



MIVICE WINS DESIGN & INNOVATION AWARD (DI.A)
*** M080 REAR HUB MOTOR ***



The Design & Innovation Award (DI.A) is more than just a trophy to be mentioned among numerous others. It is an award that calls itself the "Oscar" of the bike & outdoor industry and thus sets the highest standards. Startups, established brands and international big players take part in this prestigious competition, so we are honoured to be among the winners.





Bike parks, mountain passes and traffic instead of sterile meeting rooms: before a product can be awarded the Design & Innovation Award, it must withstand a series of rigorous tests, conducted by an experienced award test crew in real world conditions while meeting numerous requirements. That's why we decided to compete here. To measure ourselves against the best. To be among the winners under real test conditions.





And so we did it! We won the award in the **ROAD COMPONENTS** segment with our [M080 Rear Hub Motor System](#).



"We are very proud to have won this prestigious award the first time we participated in it." says Steffen Krill, Marketing Director of **MIVICE**. "It shows us that we are on the right track with our products and that they can win these important awards, especially in a very competitive environment."

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Link to MIVICE product page [here](#)

Link to Design & Innovation page [here](#)

About **MIVICE** - Who we are

MIVICE, founded in 2017 is a brand of the global e -component supplier M&S Driving Systems Ltd. with production & global administration in Ningbo and R&D development center in Shenzhen /China. The international sales, marketing and service management is led by **MIVICE** Europe GmbH in Bamberg / Germany.

Technology creates a better life. With an open and entrepreneurial attitude, we are building an innovation management system that actively operates in the industry environment as a global company and sets





benchmarks. More than 170 employees work for **MIVICE** worldwide. With a high percentage of 1/3 of the workforce in the development department and more than 60 patents filed in the last 5 years, we see ourselves as an innovation leader, setting benchmarks with our products and focusing on a correspondingly high quality and service strategy.

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