

AWARD	NAME			
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 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	SRAM Force CX1			
Best in Show Road	SRAM 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 - The “Specialty” 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			
PlacesForBikes Award	Atlanta Beltline – Atlanta, Georgia			
Leadership Award	Deb Hubsmith, SR2S			
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 AND 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			