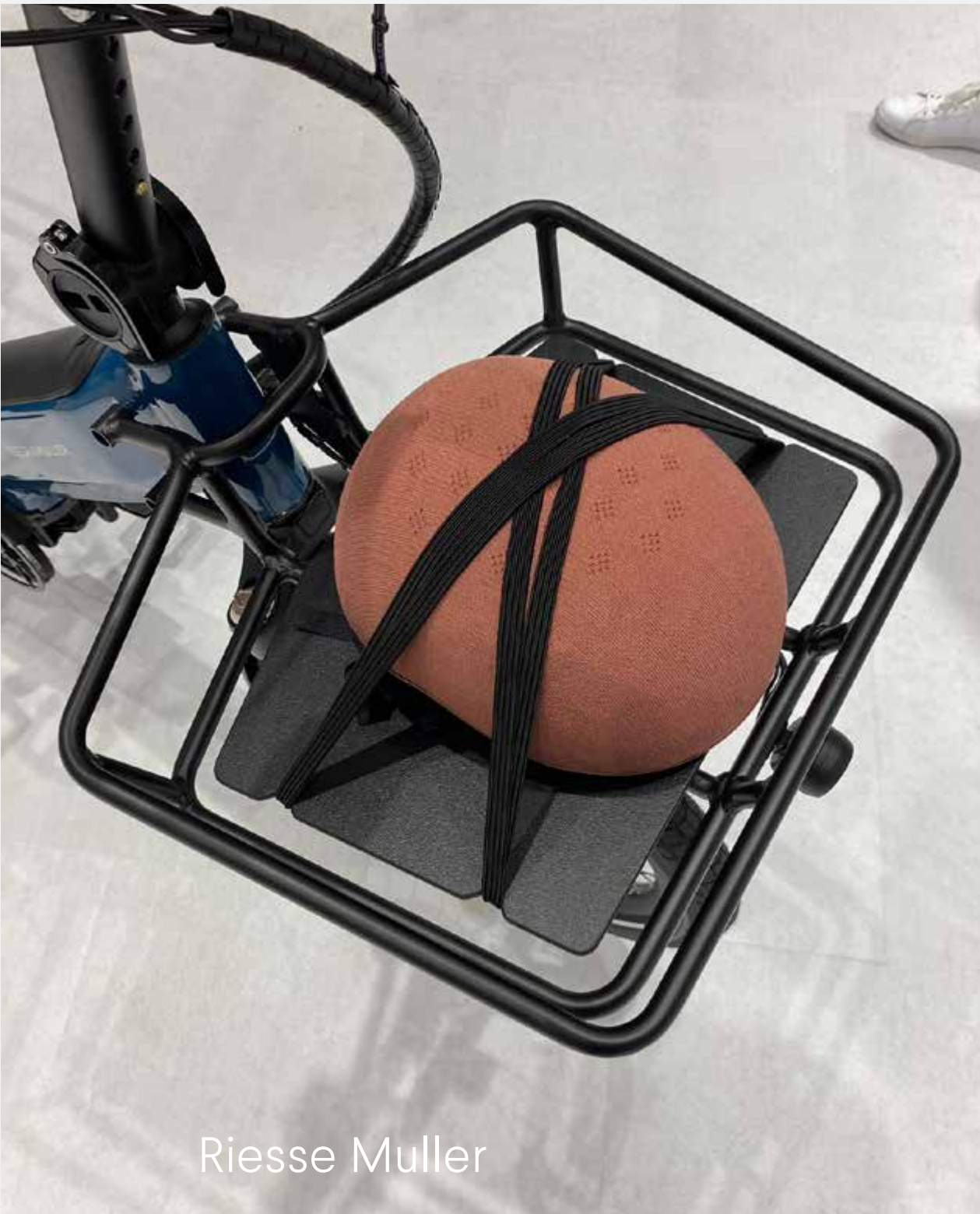


Sum

We couldn't help but notice another fantastic development in front racks! Nicely designed bike front racks offer convenient storage, improved balance, and easy accessibility for cyclists. With customizable options available, front racks enhance the cycling experience by adding functionality and personalization to your bike setup.



# Front racks



Riese Muller



Bulls



Carlos



20.60

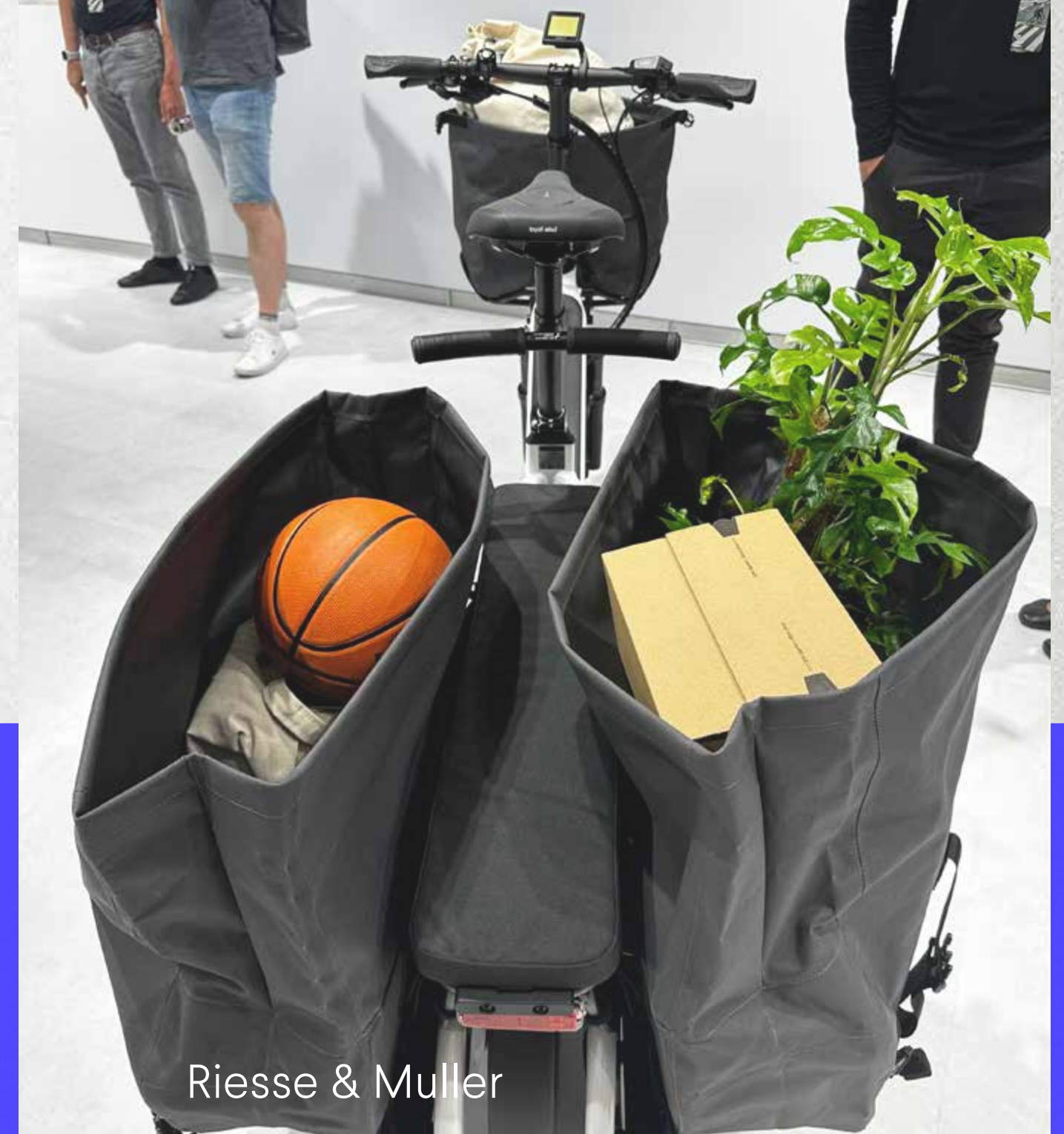
# Bikepacking



# Bike packing



KTM - MACINA bag



Riese & Muller



GROFA Action Sports - CAPSULED Bike Bag

**Bikepacking has become an increasingly recognized need across various brands like never before. Consequently, at this show, we observed a remarkable array of diverse bike bags catering to different types of trips and individual requirements. Personal favorite - GROFA Action Sports GmbH introduces the CAPSULED Bike Bag: a versatile 4-in-1 solution for training and adventure rides. This multipurpose bag effortlessly transforms from a frame bag to handlebar or saddle bag, and even converts into a stylish shoulder bag with the attachable strap.**



# Cutting Edge Frames



A green Diavelo bicycle is shown from a side-rear perspective. It features a front basket with a 'THULE' logo containing a light green bag, and a large green rear cargo box filled with various items. The frame is a light green color with a distinctive angular design. The bicycle is parked on a dark surface, possibly a street or parking lot. Other bicycles are partially visible in the background.

# Different approach to frames

The innovative approach to frame manufacturing has raised eyebrows and sparked curiosity. Will this trend become a mainstay in the industry? Could techniques such as metal folding, rubber pressing, and welding revolutionize frame production, offering a more sustainable alternative?







# Different approach to frames





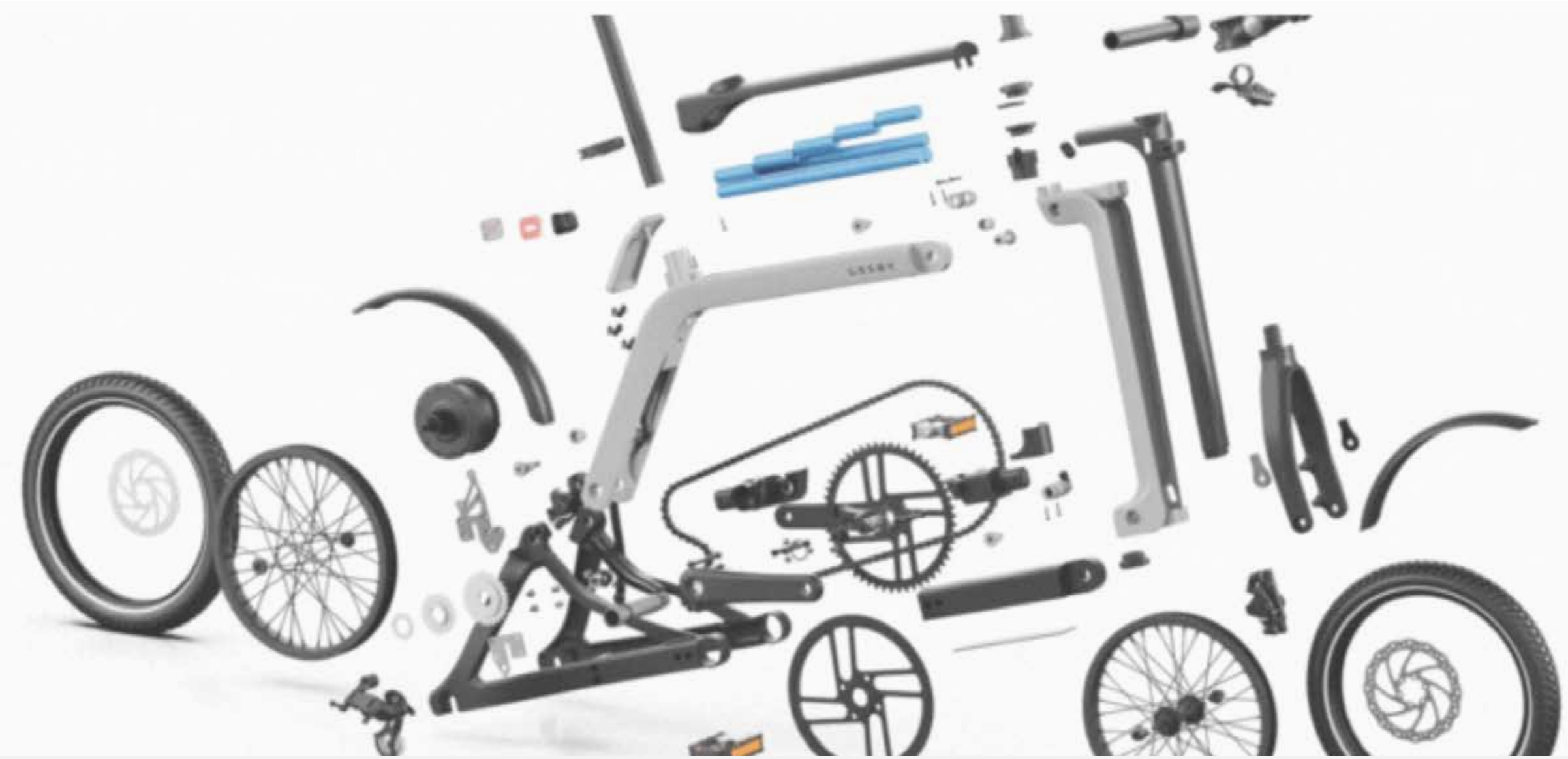
# Different approach to frames







OSSBY-GEO



## Different approach to frames

One of our favorites was also OSSBY GEO. This bike is designed in Spain, the focus is on cutting edge technology with a focus on sustainability! The best part is that the frame is made from plant resins and high-tech composite fibers, meaning it is light and sustainable!



# Different approach to frames



Seiren



Among the tons of great developments we saw at the show, one thing really caught our eye: 3D printed bike parts. Take the new Pilot Cycles Seiren, for example. It's a super cool bike made of titanium, and it weighs just 7.2 kilograms. The frame is made up of three 3D-printed sections that are joined together.



# Progress In Comfort



# Next level in comfort?



Saddle RoyalEssenza+



Riese and Muller UBN - I LOCK IT



ERGON GT1 GRIPS

Indulge in an unparalleled level of comfort with state-of-the-art features like auto-leveling, automatic terrain adoption, pre-heated seats, ergonomic grips, and beyond. As we anticipate the next leap in comfort for premium bikes, keyless access emerges as a potential game-changer. But is it truly the pinnacle of comfort, or can we expect even more innovative advancements on the horizon?



# Comfort full suspension



moustache j e-bike concept



Riese Müller



The new Culture  
Laid-back riding experience for here and now

## Light weight urban bikes

Urban eBikes crafted from aluminum and carbon prioritize lightweight design and low maintenance.





# VIKING shoe

We are thrilled to see the unveiling of our latest collaboration project with VIKING at Eurobike2023! Taking center stage is the remarkable COBALT RC, the flagship cycling shoe in their lineup. This outstanding shoe showcases cutting-edge features, including a carbon cup sole for exceptional performance and power transfer. Made from high-quality thermoplastic material, it offers a customizable fit that effortlessly conforms to the unique shape of your foot.



# Moving With Pets





# Moving with Pets

Pet transportation continues to emerge as one of the most dynamic and evolving trends in recent times. Its growth has been evident year after year, capturing the attention of pet owners worldwide. This year, prominent brands such as Thule and Kvisp showcased their latest advancements, unveiling innovative solutions to meet the increasing demand for safe and convenient pet transportation.



# Designing the Dog Mobility revolution



One of our collaboration projects! IF award winner – KVISP bike dog seat!

Experience the world together with your dog with our world-facing front-mounted seat and see how she enjoys the wind, the smells, and the views from up close.

No need to leave your dog at home while you meet friends across town, run errands, or simply go on an adventure together.



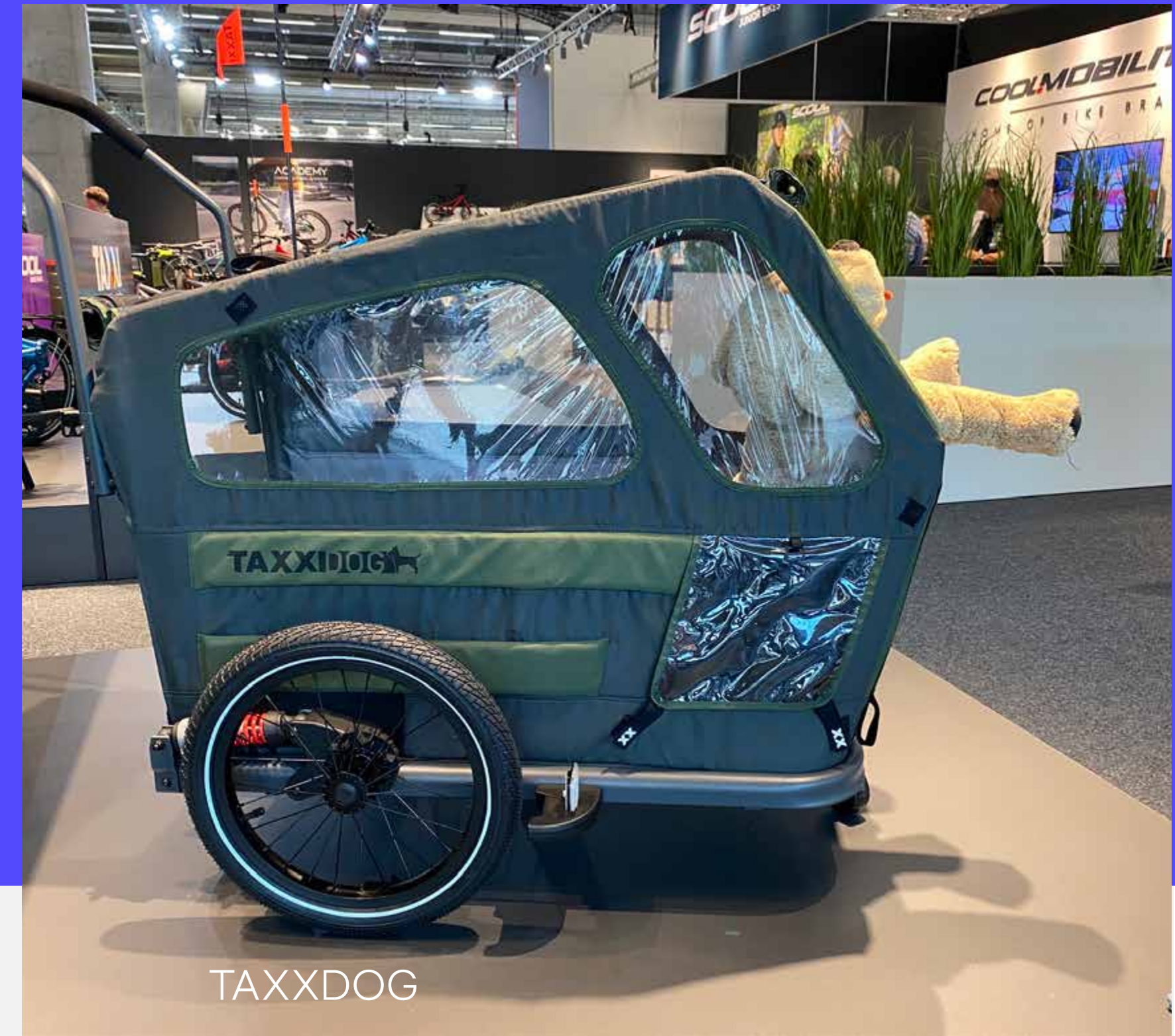
# Moving with pets



Thule - Bexey



Croozer



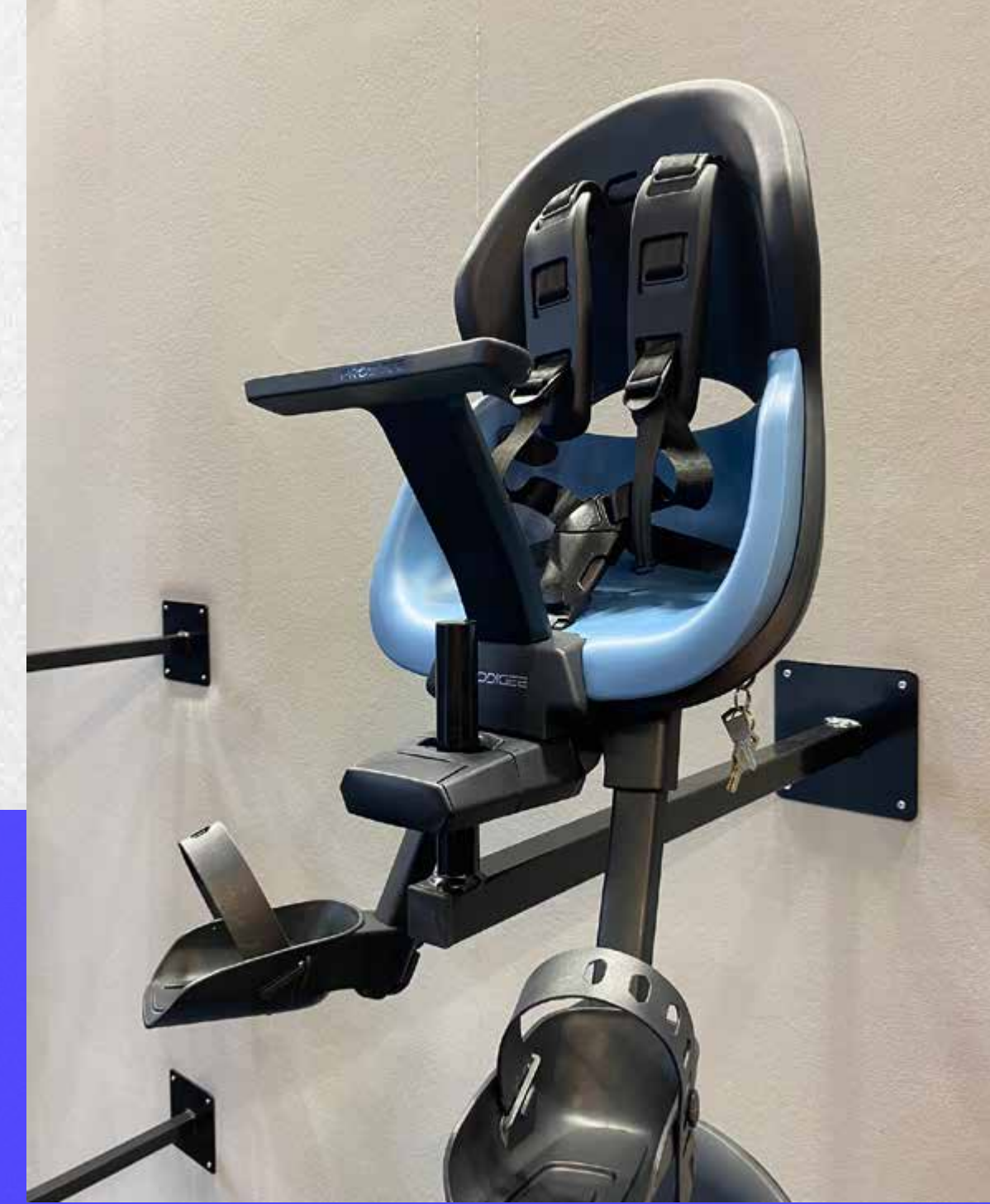
TAXXDOG



# Moving With Kids



# Prodigee bike seat



The Prodigee Icon Front and Rear bike seats made its highly anticipated debut this year, embodying European sensibilities and prioritizing child safety while cycling. With a range of modern colors to complement any bike or e-bike, the Icon Front seat and rear seat keeps parents and children close, providing a unique and safe riding experience.



# CMF Highlights



# Favorite decades!

Nostalgic  
Playful  
Bold  
Daring  
Colorful



# Nº1

## 80's/90's!

Amidst the greatness of Eurobike2023, one of the most captivating CMF trends that caught our attention was the revival of nostalgic bike stylings and colors. Reminiscent of the playful vibes of the 90s and 80s, this trend breathed new life into the cycling industry, imbuing the bikes with a sense of vibrancy and allure. The incorporation of retro-inspired design elements, such as bold geometric patterns, vibrant color palettes, and distinctive decals, resulted in a captivating and visually striking aesthetic.

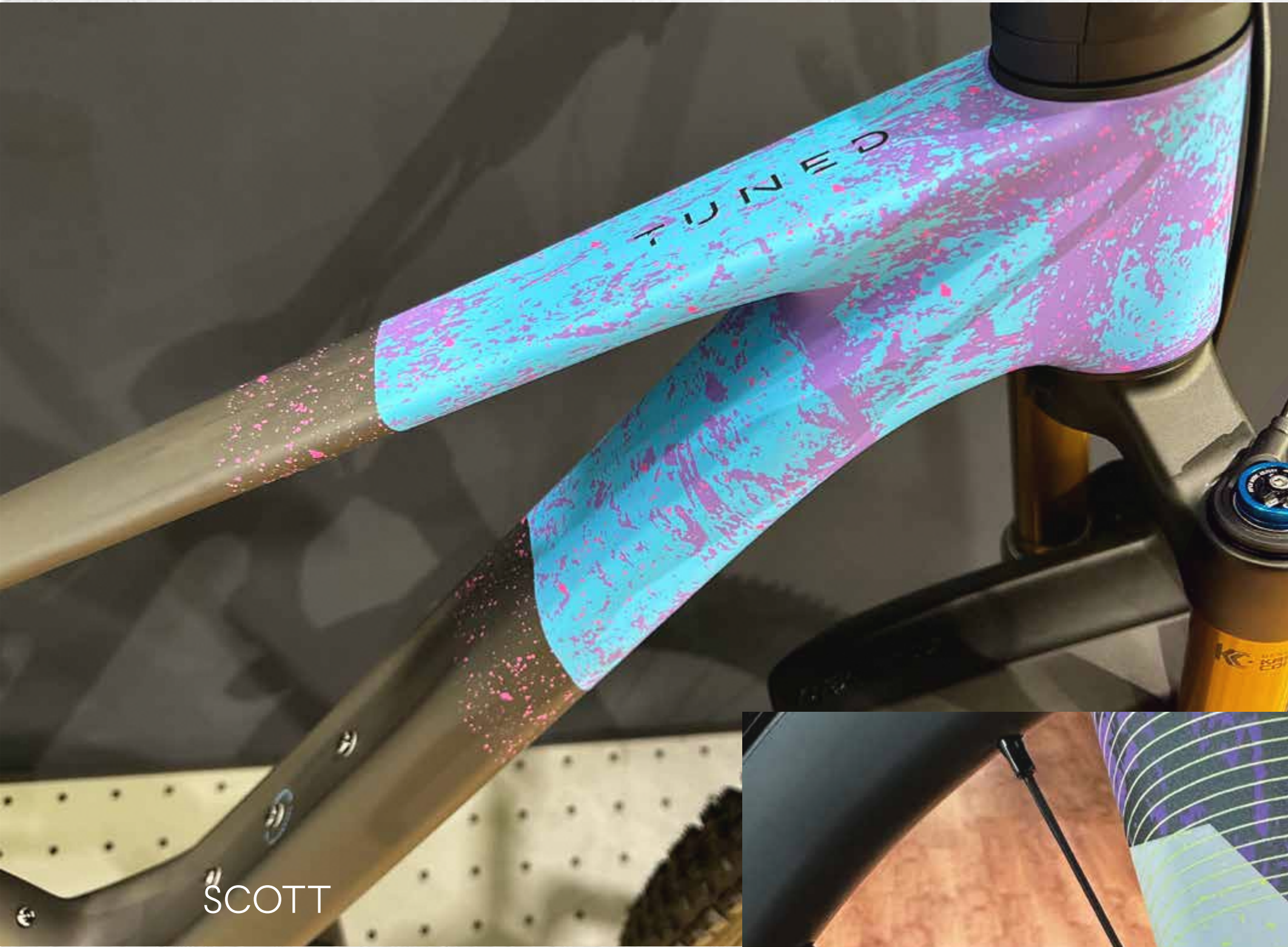




SCOTT-SPARK













# Trendy Metallics

Calm  
Mindful  
Luxury  
Pastel

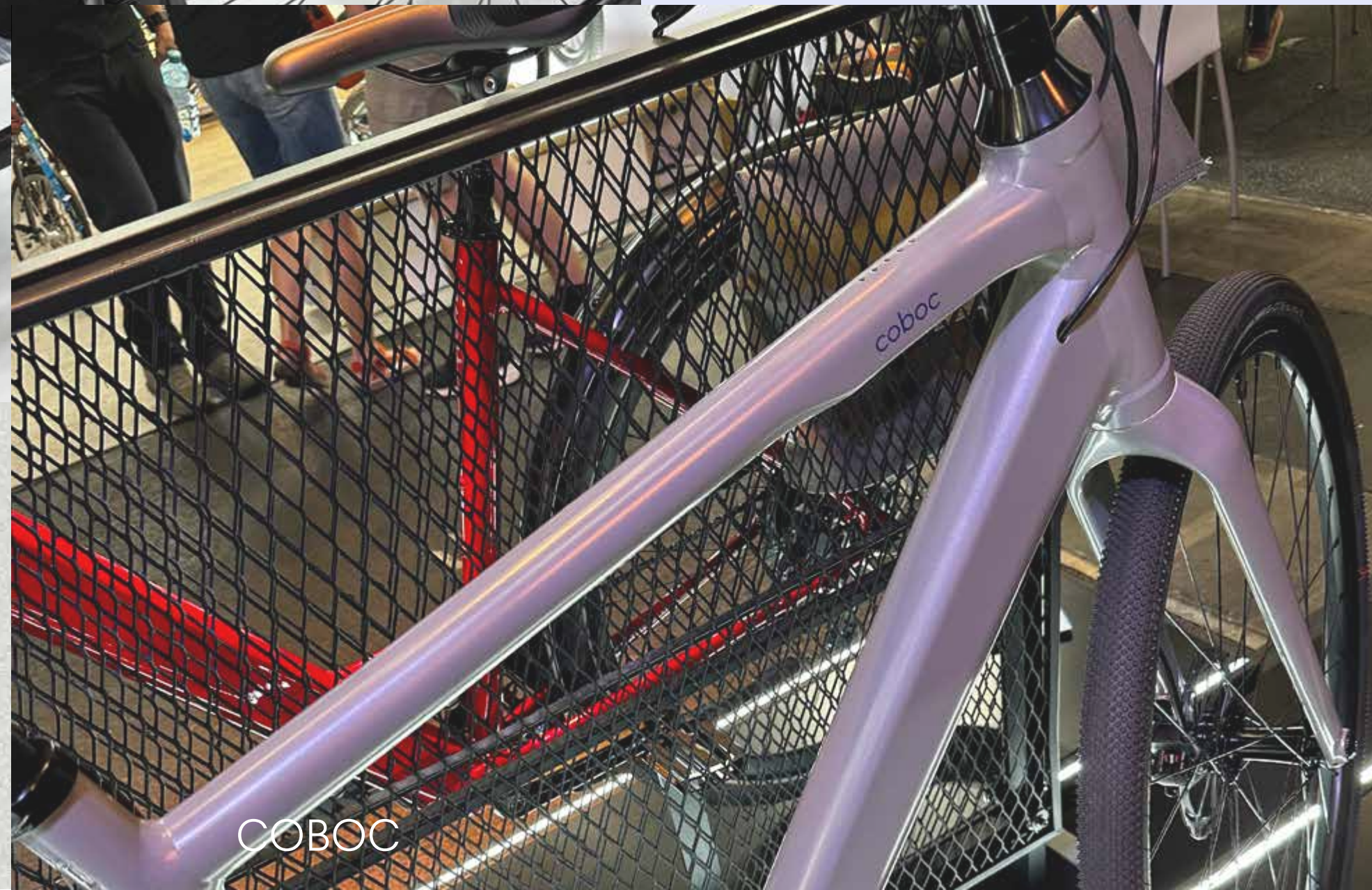


# N°2

## The new luxury

It became evident that metallic-coated bikes gained substantial popularity this year. What set them apart from the previous year's trends was the remarkable fusion of these coatings with trendy pastel colors and intricate gradients, resulting in an elevated level of sophistication and visual glamour.







# Pastel Revival

Trendy  
Fresh  
Playful  
Minimalistic

# N<sup>o</sup>3

## Pastels Make a Comeback

Amongst all the years, the popularity of nice pastel colors stood out prominently at the fair this year. Delicate powder pink shades, enchanting lilacs, soothing lavender, and refreshing mint colors captured attention with their fresh and vibrant appeal. The atmosphere exuded a sense of liveliness and vibrancy, as these colors brought a refreshing and colorful ambiance to the event.





ASFALT



FLYER



QIO



NUCORE BIOBASED GRIPS



# Dynamic Duo's

Striking  
Harmonized  
Captivating  
Dynamic  
Enchanting

# N<sup>o</sup>4

## DUO Color Palettes

The bikes enhanced with unique and unexpected color pairings were truly eye-catching. The remarkable color splits showcased a delightful blend of both pleasant and unexpected hues, further accentuating their distinctiveness.





Conor bikes



TRIGON



KTM MACINA





Cannondale - Moterra Neo LT



Cannondale - Moterra Neo LT



SCOTT Solace Gravel





BMC



Lion \*Reflective paint



Cipollini



# BOLD rebels

Funky  
Cutting-Edge  
Colorful  
Vibrant  
Daring

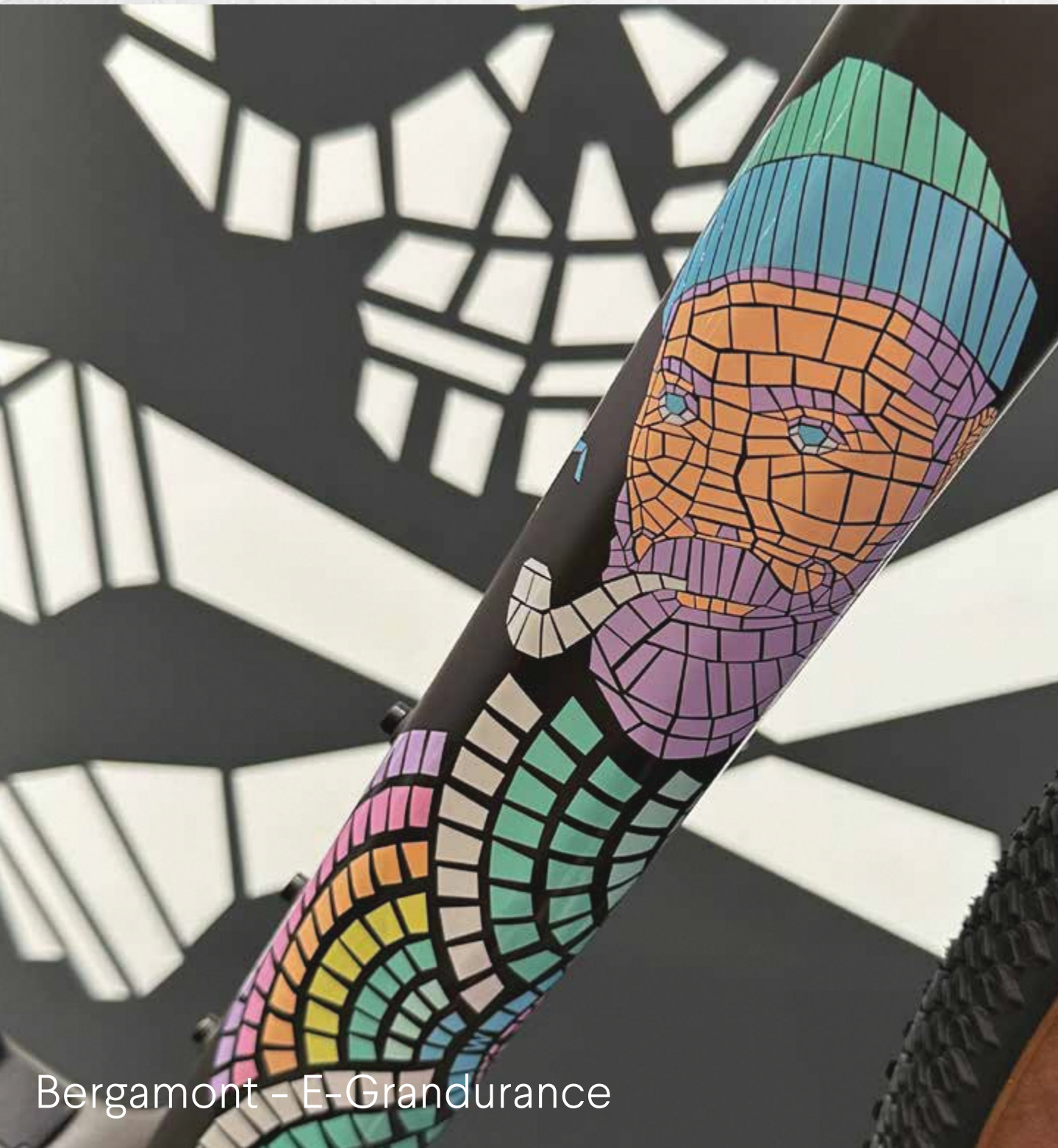


# N<sup>o</sup>5

## Trendy Craze of Colorful Bikes

These bikes have effortlessly stolen the show, grabbing the attention of onlookers and enthusiasts alike. With their bold and captivating designs, these bikes serve as a vibrant expression of individuality, fearlessly standing out from the crowd.





Bergamont - E-Grandurance



BH x Raisa Alava



i:SY N3.8 ZR BY Sadkowsky





# Primary Chromatics

Dynamic  
Sporty  
Daring  
Statement

# N°6

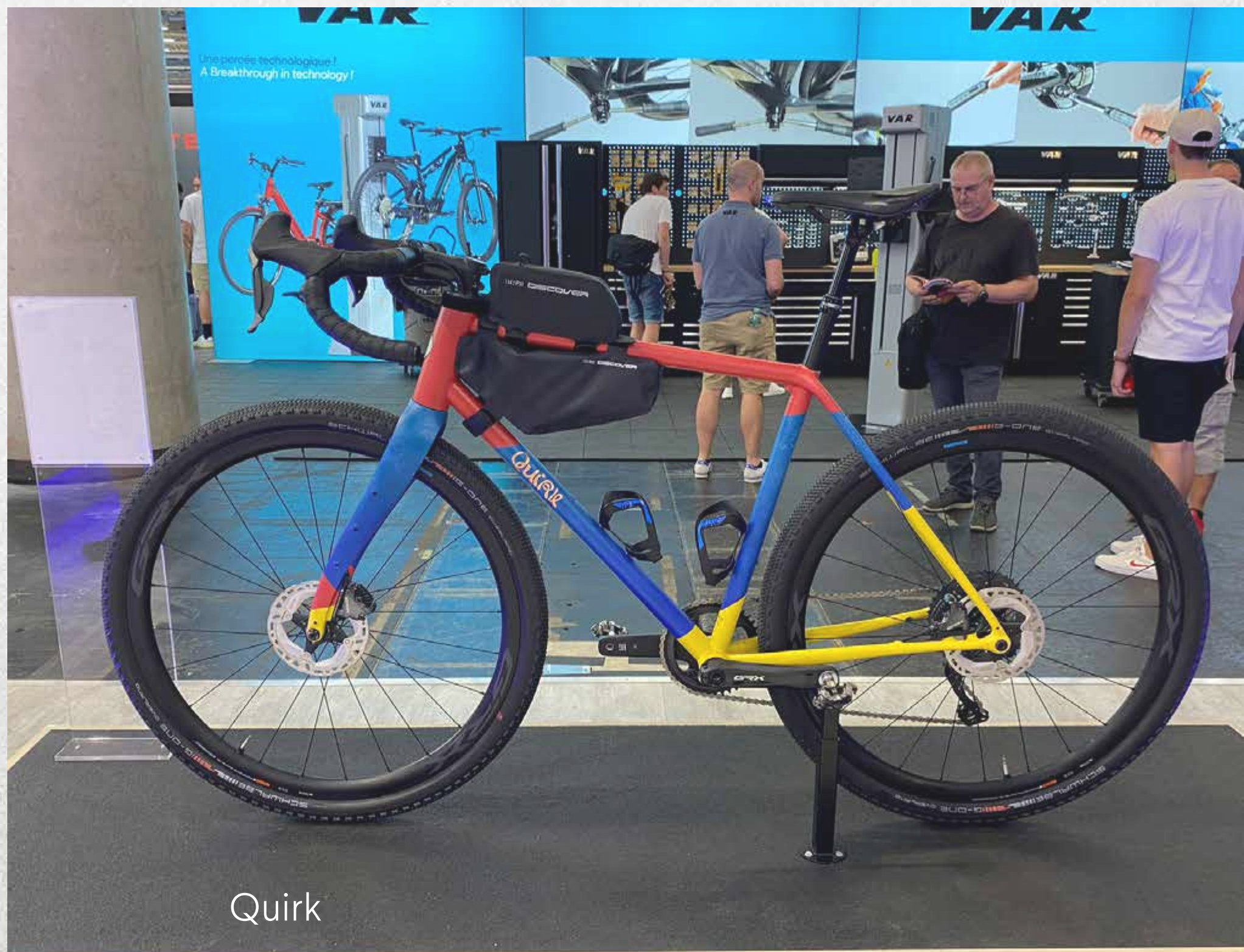
## Embracing the Trend of Primary Color

Get ready to embark on a vibrant journey with the Primary Color Revolution. This trend direction is all about embracing the boldness and dynamism of primary colors. From striking reds to vivid blues and sunny yellows, these colors take center stage, injecting energy and vibrancy into the cycling world. Whether you prefer a classic primary color palette or want to mix and match hues for a captivating contrast.





SCOTT-The Genius



Quirk

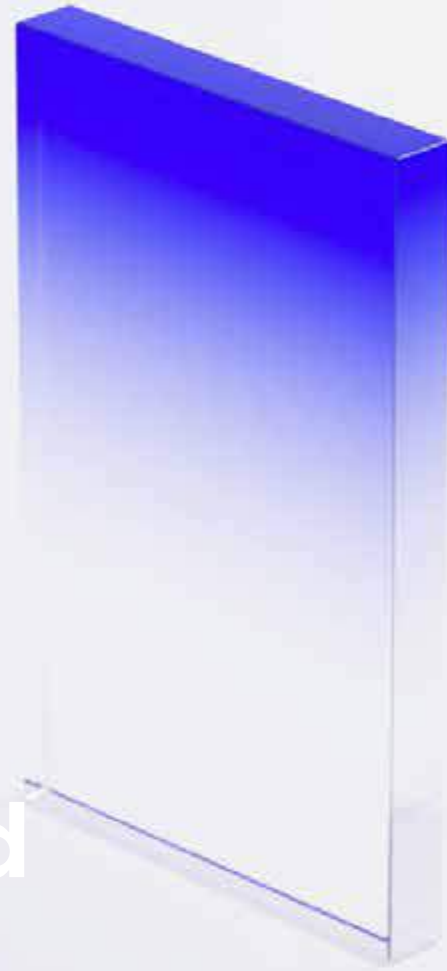


BMC



# Serenity

Calm  
Sophisticated  
Minimalistic



# N<sup>o</sup>7

## Refined Simplicity

This design direction embraces clean lines, sleek aesthetics, and an understated elegance. Every element is thoughtfully curated, creating a harmonious composition that exudes a refined and timeless appeal. While the overall palette remains subdued, strategic color accents are carefully placed to add depth and intrigue.





CANYON ROADLITE-ON

Model	Roadlite-On
Year	2016
Price	1.199,-
Weight	11,5 kg

CANYON

DO NOT TOUCH!

CANYON



R116  
ROADLITE-ON

CANYON



# Thanks for Meeting with us!

As we reflect on the highlights of Eurobike 2023, we are filled with a profound sense of fulfillment and inspiration! The event truly exemplified the future of bikes, characterized by innovation, sustainability, and integration. It serves as a powerful reminder for product designers to craft visionary designs that resonate with consumers while contributing to a greener world.

With this report, our sincere hope is to ignite your imagination and foster a spirit of dreaming big!

See you next year!





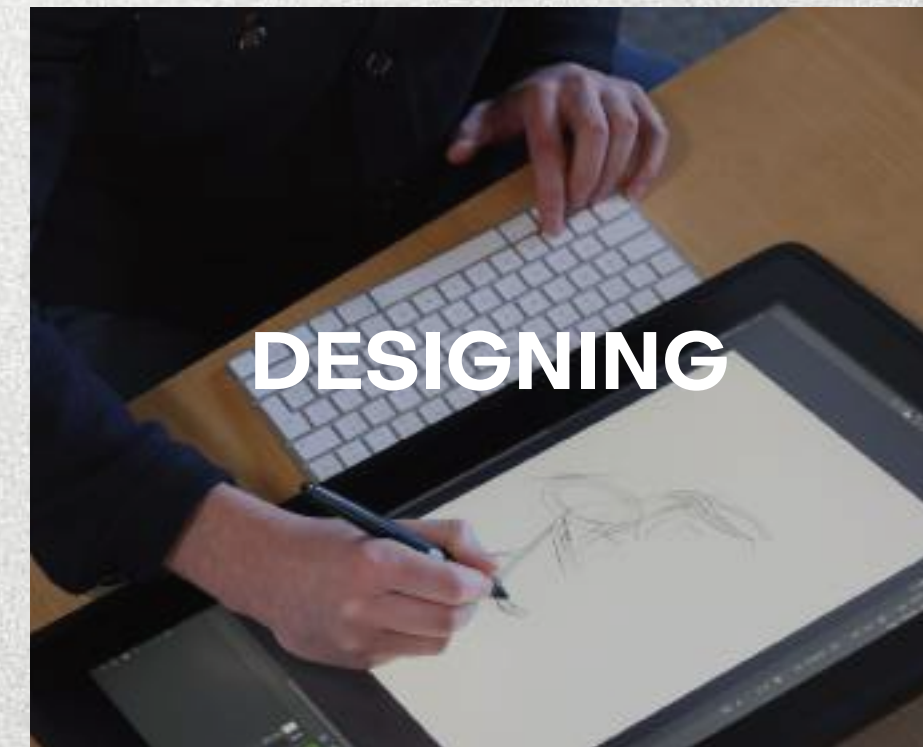
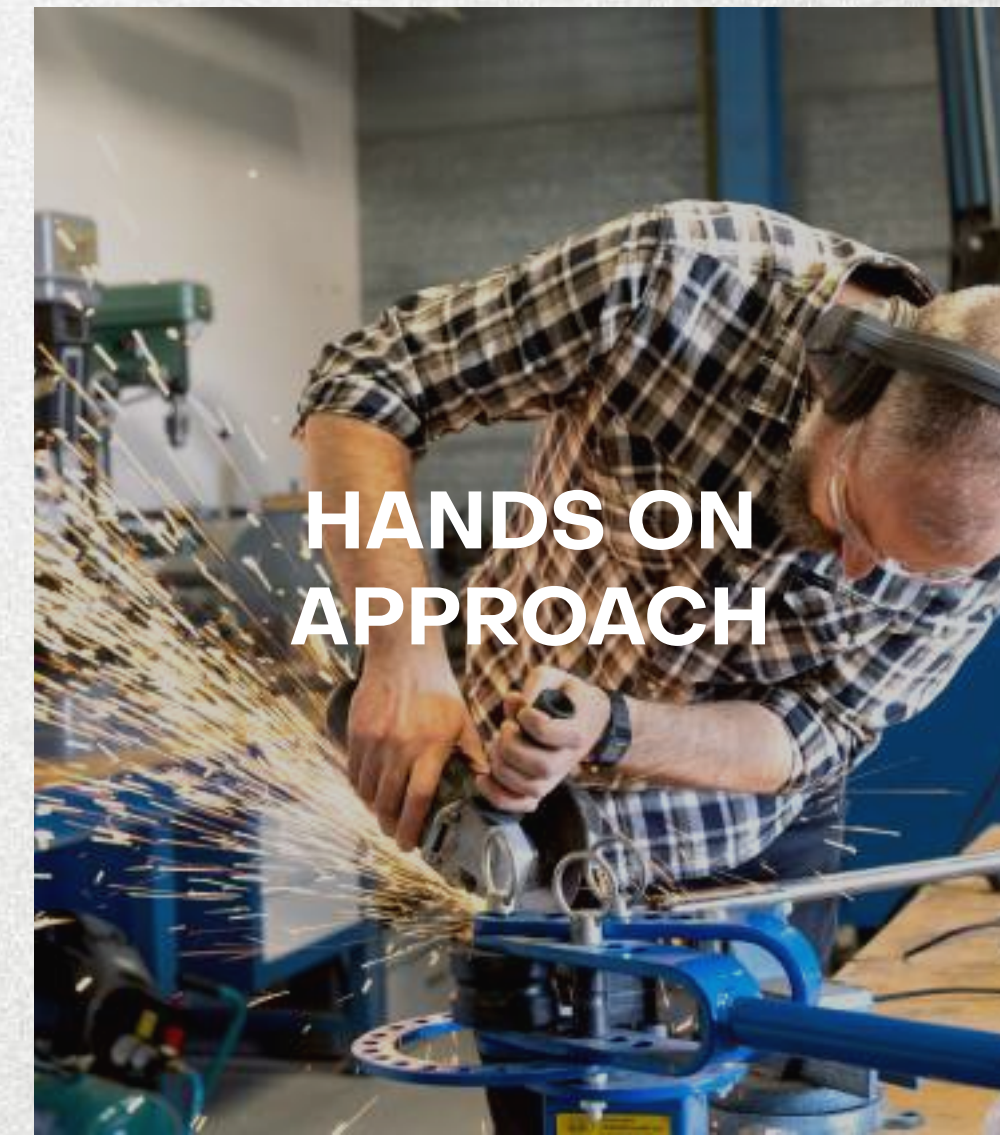
# **MODYN**

## **Micromobility**



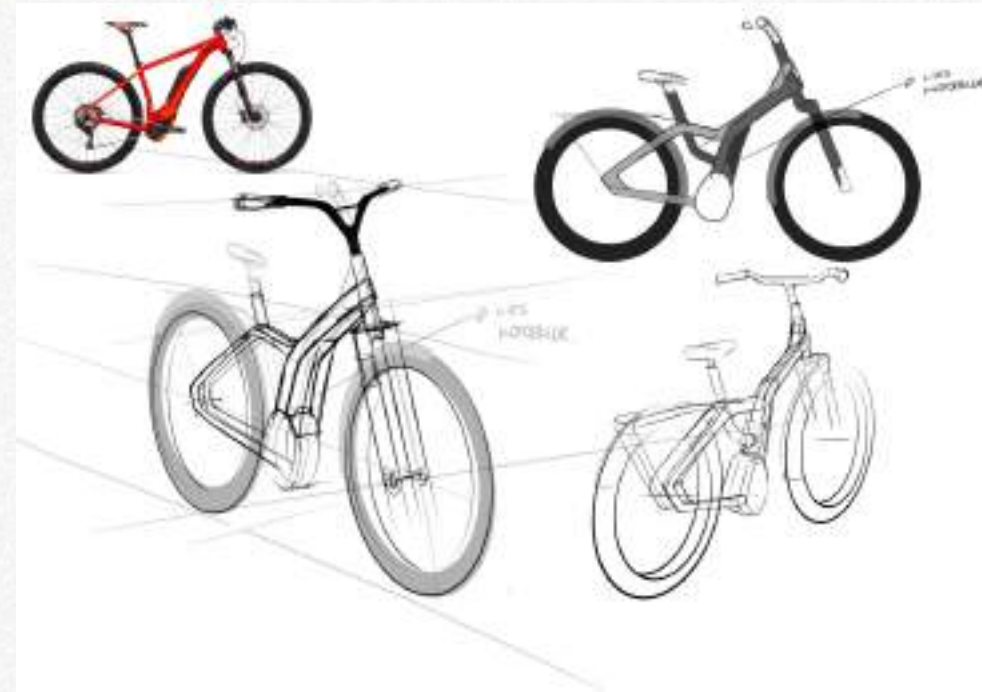
# Competencies

We steer towards simple solutions to what are often complex problems – creating product designs that speak for brands, resonate with people and stand out in the market.



“Designing new and better ways forward”





### **1 Directioning**

#### **Strategic analysis & exploration**

- Design research
- Portfolio strategy
- Design language
- Future visioning
- Design Road-mapping
- Workshops
- Branding

### **2 Digging**

#### **Insights gathering**

- User, market & technology research
- User experience mapping
- Future scenario exploration

### **3 Defining**

#### **Analyses become insights**

- Design sprints
- Business case rationale
- Product definition
- Design strategy

### **4 Designing**

#### **Concept development**

- Ideation
- Model building
- Exterior & interior styling
- Color, graphics & trim
- UI/UX design
- Usability & functionality testing

### **5 Developing**

#### **Creative engineering**

- Feasibility & cost assessments
- Engineering & prototyping
- A class surfacing
- Computer simulations (FEM)
- Visualizations
- Supplier identifications
- Homologation support





Get in touch today to  
discuss **your future** with  
our design experts.

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