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BIDEX becomes a limited partner of DiBike – securing the BIDEX Basics as an open industry standard

BIDEX GmbH is joining the DiBike Digitize Bike Business Group GmbH & Co. KG as a limited partner. The agreement was signed on 24 November 2025 at the conclusion of the Annual Conference of the Verbund Service Fahrrad (VSF) in Leipzig.

With this step, the close cooperation between BIDEX and DiBike is placed on a long-term foundation. The objective is to secure the BIDEX Basics as an open industry standard and to continue their development with a European perspective. The BIDEX Basics include the standards developed by BIDEX for product groups, product data attributes, and the brand directory.

These standards form the foundation for structured product data and reliable digital processes between manufacturers, retailers, and software providers.

By integrating the BIDEX Basics into DiBike's structures, their maintenance and further development will be carried out jointly in the future – legally, organizationally, and economically secured.

Nick Becker, Managing Director of DiBike:

“With BIDEX becoming a limited partner, we are creating the structural basis to keep the BIDEX Basics open in the long term while further developing them with a European focus. This is an important milestone for a shared and reliable data infrastructure in the bicycle industry.”

Lars Röttger, Managing Director of BIDEX:

“The cooperation with DiBike strengthens trust in the BIDEX Basics as an open industry standard and protects the investments that are built upon them. Together, we ensure that product data formats remain available, compatible, and independent of individual market interests.”

The technical development of the standards will continue to be carried out by BIDEX GmbH. In addition, BIDEX provides a wide range of services and digital tools for manufacturers, retailers, and service providers in the bicycle sector. Through DiBike, the BIDEX Basics are legally and organizationally anchored as an open industry standard – reflecting a shared responsibility within the sector for its digital core infrastructure.

The closer alignment of BIDEX Basics and Veloconnect will further harmonize product data and digital processes – improving quality, efficiency, and collaboration across the industry.

DiBike is a not-for-profit initiative supported by VSF, ZIV, and BIDEX, as well as numerous companies and organizations participating through the DiBike Partnerships. The initiative is intentionally open and welcomes additional associations, networks, and

industry groups that aim to advance the digitalization of the bicycle sector. Its goal is to build an open, reliable, and European-oriented data infrastructure for the entire industry.

About DiBike | Digitize Bike Business

A joint initiative of VSF and ZIV, supported by partners from industry, retail, and associations.

DiBike develops and operates open digital standards such as Veloconnect and BIDEX Basics, fosters cooperation and quality in digital processes, and serves as a neutral coordination body for standardization in the bicycle industry.

→ www.dibike.org

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