



# SHOW DAILY 08

ARGENBÜHL, SEPTEMBER 3

DEMO DAY ISSUE

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published by: Beckenhardt Kavanagh marketing partner: BIKE EUROPE

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## Test Ride?

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## TODAY'S EVENTS ...

All day

### EUROBIKE DEMO DAY 08

Demo Day is the perfect opportunity to check out the product highlights for 2009 under real conditions before Eurobike even opens. Test riders can roll through the foothills of the Alps in the Allgäu region. The larger test area in Argenbuehl allows for an additional expansion of the exhibition grounds and the new Demo Day location is very convenient to reach by car.

10.00am - 5.00pm

### RICHIE SCHLEY AT THE SHIMANO STAND

10.00am - 5.00pm

### SKS AT DEMO DAY

SKS 'Made in Germany' Team Truck on tour.

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## WELCOME!

**W**elcome to the first edition of the official Eurobike Show Daily in English. We hope the news and information in these pages over the next four days help you make the most of your visit to the world's biggest bicycle show, both during and outside show hours.

If you have news we should know about or other suggestions regarding content, please get in touch with us - talk to any of our reporters or come directly to the production office (upstairs at the West Entrance). We'd especially like to thank all the companies who have supported us in our first year, as well as Messe FN and our contributors from the international media. With your help we're looking forward to expanding and improving the Eurobike Show Daily in the future.



**Jo Beckendorff & Tom Kavanagh**  
ESD Project Managers

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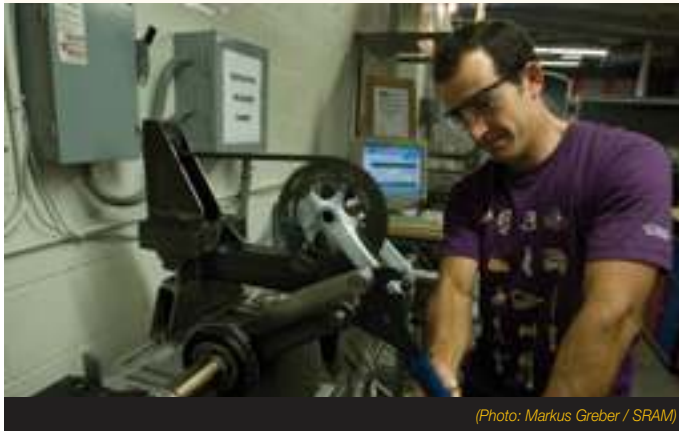


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## Truvativ Hammerschmidt THE SHIFTING REVOLUTION



(Photo: Markus Greber / SRAM)

**S**AN LUIS OBISPO/CA, USA – Truvativ's HammerSchmidt, a revolutionary new front transmission, can be experienced today for the first time in Europe at the Eurobike Demo Day in Argenbühl.

Since spring 2008 SRAM, the bicycle component company behind Truvativ, successfully created a lot of buzz and speculation with a viral marketing campaign. The

HammerSchmidt transmission works without the traditional front derailleur and has only one chainring – but it delivers the gear ratio of two chainrings.

Inside the transmission is a hidden planetary gear system providing two different ratios: 1:1 and 1:1.6.

The clear advantage is the possibility of changing gears anytime, even under full load or while rolling without pedalling. The change of gears happens instantly. Bikes also have a much better ground clearance.

Dropped chains or chain sucks won't happen anymore. HammerSchmidt is not for Cross Country bikes - it is designed for All Mountain and Freeride use.



(Photo: Markus Greber / SRAM)



The two versions are compatible with frames with the ISCG 03 or ISCG 05 standards and are available fall 2008.

Some twenty bike manufacturers will have HammerSchmidt bikes in their range for 2009 like Scott, Norco, DiamondBack, Nicolai, Turner, Santa Cruz, and others.

Retail prices for the aftermarket were not determined but a spokesman from SRAM said it will definitely be below the €1,000 figure circulating in magazines, weblogs and forums.

-TK

STAND NO.  
A3-101 & FO-1

## SOCK N' ROLL ALL DAY AT SUGOI

**A**RGENBÜHL - Get to Sugoi's tent at the Demo Day and get a new pair of socks by trading in your old (but clean) pair. The Vancouver-based apparel maker's "Sock n' Roll" promotion is open to everyone at the Demo Day.

Among the highlights of Sugoi's sock program for 2009 are the popular Race&Recovery socks, Wallaroo Merino wool socks, and FinoTech socks for biking, running, and all other high output aerobic activities.

FinoTech socks feature supportive arch compression for better circulation, for optimized performance and quick recovery.

Developed with a microfilament linear knit texture that increases stretch and the amount of surface area. The greater surface area means faster moisture uptake and disbursement and accelerated evaporation for dry feet in warm and cool conditions.

At this year's Eurobike, Sugoi not only presents its premium bikewear for Spring 09, but focuses on the strength of its custom apparel division.

Bring your design or logo on a memory stick and watch SUGOI's custom artist adapt your design or your concept on a jersey, short, or any other accessory...

or get a run down on the upcoming interactive custom website and see how easy it is to create your own team wear online - taking orders down to a minimum of 24 items.



STAND NO.  
B4-501

Sugoi's FinoTech 1/4 Sock: High needle count provides high durability, optimal fit and great moisture transfer.  
(Photo: Sugoi)

### FLYER is investing in the future – for tomorrow's growth

In order to meet growing demand, FLYER is investing in a new production facility and a new head office in Huttwil, Emmental, Switzerland. The new building will bring about a four-fold increase in production capacity and further optimise the production of FLYER cycles to customer specifications. This forward-looking measure also places FLYER production on a sound long-term footing. The building has around 8000m<sup>2</sup> of both office premises and display and production areas.

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## GHOST MOVES TO NEW HEADQUARTERS

**WALDSASSEN, GERMANY** – Ghost Mountainbikes GmbH built an assembly plant in nearby Eger in the Czech Republic more than ten years ago. Now the operation is being moved to Waldsassen in the Bavarian Forest. GM Uwe Kalliwoda expects the move to be completed by the end of September.

The current assembly facility in Eger is just 10km from Waldsassen, on the other side of the border. Parts and frames from the Ghost warehouse in Waldsassen have been trucked daily to the Czech Republic and the assembled bicycles shipped back to Germany. These freight costs will soon be eliminated. The new Ghost headquarters in Waldsassen is very close to the existing building.

"Production and warehousing will be carried out on the 5,500 square meter ground floor. Production alone will occupy about 1,000 square meters. The second floor houses the administration offices," says Kalliwoda. Ghost is trying to keep all 250 employees at their Czech facility on board: "It'll be tough to get them all to work in Germany. But we want to keep our experienced team together as much as possible."

A decision on using cell manufacturing techniques instead of assembly line production for high-end models will be made as soon as production starts in Germany.

The decision to move to a new HQ and repatriate production was made before Accell Group acquired Ghost in 2008. Company founders Uwe Kalliwoda and Klaus Möhwald remain as general managers. Ghost will also stay independent

and isn't part of Accell-Germany, the holding entity for Accell's other German companies Winora Group and Hercules.



Ghost GM's Klaus Möhwald and Uwe Kalliwoda. (Photo: Jo Beckendorf)

STAND NO. B1-400

-JB



Andy Ma, Executive VP of Oregon Scientific, Germany MD Andreas-Jörg Steffens and Benno Messingschlager, GM of wholesaler Messingschlager. (Photo: Jo Beckendorf)

## ACTION DIGI CAMS

STAND NO. A5-100

**O**regon Scientific is introducing its latest portable action digi cams ATC3K and ATC5K at the Messingschlager booth.

At Eurobike's sister show OutDoor both companies showed up with independent booth presentations. "Bicycles are also outdoor products so we're giving it a try," said Benno Messingschlager. With the new portable action digi cams he will target the bicycle market. These waterproof cams can be even mounted on the bicycle helmet. They weigh a feather-light 125g.

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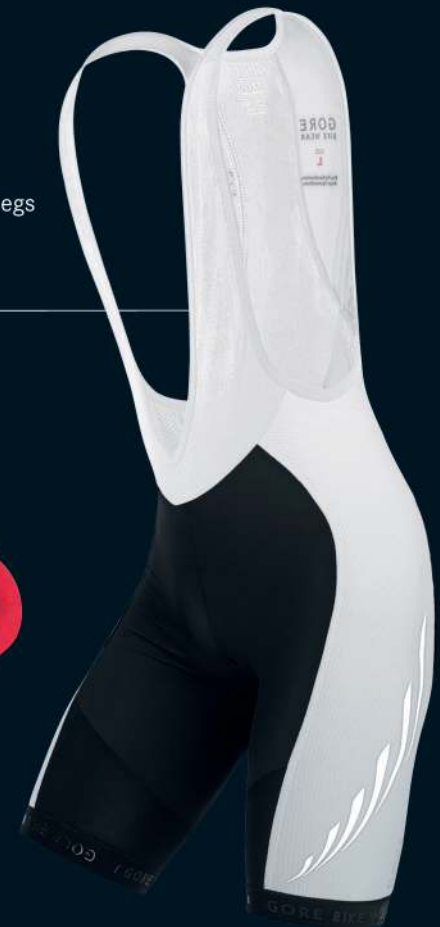
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Allgäu village gets Demo Day thanks to Google Earth

# WELCOME TO ARGENBÜHL!

**A**RGENBÜHL, GERMANY – Eurobike's second IBD-only bicycle product festival Demo Day is being held one day before the 2008 show itself opens its doors on 4th September. This year Europe's only IBD festival is in the small town of Ratzenried, part of the Argenbühl community right in the heart of the Allgäu farming and holiday region. We talked with Josef Köberle, mayor of the Argenbühl community.



Josef Köberle, governing mayor of the Argenbühl community. (Photo: Jo Beckendorff)

**We heard the Eurobike management found the right location for the Demo Day by using Google Earth to find all the hard court soccer pitches within an area of about 50 kilometres around Friedrichshafen...**

**Josef Köberle:** I guess that the players of our sports club TSV Ratzenried are not that happy about their hard court soccer field. But I will let them know that it is the reason for getting the chance to host the world's leading bike show's Demo Day. Of course, TSV Ratzenried also has two grass soccer pitches right beside there. The hard court field is pretty old but it seems to have been lucky for us!

**Can you introduce your community briefly to our international visitors?**

The name Argenbühl might be a bit confusing because this is not a name of a town but of a community. It's home to the six towns of Christazhofen, Eglöfs, Eisenharz, Göttlishofen, Ratzenried and Sigger.

It's located in the heart of the state of Baden-Württemberg's part of the Allgäu farming and holiday region. Argenbühl covers 76 square kilometers and has a population of 6,000 people. You can get more detailed info on our website [www.argenbuehl.de](http://www.argenbuehl.de).

**Is the community involved in the Demo Day?**

For us this is a very big challenge. Our local music, sports, and homeland clubs as well as our fire fighters will take over the entire catering service. You can be sure they will also serve some wonderful local food and drink.

**Do you have an example of the food and drink typical of the Argenbühl community?**

'Kässpätzle' is one example...

**Isn't that a specialty of the entire Allgäu region?**

Yes, but each town has its own local flavour due to the different cheeses from our many cheese dairies.

You'll find them all over the Argenbühl region. I believe you will see what I mean at our food stations on Demo Day.

And regarding drinks, I have to mention our Farny beer brewery. This local brewery is celebrating its 175th anniversary this year.

It became famous when it came out with the so-called "Kristallweizen" in the year 1920. It's a really tasty clear wheat beer. If you have a chance you have to try it. But please not during your rides and not if you have to drive back to Friedrichshafen by yourself!

**Will you join Demo Day?**

Of course. As I said, for us it's a huge thing having this event over here. We welcome all international guests in our Argenbühl community.

We hope that bicycle dealers from all over the world will enjoy their test rides in our beautiful countryside.

**We hope that it is not raining as hard as it did during last year's Demo Day debut in Eichenberg / Austria...**

All I can answer is that Argenbühl is one of the sunniest communities in Germany. I believe it will be fine.

**Any insider tips for our readers?**

If exhausted riders don't want to take a shower at the nearby school beside the Demo Day location, I can recommend checking out one of our countless natural ponds for a swim. That's really refreshing after a day of hard testing.

**Interview by Jo Beckendorff**



**EASY, MEDIUM, ADVANCED = BLUE, RED, BLACK**

**A**RGENBÜHL, GERMANY - According to Alexa Hüni, the project coordinator at Eurobike responsible for the Demo Day, there will be 3 mountain bike trails and two road bike loops as well as one paved road for mobility bike and e-bike/pedelec testing around the Demo day location in Ratzenried.



Alexa Hüni, project coordinator supporting programme at Eurobike responsible for Demo Day. (Photo: Jo Beckendorff)

"One of the three mountain bike trails offers two options. All three are marked in different colors: Black for advanced, red for medium and blue for easy. The road bike test loops offer six and 13 kilometer circuits. There's a great stop in between at Siggerer Höhe (= "Height of Sigger"). It offers drinks and energy snacks."

Besides the trails and loops on offer, Demo Day's GPS sponsor Garmin offers individual trips guided by software. Hüni put these individual trips together while conquering the Argenbühl-Ratzenried location in advance of Eurobike first Demo Day festival in Germany.



Eurobike booth: A6-214

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## Dura-Ace meets Di2 technology

## INSTANTLY CHANGING GEARS AND MINDS



Shimano Product Manager Takao Harada examines the new Dura Ace. (Photo: Shimano)

**S**AKAI CITY, Japan - One of several advances in transmission technology at Eurobike this year: Shimano is launching the highly anticipated electronic road components Dura-Ace with Di2 technology.

Coming to market as an addition to the new mechanical Dura-Ace 7900 series, the electronic Dura-Ace 7970 will deliver state-of-the-art technology that will give its users a revolutionary road riding experience. Di2 stands for "Digital Integrated Intelligence".

Based on the proven Shimano Index System (SIS), the shifting action is provided by electronics instead of mechanics.

This electronic shifting system was tested extensively over the past two years by professional riders in all conditions.

In this year's Tour de France, Sebastian Lang from Team Gerolsteiner used the system for the time trials. It was a world debut and Lang the only one using it on his Specialized bike.

Shimano President  
Yozo Shimano.  
(Photo: Jo Beckendorf)

He was reported to be very happy with the new technology's performance.

The Dura-Ace 7970 series consists of Dual Control Levers, electronically operated front and rear derailleurs and a battery kit. Other components, like crankset and brakes, are from the new mechanical Dura-Ace 7900 group.

## DUAL CONTROL LEVERS

Shifting is executed by simply pressing the button.

No power is needed anymore to shift, which gives important advantages since it is easier now to always keep a tight grip on the handlebar and to keep your concentration on riding instead on shifting.

Furthermore, they are compatible with the new FlightDeck computer SC-7900 that measures data such as heart rate, altitude, cadence, gear position, a battery indicator and much more.

Just pushing the button will shift the front derailleur effortlessly, even under high load. The rear derailleur offers quick and smooth shifts, with a wide gear ratio (11-27T compatible) and electronics that are well protected from heavy impacts such as crashes.

## LIGHTER &amp; MORE RELIABLE THAN WIRELESS

Dura-Ace Di2 uses a long-life 7.4V Li-Ion battery that is compact and powerful.

The shifting system is not wireless since that would need additional power and it would also be less reliable. The system will be available in the market in January 2009.

STAND NO.  
A1-301

-TK

## EARLY BIRD RIDE '08

**W**ant a great start to the day at the Eurobike show? Then join the Eurobike Early-Bird Ride 2008.

## EARLY-BIRD-RIDE 2008

Dates	September 4, 5 and 6
Meeting Point	Entrance East, 7:15am
Start	7:30am
Duration	about 75 minutes

Post-ride showers, towels and breakfast provided.

Organized by German bicycle journalist Gunnar Fehlau and his Pressedienst Fahrrad agency ([www.pd-f.de](http://www.pd-f.de)), the rides take place each show day (4, 5 and 6 September) at 7:30am. The meeting point is at 7:15am at Messe Entrance East.

The road bike trip lasts about 75 minutes and wanders through the beautiful countryside surrounding Lake Constance.

"Speed isn't the main object of the ride. All we want to do is have some fun," says Gunnar.

Local guides will join and groups can divide into different levels if needed.

Showers, towels and breakfast will be provided at the fair after rolling back. Bikes are available from the sponsors of the Early Bird Ride



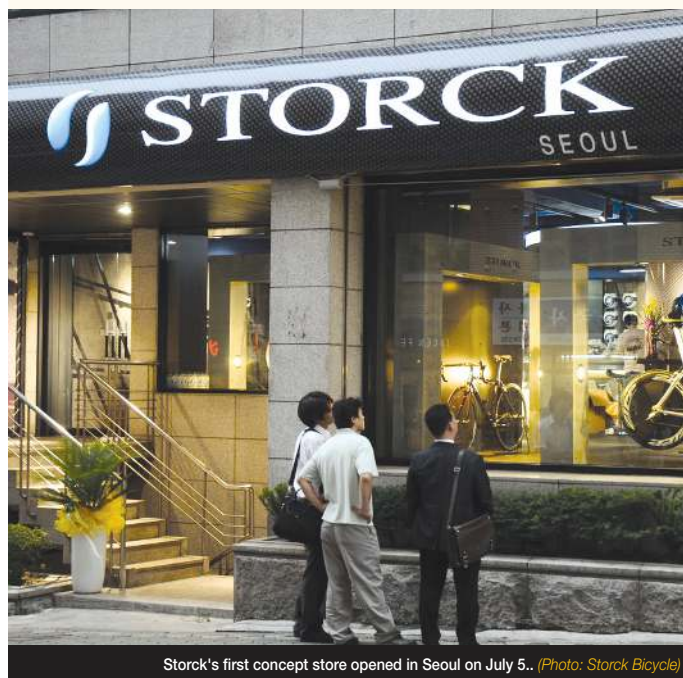
Participants in last year's Early Bird Ride. (Photo: Pressedienst Fahrrad)

(Bohle, Elite, Santana, Sram, Rema Tip Top, Eurobike). But Gunnar warns that "bike reservations are already very limited. Therefore it's better to bring your own."

Nevertheless some bicycles might still be available. "Don't hesitate to give me a call. I'll let you know what we can do for you," says Gunnar, whose mobile number is: +49 (0)171 4155331.

## STORCK OPENS SEOUL CONCEPT STORE

**S**EOUL, SOUTH KOREA – German high-end brand Storck now has a concept store in the capital of South Korea. The Storck Store Seoul was opened July 5th by the exclusive importer Kiheung International.



Storck's first concept store opened in Seoul on July 5.. (Photo: Storck Bicycle)

The impressive 240 square meter store in Seoul even includes a huge Warhol-style portrait of Markus Storck on the wall.

According to Markus Storck, founder and president of German lightweight specialist maker, the opening is just the start of Storck's retail concept plans.

"We plan to open three or four German concept stores in January 2009", says Storck.

The store concept ranges from single-brand 'Storck Stores' to 'Storck Studios' and 'Storck Shop-in-Shops'.

'Storck Studios' will concentrate on existing IBDs, reserving a larger amount of shop space for the Storck brand with dedicated displays, while 'shop-in-shops' will devote a 20-24 square meter space "dedicated to the Storck product world".



(Photo: Storck Bicycle)

## STORCK BUILDS NEW COMPANY HEADQUARTERS

**B**AD CAMBERG, GERMANY – Storck Bicycle is building a new state-of-the-art headquarters in Idstein, close to its current rented headquarters in Bad Camberg near Frankfurt.

Storck plans to complete the move to Idstein by spring 2009. The new headquarters will offer total floor space of 3,000 square meters.

STAND NO.  
A3-100

# BMD

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## OFFICIAL HELMET SPONSOR AT DEMO DAY

STAND NO. A4-403

**M**ET is the official helmet sponsor at the Eurobike Demo Day, providing a large range of stylish high-end helmets to ensure the testriders' safety and comfort.



(Photo: MET)

Wheels4Life is a non-profit organization that provides bikes for people in developing countries in need of transport to get to work or to school, including healthcare workers.

"In the western world bicycles are considered recreational equipment, but for some people a bicycle can mean survival. So a bicycle can make all the difference in a person's life. It can be the difference between having a job or not, going to school or not, seeing a doctor or not," explained Hans.

This is a good opportunity to try out and buy: MET offers a special sales initiative to any interested dealer or media rep.

The test helmets will be sold at 50% of the wholesale price, and all of the proceeds will be donated to Hans Rey's Wheels4Life-Project. Hans himself will be at the MET booth in the afternoon from 2pm onwards for organized rides or a casual chat.

-TK



(Photo: MET)

## MALOJA CELEBRATES THE '70S

**Y**oung German sports apparel maker Maloja debuted at Eurobike's sister show OutDoor in July.



"Biking is an outdoor sports activity. That's why we here," says company president Peter Räuber. He gave us a sneak peek at the bikewear he'll be bringing to Eurobike: "We think these 70s-style mesh jerseys for BMX and freeriders will find plenty of fans."

-JB

Maloja-GM Peter Räuber shows the new retro mesh jerseys and cool bike-shorts. (Photo: Jo Beckendorf)

STAND NO. FG-B9/1

## ORTLIEB EYES RECUMBENT MARKET

**W**aterproof gear expert Ortlieb recently introduced prototypes of its new recumbent bag and pannier series.

"Right now there are no 100% waterproof recumbent bags on the market," said Ortlieb's Christoph Schleidt, "so we thought: we'll do it before someone else does. After all, we are the waterproof gear specialists." The new recumbent series consists of a pair of panniers and one rear bag.



STAND NO. B1-202

Ortlieb's Christoph Schleidt with prototypes of the new recumbent bag series: the versions at Eurobike will be in red and white. (Photo: Jo Beckendorf)

-JB

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## SUGOI: THAT'S THE WAY I LIKE IT

**I**t's never been easier to customize your bicycle apparel the way you like it!

At this year's Eurobike, Canadian technical apparel maker Sugoi is not only presenting its premium bikewear for spring 2009, but is also highlighting the strength of its custom apparel division.

For the first time live at Eurobike, Sugoi will give all interested dealers the opportunity to design their own custom apparel.

Just bring your design or logo on a memory stick and watch Sugoi's custom artist adapt your design or your concept on a jersey, short, or any other accessory, or get a run down on the upcoming interactive custom website and see how easy it is to create your own team wear online.

-TK

STAND NO.  
A4-603

Sugoi is an official sponsor at Demo Day: customized jerseys have been supplied to this year's Demo Day staff. (Photo: MET)

## HERCULES IN HUNGARY



Hercules employee Zsolt Hruska. (Photo: Jo Beckendorf)

**A**ppropriately-built Zsolt Hruska helps make Hercules bikes at the Accell Hunland factory in Tószeg, Hungary. The traditional German marque is introducing a new brand image and design "expressing both its history and future," at Eurobike.

STAND NO.  
A6-202

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## THE NEW K-FORCE FAMILY LOOK



Renewed graphics common to all the K-Force components: red and white stripes that will make our flagship series instantly recognisable.

It is not enough for a carbon component to appear all in black to be considered a sophisticated and quality component. Those who are aware of technical aspects will confirm that not all carbon fibre products are the same. In order to interpret the state of art in this sector you will have to make use of essential tools: composite engineering and design, in depth experimentation, and production that complies with high standards of quality, with a testing system that subjects itself to the strict control of relevant, internationally certified bodies, as is the case with FSA's components.

The K-Force range has always stood apart from other FSA ranges thanks to details produced in CNC, the shiny black anodising of the alloy parts, and the 3K finish on the carbon fibre parts. In order to make our top of the range components even more instantly recognisable, our K-Force level will now be distinguished by new graphics with two distinctly visible

lines: one white and one red running parallel standing out against the black background of the carbon fibre or the anodised aluminium parts.

For the FSA enthusiast, it will be easier to convey to others the care and focus on quality components and the desire to use parts that are the products of top level technological expression in the sector. In other words, move away from "group" anonymity and express all your own individuality and own way of seeing mountain biking.



The fine "red line", sorry, red and white lines, that link the K-Force family look underline its most dynamic aspect, these products are made for competition, and allow various assembly options of road cycles, all collocated at the K-Force level.

The K-Force Carbon Tubular wheel is at the peak of production. Built with a "made in Italy" rim, with 50mm rim profile, inked with Sapim spokes to a hub fitted with ceramic bearings. Its 1390g weight simultaneously provides the necessary agility on climbs, while still ensuring good aerodynamic performance on the descent.

The "red & white stripes" look, however, also extends to cranksets: the prestigious K-Force Light MegaCao, distinguished by its unusual hollow monocoque construction, with an internal cavity of the crank arms and the spider, in 50/34T and 52/38T, with ceramic bearings.

Not only this but the new arrival, K-Force Light BB-30's overall construction is identical, but ready for frames fitted with the new standard of BB shells, the -BB30 standard. One of its prerogatives is an increased spindle diameter made

of aluminium alloy, which is lighter weight and also has greater rigidity, thus producing an increased weight/rigidity ratio. Another one of our collection's strong points are the road handlebars with new shapes. In this case, the K-Force curve will be blessed with a double morphological availability: New-Ego and Compact. The former distinguished by a drop and reach (145x480mm) greater than the latter (125x78mm). According to the size of your hands, and flexibility of the individual user's spine, you can choose the right shape for your comfort and control. For both types, a monocoque carbon construction, three widths (400, 420 and 440mm) and a weight of around two hundred grams.

In order to personalise your bike, components with the white and red stripes also offer you a complete range of seatposts: K-Force SB0, K-Force SB25 and K-Force SB32, that offer different set-back levels useful for perfecting the position of the saddle. Also, the 05-99 CSI handlebar stem produced by making use of CSI (Carbon Structural Integration) technology that makes the carbon covering cohesive and structurally "collaborative" with the bodywork in forged aluminium by following a sophisticated technological process that makes it a unique material.

The K-Force double pivot brakes with differentiated pad compound and the K-Force Light Ti and K-Force Ti saddles will be distinguished by the whitened dual stripes: both models with shell reinforced in carbon, 6/4 titanium rail and 3K finish for the first one (132g), without carbon finish (but in natural leather), while keeping the shell and rail the same in the second one (144g). And guess what: both of them come with a revitalised covering with the K-Force whitened stuff.



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## FRIEDRICHSHAFEN

### EL BOCADO



Beatriz Gonzales and Volker Seitz (pictured) serve Mexican specialties at El Bocado from 6 p.m. until midnight seven days a week. This unique "bar & cantina" is located in front of the cinema building and offers a tent with 50 seats on its terrace and another 50 in the restaurant itself – understandably a non smoking area. But at the cocktail bar you can enjoy a cigarette with your drink.

Beatriz Gonzales, who has know-how in gastronomy from Latin and South America, and is a professional wine connoisseur, is happy to welcome international guests. Popular Mexican dishes are served on sizzling pans. There is an excellent assortment of Spanish wines on offer. Happy Hour is from 10 pm until 11 pm - drinks are half price. Every evening from 6 pm, the dish of the day costs 7.11 euro.

**Paulinenstraße 8**  
Tel. +49 (0)7541 35423  
[www.elbocado.de](http://www.elbocado.de)

### HUONG THISÄ ASIA IMBISS

Huong Thus' Asia Imbiss serves Asian snacks at low prices. It is located in the pedestrian area.

**Schanzstraße**  
Tel. +49 (0)7541 371765

### BANGKOK AM SEE & BANGKOK BEI GUNYA THAI RESTAURANTS

Bangkok is the name of two Thai restaurants, one is situated in the atrium of the bank headquarters and the other on Uferstraße.

**Charlottenstraße 12/1**  
Tel. +49 (0)7541 378022

### ALTES RATHAUS

If you want to know why Swabian cuisine enjoys a legendary reputation, visit Otto Gärtner at the Altes Rathaus, which is located in the Ailingen district of Friedrichshafen not far from the exhibition centre.

**Ittenhauser Straße 14-16**  
Tel. +49 (0)7542 50200

### HOTEL-RESTAURANT TRAUBE

Hotel Traube is over 150 years old and its restaurant is a well-known meeting place for trade visitors and business people.

**Sonnenbergstraße 10**  
Tel. +49 (0)7541 6060  
[www.hoteltraube-fn.de](http://www.hoteltraube-fn.de)

### HOTEL-RESTAURANT SCHWANEN



Downtown, by the lake, Horst Schwarz, the owner of Schwanen is waiting for your visit. This restaurant offers real Swabian cuisine.

**Friedrichstraße 32**  
Tel. +49 (0)7541 8550  
[www.hotel-schwanen-fn.de](http://www.hotel-schwanen-fn.de)

### KACHLOFE & OFESTÜBLE



Kachlofe & Ofestüble (proprietors Christina and Manfred Schneider) is considered an inside tip. The cosy winter garden and terrace add to the ambiance. Manfred Schneider specializes in seasonal food. Kachlofe & Ofestüble celebrates its anniversary during Eurobike this year. The restaurant will be 10,000 days or 27.5 years old: a special menu for 27.50 euro is on offer.

**Manzellerstraße 30**  
Tel. +49 (0)7541 41692  
[www.restaurant.kachlofe.de](http://www.restaurant.kachlofe.de)

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# RESTAURANTS IN FRIEDRICHSHAFEN & BEYOND (PART 1)

## LANGENARGEN

### GÄSTEHAUS SONNENSTUBE / SCHLOSS MONTFORT



Schloss Montfort has a range of specialities and impresses with its terrace, which offers a beautiful view on to the lake. The basement of the castle is converted into a discotheque named "Hugo" and offers a variety of entertainment for those who don't want to go to bed after a long day at Eurobike.

**Untere Seestrasse 3**  
88085 Langenargen  
[www.vemax-gastro.de](http://www.vemax-gastro.de)

### RESTAURANT SCHUPPEN 13

Again in Langenargen right at the lake, Schuppen 13 is the name of a restaurant with international specialities.

**Argenweg 60/3**  
88080 Langenargen  
Tel. +49 (0)7543 1577  
[www.schuppen13.de](http://www.schuppen13.de)

## FERNOST GARTEN

Asian food highlights are available at Fernost Garten.

**Eisenbahnstraße 23**  
Tel. +39 (0)7543 912068.

## MEERSBURG

### RESTAURANT & WEINSTUBE HALTNAU



A 20 minute drive brings you to the Halt nau wine tavern to enjoy a special sunset in Meersburg. Host Werner Endress has created a little paradise at the lake shore, where you can have a meal or snack consisting of bread, cold cheese and fish from Lake Constance. Be warned though, this venue doesn't accept credit cards.

**Uferpromenade 107**  
88709 Meersburg  
Tel. +49 (0)7532 9732  
[www.halt nau.de](http://www.halt nau.de)

## ALLGÄU

### KÖN. BAYR. ENZIANHÜTTE

If you want to get to know the Allgäu better, drop into Enzianhütte, hosted by Marianne and Rainer Alt in Weissach near Oberstaufen. He is a faithful devotee of the Bavarian royal dynasty and a host who catches his own trout. The restaurant is open daily from 3 pm, except on Wednesday. Enzianhütte offers every Tuesday a cottage-night and every Thursday entertainment with a live band.

**Alt Weissach, Oberstaufen**  
Tel. +49 (0)8386 661  
[www.enzianhuette.de](http://www.enzianhuette.de)



## EDELWEISSBRAUEREI FARNY



The Allgäu is a major hop-producing area, and it's worth trying the beer from local brewery Farny, near Kisslegg. Celebrating its 175th anniversary this year, Farny is known for its "Kristallweizen," a clear wheat beer. The brewery's water is from their own water source and their hops come from Tett nang and Hallertau. The special brewer's yeast is also cultured in-house. Sample Farny's brews at the Bäumele in Tett nang and the Yachting club on Uferstrasse in Friedrichshafen.

**Hofgut Dürren**  
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[www.farny.de](http://www.farny.de)

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# The Netherlands: Mixed picture for traditional bike sales E-BIKE SALES POWER AHEAD

**A**MSTERDAM, THE NETHERLANDS - When it comes to bike ownership, the Netherlands is number one in the world, with slightly more than one bicycle per person. But is the bicycle business in the Netherlands still healthy? We asked Jack Oortwijn, chief editor of Bike Europe, about the current state of his home market.

**What was the general trend of bike sales in the Netherlands in the first half of 2008?**

Apart from e-Bikes, bicycle sales haven't been going all that well in Holland during the first six months of 2008. Halfords Holland, with an estimated share of about 10% in the Dutch market, recently reported that a drop in consumer confidence was affecting sales. This was not the case at the 'Bike Totaal' retail organization, which reported a 4% increase in turnover at its dealer members during the first 5 months. With that said, sales in Holland during the first half of 2008 present a mixed picture. One thing is sure though, the 2007 results could not be repeated. When comparing first half bike sales in 2007 and 2008, one has to take into account that nice spring weather gave bike sales a big boost in the Netherlands last year.

Unfortunately summer and autumn saw bad weather, which led to a dramatic drop in sales. Still 2007 ended with a 5.8% growth in unit sales to a total of 1.4 million new bikes.

**Could you outline the major sales trends for the first half of 2008?**

The big trend in Holland is e-Bikes. For the whole of 2008 another big increase in e-Bike sales is expected. During the first 3 months already 25,000 e-Bikes were sold compared to 14,000 during the same period in 2007. For the whole of 2007, e-Bike sales in Holland totaled 89,000 units (compared to 45,000 for 2006). The Dutch Dealer association BOVAG expects that for the whole year 2008 e-Bikes sales will amount to 120,000.

**What do you expect for the year 2008 overall compared to 2007?**

Flat sales compared to 2007 which means that total unit sales will amount to 1.4 million. 2008 e-Bikes sales will amount to 120,000. At that level this new category is growing to a substantial market share of close to 10%. However, thanks to the high retail prices of e-Bikes, this category is quickly growing to a market share in terms of turnover that is easily double its unit share. This means the Dutch bike market in terms of turnover is expected to grow substantially this year.

**Have higher raw material costs and delivery delays directly affected first half-year bicycle product sales?**

Yes, popular bike models were hit by long delivery terms or were even sold out: this happened during the first six months with popular e-Bike models like the Sparta ION.

**Is the rising cost of fuel for cars a significant factor in bike sales in the Netherlands?**

Not really. Bike usage in the Netherlands has historically always been on at a very high level thanks to the fact that the infrastructure is there for cyclists. However, bike usage is still growing and is being stimulated by the growth of public bike rental systems such as the Dutch Railways scheme.

**Does the future of the bike market in the Netherlands look bright?**

Yes, the bike market has a bright future because the key elements that determine a prosperous future are in place.

These elements are:

1. A sufficient infrastructure to stimulate bike usage.
2. A good image for cyclists, who are treated by for instance car drivers as mature traffic participants.
3. A structured market with A-brands which provide (price) stability and that are able to innovate to stimulate sales.
4. A market that's controlled by dealers for establishing quality awareness at the consumer level.

**What role does the IBD distribution channel play in the market?**

The market share of the IBD in the Netherlands, although still very large, is slowly decreasing. Just ten years ago it was still extremely high with a market share of 90%. In the past few years this figure has gone down gradually, to 74% last year.

**How is the IBD market faring in the Netherlands?**

A 2007 survey indicated that Dutch dealers not only lost share of the market last year but were also confronted with receding sales. In 2007 they sold 2% less compared with 2006, while other retailers saw their sales grow by a huge 10%.

The data confirm the cut in the average price of bikes sold if e-Bikes are left out. The high end segment above 1,000 especially would be depressed. Unfortunately it is not the IBDs who are taking full advantage of booming e-Bike sales: also alternative retailers are doing good business in this segment.

However, e-Bikes hold big promise for the near future. As oil prices rise further, e-Bikes will be used more and more for commuting and their market share is expected to grow to over 25%. E-Bikes need service and dealers are the ones that are able to provide that service.

**Are there any other striking developments in the first six months of 2008 you would like to mention?**

A drop in consumer confidence that could affect sales in the second half of 2008.

Jack Oortwijn started his career in publishing with a motorcyclist magazine in 1979. After a decade as editor-in-chief of two-wheeler dealer magazine 'Tweewieler', he was instrumental in the launch of Bike Europe in 1996.

Since then Bike Europe has developed into one of the leading international trade journals for the bike industry.

Jack Oortwijn is chief editor of Bike Europe, the international trade journal for the European bicycle market. (Photo: Bike Europe)

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'Philosophical trend scout'

# BUTCH GAUDY: SWISS-AMERICAN MTB PIONEER

**BERN, SWITZERLAND** - Butch Gaudy is regarded as the Swiss mountain bike guru. He brought the mountain bike from the USA to Switzerland and founded his own bicycle brand, MTB Cycletech. Not many people outside of Switzerland know that today's MTB Cycletech range offers more urban mobility than sports bike products. Butch is not afraid to defy convention, especially with his unique designs for urban mobility bike products.

On the one hand you are known as the Swiss mountain bike guru and 'MTB' is part of your brand name. On the other hand you have more bicycles in the mobility or urban bike category in your product line than many others. How did this come about?

In 1981 we moved from Sonoma County in northern California to Switzerland's capital Bern. I started to make those off-road-bicycles we had played with in California. The term "mountain bike" did not really exist back then. We called those "fat-tire-bicycles" ATB's (All-Terrain Bikes).

My company was named CYCLETECH and my girlfriend thought that nobody could pronounce it. She suggested MTB, which stood for Motion-Tech Bern. We combined the two and regretted ever since that we never bothered to register the acronym (laughs). Anyway what I am really saying is: it was always about Mobility. A mountain bike is the absolute and undisputed ultimate transportation device. "No limits" ruled back then. We not only had all the paved roads in the flatland but the 1,000's of miles of Schweizer Wanderwege in the Alps too. That was just too cool to be true.

In your home country Switzerland people know that MTB Cycletech has much more to offer than mountain bikes. Outside of Switzerland it might be different. Is the brand name not harming your mobility/urban bike ambitions?

Yes...but why change a brand name after almost 30 years in business? Maybe we should use "MTB" again and register it for Mobility Technik Bern and sell the brand to the Swiss government (laughs).

Not many bicycle brands offer bicycle products with such a unique individual design. Who is buying bicycles with such individual looks?



Butch Gaudy. (Photo: André Roullier)

Well I would not call the look "individual" but rather "stylish". We do not offer many options. I am more into making a "finished product" than providing a "LEGO playground", if you know what I mean. I wanted to design a look that stands on its own whereas most other bikes look like what my son did when he was creating his individual build-up.

With an eye on the big competition especially out from Asian suppliers - are the Swiss roots something MTB Cycletech is counting on when doing national and international sales?

Absolutely. We live in a marketing world. It used to be about 'image'. Now it is about the 'brand'. It is actually pretty much the same. Switzerland is a brand that stands

out - even from the EU (laughs). The Swiss brand: MTB Cycletech designed by an American. You got it all in one sentence.

Apart from the technical aspects, why do you think is there such a limited range of bicycle brands offering urban mobility products in particular with new, fresh and unique designs? Is it only a question of unit sales?

Beats me. However I think it has a lot to do with the question: "Who works in the bike industry?" Most marketing and product managers like the peculiar mix of emotions, technology and performance a bicycle has to offer. Consequently we get a lot of objectively measurable tech-gimmicks and very few eye-candies.

Personally I always liked to turn technical stuff into simple and good looking things which are easy to understand.

Material-wise you are also cycling your own route. Up to now, for example, there have been no carbon models in your line. Why do you stick to aluminum alloy and even good old Reynolds steel?

Do you want to know the truth? Carbon does not look good. Everybody uses it to increase function. The bike-biz is ruled by the (old) "form follows function" theorem. I am not an engineer and I am not into the sports side and I am not into that rule. I just dig the fact that the bicycle as we know it has been looking pretty much the same for 100 years whereas a lot of other things have changed or disappeared.

A bike is like a knife. It is simple, mechanical device which works well. So all I have to do is show the beauty of the concept. And just as they make carbon-knives too, we made a carbon-hardtail also. It still looks like a bicycle though. Bummer.

What are you expecting from this year's Eurobike exhibition?

I attended the first Eurobike Show and I've never missed one since. I liked it better then than now because it was easier to get a bed (laughs). Seriously, the show is the best on the planet and I am not saying that because they moved us to the best location we can possibly be. I think they did that because we had that all-white booth five years ago with all bicycles painted white. It looked really cool and so pure.

We are now in the 'designer hall', which is a really good name for the hall where all the small companies are who cannot afford their own (dis)play-hall.

What do you think are the hottest trends for the 2009 bicycle season?

I am not much into short term trends. I am more of a philosophical trend scout. 2009 is on display now. For people like me it ended two years ago. The hot trend is what you see on every single booth including ours.

STAND NO.  
A2-308

Jo Beckendorff

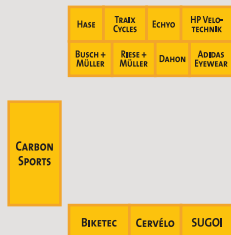


# EXHIBITOR GUIDE

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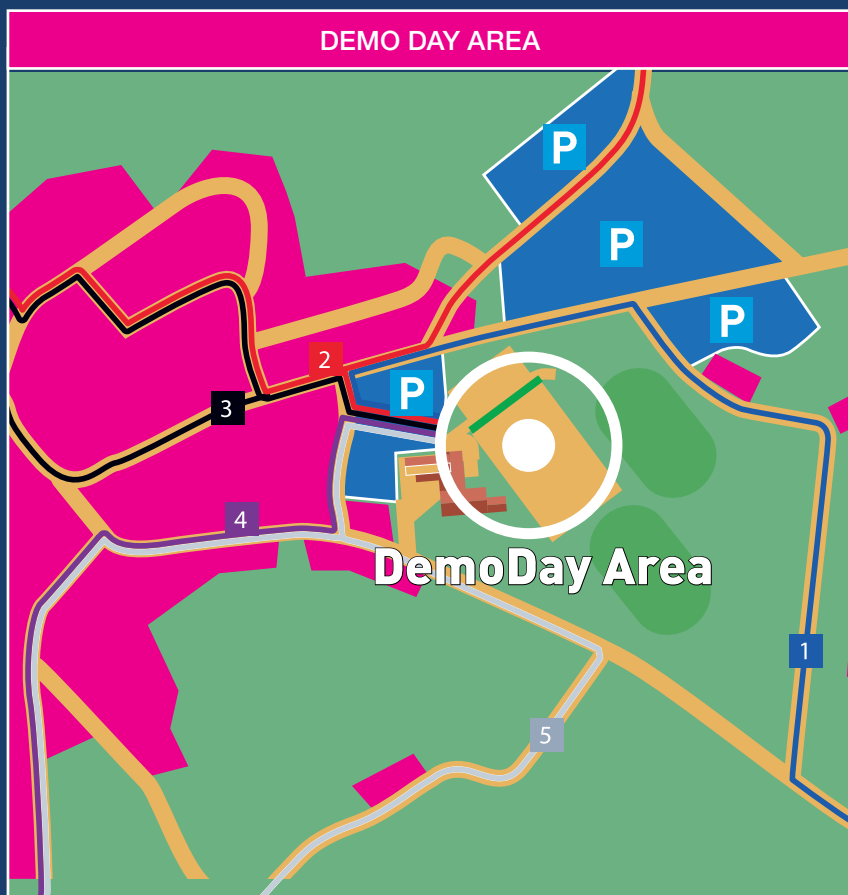
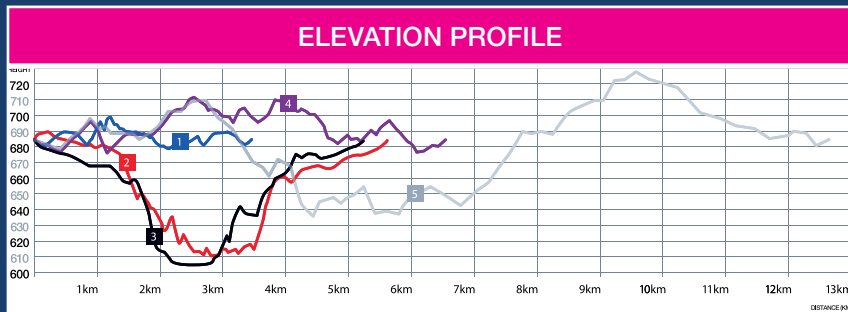
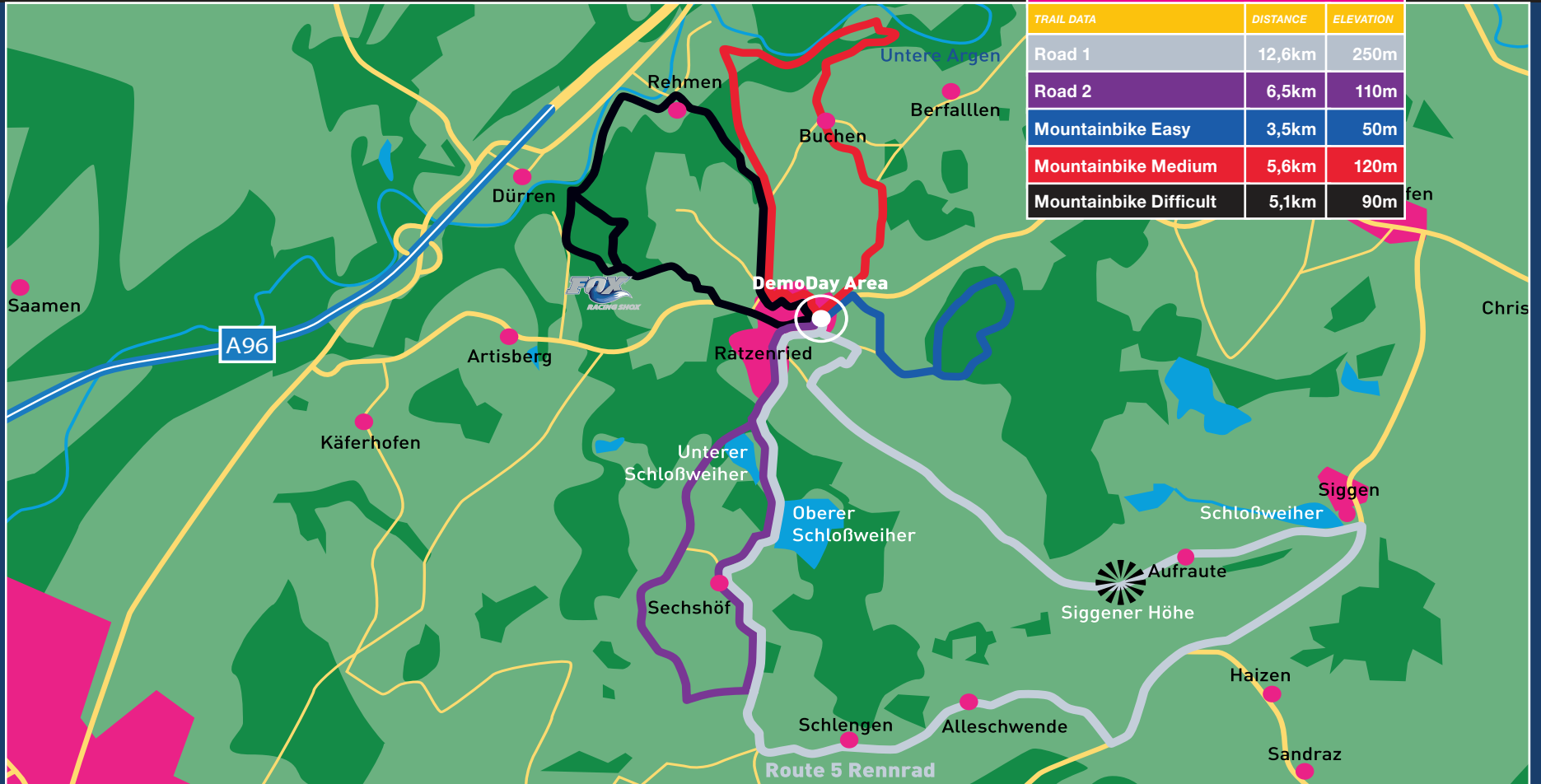
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# TRAIL GUIDE

TRAIL DATA		
TRAIL DATA	DISTANCE	ELEVATION
Road 1	12,6km	250m
Road 2	6,5km	110m
Mountainbike Easy	3,5km	50m
Mountainbike Medium	5,6km	120m
Mountainbike Difficult	5,1km	90m



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## European bike standards

## CEN TC 333 STANDS FOR SAFE CYCLING

**L**UDWIGSBURG, Germany – Why create common European bicycle standards? For one thing, the variation between national standards leads to a lot of confusion.

Manufacturers selling internationally need a way to ensure their products conform to legal product safety requirements and quality criteria. Unified European standards will not only stimulate the EU market but also the global bicycle business.

The new European bicycle standards set minimum quality levels for bicycle products. The CEN Technical Committee (TC) 333 "Cycles" has already established five bicycle standards (for city/trekking bikes, kid bikes, road bikes, mountain bikes and carriers). Since January 1, 2007, a total of 30 countries (27 EU and 3 EFTA member states) were supposed to replace their existing country norms with these European EN norms leading to the overall CEN standard.

According to Siegfried Neuberger, technical GM of the German bicycle industry association ZIV and chairman of TC 333, the majority of these countries have now done this: "The major markets have replaced their national norms and are now operating the CEN standards. Others are still working on it."

The TC 333 Technical Committee is now working on further standards. CEN standards for e-bikes and a consistent terminology are on the way. "BMX and bicycle trailers will follow and are currently in an early stage of development," says Neuberger.



Dirk Zedler, founder and GM of Ingenieur- und Sachverständigenbüro für Fahrradtechnik Zedler. (Engineering & Expertise Office for Bicycle Techniques). (Photo: Zedler.de)

Are these CEN standards just the lowest level 30 nations are able to agree on? According to Dirk Zedler, GM of well-known German bicycle testing facility Ingenieur- und Sachverständigenbüro für Fahrradtechnik Zedler, it is important to note that "it is very positive to have some minimum requirements".

The only dilemma he sees is that norms are always behind the current state of development.

And developments in the bicycle world are pretty fast. Moreover there are several problems with the current CEN norms, says Zedler.

Neuberger himself sees TC 333 as an 'observer for the industry': "We recheck and come out with norms for the international market. Because there are no norms for the world market, our standards can be seen as 'world norms'. Our norms are, for example, higher than the ones in the US."

Both Neuberger and Zedler note that several well-known US bicycle suppliers have their own testing facilities that are state of the art, not only in their home market but worldwide.

"No European manufacturer has the detailed testing facilities operated by some of the US premium brands," says Zedler.

This is due to tough product liability laws in the US. Americans are generally more focused on product liability rather than standards. Nevertheless the American industry is also very aware of the European CEN standards – and not only when selling their products to Europe.

And Fareast producers are already building up test facilities proving CEN requirements.

"It makes sense to test the products where they are produced," says Zedler.

But this is not a "free ticket" for importers. As soon as importers import something into the EU market they are seen as producers and also fully responsible for product liability.

STAND NO.  
A1-301

Jo Beckendorff

## MANAGER FOR WINDOSE GERMANY WANTED

windose international, a growing Belgian company with headquarters in Brussels, develops an original concept in the sports industry. Through a wide variety of personalized preparation programs and a unique range of organic or 100% natural products, nutrients or cosmetics, we offer a true alternative for all people in practicing their favourite sport.

In order to strengthen our international growing activity and to respond to the well existing demand from German sportspeople, we will set up our own subsidiary, windose Germany, in 2009. We are looking for a well experienced and highly motivated Manager able to address the requirements of a challenging development at the head of our new subsidiary.

For further contacts, please send your resume to Johan Witters, General Manager of windose international at: [windose@windose.eu](mailto:windose@windose.eu). For further details about our company, please have a look at our website: [www.windose.eu](http://www.windose.eu).



Visit our booth at the EUROBIKE Show  
4-7 Sept. 2008  
Hall 5, Booth 512





Eurobike Gold Award used as effective marketing tool

# JANGO IS READY TO GO

**T**AICHUNG, TAIWAN - With the Jango concept, Topeak's President Louis Chuang and his team haven't created a completely new bicycle but one that allows design-conscious consumers the ability to customize their bike to their precise needs.

The basic version of this modular "multi-activity bike" can be changed with Topeak's wide range of parts and accessory featuring 'plug & bike' compatibility. Whether you want a fast and sexy fitness or sports bike, an everyday or long-distance tourer, an easy cruiser or an urban city/mobility and shopping bike: Topeak offers the right parts and accessory products for any kind of Jango purpose.

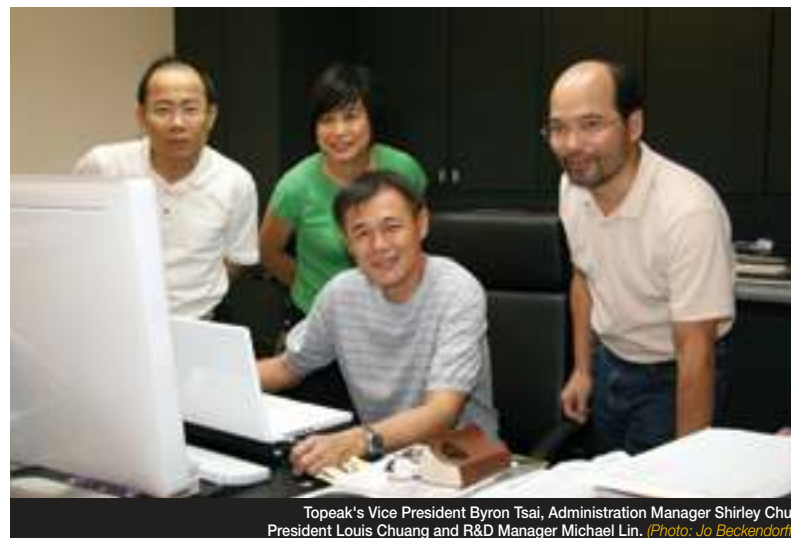
The Jango catalog offers a standard and optional equipment range that - depending on the operational conditions - can be mounted on these bikes. All in all the new Jango bike concept offers nine models. We talked with Louis Chuang about this new product's Gold Eurobike Award in 2007 as well as about this year's world market debut.

Mr. Chuang, let's talk about the Gold Eurobike Award you received last year for Jango, your unique multi-activity bike concept. Was it a surprise for you to win the "gold medal" right away?

*After eight years working hard on the Jango project, I didn't expect to receive an award, but to my great surprise, we got the gold medal.*

What does this Award mean to you and your team?

*This award means a lot to me and my whole team, in that we share the same vision with all the judges and we all want to provide a user-friendly environment through friendly products.*



Topeak's Vice President Byron Tsai, Administration Manager Shirley Chu, President Louis Chuang and R&D Manager Michael Lin. (Photo: Jo Beckendorff)

Were you able to use this Golden Award for the further market introduction of this new bicycle product? In what way?

*Yes, we use this Gold Award as part of our marketing toolkit. We already utilized the Gold Award icon in our marketing materials for the Taipei show like booth, flyers, catalog and the Jango website. Of course we will also use it in our ads in the future.*

Do you think that this Award gave a push to a more effective recognition of Jango in the international market?

*I would say it could help in the international market but I don't know how much. As far as I know, the Gold Medal in the IF Eurobike design award receives more effective recognition in EU, but I am not so sure about other countries.*

When we visited you in March in Taiwan you told us about a delivery delay for the Jango market debut. What was the reason for this delay?

Topeak President Louis Chuang with his R&D Team. (Photo: Jo Beckendorff)

STAND NO.  
B4-405

*The hardware side (i.e. the Jango bikes themselves) are ready now. We are waiting for the software side to be completed. It will take a couple of months to prepare POP displays, update the website, owner's manual, and the personal ID registration system and so on.*

When will the first batch of Jango multi activity bikes be out and where?

*We will start the first shipment of Jango bikes in early July to America.*

When can we expect first Jango bikes in Europe?

*The first Jango bikes in Europe will be seen this September, starting in Germany.*

What has the dealer response been up to now? Do you believe the specialty bike dealers are open to your new lifestyle bike concept?

*In our survey of major markets (US, Japan, Germany, Canada, Australia and Taiwan), we received a very positive response: most of the dealers already feel very tired of seeing those 'Exactly the same but a little bit different' bikes that are on the market today. Jango bikes are a breath of fresh air to them and of course they are more than welcome to open the door to Jango bikes.*

Will you have a separate Eurobike booth for Jango, as you did last year?

*Yes, we are going to have a separate Eurobike booth and we'll present the full range of Jango concept multi activity bikes to the public.*

Jo Beckendorff



Among the first mobility lifestyle brands at Eurobike

# ELECTRA COMING HOME

**C**ARLSBAD/CA., USA - After their first foray into business in Germany, Electra founders Benno Baenziger and Jeano Erforth moved to America. The Berlin boys created the US retro cruiser revival and pushed it to new heights. Later they founded the Townie commuter bike brand with its 'flat foot technology'. Dutch-influenced bicycle brand Amsterdam followed. All three of Electra Bicycle Co.'s brands are a success in the US. We talked with Benno about his bicycle career in America and how he feels about coming home to Eurobike.



Electra's Delivery 8D white men's. (Photo: Electra Group)



Electra's Vince 3i black men's. (Photo: Electra Group)

Benno and Jeano met first in 1989 in their home city of Berlin. Jeano needed some corporate sales materials for selling pieces of the wall. Three years later they met again through mutual friends.

At that time surf-fan Benno lived already very close to the beach in California. He survived by working on bikes inspired by old school retro cruisers from the 1940s and 1950s that hip Californians rode around coastal towns.

"When Jeano saw what I was working on, he loved it and Electra was born", says Benno.

## FROM CLOTHING TO CRUISERS

For the first two years Jeano started the Electra business in Germany. But soon they both realized that their retro cruisers had a larger fan base in the US than in Europe.

Benno says: "It's funny but not unusual that people outside a country and a culture can see beauty or forgotten things much better than the people who live there. It was fun showing the Americans their own past in a new and better way. Imagine if Toyota brought a VW bug to the German market before Volkswagen did - that's how it felt."

At the very beginning Benno and Jeano wanted to develop their concept through clothing rather than by making bicycles - Electra was intended to be a clothing brand. The bikes they created were more for telling the story.

"Nobody at this time made cool retro cruisers and we loved doing it."

"So we became a bicycle brand and found out that we had much more to offer making bikes. I still think we could do well with apparel. If I have a free minute I think about it", says Benno.

But over the last few years Electra's bicycle business left no time for further apparel creation and sales.



Amsterdam's Classic 3i Yellow Tulip Ladies'. (Photo: Electra Group)

First some people wondered if 2 German immigrants could make real American retro cruisers. Others thought highly of "German Engineering" and remembered Ignaz Schwinn, the German that invented the cruiser in the 1930s.

## FIRST IFMA THEN EUROBIKE

Electra's first international show exhibition was at Ifma Cologne in 1993. One year later Benno and Jeano decided to exhibit at the more mountain bike-focused Eurobike in Friedrichshafen - a unique step for a company selling mobility rather than sports products. "Eurobike had a hipper, younger crowd who would understand our lifestyle- and design-driven products better. It seemed like a better fit and where we wanted to be", explains Benno.

Electra was one of the first mobility bike brands exhibiting at Eurobike. The last time Benno went to Eurobike by himself was two years ago.

According to him, it was amazing to see how much it had grown: "I am very happy to see that the show has opened up more to casual leisure cycling. One of our missions over the last 15 years is to give casual cycling a face, a culture, more style and make it desirable. Commuting should be just as cool as riding your mountain bike. Eurobike has a good vibe with a great crowd that shares the same vision." Electra is represented at Eurobike by Blomson International.

## APPRECIATE EUROPE

For Benno and Jeano, Eurobike is also a great reason to visit their home in Germany. But they can't often get to Eurobike themselves because they are busy preparing for Interbike. "It is difficult to find the time to go to see our families in Berlin. Plus it is quite far from Friedrichshafen," notes Jeano.

Benno says that since living in California for the last 17 years he has learned to love and appreciate Europe: "When I grew up, I took it for granted and the rest of the world seemed more interesting. Now coming back I can fully enjoy the culture, the people and the food. Especially Berlin has become such an amazing place. Lots of art, design, architecture, music and many interesting people... unique bars and restaurants, cool stores and great food - and of course German beer."

Interview by  
Jo Beckendorff



STAND NO.  
A1-209

The Berlin boys celebrate retro cruiser success in America: Electra's founders Benno Baenziger (left) and Jeano Erforth (right). (Photo: Electra Group)

## Bikewear at Eurobike

## FASHION SHOW PUTS BIKE APPAREL INTO THE SPOTLIGHT

STAND NO.  
A4-306

**F**ELDKIRCHEN-WESTERHAM, GERMANY - Uwe Rehbein is product manager at German bicycle apparel market leader Gore Bikewear. Gore Bikewear has been exhibiting at Eurobike since the beginning. Eurobike was the first European bicycle-only show giving the bikewear segment a wide platform. Today bikewear is a vital category for independent bicycle dealers. We wanted to ask Rehbein about the changes in bikewear over the years. Rehbein started at Gore in 1985 and at Gore Bikewear (founded by Gore-Europe) around 1987.

**Mr. Rehbein, you've been with Gore Bikewear from the start. Why did W.L. Gore decided to start a bikewear division?**

It was in 1986 when we developed the first Gore-Tex® cycling jacket, designed for the needs of a road cyclist. We believed that serious cyclists needed a functional jacket utilizing a very lightweight Gore-Tex® fabric. The design of this jacket was unique, so much so that we also got a patent on the cut of the jacket (high in front, long in back). With this jacket we went to bike apparel brands to offer them the possibility of using Gore-Tex® fabrics for their collections. But nobody saw the need to invest in functional apparel. So we started to distribute ourselves to IBD stores. Because of our success we now have many brands who use Gore-Tex and Windstopper fabrics in their collections.

**How was the bikewear segment represented in IBDs in those days?**

Very few shops displayed clothing well. The concentration was on hardware. Cycle clothing was pretty limited to jerseys and tights. There was lots of wool and cotton. Basic fabrics, simply cut. Yet cyclists were out riding in all weathers.

**What did you want to change for this first bicycle-only show?**

At shows there was no focus on apparel. We wanted to show the 'world of bike apparel'. We wanted to use this opportunity to show retailers how important and attractive clothing had become. Apparel was concentrated in one hall right from the beginning, integrating what you see on the stands into life through the fashion show. It made it easier for retailers and gave them a greater taste of what was really on offer.

The feedback from the retailers and the bike industry was more than positive. You can see its success, because the fashion still exists and improves every year. Fashion shows put apparel into the spotlight and people see just how attractive bike wear has become. Cycling is once again a fashionable sport and this show allows everyone to see just how we're moving forward.

**What has changed nowadays from those first fashion shows?**



Uwe Rehbein, product manager at Gore Bikewear, a Eurobike exhibitor since the beginning. (Photo: Jo Beckendorff)

The most obvious change is just how professional the shows have become. The fact that the ladies market has increased so dramatically has greatly improved the attractiveness of the shows. The clothing ranges on offer have become more and more diverse. Brands now offer functional clothing designed for specific cycling categories. But even in the two obvious categories there are many sub divisions. E.g. in the Off-Road category you have X-country, Freeride, Street, Downhill etc. In the fashion show you see clothes orientated towards specific parts of our sport.

**What has changed within the bicycle apparel world since then? It seems the technical textile developments are a never-ending story...**

Cyclists no longer have to make do with the 'one item suits all' mentality. We now have a variety of bike clothing aimed at individual target groups. So you can now find the right gear whether you are a keen road cyclist or an extreme downhiller. Attention to detail has dramatically increased. No longer is it enough for a fabric to be breathable. Specific fabrics are used around the body.

Then details like zippers, trims, grip elastics and reflectivity all come in to optimize the cyclist's comfort for their specific activity. Then there's seat inserts/pads, well that's a whole interview in itself.

**What's the hottest bikewear sales trend for summer season 2009?**

The specific trend is that there is no longer one specific trend. Bikewear is becoming focused - the variety of cycling is increasing and likewise we're having to increase our diversity. People are using their bikes more: for commuting, instead of cars, keeping fit and as a hobby. As they spend more time on their bike their need for clothing solutions for all weather conditions increases.

**Did the bikewear industry efforts have an impact on the IBD world? Are they more open to bikewear sales than in the past?**

Today every serious retailer has an area for apparel. You can earn good money with apparel and at the same time make the store more attractive, which can even increase the sales of hardware.

**Nevertheless a large amount of bikewear is still being sold by**

sporting goods specialty stores. They have changing rooms, which IBDs often don't have. Is the IBD distribution channel able to compete with the specialty sporting goods stores?

Yes, because when you are able to sell bikes over 1,000 you also need the right clothing. Most of the high-end bikes are still sold in IBDs. They have the target groups who spend a lot of money for their sport.

These customers will buy clothing where they trust the shop staff.

**The entire industry is keen on women-specific products right now. Is the IBD distribution channel ready for bikewear sales to women?**

There's a large market waiting to be serviced. But shops need to increase their attractiveness and make buying clothing easy and a pleasant experience. But some shops are really doing it very well.

**What can we look forward to at Eurobike this year?**

The focus of the cycling world is on what's going on in the apparel. It's one of the fastest areas of cycling development. Designers are coming up with products which allow cyclists to ride harder, longer and in more comfort than ever before. Just like in many areas of cycling, weight is a key issue. Every gram counts. In our new performance Xenon lines you'll see great new products which offer maximum comfort yet minimum weight or bulk.

Interview by Jo Beckendorff

FRESH BREEZE

## Flyke - The Flying Trike

# BIKE FLIGHTS TO EUROBIKE

**W**EDEMARK-BISSENDORF, GERMANY – During our research into the cheapest flights to Eurobike we stopped into Fresh Breeze, a powered paraglider manufacturer in Wedemark-Bissendorf, a small town northwest of Hanover in Germany.

Perhaps this company that combines flying and cycling can help us out with its human-powered "flying trikes"? Fresh Breeze even offers the 'Xcitor' tandem model for two. We talked with Markus Müller, co-GM of Fresh Breeze.

As a maker of 'flybikes' - powered paragliders - how involved are you in the bicycle world? Who sells your products?

We aren't ordinary bicycle producers. We are producing ultralight aircraft up to a take off weight of 472.5 kg. We have a worldwide dealership. So mostly our customers for this bicycle are pilots.

We have heard that you produce the trikes in-house. Is this correct?

Yes that's correct, but demand for this bicycle was bigger than expected and we must find another factory to help us on the production side.

Are you making really everything by yourself or are you importing components from the Far East, like many bicycle makers?

Markus Müller.  
(Photo: Fresh Breeze)



Flying Bike.  
(Photo: Fresh Breeze)

Yes, we take part in many exhibitions and events, but mostly in combination with air shows.

If you were coming down to Eurobike in Friedrichshafen, what route would you fly or cycle and how many days would it take?

**Müller:** The distance between Hanover and Friedrichshafen is 520 km as the crow flies. And that's how I like to fly when I have all the necessary permissions."

Just for fuel I would need 100 Euro. Or less if I use my bicycle but this would extend the travel time. Of course to fly at night time isn't allowed so I can save time and money if I travel after sunset. But in the night I will sleep or drink a good beer.

Please explain briefly how your flybike works. How do you get started and is everything legal?

Before I find a good place for take-off my glider is stored behind my seat just beside the tent and sleeping bag. On my three wheels and muscle power I enjoy the



Of course, we're buying parts like brakes, wheels and gears from the Far East.

Are your bicycles single-speeders or are you using any gear shifting (chain gear or internal hub gear shifting)?

We have several options: We deliver the Flyke with an 8-speed hub as standard. We also offer the "Mountaindrive" or "Speeddrive" to meet the needs of our customers. We only offer internal hub gear shifting.

Have you ever participated in a bicycle trade show such as Eurobike?

Sometimes I have fly a small detour around controlled airspaces but this is requested in the air via radio. My airspeed is 50 km/h so in theory I would need to be airborne for about 10 hours. But realistically it would take a minimum of 3 days.

What kind of distances can you fly?

My fuel tank capacity is 15 litres. I can stay in the air for three hours non-stop.

What much would a fly-bike trip from your headquarters in Wedemark/Bissendorf to Friedrichshafen cost?

countryside. For take-off I fix the glider on the Flyke. I inflate the wing and when the glider is above me I open up the throttle and I'm airborne after 30 metres.

If one of our readers was interested in making a fly/cycle journey to Eurobike next year- what's needed in addition to buying/renting a trike?

In Germany you need to get an ultralight license. You need to study theory and practise, which takes about 2-3 months. The efforts are comparable to getting a driving license. You can get more information from our Ultralight association at [www.dulv.de](http://www.dulv.de).

For further information on Flybike maker Fresh Breeze, see [www.fresh-breeze.de](http://www.fresh-breeze.de).

Interview by Jo Beckendorff

# European interest in e-bikes powers up ELECTRIC BIKES IN THE HEADLINES

**T**ANNA, GERMANY - When Eurobike first exhibited electric bicycles more than ten years ago, there were only a few products available in Europe. They were not that great, had many technical problems, and most people laughed at them. From the mid 1990's, electric power-assist bikes became popular in Japan, then e-bikes started to boom in China where 20 million units were sold last year.

These days, electric bikes also make headlines in the European mass media. The German-language press in particular has discovered them as a new pet subject.



Kettler Layana Hybrid. Brand new for 2009, it uses the proven Panasonic drive system. (Photo: Kettler)

In July, the news magazines Spiegel, Stern, Focus, Wirtschaftswoche and others wrote about electric mobility from every point of view: electric bikes save money on gasoline, provide an alternative to cars, are faster than regular bicycles, and can turn a hilly area such as Stuttgart into a cycling city.

People once turned up at the ExtraEnergy Test Track at Eurobike and asked "Electric bikes? What are they?" - but those days are definitively over.

They have become an attractive not only for the old and disabled, but for the young and mobile, the media and business people alike.

Reliable technology and a range of around 50km are now expected as a matter of course. Almost every large bike brand now offers one or more electric bike models.

Sparta, Gazelle, Giant, and Hercules have been in the market for many years alongside with specialized electric bike companies such as Biketec, BionX (the Canadian company which has opened a sales office in Germany), Heinzmann, and others.

Bike brands like Hartje, Kalkhoff, Kettler, Panther, Pegasus, Raleigh, Rixe, Riese & Müller, Schwinn, and Winora are relatively new in the electric bike business.

Another development is that electric bikes of acceptable quality are being sold through grocery chain stores such as Lidl or Aldi at prices below 1000 euros.



The folding classic Birdy is now available in a hybrid version with BionX drive and still weighs as little as 18kg. (Photo: Kettler)

The typical price for well-known quality brands is around 2000 euros or higher. This amount includes lithium batteries, which have replaced Nickel-Metal-Hydrate units and are the standard today.



Schwinn Continental pedelec with reliable and maintenance-free shaft drive system. (Photo: Schwinn)

Electric bike style has recently developed in two directions:

On the one hand, an increasing number of pedelecs (pedal electric cycles) feature step-through frames, high handlebars and, in many cases, the well-proven Panasonic drive in the bottom bracket. Many of the above mentioned classic bike brands offer models like this. They are comfortable and speedy runabouts for the city.

On the other hand, more and more diverse products are emerging to meet the needs of particular user groups and attract younger and sports-oriented people.

Models like the Hercules Iphos with BionX drive, the Kalkhoff Pro Connect and the Giant Twist Comfort with two lithium batteries offer enough range, riding comfort and peak power for longer rides or tours into the countryside.



The British company Ultra Motor is a newcomer in the European electric bike market. Their A2B model involves high-end downhill components. This model with a maximum speed of 33 km/h has been developed for the US market and will be available in Europe in a similar version. (Photo: Ultra Motor)

Those who like it fast and sporty will go for pedelecs capable of over 25km/h. They need an insurance plate, and a driver's license in most European countries but no helmet.

Five models of the "fast class" (Biketec Flyer S, Heinzmann estelle Sport, IZIP Express, OHM Sport XS700 and BionX DIY kit) have been tested by the independent authority on product testing, ExtraEnergy, and were rated either "good" or "very good".

Electric bikes with special features such as a folding mechanism (Birdy Hybrid, Fold Flyer, Monty), a detachable side-car (Smike), and utility vehicles to carry loads, food, or mail will become a very large group one day.

Electronics and an auxiliary electric motor bring a lot of scope for innovation and new functions to the bicycle world. Most of the abovementioned models will be available for test riding at Eurobike at the ExtraEnergy TEST It Track in the Zeppelin Hall or exhibited at the manufacturers' stands.

Susanne Bruesch

## ASHIMA

Without Limit

Booth NO: A6-439

### SOS

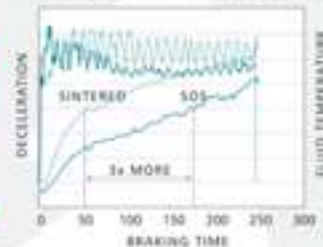
Mixti-Compound Paste

This specific compound exists in all environments, conditions of riding styles. Organic compounds offer best low temperature, noise free performance, whilst Sintered compounds deliver best high temperature, wear performance but at the expense of noise and high heat transfer to the brake fluid. Semi-Metallics bridge the gap between the two. This knowledge led to the development of SOS (Sintered Organic Sintered) giving you the best of both!

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### APV<sub>S</sub>

Ashima Power Valve System

Fat. Free!



### The "PanCake"

Fat. Free!



Features:  
 • 4 Piston, 2 pairs of axially mounted pistons  
 • Initial braking force uses 18mm pistons, for superior control  
 • Higher hand loads additionally release the 22mm pistons giving maximum braking force when you need it!

Advantages:  
 • Braking action gives excellent modulation for light hand loads  
 • Max brake conditions total piston area is equivalent to 28mm pistons!  
 • External fluid transfer improves heat dissipation of brake fluid preventing "jumpy-up"  
 • Air cooled pistons  
 • (Un)usual aesthetics

Features:  
 • Pad movement controlled by Diaphragm Seal  
 • Seal design ensures unsurpassed pad retraction of 0.7mm!  
 • Ultra thin caliper just 25mm!

Advantages:  
 • Simplified manufacturing processes ensures cost advantage  
 • Seal design gives equivalent area to using 20mm pistons  
 • Fluid feed directly to centre of Diaphragm seal for better response  
 • Ultra thin caliper section ensures min. weight

**PRODUCT GUIDE**



**SINE THESIS ROAD BIKE HELMET**

STAND NO. A4-403

With the SINE Thesis road bike helmet, MET (distribution D/A: Sport Import, CH: Platts Europe) introduces a new approach to helmet construction that maximizes weight, ventilation, comfort, and aerodynamics by applying entirely new technologies.



The exclusive ICE Lite superlight integrated composite exoskeleton - inspired by species like scarabs or scorpions - allows an open structure with unparalleled ventilation while delivering shock absorption and extra safety due to the semi-flexible exoskeleton support element.

The SINE Thesis will be available in two sizes, S/M and L, at a suggested retail price of 225 Euro, including a soft neoprene carry bag.

**SCHWALBE ROCKET RON TIRE**

Rocket Ron is a new MTB racer and a super-light (410 grams) competition tire with astonishing grip from its U-Block tread design. Sabine Spitz rode the rocket to her European title championship success in St. Wendel.

The tire is available in 3 sizes: 26 x 2.10 inch (410g), 26 x 2.25 inch (445g) and a wide 26 x 2.40 inch, which only weighs 530 gram. Rocket Ron is also

available in a tubeless version in sizes: 2.1 and 2.25 inch. The Evo-Tubeless-Technology is characterized by extremely low weight and low rolling resistance.

STAND NO. A5-300



**GORE BIKEWEAR XENON AS JACKET**

The new Xenon AS Jacket at 180 grams is 20 percent lighter than its predecessor.

The package volume of this feather-light functional high-end jacket is also much smaller than before. The new Xenon AS Jacket includes Windstopper Active Shell material, the lightest available.

STAND NO. A4-306

**The easy way of making your bicycles electric**

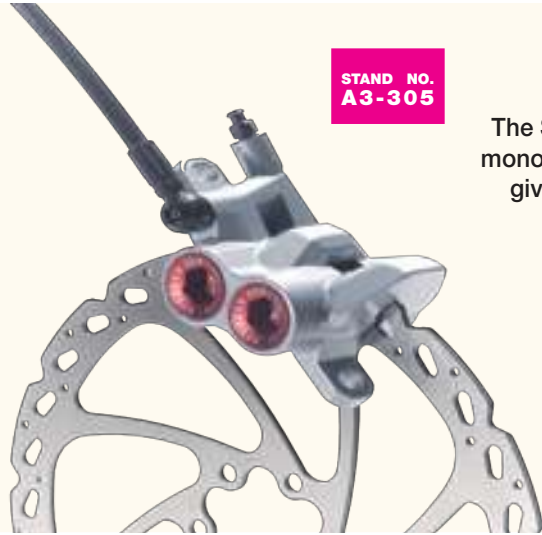
**New**  
Doped Nano battery  
World premiere



**3 x more**  
Recharges

See our many complete electric bike group-set solutions on [www.protanium.com](http://www.protanium.com) and visit our both ZH 101 on Eurobike Zeppelin Halle





STAND NO.  
A3-305

### HAYES STROKER ACE

The Stroker Ace features Hayes' first four-piston, monobloc caliper and the firm's biggest pads ever, giving the Ace tremendous heat management capabilities.

A longer lever gives increased leverage at the bar. Mated to the proven Stroker master cylinder, this makes the Ace Hayes' most powerful brake ever, while advancing the already unmatched Stroker modulation. System weight of 427g (including 6" rotor and hardware).



### HERCULES LIBELLE CITYBIKE

Last season's successful Flower family is being carried into 2009 with the "Libelle" citybike.

Sporting a smart-looking design, developed with careful attention to detail, the 'Libelle' is the perfect companion for a fun outing through the city. Equipped with an 8-gear Shimano Nexus shifting system, a sprung seat post and an adjustable stem the "Libelle" is available for €649. A Shimano hub dynamo with halogen headlight and rear light from Busch+Müller round off its premium features.



STAND NO.  
A5-300

### SHIMANO DURA-ACE 7900 CRANKSET

STAND NO.  
A1-301

At Eurobike 2007 Shimano exhibited the FC-7800C carbon fiber Dura-Ace crankset, designed for the Dura-Ace 7800 series. With the introduction of the Dura-Ace 7900 series this year, the crankset will now be delivered in a model compatible with the 7900 group.

A special chain ring set will be offered to make this crankset also compatible with Dura-Ace 7800. The FC-7800C has an aluminum core to realize a lightweight yet very rigid construction. Weight (including bottom bracket) is 715 grams. Available in gear combinations 53/39T and 52/39T in crank arm lengths 170, 172.5 and 175mm.



STAND NO.  
B1-404

### MARZOCCHI 22 FORK

The Marzocchi 22 offers high-end performance for an entry-level price. The 22 is the first step in Marzocchi cross country - all mountain line, the best choice for demanding riders without the need to grab really deep in the pockets!

Two versions are available: the 22 LO has a redesigned remote lock out and the 22 R features preload and rebound for an easy and fast custom tuning. Both forks offers coil spring and mechanical preload, 30 mm steel stanchion tubes to combine reliability and superb function with a skinny lightweight look.

The magnesium lowers are inspired by the famous Marathon design that made Marzocchi popular in the cross country market. Two travel options for the 22 LO that will feature 100 or 120 mm to be matched with xc or all mountain frames. The 22 R will be available in the versatile 100 mm travel only, the choice of the majority of the trail riders.



# Who is Super B ?

## The Best Bike Tools

Come to you with a Perfect Performance Quality !

Euro bike cycle Show, Booth NO. A7-515.



*Easy Living Always Comes From Super B.*



CONTINUED...

PRODUCT GUIDE

DAHON Mμ UNO

STAND NO. B4-501



The Mμ Uno celebrates the simple joy of the ride. A single-speed folding bike with a coaster brake that begs the rider to rediscover the unabashed glee of the power-slide.

The inspiration for this distillation? A visit to a dealer who declared: "Who needs more? We just need a durable bike for everyday riding, a single gear still suitable for going fast, and a simplified fold for uncomplicated travel to work, to school, for shopping."



STAND NO. A5-200

SIGMA SPORTS PAXI FRONT LIGHT

With the new "PAXI", Sigma Sport adds an extremely small and, at less than 30 grams, very light model to its collection of front lights.



The little sister to the HEADLED features three white LEDs, which together with the reflector guarantees the best vision within a 10 m distance. With a burn time of up to 30 hours and a light angle of 15°, the PAXI is a reliable companion and can be easily stowed in a trouser pocket thanks to its extremely small dimensions. Three lighting modes: standard, energy-saving and flashing.

GARMIN OREGON 400T

STAND NO. A5-201

"Navigation the easiest way" – that's the promise of navigation system leader Garmin's brand new GPS hand-held product range.

The Oregon series is especially eyeing the outdoor and bicycle markets and offers a wide functional plug & play spectrum with state of the art GPS technologies.

An outstanding highlight is the 3" touch screen. The top model "400t" includes 1:100.000 scale European maps as standard. Garmin is a sponsor of Eurobike Demo Day 2008.



The Flyer I:SY from Switzerland's Biketec AG is a cool e-minibike with 20" wheels. The I:SY range offers four models: Light, Urban, Sport and Tour, with differing components and equipment but the same 250-watt motor.



BIKETEC FLYER I:SY

Retail prices start at 2,590 euro. The lightest I:SY weighs 19 kg and rolls on Schwalbe's well-cushioned 20" balloon tires.

STAND NO. FG-A9/2

POLISPORT CROSS COUNTRY EVO MUDGUARDS

Designed for MTB / Trekking environments, the Cross Country Evo Mudguards are built with a 100% recyclable and light material.

Cross Country Evo front mudguards feature a quick release system, easy mounting, front/rear removal and extra protection borders. The rear Cross Country Evo also includes reflective stickers for your safety.



STAND NO. A5-107



RITCHEY SUPERLOGIC COMPONENTS

SuperLogic is a new component level for 2009 from Ritchey, positioned above the successful WCS Level (World Championship Series).

STAND NO. A5-300



Representing "the bleeding edge of design and material technology", the SuperLogic moniker is reserved for an extremely select group of components.

For 2009 Ritchey presents four new SuperLogic products: Two Road handlebars, one MTB bar and one seat post. Pictured: The SuperLogic carbon rizer bar & SuperLogic Carbon Logic II road bar.



### GIANT ANTHEM X

The Anthem X's precision-fabricated ALUXX SL frame gives you everything you want for XC: super-light quickness, amazing torsional stiffness, loads of tire clearance, 4 inches of incredibly active Maestro Suspension and race-tuned geometry that lets you rail single-track like a Stinger missile.

a RockShox SID World Cup, 100mm travel fork and Fox Float RP23 rear shock. SRAM X.0 drive train, Avid Juicy Ultimate disc brakes, Race Face Next handlebar and seat post, along with a light-weight Mavic CrossMax SL wheelset.

STAND NO.  
B3-206



### FULLSPEEDAHEAD K-FORCE 2009

STAND NO.  
A3-303

FSA debuts new a family look for K-Force in 2009: an instantly recognisable white and red striped motif setting it apart from the flood of carbon fibre components on the market.

The K-Force range has always stood apart from other FSA ranges thanks to details produced in CNC, the shiny black anodising of the alloy parts, and the 3K finish carbon material.

In order to make these top of the line products even more recognisable, all K-Force level components will be distinguished by new graphics with two distinctly visible lines: one white and one red, running parallel, and standing out against the black background of the carbon fibre or anodised aluminium parts.

### HAIBIKE HAI Q CARBON

STAND NO.  
B1-407

The very successful "Hai Q" line has a new look for 2009.

The Hai Q Carbon sits at the top of the range. Next to its new, modern and aggressive design, it also scores with an excellent price performance ratio: full Shimano XT, a Fox suspension fork, Magura Louise brakes and a lightweight monocoque frame. Suggested retail: €1,999



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# New Caledonia: Bicycle Island Paradise

## BIKE DEALER IN THE SOUTH PACIFIC

**N**OUMEA, NEW CALEDONIA - Visitors to Eurobike come from far and wide, but few have come further than Jean-Marc Tronel. He's a specialty bike retailer in the subtropical islands of New Caledonia in the South Pacific. Recreational cycling is a big attraction for tourists and Jean-Marc operates two stores together with his father.

The boulevards of the capital, Noumea, are packed with cyclists every afternoon and there are many cycle paths to explore the island scenery. New Caledonia boasts well-preserved trails, a bikes-only park, and a world-class velodrome. In September, the island stages its version of the Tour de France, with cyclists from all over the Pacific traveling to compete.

**Living in New Caledonia sounds very exotic. What's the weather like today?**

*It's the beginning of our 'winter' and today is 26° with a clear sky! So I'm not sure that from the European perspective you will agree with me when I say 'winter'.*

**How long does it take you to get to Friedrichshafen?**

*Twenty-four hours from our airport to Paris, and then several hours by car.*

**We guess most people have heard of New Caledonia but don't know much about it.**

*New Caledonia is in the South Pacific, close to Australia and New Zealand (3 hours from Sydney and 3,5 hours from Auckland). Our island is 400 kilometres long by 50 kilometres wide, with a population of 220,000.*

**What brings you to a show on the other side of the world?**

*Probably the same as everybody else: meeting with suppliers, seeing next year's range and trying to find new suppliers.*

**What was - compared with other international shows we visit - the most impressive (bicycle) experience when visiting Eurobike?**

*Eurobike is the first show where you can see next year's new stuff. It's a very clean and professional show.*

**My only complaint is that Eurobike is 'in the middle of nowhere' and last time I was sleeping in Austria!**

**Is the European bicycle market in general able to give you any ideas for your own bicycle sales?**

*Only for our Racing & MTB market.*

**What role is the bicycle playing in your country? Is it sports, recreational or mobility cycling?**

*Definitively sports or recreational. Around 5% for sport and 95% for recreational.*

**Do you have any reliable figures on New Caledonia's overall annual bicycle sales?**

*From the customs annual report it's between 10,000 to 15,000 units.*

**How many specialty bicycle retail stores are there about in New Caledonia?**

*They are five bicycle stores in New Caledonia - my father and I own two of them.*

**How did season 2008 start for you? Did you have a good season opening? Or does the sales season last all year long because of the excellent weather conditions in New Caledonia?**

*The start of 2008 was not so good as our summer was really rainy (we broke our rainfall record this year), but you are right when you say that we don't have really a selling season.*

**Except for kids' bikes as we sell 50% of our annual volume in the two months before Christmas.**

**Finally, any advice for people who might be interested in cycling in New Caledonia?**

*It's a really nice French-style subtropical island. We have no air pollution. We have one main road following the coast and several smaller roads where you can ride for around 1,000 Kms on tarmac. We have also really nice areas for MTB (but not everywhere as many lands are private).*



Jean-Marc Tronel.  
(Photo: Jean-Marc Tronel)

Anse Vata Beach in New Caledonia.  
(Photo: New Caledonia Tourism)

**EUROBIKE**



**THE GLOBAL SHOW**

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I LOVE MY BIKE

Eurobike and OutDoor project manager Stefan Reisinger

# NO SWEAT FOR DEDICATED CYCLE COMMUTER

**F**RIEDRICHSHAFEN, GERMANY - When we visited Eurobike Project Manager Stefan Reisinger in Friedrichshafen he showed us his latest test bike: the avid cyclist is currently commuting daily on an e-bike to Messe Friedrichshafen. He cycles the 20km to the office most days, even in winter.



**What bike are you riding at the moment?**

At present I have my second pedelec for testing. And I have to say I love it. It's the Flyer S-series. It's so fast - normally it takes me about 45 minutes to the Messe. But with this e-powered bike it takes 30 to 35 minutes. That's pretty impressive.

**If you pedaled harder on your regular bike you could probably cut ten minutes from your commute as well...**

I could but then I would have to shower when I arrive. With the Flyer I can reach an average 37 km/h without breaking a sweat. Even though my route is mainly flat, I can't do this on my regular bike - I'm not a racer.

**Do you believe that younger people are willing to buy a pedelec for trips like this?**

Perhaps this distance is a bit too much but for distances up to let's say ten kilometers, why not?

I tell you what... A friend of mine tested a pedelec and was so amazed he now wants to buy one right away. He's about my age and has the same distance to go every day. Normally he rides only in summer. With the pedelec he says he'll do his rides in the winter too. He argues that he can travel quickly to his job without sweating too much, even in winter clothing. That saves not only travel time but also the time used for a shower on arrival. I believe more people will realize this one day.

**Are you ready to buy a pedelec yourself?**

Actually I love it, but I wouldn't buy one for myself right now. I still feel I should push by myself as long as it works fine and without any problems.

**But you save ten minutes each way - that means 20 minutes a day!**

I know. Nevertheless right now I feel I should push 100 percent by myself. Perhaps I'll change my mind when the effort starts to get harder for me.

**Interview: Jo Beckendorff**

## LITESPEED

### HÄNDLER GESUCHT

Litespeed, Merlin und Quintana Roo suchen Unternehmen, die bereit sind, innerhalb der EU als exklusive Vertriebspartner zu fungieren. Mit schon etablierten Absatzgebieten in GB, Frankreich, Italien, Spanien und den Beneluxländern wollen wir unser Geschäft nun auf die unten aufgeführten Märkte ausdehnen:

Schweden, Norwegen, Finnland, Deutschland, Österreich, Dänemark, Russland, Polen, Bulgarien, Kroatien, Bosnien-Herzegowina, Serbien, Slowenien und Türkei.

Wenn Sie Interesse daran haben, unser Vertriebspartner zu werden, dann kontaktieren Sie bitte Chris Hewings unter den unten angegebenen Möglichkeiten, um dies im Detail zu besprechen oder einen Gesprächstermin während der Eurobike zu vereinbaren. Litespeed, Merlin und Quintana Roo sind auf der Eurobike 2008 vertreten und haben ihren Messestand in Halle A1 - 203.

E-Mail: [chris.hewings@americanbicyclegroup.com](mailto:chris.hewings@americanbicyclegroup.com)  
Telefon: +44 777 4554833

## MERLIN

## QUINTANA ROO

### DISTRIBUTORS WANTED

Litespeed, Merlin and Quintana Roo are looking to appoint companies to operate as exclusive distributors within the EU. With sales territories already established in the UK, France, Italy, Spain and Benelux, we are now expanding into the new markets listed below:

Sweden, Norway, Finland, Germany, Austria, Denmark, Russia, Poland, Bulgaria, Croatia, Bosnia And Herzegovina, Serbia, Slovenia and Turkey.

If you are interested in becoming a distributor, please contact Chris Hewings at the details listed below to discuss this further, or to arrange a meeting at Eurobike. Litespeed, Merlin and Quintana Roo will be exhibiting at Eurobike 2008 and can be found in Hall A11-203.

Email: [chris.hewings@americanbicyclegroup.com](mailto:chris.hewings@americanbicyclegroup.com)  
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