

**Press Release | Berlin, April 28, 2026**

**BIKE&CO joins DiBike – strengthening the retail perspective in the bicycle industry’s joint digital initiative**

BICO Zweirad Marketing GmbH has joined DiBike Digitize Bike Business Group GmbH & Co. KG as a limited partner. The agreement was signed on April 1, 2026, during a visit to BIKE&CO in Verl.

With the addition of one of the largest retail associations in the bicycle industry, collaboration within DiBike continues to expand. Following the integration of BIDX as a product data standard, the retail perspective is now further strengthened by another key stakeholder.

This participation establishes a long-term collaboration between DiBike and BIKE&CO. The goal is to jointly coordinate and further develop the digital foundations of the specialist retail sector – including product data, process standards, and interfaces.

BIKE&CO contributes the perspective of more than 900 affiliated specialist retailers. DiBike coordinates standardization efforts around Veloconnect and open product data structures within the industry. This brings together key building blocks more closely: product data, processes, and the retail perspective.

Nick Becker, Managing Director of DiBike:

“The participation of BIKE&CO shows that the digitalization of the bicycle industry can only succeed through collaboration. We need strong partners from the retail sector who bring in practical experience and take responsibility for open standards. This is an important step toward more stable and efficient digital processes.”

With this participation, the active role of the specialist retail sector in shaping digital standards is further strengthened. Requirements from day-to-day operations are directly incorporated into ongoing development – from product data and Veloconnect to new use cases such as leasing and regulatory topics. This increases practical relevance and provides greater clarity for industry, associations, and software providers.



**Signing at BIKE&CO in Verl (from left to right): Carsten Büttner (BIKE&CO), Nick Becker (DiBike), Georg Wagner (BIKE&CO).**

BIKE&CO joins DiBike Digitize Bike Business Group GmbH & Co. KG as a limited partner (April 1, 2026).

---

### **About DiBike**

DiBike is a not-for-profit initiative supported by VSF, ZIV, BIDEX, BIKE&CO, and other partners from industry, retail, and associations. Its goal is to build an open, reliable, and European data infrastructure for the bicycle industry.

DiBike coordinates and develops open standards such as Veloconnect and BIDEX Basics and is also working on future data infrastructures, including within the Bike-X project.

[www.dibike.org](http://www.dibike.org)

---

### **Press contact**

Nick Becker · Managing Director DiBike

✉ [becker@dibike.org](mailto:becker@dibike.org) · ☎ +49 30 439 735 779