



# SHOW DAILY 08

MESSE FRIEDRICHSHAFEN, SEPTEMBER 4

SHOW DAY 1

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# Sun Shines on Eurobike Demo Day

## NEW VENUE DRAWS DEALER CROWDS

**S**tefan Reisinger was all smiles at the entrance to Eurobike's Demo Day yesterday morning. Reisinger, Eurobike's project manager, was pleased with the warm and sunny weather and the strong turnout of dealers who showed up to test-ride bikes.



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#### MESSE FN LIAISON

Frank Gauss

#### PRINTED BY

Druckhaus Müller  
www.druckhaus-mueller.de

#### SUPPORTED BY

Messe Friedrichshafen  
www.messe-fn.de



Reisinger said around 100 companies exhibited at Eurobike's second annual demo day, held at a new location in Argenbühl, Germany. The demo site was about 40 minutes from the Messe, nestled amidst corn fields and apple orchards—not to mention happy grazing cows and occasional wafts of manure.

Exhibitors liked the flat exhibition area, which was laid out on a football pitch next to a school. And most seemed happy with the venue and the weather. Marin Bikes returned with a small presence for the second year to the Demo Day. Steve Glazer, sales and marketing manager for Marin, said the experience this year - the first with decent weather - convinced

him that the company could expand its demo booth for next year.

"Marin is a small player in Germany. Our demo fleet is on the smaller side. With the good venue and the good weather, we see it needs to be more significant," Glazer said.

The location featured two road routes and three off-road routes of varying difficulty. However, some attendees felt the mountain bike trails were not challenging enough to put demo bikes through their paces. "The venue here is great; the trails are not," said Andrew Juskaitis, Giant's global product marketing manager. Juskaitis said most of the off-road trails were gravel paths with little technical terrain.

"You could ride a road bike on 80 percent of them; a cyclocross bike on 100 percent of them," Juskaitis said.

"You can't get a perspective of how our suspension performs," he added. "We're trying to showcase our suspension and you can't distinguish between ours and our competitors."

Although attendance figures weren't available at press time, dealer traffic appeared steady throughout the day. Exhibitors said most attendees were German-speaking dealers.

"It seems to be primarily a German dealer show," Glazer said of the Demo Day. "The inside location is super international, [but] outside is very local."

- MT

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**Entrance East**

**11.00am Autograph Hour with Jan Ullrich (Tour de France Winner)** At TERRA-S Automotive System. **A7 501**

**11.00am Serotta Presentation "Bike Ergonomics"**  
Daily Fitting Demonstrations with company founder Ben Serotta and SICI USA Director Paraic McGlynn in attendance.  
**A2 407**

**11.30am Digital Picture Show "Bike Nomads on Worldwide Roads"** Eighteen countries, 35,000 km, one child. Swiss cyclists Rebekka Brändl and Florian Fisch on their adventures (in German). **A5 310**

**11.30am Eurobike Fashion Show** Presentation of current bike fashion. **HALL A4**

**12noon Autograph Hour with Jens Heppner (Ex-Profi Team Telecom)** At the Bioracer stand. **B2 404**

**2.00pm Signing session with Sam Pilgrim, Lance McDermott and Pat Campbell-Jenner** At the ISON Distribution stand. **B3 507**

**2.30pm Eurobike Fashion Show** Presentation of current bike fashion. **HALL A4**

**2.30pm Signing session with Rafa Alvarez (4X World Champion)** At the Specialized stand. **A3-205**

**3.00pm Digital Picture Show "Bike Nomads on Worldwide Roads"** See 11.30am. **A5 310**

**3.00pm Autographs & Tips by Ryan Leech (Canadian Trials-star)** At Norco / Fritz Wittich GmbH. **B4 503**

**3.00pm Serotta Presentation "Bike Ergonomics"** See 11.00am. **A2 407**

**3.30pm Trond Hansen & Benny Korthaus at Specialized** World-class dirtbikers at Specialized's stand. **A3-205**

**4.00pm Signing session and interview with Sabine Spitz (2008 Olympic Gold Medal Winner)** At the Ghost Bikes stand. **B1-400**

**4.30pm Eurobike Fashion Show** Presentation of current bike fashion. **HALL A4**

**6.30pm Eurobike Award 2008** Award ceremony to reward outstanding innovation. Europe's leading competition in conjunction with IF Design for all cycling products. **HALL A4**

## ALL-DAY EVENTS

**E-bikes** Zeppelin Hall: the new home base for e-bikes. **Zeppelin Hall**

**Eurobike Award 2008** Winners from Europe's leading competition in conjunction with IF Design for all cycling products. **Foyer West**

**Eurobike Vision** Recumbent bikes, trikes, folding bikes, innovations. **Foyer / Entrance West**

**Canyon Cycles Special Guests** Freeride and dirt bike stars Tibor Simai & Rob J, MTB-Academy founder Stefan Herrmann. **B4-412**

**Special Guest at Platzangst Progressive Freeride** Team biker Bobby Root (USA) will be at the stand. **A2-105**

**Sugoi Custom Apparel** Bring your design on a memory stick and Sugoi will adapt it on a jersey, short, or any other accessory. **A4-603**

## MEDIA-ONLY EVENTS

**11.00am X-Technology R&D Swiss Press Conference Conf.** Centre, Room Liechtenstein

**12.00am Iko-Corrattec Press Conference** **B1-300**

**1.00pm Specialized 2009 Product Range Launch** **A3-205**

**1.00pm FSA 2009 Product Range Launch** Presentation of in particular the new BB30 cranksets range. Ivan Basso will attend. **Entrance West, Österreich Room**

NOTE: THIS IS NOT AN EXHAUSTIVE LIST AND SOME EVENTS HELD EXCLUSIVELY IN GERMAN ARE NOT INCLUDED.

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**MR. SCHMIDTY**

**T**ruvativ's HammerSchmidt, a revolutionary new front transmission, celebrated its market debut at yesterday's Demo Day, introduced by "Mr. Schmidt".

The HammerSchmidt transmission works without the traditional front derailleur and has only one chainring – but it delivers the gear ratio of two chainrings. The transmission hides a planetary gear system providing two different ratios: 1:1 and 1:1.6.

- JB

STAND NO. A3-101

**NEW 'STORCK BY TOKEN' COMPONENT GROUP**

STAND NO. A3-100

**G**erman lightweight specialist Storck arrived at Demo Day with its first bicycle shifting components.

According to marketing manager Markus Liebe the shifting components, branded 'Stock by Token' are "the lightest shifting component group in the market, due to our own Powerarms crankset."

The group weighs a featherlight 1,755 grams. They were mounted on Storck's new "Fenomalist" that succeeds the current Scenario CD 0.0 model.

The Fenomalist's carbon frame weighs "less than 1,000 grams" and will be offered as a frame kit together with Storck's Stiletto Aero fork at a sales price around 2,600 Euro.

Following its venture into high-end bicycle parts labeled 'Storck by Syntace', the German bike maker is now working with Taiwanese firm Token.



Token introduced its first complete shifting group at this year's Taipei Cycle Show. Shifting levers as well as front and rear derailleurs are made by fellow Taiwan company Microshift, with brakes and modifications made by Token.

According to Storck "this is our first step into the component market. We will definitely continue in this direction". The shifting components at Demo Day are seen as "a basis for further development." They are presented in Storck's classic blue color.

- JB



From left: Messe FN CEO Klaus Wellmann, Derby Cycle CEO Mathias Seidler, ZGA Chairman Christoph Goebel and Bike Industry Consultant Andreas Lübeck. (Photo: Messe FN)

## Eurobike Industry Meeting

# GERMAN BICYCLE SALES UP SLIGHTLY IN 2008

**EUROBIKE** - An increasing number of Germans are using bikes to ride to work and have fun during their leisure time, according to figures released at the Eurobike Industry Meeting yesterday morning. Industry experts said high fuel prices and greater environmental awareness are helping to boost growth in bicycle sales. Industry associations anticipate a slight increase during the current 2008 season, and over the medium term additional growth is expected for bicycles, components and accessories.

"We expect the specialized trade will see growth this year, while other channels including supermarkets will have to accept a decline", said Christoph Goebel, Chairman of the German Association of Bicycle Wholesalers & Exporters (ZGA) and Managing Partner of Grofa GmbH, a bicycle and accessories manufacturer.

While overall bike sales are expected to be up by just 1%, IBDs are expected to benefit from growth of 3-5% because of higher prices. This upbeat view of developments in the sector was shared by Mathias Seidler, CEO of Derby Cycle, the largest German bicycle manufacturer, and Andreas Lübeck, an external consultant for the Federation of Independent Bicycle Companies (VSF): "We anticipate sales rising in 2008", say the two industry experts.

### MORE NEW BIKES IN 2008

The German Association of Bicycle Wholesalers and Exporters (ZGA) reported domestic deliveries of 2.842m bicycles by the end of July, 2008. This exceeded the results from the previous year by one percent. The previous year's domestic deliveries, calculated by taking the domestic production, adding imports and subtracting exports, was 2.813m bicycles by the end of June.

Domestic production rose from 1.503 million bicycles to 1.658 million. But this increase in production of 150,000 units went completely into exports, which showed significant growth.

In the first six months of the year, 590,000 bicycles were exported, compared to 328,000 during the same period the previous year. Bicycle imports in the first half of the year rose from 1.638 million units in 2007 to 1.774 million imported bicycles in 2008, which corresponds to an increase of 8.3%.

### OVER €3 BILLION IN SALES

According to the association, the industry achieved sales of €1.7 billion from bicycles and an additional €1.45 billion from repairs, accessories and replacement parts - making for a market with a total volume of over €3 billion. The bicycle industry also enjoyed particularly good sales in the after-sales area. This is where the increased use of bicycles has had a significant effect.

Although concrete figures for this market segment are not yet available, consultations with companies that are active in the component and accessory segment have fully confirmed this market observation.

Without a doubt, rising bicycle component and accessory sales also go hand in hand with higher repair shop sales among retailers. Mathias Seidler commented that, with over 75% of sales achieved at specialized retailers, the German market is the envy of many others.

### GENERAL FIGURES

In comparison with the rest of Europe, the German bicycle industry is in a strong position. Together with the retail sector, the industry employs 30,000 people. Bicycle sales reached €1.548bn in 2006 and €1.686 billion in 2007.

The leading import nation in Germany is Taiwan, Poland is in second place, and Thailand has edged out Vietnam to take third place. All in all, the ZGA reports that 4.58 million bicycles were placed on the German market through so-called domestic deliveries.

2.4 million bicycles were manufactured in German plants, 2.75 million came via imports, and nearly 600,000 bicycles were produced in Germany and exported abroad.

Domestic production has a 40% share of the domestic deliveries, while a 60% market share goes to imports.

### POPULAR TYPES OF BICYCLES

Trekking bikes are doing particularly well, making up 32% of all sales, followed by city bikes and mountain bikes.

Electric bikes are quickly gaining in popularity, with strong growth rates reported in many European countries. The association anticipates sales of e-bikes to reach 100,000 units. According to Seidler, "We haven't yet seen the strong sales that are taking place in the Netherlands, but we expect this to happen in Germany over the next 2-3 years. As e-bikes become a more regular sight on the roads, this will push further sales."

There is even more good news for the retail sector: An increasing number of bicycles are being purchased from specialists, who have a market share of 5%. In absolute terms, retailers even account for 78% of the bikes sold. On the other hand, large chains such as department stores, home improvement stores and discounters reported declining sales. The average price for all sales outlets was €370 per bike. In bicycle shops, however, sales averaged €440 per bicycle. "We predict rising average prices for the retail trade in the future as well", says Christoph Goebel.

### 68 MILLION BIKES

Over the past ten years, the number of mountain bikes, city and sports bikes has risen from 62m to the current figure of 68m bicycles. 81% of all households own a bicycle. That is a 10% rise over the year 2000.

- TK



# MET



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# Accell's OEM e-bike systems subsidiary introduces latest battery technology PROTANIUM: HIDE WHAT YOU RIDE

**APELDOORN, THE NETHERLANDS** - The story of e-bike solution supplier Protanium is very closely connected with Eurobike. Last year they exhibited in a small corner of the ExtraEnergy booth. This year they come back with the financial and R&D backing of Accell Group.

"At last year's Eurobike, Accell Group executives strolled by and saw our 'hide what you ride' e-bike battery solutions", says Protanium co-founder and GM Brain Hoehl.

He and his partner Lars Munkso are from Denmark but founded their company in the US.

According to Hoehl, "Accell was most interested into our patented e-bike downtube battery solution. They had a similar one but the battery was not removable as in our solution".



A new electric folding bike on offer from Protanium to interested brands. (Photo: Protanium)

The "hide what you ride" concept plus the removable battery convinced Accell to chat with Protanium's founders. As a result "Accell acquired a majority stake in our company in January and we moved to their headquarters in Apeldoorn".

Protanium founders Höhl and Munkso keep the remaining stake in their company and run the day-to-day business.

Protanium remains as an independent OEM company, offering three ways to hide the e-bike battery: on the carrier, under the seat or in the frame in the downtube. But why hide the battery?

"We believe that many customers do not want to show that they have electric power...we let the e-bike look like a normal bicycle," explains Hoehl.

Brands within Accell are also taking advantage of Protanium's unique solutions. For 2009 Lapierre is introducing a mountain bike with a removable high-tech battery in the downtube.



Hercules bike 2009 with Protanium technology. (Photo: Protanium)

Germany's Winora and Hercules are also launching mobility bikes with Protanium's clever downtube solution.

Protanium also offers a completely assembled e-bike solution to interested customers: "Due to our background we are able to do so."

"We have for example an interesting e-folding bike with our high-tech batteries hidden in the frame as well as models with the batteries hidden in the saddle. We even have an e-bike with shaft drive train available."

The Apeldoorn location of Protanium makes sense as it is very close to Accell's e-bike division.

A brand-new battery technology breakthrough will be presented by Protanium at Eurobike: a lithium doped nano phosphate battery with technology that delivers longer life by offering more than 3,000 recharges. That is at least "three times more than any other formula of lithium tested".

This technology is also said to be extremely safe, with longer pack performance and more efficient usable energy than normal ion battery packs. It will be highlighted at this year's Protanium booth.

STAND NO. ZH-101

- JB

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## Eurobike emphasizes quality-based growth PLANNING FOR THE FUTURE ALREADY UNDER WAY

**E**UROBIKE - At the Industry Meeting held yesterday, the CEO of Messe Friedrichshafen Klaus Wellmann said strategic planning for the future of the exhibition was well under way. The show will welcome about 30,000 visitors from at least 70 countries this year and is already the world's leading bicycle industry exhibition.

Wellmann said the show has 7,000 square meters more space than last year to accommodate increased demand, but construction work on two new halls and a new foyer would be completed in time for the 2009 show. A new car park has already opened, and a big effort is being mounted to boost the number of hotel beds in the area.

One hotel is nearing completion next to Friedrichshafen airport, while others are planned in nearby towns including Voralberg in Austria, with a fast ferry across the lake.

Additional hotels in Friedrichshafen, Meersburg and Oberlingen are currently being planned and many others will expand accommodation capacities. Over the medium term, the capacity in the region will be expanded by a total of approximately 1,000 hotel beds.

Additional accommodation will also be available in new holiday apartments and private homes.

As the leading trade show, Wellmann said Eurobike takes its responsibilities seriously, but added that "We want growth, but with high quality." So far, he says, this strategy has been successful. Learning from the experience of last year, measures have been taken to ease traffic flow to the show, including more bus lanes, special traffic lights, a greater police effort to ensure smooth-flowing traffic with contraflow lanes in the evening. The opening times have also been changed to avoid clashes with commuter traffic.

With the new halls and foyer/entrance opening in 2009, visitor distribution around the exhibition will be improved and the opening-time crush reduced.

This year, Eurobike will cover 85,000 sq. m. of exhibition space in a total of 13 trade show halls. When the expansion of the exhibition grounds is ready in 2009, the show will offer a total of 100,000 sq. m. of space. In addition, there will be a larger conference and meeting capacity and an improved entrance situation on the eastern side of the building.

With Eurobike now the only bicycle show in Germany, Derby Cycle CEO Mathias Seidler commented that "We're delighted that there is now only one fair in Germany - it means we can concentrate our efforts far better."

- TK

Klaus Wellmann  
(CEO, Messe  
Friedrichshafen)  
(Photo: Messe FN)



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## SEE CINELLI'S PRODUCTION 'ART BIKE'

**C**inelli, known for its many projects in the international art world, has its latest 'Art Bike' on display at the Gruppo stand at Eurobike: the first such bike to actually go into production.

Urban bike culture met the worlds of art and fashion in June 2008 at the opening of the exhibition 'Pressure' at VASF Gallery in San Francisco.

The show, made possible by the collaboration between the Italian company Cinelli (and its president, Antonio Colombo) with the streetwear brand RVCA, included the participation of renowned contemporary artists like Barry McGee, Ashley Macomber, Clare Rojas, C.R. Stecyk III, Dan Murphy, Dmote, Jesse Geller, Josh Lazcano, Kaws, Madsaki, Phil Frost, PM Tenore and Stephen Powers.

The artists were asked to work on frames and other components of the Cinelli SuperCorsa Pista, reworking it to match their personal visions. One of the main attractions of the evening was the presentation of the bicycle to the public.

The art bike was produced in a limited edition of 50 pieces by Cinelli in collaboration with the artist Barry McGee and RVCA. It is a track bike, known in slang as a "fixie", part of the fixed-gear phenomenon that began about ten years ago thanks to the bike messengers of New York City.

Cinelli is already famous for its many projects in the international art world - e.g. the Laser bike reinterpreted by Keith Haring in 1987, but this is the first time that an "art bike" has actually gone into production.

Barry McGee, born in San Francisco in 1966, gained fame in the 1980s as a graffiti artist and is now an internationally acclaimed artist who has had solo shows in important museums around the world.

The Cinelli and Barry McGee bicycle is on display at Gruppo's stand, near the Cinelli standard Supercorsa bicycle model, along with a presentation of images of the San Francisco exhibition.

Antonio Colombo with artist Barry McGee (Photo: Gruppo)

STAND NO. B3-403



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## CRANKBROTHERS' HERRICK MOVES TO SELLE ROYAL HQ

**C**rankbrothers' founding partner **Andrew Herrick** will call Europe home after Eurobike. Herrick will work with the Selle Royal family of brands out of Selle Royal's office in Vicenza, Italy. Selle Royal and Crankbrothers merged in February.

"It was all part of the merger," Herrick said of his move. Herrick plans to commute between Selle Royal's Italian headquarters and Crankbrothers' office in Laguna Beach, California. He will spend at least half his time in the United States. But he will set up his primary residence with his wife and daughters in Asolo, Italy, where Lennard Zinn once lived.

Massimo Losio, managing director of Selle Royal, asked Herrick if he would consider moving to Italy to work with all of the brands. Herrick will oversee Selle Royal's group of cycling brands, which include Crankbrothers, fi'zi:k, Brooks and Selle Royal.

Herrick said his move is part of a strategy to make product design for the multiple brands more intertwined. Herrick said he would also strive to make the brands more global.

"Part of the plan is for more design to be done for the whole group at Crankbrothers," Herrick said. Herrick described it as a wonderful company that is perfectly positioned to grow globally. "It's right at the high end. I think the timing is impeccable," Herrick said. Crankbrothers is showing its remote-controlled adjustable Joplin seatpost and a newly expanded line of four mountain bike wheels at Eurobike.

- MT

STAND NO.  
B1-401

**Bicycle Retailer**  
AND INDUSTRY NEWS




Carry Freedom GM Nick Lobnitz. (Photo: Jo Beckendorf)

## CARRY FREEDOM: "NEW STYLE OF URBAN MOBILITY"

**S**cotland's Carry Freedom (distributed by Used) introduced a mobility bike with a huge chain case at the Demo Day.


"I actually designed this bike for the Royal Mail Service. I made the big chain case for a simple reason: Companies can print their logos on it." Carry Freedom offers this so-called "new style of urban mobility bike" with a Sram 3- or 9-speed internal hub.

- JB




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## SHIMANO'S E-SHIFTING

STAND NO. A1-200

**G**erman Eslava (product manager as well as Bike Europe's Italian correspondent) is pictured in heavy discussion with the Shimano engineer that is leading the development of the electronic Dura Ace group set. It will be officially launched today at the Shimano booth. Don't miss it as it is one of the highlights of this year's Eurobike.

- JO



## DUTCH PRODUCT MANAGERS TESTING AT DEMO DAY

**J**eroen Schrijvers and Wilco Zevenbergen had a busy time at the Demo Day. They were testing the new Giant carbon road bikes TCR Advanced which will be in the 'Bike Totaal' catalogue for 2009. Bike Totaal is one of the biggest retail organizations in the Netherlands with about 150 dealer-members.



"In total we want to test nine different bikes today which all will be in our 2009 line-up. With these tests we get a better feel for the products. And of course if products don't test well we will rethink having them in our 2009 range." The two Bike Totaal product managers were pretty

happy with the set-up of this year's Demo Day. They judged the routes as "much better" than last year. "They were far too extreme last year. Also we like the new route for road racing bikes very much."

- JO

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## CONTI'S NEWEST

STAND NO. B1-102

**C**ontinental's Thai Do shows the newest MTB and DH tyres from the German tyre maker. New are the 'Der Kaiser' as well as 'Rain King' MTB tyres. New Cyclocross and road racing models are also in the 2009 range from Continental.

- JO



## PROLOGO NAMES NEW U.S. DISTRIBUTOR; DEMO DAY RIDERS TEST NEW SADDLES

**S**alvatore Truglio, Prologo's sales manager, said European dealers would find a variety of new saddle designs from the Italian company when they visit its booth today.

And U.S. retailers can now order the Prologo line from Veltec Sports, which took over exclusive distribution of the line in August. Veltec's CEO, Manfred Krikke, said Prologo has an "incredible line" of saddles. The Prologo brand, introduced in 2006, was quickly spec'ed by Europe's pro pelotons and is now a growing brand in North America, Kirke added.

With its design center near Milan in the town of Cavenago Brianza, Prologo makes both road and mountain bike saddles as well as a line of handlebar tape and saddlebags. Truglio, at his booth at Eurobike's Demo Day, pointed out that some of the best teams in the world ride the saddles including Team CSC, Saxo Bank, Team Milram, Team Rabobank, Team AG2R and Team Tinkoff.

Nicola Vernaglione, Prologo's general manager, said, "We draw on an enormous pool of research and technology from the pro riders' feedback in addition to our own advanced testing facilities."

For example, Fabian Cancellara worked closely with the company to design his custom time-trial saddle, which he rode to an Olympic gold medal victory in Beijing. And at this year's Tour de France, Prologo laid claims to the yellow, white, and green jerseys as well as stage wins and the top three spots in the overall team rankings.

Prologo saddle prices range at retail from 69 to 285 euros. For example, its new c.one50 saddle with titanium rails. The saddle has very little padding and weighs 150 grams. It retails for 220 euros. For cross-country mountain bikers, the newest Vertigo Nack weighs 162 grams and features carbon fiber rails with an aluminum filament embedded inside to enhance its strength, Truglio said.



Salvatore Truglio, Prologo's sales manager, shows off one of the brand's popular saddles at Eurobike's Demo Day. (Photo: Marc Sanj)

**Bicycle Retailer**  
AND INDUSTRY NEWS

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STAND NO.  
B2-500



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## GIANT MANUFACTURING POSTS RECORD FIRST HALF REVENUE

**E**xecutives at Giant Bicycles should be all smiles today as Eurobike opens to what should be a record number of visitors.

In data released Wednesday, Giant posted record consolidated sales through the first half of the year of \$19.5 billion NT or 422.8 million euro - an increase of 25.1 percent over the same period last year.

An analyst said the record jump in sales is due, in part, to rising orders from Trek as well as increasing global demand for bicycles for exercise and transportation.

Steven Chan, an analyst with KGI Securities in Taiwan, said Trek has reduced the number of its suppliers and placed more orders with Giant since the second half of 2007. Chan noted that rising oil prices in the first half of the year helped boost sales as well.

Chan said KGI is forecasting that Giant's 2009 consolidated sales and net income will reach \$46.3 billion (1.0 billion euro), a 14 percent increase over this year. Giant has also seen its share of Taiwan sales grow, making it the company's fastest growing market. Shipments in Taiwan increased to 140,000 units in the first half of this year, up from 100,000 units in the first half of 2007.

"We expect the strong demand for bicycles to continue through the next few quarters given high oil prices and the increasingly popular trend of using bicycles for exercise," Chan said.

**Bicycle Retailer**  
AND INDUSTRY NEWS

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STAND NO.  
B3-206

## WELLGO INCREASES ITS NEW PRODUCT LINE AT EUROBIKE

**J**ohn Chen, Wellgo's general manager, said the European market for Wellgo shoes and pedals, as well as its Expedo line of pedals, continues to grow.



Wellgo's John Chen. (Photo: Marc Sani)

Highlighting the Xpedo shoe line is the SLM-B, a super-light road shoe featuring a full magnesium sole coupled with a high density, one-piece breathable synthetic leather upper. The shoe will retail for around 200 euro. Also new this season is the Xpedo MX-Force pedals, winner of this year's Taiwan Bicycle Exporters' Association's award for design. The ultra-low profile MX-13 for downhill and BMX riders weighs 390 grams and comes in six colors. The pedals will retail for approximately 80 euro. Wellgo products have been sold in the European market for more than 24 years.

Chen, who had arrived in Freidrichshafen late Tuesday, was showing off the company's newest line of shoes as well as its pedals to German dealers at his Eurobike Demo Day booth.

**Bicycle Retailer**  
AND INDUSTRY NEWS

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STAND NO.  
B2-501

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## Dutch know-how, made in the Czech Republic

# BMD: BOHEMIA MACHINE DESIGN

**K**OLIN, CZECH REPUBLIC – The Netherlands is Europe's leading cycling nation. BMD doesn't produce bikes itself but offers precision equipment for bicycle production. Founded in 1994 in the Netherlands by Bob Best, the company moved about eight years ago to the Czech Republic with its lower labor costs. Today BMD is selling its Czech-made products with Dutch bicycle production know-how worldwide. But how?

"We are better at engineering. Thanks to effective production techniques and methods we were able to streamline our production process without losing quality. I know many people moving to China for production. Most of them have problems," says Best.

He agrees that labour costs in the Far East are much cheaper than anywhere in Europe. Nevertheless for him China is too far away.

With overall costs in China rising due to raw material price hikes, the introduction of a social insurance system and other factors, the bicycle industry is already looking for production alternatives.

It is looking not only in the Far East, in countries such as Indonesia, Thailand or Vietnam, but also in Europe itself. The hottest trend is to research production in Eastern Europe, which is closer to sales markets.

Here BMD is based in the right location: "More and more bicycle production is moving to Eastern Europe. For us this is a huge challenge. We have an increasing number of customers in Eastern Europe. It's convenient because they are right next door to our Czech headquarters."

It also means BMD service is very close to its customers.

In Kolin, southeast of Prague, BMD founder Bob Best found a new home. Today his company employs 12 people.

While "BMD" stood first for "Best Machine Development" it was changed about two years ago to "Bohemia Machine Design".

"The first name was too close connected to my name Bob Best so I wanted to change this. There is always more than one person behind a company's know-how and success", says Best.

A couple of years ago BMD decided to stop appearing at bicycle shows.

"To exhibit at one of these shows isn't that easy. You want to show how the machines work. You can't do that at an exhibition. That's why we decided to skip that and to focus our budget more on marketing."

Want to know more about BMD and its product range of lacing machines, truing robots and wheel stabilisers?

Check out their website at [www.bmd.nl](http://www.bmd.nl).

- JB

**3T** salutes  
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## WARM WEATHER SLOWS TRAFFIC AT MOTOREX'S BIKE WASH BOOTH

**L**uke Bame has what he calls the best job in the world for a 24-year-old American. He lives in Langenthal, Switzerland, and works for the legendary Motorex Oil of Switzerland in its marketing and sales department.

At the Demo Day yesterday Motorex sponsored the Bike Wash where riders could clean their mountain bikes after taking them out on the area's three test tracks.

But if there was a downside for the Bike Wash this year, it was that warm and sunny weather meant less need for the various cleaners and lubes produced by Motorex.

Last year, however, it was a different story. Hundreds of riders waited in line to clean their bikes after heavy rains had turned the trails into mud.

Still, Bame said Motorex's bicycle business comprises a growing percentage of its sales.

While the company is a famous name for German retailers, it is less well known among U.S. dealers. The 90-year-old Swiss company is known for its high-end niche products sold in the automotive, motorcycle, marine and aeronautical markets.

The company is the largest independent crude oil refiner in Switzerland and exports 25 percent of its products overseas where they are sold in 60 countries. In the U.S. market, Lube-Tech is the distributor for American retailers. Motorex products are sold dealer-direct in Europe, Bame said. Bame, who worked at Lube-Tech after graduating from the University of Minnesota, joined the Swiss company after meeting executives from Motorex.



(Photo: Marc Sani)

"I was young, single and had no kids. It was perfect," said Bame, now finishing his first full year in the European market.

"Demo Day is important for us. It gives us an opportunity to show how well our products work," he said.

"Switzerland is just like Minnesota but without the lakes. Instead we have the mountains," he said. Bame, who speaks fluent German, admits that he isn't much of a cyclist, preferring to ride motorcycles.

**Bicycle Retailer**  
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STAND NO.  
A3-304

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## Executives Complete 1,000km Cycling Circuit Of Taiwan

# A-TEAM'S EPIC TOUR DE TAIWAN



**G**etting 32 executives from 32 companies to set aside business for 11 days and go for a 1,000km bicycle ride is a tough call no matter what the industry. In Taiwan, where business is business 24/7, few executives ever spend a sizable chunk of time away from the office.

When the A-Team completed its eleven-day circuit of this island nation in May, their faces beamed with pride. Specialized's Bob Margevicius, the only US supplier invited on the Tour and an ex-pro racer, called the riders "real heroes". Few had ever ridden bikes and, for most, cycling around Taiwan was the single biggest physical challenge they had ever faced, he said. "Our goal is to use the A-Team as a platform to improve quality and develop better

products unique to Taiwan that support the IBD," Tony Lo said in an interview shortly before starting the tour. Lo, however, never asked riders to do anything he wouldn't do. Each day he rode at the front, setting the pace and taking care to keep the group together. Lo cited Italy and its passion for the culture of cycling. There's no reason why Taiwan can't be known as a center for innovation, manufacturing and passion for bicycles, he said.

**01** A richly decorated Buddhist shrine along the route. **02** Giant's chairman, King Liu, congratulates SR Suntour's president and CEO, Daisuke Kobayashi, after finishing the tour. At 62, Kobayashi was one of the oldest A-Team members on the Tour de Taiwan. **03** SRAM GM Hank Kao and Giant's president & A-Team chairman Tony Lo, flank Tim Ti, Taiwan's national team coach.

**04** Giant's President & CEO Tony Lo congratulates the riders, their families and employees at a special luncheon following the A-Team's arrival in Taiwan, ending the 11-day tour. **05** Stella Yu, president of Velo, smiles triumphantly after finishing the ride. She was the only woman to ride the full 1000+ km. **06** Masao Chu, GM of Post Moderne, and

Yudi Wang, president of FSA, next to Bob Margevicius, VP at Specialized and the only representative from an American company to join the A-Team on its 11-day Tour de Taiwan.

**07** Riders toss Giant President Tony Lo into the air to celebrate reaching the southernmost tip of Taiwan. The A-Team chairman was warmly praised for his leadership and his decision to encourage the 32 A-Team members to take the challenge. **08** Tony Lo takes a break with his wife, Mimi, and their son. They joined the Giant executive for a few days as the ride neared its end. **09** Jerry Wu, sales manager for Wheel Giant, Wellgo GM John Chen, and Jagwire's GM Jerry Huang enjoy posing for photos at the ride's finish in Taiwan.

Photos & Text by Marc Sani





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## RESTAURANTS IN FRIEDRICHSHAFEN & BEYOND

### FRIEDRICHSHAFEN

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For a great steak visit Steakhaus Tiffany which welcomes international guests daily for their legendary "Dinner at Tiffany". According to insiders a visit to Steakhaus Tiffany is always a good choice.

**Steakhaus Tiffany**  
Friedrichstraße 73  
Tel. +49 (0)7541 23392

#### SWABIAN CUISINE

The insider's tip for Swabian home-style cooking is Rebstock, where the Wielands', who do their own slaughtering, keep the stove warm. The restaurant is located near the Graf-Zeppelin-Haus, the waterfront, the train station and the exhibition centre. Additionally there is a beer garden.

**Rebstock**  
Werastraße 35  
Tel. +49 (0)7541 21694

#### (INTER)NATIONAL CUISINE

If you don't mind a short drive, you will find Krone in the Raderach district of Friedrichshafen.

It serves national and international specialities and excellent wines from the Lake Constance region. Renowned for its beautiful beergarden, atop a hill with a beautiful view of the countryside and lake.

**Krone**  
Fichtenburgstraße 10  
Tel.: +49 (0)7544 3992

The head chief at Lukullum, Walter Hauber, expects high standards and a well-attended restaurant. Besides his differently decorated dining rooms, Tiroler Stube for example, Mr Hauber offers a large assortment of Mediterranean dishes and pasta delights. Tel.: +49 (0)7541 6818, Friedrichstraße 21 above the Graf-Zeppelin-Haus.

**Lukullum**  
Friedrichstraße 21  
Tel.: +49 (0)7541 6818

#### FISH SPECIALITIES

The Kurgartengastronomie offers a nice panorama over the Lake Constance and the mountains. In the quiet atmosphere of the restaurant you can enjoy fish specialities from Lake Constance.

**Kurgartengastronomie**  
Friedrichstraße 21  
Tel.: +49 (0)7542 32033

#### BEACH ATMOSPHERE

Belushi Café & Bar's "Beach Café" by the waterfront is an original place for those who like a 'beach' atmosphere.

**Belushi's Beach Café**  
Montafonstraße 3  
Tel.: +49 (0)7541 32531



#### ITALIAN CUISINE

Italian food is very popular in Friedrichshafen. One of the best ristorante-pizzeria's is La Scala, located close to the arena and open every day from 11.30am to 24.00pm.

More Italian food is available at Kapela la Mezzaluna and at San Marino Pizzeria.

**Ristorante-Pizzeria La Scala**  
Bodensee Center  
Tel. +49 (0)7541 953999

**Kapela la Mezzaluna**  
Teuringer Straße 16/1  
Tel. +49 (0)7541 589441

#### CHINESE & THAI CUISINE

Peking offers excellent Chinese specialities while Phan serves Chinese and Thai food.

**Chinese Restaurant 'Peking'**  
Riedleparkstraße 11  
Tel. +49 (0)7541 21140

**Chinese/Thai Restaurant 'Phan'**  
Eugenstraße 69  
Tel. +49 (0)7541 377822

#### GREEK CUISINE

Greek food is served in Friedrichshafen at Athen Restaurant and at Delphi directly at the lakeside at the viewing platform.

**Greek Restaurant 'Athen'**  
Friedrichstraße 65  
Tel. +49 (0)7541 32107

**Greek Restaurant 'Delphi'**  
Seestraße 20  
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williamdeng@oscarbike.com

#### European office:

Mediterranean United Industries  
Jan Baptist  
Guinardstraat 32, GENT 9000, BELGIUM  
eccleston@mui-cycles.com  
Mobile phone : 0032 472 329 770



## TETTANG

Just northeast of Friedrichshafen you'll find Tettang, which was occupied by earls years ago and which is now known for its exquisite gastronomy.



### BRAUEREI UND GASTHOF ZUR KRONE

This restaurant serves Swabian home-cooking cuisine. Don't miss the asparagus and strawberry season, and the beer.

During a survey the first organic beer from the Lake Constance region, "Tettninger Keller-Pils" was named by Die Welt as one of the top 10 best beers in the world. Fritz Tauscher and his son offer groups of ten or more guided tours through the brewery. Open every day except for Monday.

**Bärenplatz**  
88069 Tettang  
Tel. +49 (0)7542 7452  
[www.krone-tettang.de](http://www.krone-tettang.de)

### RESTAURANT FROHE AUSSICHT

Frohe Aussicht in Tettang is located on a mountainside with a magnificent view of the landscape. The restaurant is open on Friday and Saturday from 4 pm and Sundays and holidays from 10am.

Christel, Simone and Ernst Günthör offer their own special wines. Ernst Günthör was awarded for a gold medal because of his Pinot Blanc although Pinot Noir, Rosé and Rießling were prize-winners, too.

**Frohe Aussicht 1**  
88069 Tettang  
Tel. +49 (0)7542 6914  
[www.aussicht-tettang.de](http://www.aussicht-tettang.de)



## GASTHOF TORSTUBEN



Another highlight in Tettang is Torstuben, which offers deer, venison and boar from local woods in different variations. There are also plenty of fish specialities on the menu. There's a wide assortment of wines from the region and of course beer made in Tettang. Ulrike Schühle and her team welcome you to enjoy their restaurant hospitality while savouring traditional ambiance.

**Bärenplatz 8**  
88069 Tettang  
Tel. +49 (0)7542 93860  
[www.krone-tettang.de](http://www.krone-tettang.de)

## LANGENARGEN

### RISTORANTE-PIZZERIA-GELATERIA LA ROSE DUE

An inside tip for Italian cuisine outside Friedrichshafen but not too far away is La Rosa Due in Langenargen.

**Marktplatz 22**  
88085 Langenargen  
Tel: +49 (0)7543 912103

### GÄSTEHAUS SONNENSTUBE / SCHLOSS MONTFORT

Schloss Montfort has a range of specialities and impresses with its lakeview terrace. 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)



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Email: zhouty@siexp-cppt.com | lihg@siexp-cppt.com  
http://www.chinacycle.com.cn

Brigitte Berner, Messe Restaurant

## "TRY THE FISH - FRESH FROM LAKE CONSTANCE"



There's no better person to ask for advice on what to eat when you're taking a break from the exhibition.

Brigitte says no matter what you choose, everything is guaranteed to be fresh and she especially recommends the Bodenseefelchen with boiled potatoes and a mixed salad.

Bodenseefelchen is a fresh water fish from Lake Constance: "We buy it directly from the fishermen."

She adds that a local white wine is the perfect accompaniment. She is keen for visitors to try the local Swabian speciality of maultaschen.

*"Maultaschen are pasta squares filled with meat and spinach. They're really good...!"*

Brigitte Berner at the Messe Restaurant is ready to dish out advice on food and drink. (Photo: Jo Beckendorf)

**B**rigitte Berner has been working for the catering service at Messe Friedrichshafen for the past dozen years - you'll spot her in the Messe Restaurant above the foyer.

Brigitte's main job is to serve VIP Messe customers with food and drinks. She's also responsible for catering the countless press conferences held during the show and overlooking the smooth working of the kitchen.



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CIOCC	A1	112
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DENVER	A1	114
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DYNATEK	A1	210
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ELITE	A1	408
FAC DI MICHELIN	A1	413
GIESSEGI	A1	424
GIOS	A1	505
GIPIEMME	A1	425
GRAPHITE	A1	421
GUERCIOTTI	A1	409
ITALWIN	A1	513

KASK	A1	511
LEADERMIND	A1	411
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MONTANA	A1	420
NALINI	A1	412
OLMO	A1	309
ORION ITALY	A1	313
PASSONI	A1	113
PERUZZO	A1	415
PMP	A1	111
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REWEL	A1	110
RMS	A1	514
ROTO	A1	115
SAB	A1	320
SACCON	A1	319
SANTINI MAGLIFICIO	A1	307
SELLE MONTEGRAPPA	A1	312
SHOCK BLAZE	A1	422
SOMEC	A1	506
TEO SPORT	A1	417
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## TOURISM COMPANIES IN FOYER WEST



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## Market conditions in the German-speaking countries **POSITIVE SIGNS FOR D/A/CH**

**BIELEFELD, GERMANY - Europe's largest bicycle market is part of the wider German-speaking market that includes Austria and Switzerland and is covered by the oldest bike trade publication in existence: Germany's RadMarkt, founded in 1886.**

We asked RadMarkt's Chief Editor Michael Bollschweiler about conditions in each of these markets in 2008. He gives his own expert views on the German market.

For Austria, Michael Bollschweiler was assisted in his answers by Austrian industry insiders Helge Fellner, marketing director, and Günter Kostrhon, sales manager of Austria's largest bicycle product wholesaler Thalinger-Lange.

For background on the Swiss market, Bollschweiler turned to RadMarkt's Swiss correspondent Peter Hummel as well as Daniel Schärer, general manager of the national industry association SFGMV.

### What were the general bike sales trends in the first half of 2008?

**D:** Data collection from the RadMarkt IBD panel for the second quarter is still going on. But preliminary figures show an increase of more than 5 percent in the first half of the year.

I expect moderate growth for the year as a whole. Obviously electric bicycles are going to become more and more important. The trekking bike is the biggest bicycle segment in Germany – 30 percent in 2007, with a slightly growing share. This trend is certainly being continued.



**AT:** The high level of sales in 2007 was even exceeded by the first quarter 2008. The half year in total is better than 2007. April was weaker because of poor weather and June was weaker because of the football championships, but this was compensated by very strong sales in May and July.

Overall for 2008, sales should be better than 2007, maybe by 3-5%. There are no significant movements between the segments. Mountain bikes and trekking bikes are taking one third of the market each.

The industry expects more sales of racing bicycles because Austria's Bernhard Kohl came third in the Tour de France. The electric bicycle is not yet very visible, but is forecast to grow.

**CH:** Retailers were able to maintain or slightly increase their turnover compared to the first half of 2007 – 2007 was a very good year. Overall sales for 2008 might be a little bit below 2007 because of recession fears.

Competition is becoming harder and customers are more demanding. The shares of the product groups are nearly constant. Racing bicycles and electric bicycles are growing – but from a low level.

According to our Swiss correspondent Peter Hummel, electric bicycle sales grew from 1,800 to 5,825 from 2005 to 2007. Biketec, the most expensive supplier, is also the most successful.

### Have higher material costs and delivery delays affected first half bicycle product sales?

**D:** Not yet. Product prices were set before the rise in material prices. It will be interesting to see at Eurobike how the OEMs have responded to the problem: by rising prices or by lowering product spec.

**AT:** Some companies have already raised prices. In total, price increases could reach 8 to 15 percent.

**CH:** Not yet perceptible. But this will change in 2009.

### Is the rising cost of fuel for cars a significant factor in bike sales in your country?

**D:** Some say yes, some say no. Many dealers, especially in big towns, have been told by their customers that they are buying bicycles or pedelecs instead of a second car. Others say that most customers are investing in repairing existing bicycles instead of buying new ones.

**AT:** There's no big impact until now but this could change soon. People are going to revise their opinion concerning short distance mobility.



Michael Bollschweiler, chief editor of German bicycle retail magazine RadMarkt Bike Shop News, holds up a feather-light roadbike model from Scott, the largest bicycle supplier in the Swiss market. RadMarkt covers the German, Swiss and Austrian retail markets. (Photo: Nicolai Bollschweiler)





Public interest in the bicycle has grown a lot this year. The government and organisations are taking bicycle-friendly measures.



**CH:** In Switzerland fuel prices have not risen so considerably. The energy and climate debate is not as acute as in the EU and USA. So there is no real impact on sales.

### Is the future of the bike market looking bright?



**D:** The bicycle industry can be optimistic for the future because political and social conditions favour the bicycle: the wellness and health trend, environmental problems, rising fuel prices, the boom in domestic tourism, the traffic problems in the big cities – all these factors are good for the bicycle.



**AT:** The outlook is very positive because of higher fuel prices, the new health consciousness and the climate debate. Also the popularity of professional rider Bernhard Kohl is helpful.



**CH:** The perspectives are absolutely positive. But this requires a consequent price strategy, competence and customer orientation.

### What is the current situation of IBDs and what are the prospects for the future?



**D:** The IBD channel has had a constant or slightly growing market share over the last few years. It was 54 percent in 2006 and 59 percent in 2007.

These figures are related to the number of bicycles sold. In turnover, the market share is even higher because of a higher average price. The dealer is strong when he shows competence in high-quality bicycle products. The future of the IBD channel looks good. There will certainly be fewer bicycle shops in the future - the number has been decreasing for years. One reason is the generational issue as older dealers retire. But those shops that remain will be even stronger than before.



**AT:** In the Austrian Market sports shops have more than 50 percent of the market so retail in classic sense is not as strong as in Germany.

But IBDs accounted for 28 percent of unit sales and 47 percent of turnover in 2007 so the channel has the very best average price. Shares have been constant for years between the distribution channels.



**CH:** In 2007, the IBD channel improved its market share from 85.4 to 85.7 percent in turnover terms. People in Switzerland care about quality, not price. Cheap bicycles are sold only in department stores. A big shakeout is expected in the near future. Many small shops will leave the market in the coming years, especially those which are not up to date in shop equipment and product offering. On the other hand there are some young business start-ups. But overall the number of shops will decrease.

### Have you noticed any other striking developments in the first six months of 2008?



**D:** There have been no special problems in the first six months, just the usual ones: competition from mass merchants even in the niche segments (pedelecs, folding bicycles), and sometimes delays in delivery and so on.



**AT:** There is an ongoing trend towards high-grade products Carbon is stimulating sales. White is the colour of the year.



**CH:** Customers are much better informed than in former times especially through the Internet – just like in other countries. And Switzerland is doing a lot for bicycle tourism.

STAND NO.  
FO-2

**RadMarkt**



GREAT WAY TO GET DIRECT FEEDBACK

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A5-401

“Last year we only visited the Demo Day and decided to be present here this year, like all major brands,” states Alberto Fonte, MTB marketing manager of fi’zi:k.



(Photo: Jan-Willem van Schayk)

“We have test models of our new Antares available but realize it is difficult to test a saddle in just half an hour. Still the Demo Day is a good occasion to get direct feedback of consumers as well as dealers. The show days are more trade wise, the Demo Day is a good opportunity to talk to people.” The new Antares is the third generation of fi’zi:k and is positioned between the Arione and the Ariante. The Antares will be promoted in the shops with a displays and free test models for the dealers.

- JWS

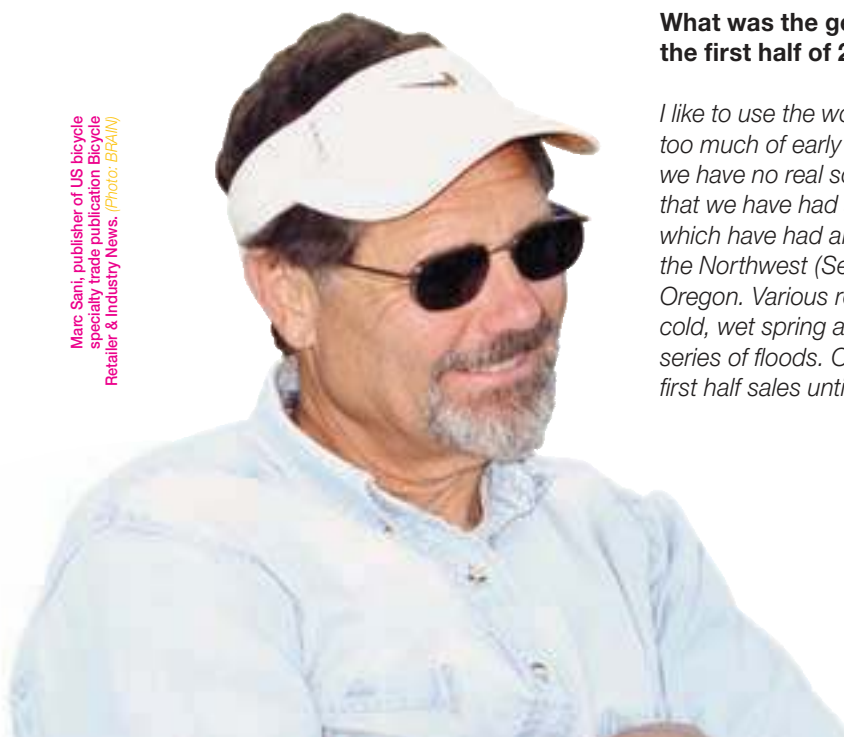


## Uncertain year for US market

## P&amp;A DEMAND GROWS IN FIRST HALF

**L** AGUNA HILLS / CA, USA – Industry journalist Marc Sani is publisher of the US bicycle retailer magazine *Bicycle Retailer & Industry News*, now in its 17th year. The bike market in the United States is traditionally based on recreational cycling. Despite higher fuel prices, Sani believes this is unlikely to change overnight.

Marc Sani, publisher of US bicycle specialty trade publication *Bicycle Retailer & Industry News*. (Photo: BIFAW)



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

*I like to use the word "soft." We tend to try and make too much of early or first half trends given the fact that we have no real solid information yet. What I can say is that we have had a range of weather issues in the US, which have had an impact on the market. For example, the Northwest (Seattle etc.) had a very late spring, as did Oregon. Various regions of the Midwest went through a cold, wet spring and that was followed by a disastrous series of floods. Overall, we won't have a good handle on first half sales until at least August.*

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

*It's not likely that sales have been impacted in the first half. It takes time for those costs to filter through the system. Certainly we know that as 2009 models hit the floor later this summer, and some are here now, that they will cost more. How much? Too early to tell.*

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

*Everyone wants to believe that high fuel costs will ignite a fire for bicycles. I wouldn't take that hypothesis to the bank and the bank wouldn't or shouldn't lend me money on that supposition. The U.S. in general does not have a commuting or chore-based culture for the bike. It's unlikely that will change overnight.*

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

*The only real trend would be the increase in demand for parts and accessories. This is being driven primarily by service requests from consumers. These consumers are bringing in bikes to be fixed, upgraded, or tuned.*

**Why?**

*Several reasons: An increased interest in commuting or doing chores (grocery shopping, haircuts etc.) using a bike - whether this signifies a long term trend toward using a bicycle for something other than recreation remains to be seen. Another reason is the cost of travel (gas, air fare etc.) as it relates to vacations. In the U.S. we are using the new word "staycation" to indicate a desire by families to stick close to home instead of taking long-distance trips. This has, in part, fueled demand for service, which, in turn, has fueled demand for parts and accessories.*

*The downside may well be fewer unit sales overall. But we need to wait and see.*

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

*"Again, it's too early and too volatile a question to ask in the first week of July. Patience. The economy is spooked enough with negative headlines. Let's wait for the facts before trying to put a story out on whether 2008 will be better or worse than 2007.*

**Is the US bike market future looking bright?**

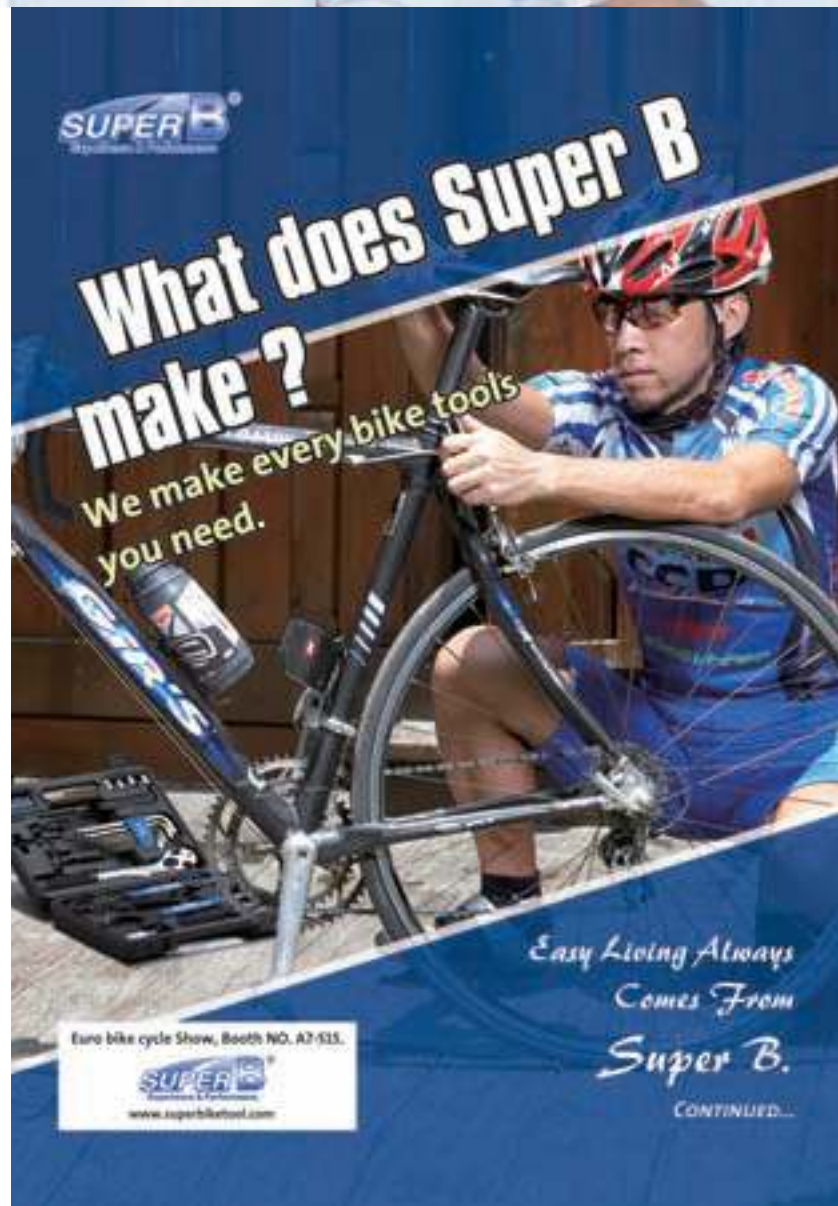
*Again, a question that asks for a yes or no answer when there is nothing but uncertainty in the market. Will bikes play a greater role in the future? Perhaps. But when? In what way?*

**In major EU bicycle markets such as Germany, the younger generation is often uninterested in taking over family-run IBD stores. This means the number of IBD stores will decrease. How does the future of the IBD market look in the US?**

*IBDs will always have a place in the market. Stores will come and go as owners die and as families age. If the market turned up for bike sales, stores would open like flowers in the spring. And some would close just as quickly when the weather turned bad. What we have seen, however, is a rapid increase in the business knowledge of store owners, which bodes well for the future.*

Interview by Jo Beckendorff

**Bicycle Retailer**  
AND INDUSTRY NEWS



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# High-Quality Swiss eBike maker poised to gain from market expansion BIKETEC AG INVESTS IN DOMESTIC PRODUCTION

**K**IRCHBERG, SWITZERLAND – While consumers are more familiar with the 'Flyer' name, the company behind this innovative pedelec is Biketec AG. With a 70 percent share of its home market in Switzerland and pioneering promotional activities such as pedelec rentals at train stations and holiday pedelec package tours, Biketec AG is riding the pedelec wave. It took a while before the market responded to this bicycle category, but now it's skyrocketing – not only in Switzerland but all over Western Europe. About half of this year's production of 12,000 units is being exported, mainly to Germany and the Netherlands.

We talked with Kurt Schär, GM of Biketec AG, about the company's recent announcement that it would keep "Flyer" production close to the market by establishing a new production facility and headquarters in Switzerland. Schär and his two partners Hans Furrer and Beat Widmer (later replaced by Gianni Mazzeo) founded Biketec AG in 2001 and took over the assets of Swiss e-bike pioneer BKTech AG.

**Mr. Schär, rising raw material prices and other factors like social taxes and reduced export VAT refunds are putting heavy pressure on Chinese producers.**

**Suppliers are now searching for alternatives. You found an alternative by announcing to keep your production in Switzerland. You are even investing in a new facility. What's behind this unique step?**

Kurt Schär (GM, Biketec AG)  
(Photo: Biketec AG)

*If we want to keep the total product and service quality in our hands and at a highest level, we have to keep production very local. It is also a marketing issue, because our factory is open for visitor groups.*

*We are also investing in photovoltaic solar panels on the roof of our building. That means that we even produce the energy for our Flyer customers in our factory. The time to market is much shorter with local production. We also want to keep jobs for workers in Switzerland. They are well known for high precision and good quality. "Swissness" is also an important attraction for many of our customers."*

**I imagine that you received some government subsidies for the creation of a new facility. Do you think you would have received these subsidies several years ago before the e-bike/pedelec market showed remarkable growth?**

*We did not get subsidies from the government! In Switzerland you have to earn your money by yourself!*

*The decision to invest 10 million SFR into our new facility in Huttwil was based on our market studies. We realized this investment with a mix of bank loans, own company capital and shareholder money. The entire new facility is planned to be ready in summer 2009 and will employ up to 90 people."*

**International bike suppliers are searching for production alternatives in Fareast or Eastern Europe. With an eye on Eastern Europe and the European market there are arguments for production closer to the market...**

**But you are now producing right where you are selling your products. Is the cost factor of a rich European country no longer a barrier? How can you compete against all these countless e-bike products from low labour cost countries such as China?**

*We don't want to fight against cheap Chinese products. This is a different market segment.*

*It probably helps that more people are starting to use this kind of mobility solution. After the first experience, they are willing to buy a mid range or premium product like the Flyer. The electric bicycle market is more difficult than the ordinary bicycle market – the after sales service is an important issue to the consumer. They want to know who can repair their beloved product in five or ten years time! Flyer is positioned as a "Premium E-Bike" with a wide and deep product range.*

*Of course, the cost factor is important. But in Switzerland, workers are working very hard and efficiently, the new factory helps to optimize production processes and the factory is located in a beautiful area in the Emmental Mountains. Thousands of visitors visit the factory every year, and at the new site we expect even more visitors in future. We are focusing on the European market, but with the new production capacity we'll be able to increase the quantity to a level which allows us to export worldwide."*





# E-Bike Power



**Do you think the current discussion about global warming etc. is not only having a positive effects on e-bike sales but perhaps also on the idea of manufacturing closer to the market? Local production is definitely more environmentally-friendly. Are people in your opinion more willing to pay a higher price for an environmentally-friendly and locally-produced product?**

Yes, sure. The premium market is more and more oriented to the LOHAS (Lifestyle of Health & Sustainability) consumer group. If several factors like quality, high user benefit, product and brand image, customizing, after sales support and also sustainability come together, people are willing to pay more for the "correct" and "complete" product.

**With a market share of around 70 percent you dominate the Swiss e-bike/pedelec market. Do you expect further sales growth in your home market?**

Yes, because the total market is growing. Of course, more and more competitors are entering the market, but most of them are bicycle manufacturers. They add a motor and battery kit to their standard bicycles and call them electric bicycles. In our understanding, these are "assembled systems" and not "integrated, developed systems". We want to expand our market share in Holland and Germany and we'll try to keep our share in Switzerland for mid-range and premium products at this level also in future.

**Due to the fact that Switzerland isn't a member of the EU there are still some (customs) barriers you have to deal with when selling to EU countries. Do you see any chance these barriers will be lifted one day?**

I really hope so! But we can not expect a solution within a short time. We found a solution with a partner in the EU. The dealer gets an official invoice with German VAT and so he doesn't have to worry about custom barriers or paper work."

**Besides customs barriers there are other hurdles for you such as regulations for admission. How is this harming your business outside of Switzerland?**

*In Switzerland, the "Speed Pedelec" has existed since 1995 and we have long experience with fast products that can achieve up to 45 kilometres per hour. These products could be a solution for many traffic and mobility problems in Europe, but this category does not exist in many countries. For Germany we found a solution with a 45km/h approval."*

**Please give us some information about your new facility. When will it be finalized and on what production capacity will it provide?**

The new factory has a total area of 8,000 square metres and we start Flyer production in Q2 2009. The production capacity will be 4-5 times higher than in the existing facility. The land size even allows us to expand with an additional building if the market grows more than we expect.

**What is produced exactly at your factory? We believe that the entire electric power system is made in-house or by some local sub-constructors. But what about frames and painting for example?**

Some of the drive units are completely made in-house, some of them are manufactured by a sub-contractor following our specific market requests. Our frames are handmade in Taiwan.

**How do you see the future of e-bikes / pedelecs?**

*In 20 years, mountain and road bikes will only be used for sports. Everyday and mobility bikes will be displaced by e-bikes. That's why we believe in a bright future with a further fast expanding market.*

**Final question: You are exhibiting at both Eurobike and Ifma. What's the major difference for you between the shows? Are there different target groups or what?**

*Eurobike allows us to contact all dealers from southern Germany, Austria and also from Switzerland. At IFMA we can meet dealers from northern Germany and Benelux countries.*



Flyers passing a train viaduct (Photo: Biketec AG)



Herzroute. (Photo: Biketec AG)



Pause at the Lake.re. (Photo: Biketec AG)

STAND NO. FG-A9/2

Interview by Jo Beckendorff



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## A short drive to the world's biggest show

# SIMPLON - CLOSEST AUSTRIAN EXHIBITOR TO EUROBIKE

**HARD, AUSTRIA – Simplon is the closest Austrian bike producer to Eurobike. The custom-made bike maker is based in the small piece of Austria that borders Lake Constance. Its HQ in Hard is about 1km from the lake and 35km from Friedrichshafen. We talked with Simplon GM and R&D manager Andreas Hämmerle about his family-run company's connection to the lake as well as his view of Eurobike.**

**Mr. Hämmerle, from your headquarters to the lake it's about one kilometer. Is there any connection between your company and Lake Constance?**

Frankly no. We make and sell bicycles.

**But haven't there been some boat sales in the past?**

That's a long time ago and has actually nothing to do with Simplon. Before Simplon was founded in 1961 my family had a retail store. The Hämmerle family sold bicycles and some boats.

**Bicycles and boats?**

When my grandfather started his retail store after WWII, like everyone else, he had to sell whatever he could.

**How was the move to bicycles happen?**

The background of starting Simplon is rooted in the good quality bicycles coming out of Switzerland at that time. We in Austria didn't have these kinds of bicycles. My grandfather and father thought that we could do something like the Swiss in our Austrian state of Vorarlberg. That's why the Hämmerle family chose the name of a Swiss pass as a company name.

Actually we started as a very local brand focusing on our home state Vorarlberg.

**When did you first exhibit at Eurobike?**

That was in its first year. It was our first exhibition outside of Vorarlberg.

**So you never exhibited at Ifma in Cologne or Eicma in Milan before that?**

No. I remember being at the first Eurobike show in 1991. Nobody knew us. We had a booth, three people and nothing to do. To give you an idea of our business today: we have 20 people at our Eurobike booth.

**In which countries are you selling your custom-made bikes today?**

Only in the German-speaking markets. We were thinking about expanding outside Austria, Switzerland and Germany but decided to wait. We still have enough to do in the German-speaking market.

**What in your opinion gave your sales outside Vorarlberg the biggest push?**

It definitely helped getting rid of all these complicated custom formulas and duties when Austria became part of the EU market.

Only two years before we started our sales outside of Vorarlberg the German mountain bike magazine "Bike" reported and tested a Simplon bike for the first time.

Then we felt it was time to start sales outside of our home state. Since then we've grown by around 20 percent each year. This growth has to be handled. That's why we decided to put further expansion plans into other markets on hold. We want healthy step-by-step growth.

Simplon-GM and R&D boss Andreas Hämmerle: "We have an important advantage in carbon technology know-how." (Photo: Jo Beckendorff)

**How many bikes do you sell today per year?**

About 16,000 units. It's important to mention that 6,000 of these are carbon frame models.

Carbon is something we started more than 15 years ago. This still gives us a challenging advantage in carbon technology know-how. In my view this is one of the keys to our success.

**How many people are working for your family-run company today?**

Sixty: 53 at our company headquarters in Hard and 7 independent sales reps.

Interview by Jo Beckendorff

STAND NO.  
A1-404



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### SOS

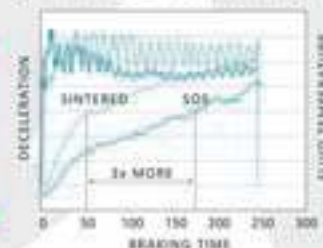
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B4-501

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## STEVENS CYCLOCROSS CARBON TEAM BIKE



Alpina's Tri-Guard is the most successful sports glass model for bikers and runners and a multiple test winner.

The Cyclocross Carbon Team Bike is available in two versions (Shimano Ultegra or Dura Ace). The frame weighs just 1200 grams, one of the lightest Carbon Cyclocross frames on the market. Besides this high-end machine, Stevens offers three more models, ranging from 1,100 to 1,700 Euro, which is the best selling price range in Europe.

STAND NO.  
B2-401

## STEVENS BIKES SCF LADY SARA ROAD BIKE

Women-specific road bikes are a growing segment: shorter top tubes, slacker angles and individual components give these bikes a special look and better fitting.

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## AVID ELIXIR DISC BRAKE

The new Elixir disc brake is Avid's answer to the needs of mountainbike riders of a wide variety of categories: From XC to All Mountain, Trail and Freeride. Avid's Elixir, totally new designed for 2009, combines more control, more power and more comfort in a sleek package.

STAND NO.  
A3-101



More control is achieved through the new technology Taperbore and improved pivot location. The new pivot location enables less initial power, and deep stroke modulation allows the rider to better use and control more powerful brakes. With Taperbore the Elixir does not need a separate reservoir anymore, resulting in a totally new sleek 'integrated' design. The higher stopping power of the Elixir compared to the Avid Juicy brakes is created by an all new, super stiff two-piece caliper that houses larger pistons.



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The concept's major principles are 'comfort, security, information, safety, ease of use, cleanliness and maintenance'. The 2009 range has been extended with three models: 7.1 EQ, 7.20 and 7.21. The 7.1 EQ mobility model (pictured) is equipped with fenders, carrier etc.

STAND NO. B1-301

**KTM SCORE PRESTIGE CARBON FRAME MOUNTAIN BIKE**

STAND NO. B1-301

KTM Bikes brought out 'Score' in 2008, its first high-end full-suspension carbon frame mountain bike range.

The 2009 Score's monocoque carbon frame is tuned with a new carbon rocker. The new top model 'Score Prestige' comes with a DT Swiss XCR-100 RL remote suspension fork and DT Swiss SSD Carbon damper (both 100 mm travel) and Shimano's XTR component range. Offered frame sizes are 43, 48 and 53 cm.



**REELIGHT SL120 BIKE LIGHTS**

The latest version of the patented battery-free and magnet-powered bike lights from Reelight flashes at a high frequency and continues for two minutes at stopovers thanks to a built-in capacitor.

The updated SL120 flashes at a frequency of 200 flashes per minute - and when you pedal harder the frequency increases. The lights are fixed mounted on the hubs of the wheel, while magnets are mounted on the spokes. When the wheels spin the lights come on!

STAND NO. A7-506



FULL SPEED AHEAD • TECHNO PAGES

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**BB30: THE NEW PERFORMANCE STANDARD**



BB30 IS LIGHTER  
BB30 IS NARROWER  
BB30 IS STIFFER  
BB30 IS MORE DURABLE

Recent changes in bicycle frames have been driven by a shift from steel to lighter, less dense materials. Consequently, all of the frame's tubes, including the head tube, have grown steadily in diameter. "Oversizing" gives a structure more rigidity and strength. Larger diameter increases the bending moment of the tubes, permitting reduced wall thickness.

**REVENGED BOTTOM BRACKET**

A small step in this direction was recently taken by resizing the spindle, integrating it into the crank arm, and moving the bearings outside the bottom bracket shell. However, the spindle's increase is highly limited by the traditional 1.37 x 24 tpi shell, leaving no material option besides steel. Furthermore, external bearings are more vulnerable to contamination. Additionally, their greater diameter requires reshaping the crank arms, resulting in less curvature to maintain the same "Q" factor, with the obvious risk of contact between ankle bone and the crank central area.

At this point, FSA has realized there is no more time to hem and the bottom bracket must be radically changed and renewed. That is why we support the "Open" BB-30 international standard that some top producers from the other side of the ocean have supported since 2000. This standard benefits from the wealth of knowledge we

have gained through collaboration over the years with the original BB-30 frame producers.

**CERTIFIED STIFFNESS**

While keeping the same width (68 and 73 mm) as the traditional BB, our BB-30 has a bearing diameter of 42 mm. Within the bearing is a light alloy axle of 30 mm diameter, a full 25% increase over today's MegaExo systems. The results of this innovation have been measured with the collaboration of the prestigious German testing institute, EFB. The numbers are quite impressive: weight reduction compared with the MegaExo bottom bracket, a savings up to 105 g depending on the model. For stiffness, take the example of the SL-K Light BB-30 compared to the well-known MegaExo model. On the test bench for absolute stiffness, the SL-K Light BB-30 was by up to 14% better in terms of stiffness-to-weight. It



improved over the previous crank by up to 27%.

**A VARIETY OF ADVANTAGES**

These dazzling numbers are significant, but the advantages of the BB-30 system are not limited to weight and stiffness.

Longer life: the bearing races are larger and can be used with more balls. The increase in surface area translates into longer life.

Biomechanically Correct: Cranks designed for BB-30 can be biomechanically more correct because the crankset can be narrower near its center, providing greater space for the rider's ankles, reducing risk of accidental contact. Easier installation and maintenance: No more threads to preserve, clean, or repair. The bearings are pressed

directly into the bottom bracket shell using a simple FSA tool and are later easily removed using our special extractor.

**BB-30 Preview**

Initial contact with top builders has created significant interest, so much so that a portion of our 2009 catalogue will be dedicated to the new system characteristics. FSA has designed a complete range of cranksets for BB-30. Ahead of them all, the K-Force Light flagship model, available in both Road and MTB versions (still with ceramic bearings and Hollow Carbon construction). But in fact, the BB30 range will be a complete range with various models in aluminum and carbon, for both Road and MTB use.

MODEL	TOTAL WEIGHT	STIFFNESS		STIFFNESS TO WEIGHT		STIFFNESS TO WEIGHT %
		right	left	right	left	
SL-K Light MegaExo	692	208	132	0.30	0.16	
SL-K Light BB30	608	246	139	0.37	0.21	3.26
Gossamer MegaExo	928	214	138	0.23	0.13	
Gossamer BB30	815	215	143	0.26	0.18	12.2



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professional information ftsa@fssa.com



## SIGMA BOX 9.0

Both on the bike and on the PC, the SIGMA ROX 9.0 answers just about all the questions you could imagine.



STAND NO.  
A5-200



Besides measuring altitude, inclination and temperature, the newly developed digitally encoded 3-channel wireless STS (Sigma Transmission System) makes it possible to use several sensors, such as pulse measurement, speed and cadence transmitter, at the same time. Using the docking station and DataCenter 1.0 software included in delivery, trip data can then be clearly displayed in graphic form and evaluated in detail on the PC.

For all those who can do without graphic evaluation of trip data on their PC, Sigma Sport offers the ROX 8.0. Apart from the log function, it has exactly the same functions as its big brother the ROX 9.0. Analysing the individual memories and total values on the PC, however, is only possible with the optionally available SIGMA docking station and software.

STAND NO.  
A3-205

## SPECIALIZED S-WORKS ROUBAIX



Completely redesigned for 2009 using trickle-down technology from the Tarmac SL2, Specialized's Roubaix uses *"more muscle at the bottom of the (carbon) frame and complete compliance at the top to deliver the perfect combination of speed and compliance for endurance riders and racers"*.

Highlights are a custom-engineered tapered head tube, customized seatstays (with a specific carbon lay-up and seatpost mold for each frame size) and an oversized bottom brake junction. The picture shows the S-Works Roubaix SL2 (Team Red).

## MET ULTIMALITE HELMET

Thanks to MET's UltimaLite fiber composite, the high end road bike helmet Stradivarius 199 was the first PRO Team helmet in the world to weigh less than 200 grams.

The ultra resistant UltimateLite Fiber allows for the reduction of material used in helmet production. The result is a much lighter product delivering greater comfort and safety for ultimate performance. For 2009, MET presents a new UltimaLite version of the Stradivarius at an attractive retail price of 150 Euro, with an optional GEL02 kit being available.



STAND NO.  
A4-403

## MTB CYCLETECH "DAS LUXUSTOOL"

With "Das Luxustool" (The Luxury Tool) Switzerland's MTB Cycletech presents a creative mix between a road racer and a mountain bike.



Designed by Swiss MTB pioneer Butch Gaudy, the super-light weight and elegant mono-stay frame sits on 26" wheels with skinny tires, shifts with Shimano's Dura Ace and stops with Sram's XC-pro-racing disc-brakes.

STAND NO.  
A2-308

This high-end bike has a rather hefty price tag but not much weight - just 9.7kg (M size, no pedals).

### TOE CLIP



CK-005A

CK-005B

CK-005A

CK-005B

### STRAP



CK-001H

CK-001C

with stainless buckles

CK-001E

### STREAMER



CK-1384

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Tel: 886-4-8813044 Fax: 886-4-8812804 skype: ckicckic

STAND NO.  
B3-206

### GIANT TCR ADVANCED SL TEAM BIKE

The TCR Advanced SL Team is Giant's lightest, stiffest, fastest road racer ever. Hand crafted, engineered precision creates the new benchmark for pedaling stiffness and efficiency.



From its sleek integrated seatpost to the massive MegaDrive rectangular down-tube and oversize toptube, this is pure Advanced SL-grade composite performance. Full Shimano Dura-Ace 7900 component group, Shimano PRO handlebar and stem, feather-weight Shimano Carbon Dura-Ace wheelset.

### FULLSPEEDAHEAD EUROPE K-FORCE CRANKSETS

FSA has designed a complete range of cranksets for BB-30.

The K-Force Light is the flagship model, available in both Road and MTB versions (still with ceramic bearings and Hollow Carbon construction), but the BB30 range will be a complete range with various models in aluminium and carbon, for both Road and MTB use.



Also new for 2009 is the 702g K-Force Light MegaExo MTB, a 3rd Generation Carbon crankset with Hollow arm design, Monocoque crankarm/spider construction and integrated MegaExo BB.



STAND NO.  
A3-303

### GORE BIKEWEAR SONIC BIB SHORTS

With its new Sonic Bib Shorts, part of its high-end Xenon collection, Gore presents the next generation of seat inserts.

Gore Bikewear and Cy Tech, the Italian specialists in cycling comfort, spent three years developing the padding for the new bib shorts. The aim was to develop a product that would meet the demands of elite cyclists, where performance counts most.



The padding is so thin it can hardly be felt at all. At the same time it offers – thanks to its state-of-the-art gel foam positioned at various critical pressure points in varying densities and thicknesses - maximum saddle comfort. The new gel foam inserts have an open cell structure with 35 million micro-cells per cubic metre.

STAND NO.  
A4-306

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FRONT REAR

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↑ FRONT

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## FIXIE INC. FLIP-FLOP HUB

The innovative brand from Karlsruhe in Germany distinguishes itself from the masses with fresh novelties in the area of steel and singlespeed. FIXIE Inc. is presenting its new flipflop-hub, which allows mounting cogs on a spline without special tools and provides an adjustable chainline for both sides.

Via disc adapters for centerlock or IS2000, it is also possible to use the hub for disc braked singlespeed bikes. In 2009, Peacemaker, BlackJack and the PureBlood singlespeed cyclocross bike will be introduced with this new hub.

STAND NO.  
A2-301

## SUGOI RS BIB SHORT

STAND NO.  
A4-603

Brand new in Sugoi's 2009 range are the Equipment and Culture categories. The Equipment highlight is Sugoi's RS Series that combines proprietary innovative fabric and chamois technologies, with advanced fit and detailing for true pro-level performance.

Brand new Gobi fabric and FinoStretch jerseys, award-winning shorts and outstanding accessories make up the dynamic RS package. RRP for the Sugoi RS Bib Short is 139.90 Euro/ 87.50 GBP.



STAND NO.  
A6-213

## KETTLER LAYANA COMFORT WOMEN'S

Lifestyle and functionality are the key words for Kettler Fahrrad's Layana range of bikes for women.

Debuting last year with fresh female-oriented designs and its own accessory range (bags, baskets etc.), the Layana collection has been overhauled and expanded for 2009.

With features such as Kettler's KBS brake system, Kettcom suspension fork, relaxed Toulouse-form handlebar, ergonomic grips, basket and light Conti tires, the Layana Comfort offers 'business class' comfort.



## POLISPORT BILBY JR. FRONT BABY SEAT

STAND NO.  
A5-107

This new front baby seat is the perfect solution for carrying your child, with all the protection required for a pleasant and safe ride.

It features a three point safety harness, foot protection and retention and also an optional handlebar. The adjustable safety foot rest and the washable cushion provide you and your child with all the comfort you require. Complies with the strict standard EN 14344.

## HAIBIKE 'S SCREAM RX BIKE

The Hai Scream RX is hitting 2009 with a new design and a new 4-link frame.

Features full Shimano SLX, a Rock Shox Recon SL air suspended fork, a Suntour Epicon air dampener, as well as the new Magura Julie disc brakes. The new 4-link frame is extremely propulsion-efficient and offers its rider ultimate comfort as well as traction at all times. Suggested retail: €1,299

STAND NO.  
B1-407



## 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@americancyclegroup.com](mailto:chris.hewings@americancyclegroup.com)  
Telefon: +44 777 4554833

## MERLIN

## QUINTANA ROO

### DISTRIBUTORS WANTED

Litespeed, Merlin und 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 und Quintana Roo will be exhibiting at Eurobike 2008, and can be found in Hall A1 - 203.

Email: [chris.hewings@americancyclegroup.com](mailto:chris.hewings@americancyclegroup.com)  
Telephone: +44 777 4554833

### HERCULES 'EXELL LIGHT' BIKE

STAND NO. A6-202

The 'Exell Light' is the premium example from the new Trekking-Light-Line 2009.

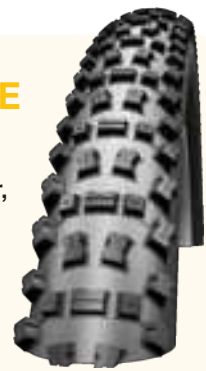
Equipped with full Shimano Deore XT features, as well as the Shimano hub dynamo with halogen headlight and standing rear light. Weighing in at only 12.4 kg, it provides pure riding pleasure, due to its lightweight Alu-AERO-fork. For only €1149 the Exell Light is available in three frame geometries and four frame sizes.



### SCHWALBE FAT ALBERT TIRE

Fat Albert has been completely redesigned for 2009, making the tires noticeably grippier, much truer while cornering, quieter on hard surfaces and easier to ride at altitude.

One of the first large volume, low weight tires, Fat Albert now has a robust snake skin for protection from sharp rocks that otherwise quickly tear apart the side walls of lightweight and fast racing tires. Fat Albert Front and Rear are available from specialist dealers in sizes 2.25 and 2.40 inch from 2009.



STAND NO. A5-300

### KIND SHOCK KS CLIMBMAX CX 9.0

The KS Climbmax CX 9.0 offers the lightest possible suspension platform: the main spring is air and is infinitely adjustable.

This new shock features tool-less adjustment of rebound, compression, lockout and bottom-out resistance.

STAND NO. A6-214



### SEALSKINZ LADIES' ALL WEATHER CYCLE GLOVE

Using breathable membrane technology and lightweight construction these gloves offer superb fit for all weather use.

They include pressure point padding on the palm and silicon print on the fingers for grip. Lightweight construction, ideal for all weather use, these gloves are 100% waterproof, breathable and windproof. Available in three colours.



STAND NO. A4-601

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New  
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Truvativ founder's new baby built with hard work

# ORGANIZE YOURSELF!

**T**ALI CITY, TAIWAN – "This company was set up by hard work and not by money", stated Lezyne company founder Micki Kozushek at this year's Taipei Cycle Show. The former Maxcycles- and Truvativ- founder is back. Together with some old Truvativ comrades from those days he even built a new factory in Tali City near Taichung. The new CNC products you'll see at Eurobike are made here.



Always full power: Former Maxcycles- and Truvativ- and now Lezyne-founder Micki Kozushek. (Photo: Jo Beckendorff)



Mini-tool assembling at the new Lezyne factory in Tali City. (Photo: Jo Beckendorff)

Lezyne's shareholders are Micki Kozushek, Dillon Clapp, Lenny Wang and Gary Peng. While Kozushek and Clapp concentrate on design and marketing out of California Lenny Wang works at the new factory.

Lezyne rented a new facility in Tali City in November 2007. First assembling started in December. This fall the first CNC milling and laser machinery will follow.

"About 80 percent of our product range is produced by CNC-machines", says Wang. All metal parts for Lezyne will then be produced in-house and made in Taiwan.

"I like working with the Taiwanese. They know how it works," says Kozushek, backed by his experiences with Truvativ. Sub-constructors in China produce bags such as panniers and backpacks.

Wang and Kozushek are most proud of a new manufacturing database called "Enterprise Resource Planning" – ERP in short.

All in all the Lezyne team invested about half a million US\$ into the new factory in Tali: "That's isn't much for a facility like this".

Nevertheless due to the Truvativ sale to Sram there seems to be some financial potential behind Lezyne.

But as Kozushek states: "This company was set up by hard work and not by money!" The "German-American" has a clear target: "In six to ten years we want to reach yearly sales between US\$50 and US\$100 million with Lezyne". Otherwise, says Kozushek, we shouldn't have started at all.

- Jo Beckendorff

STAND NO. B4-304

Looking back Kozushek says: "At 41 I was definitely too young to retire after selling Truvativ to Sram. I missed the buzz that comes from product design. It was time to call my old buddy Dillon Clapp. We talked about possible takeovers. Then it was my wife Susan who said 'Micki, you have to start again with something on your own from scratch'."

The native German and his former Taiwanese colleagues Gary Peng and Lenny Wang were clear.

"We wanted to do the production by ourselves because otherwise margins would be too small. Moreover we wanted a philosophy behind the project like we had at Truvativ. Our Truvativ energy was focused on this new project and with very high design goals."

Micki's new Lezyne brand concentrates on finely designed bicycle accessories such as mini-tools, mini-pumps, repairing kits, drinking systems and backpacks. The company slogan: "Organize yourself".



Under the leadership of Lezyne GM Lenny Wang the new Lezyne factory in Tali City was started from scratch. The latest CNC milling and laser machinery is planned to be installed this fall. (Photo: Jo Beckendorff)



- SCM430F material stanchion and steer tube are liquid metal forged, CNC machined
- Preload and spring rate are easily adjusted by simply changing air pressure
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- This innovative suspension configuration works exceptionally well for Trekking and City Bike applications.

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## GIANT UNVEILS LIGHTWEIGHT COMPOSITE HARDTAIL MOUNTAIN BIKE

**E**uropean consumers are still enamored with hardtail mountain bikes according to Andrew Juskaitis, Giant's global product marketing manager. That's why Giant emphasized its new XTC Advanced SL composite hardtail yesterday at Demo Day.



STAND NO. B3-206

Giant's Andrew Juskaitis displays the XTC Advanced SL composite hardtail. (Photo: Megan Tompkins)

Giant unveiled three 2009 mountain bikes here: the Anthem X series, the XTC Advanced SL and the Reign series. Juskaitis said the highlight for the European market is the new XTC Advanced SL hardtail: "It is essential in Europe to have a very competitive hardtail," Juskaitis said. "They're crazy about hardtails here—they never let go of it." The XTC Advanced SL frame weighs 1,000 grams, making it the

lightest composite mountain bike frameset Giant has ever made. "It is very light," Juskaitis said. "Not the lightest, but stiff. The bottom bracket stiffness is preserved, which is very important for efficiency." Giant also is showing at Booth XX its cross-country Anthem X series, which offers four inches of travel, and its redesigned Reign series with six inches of travel and a slacker head tube angle. The Reign series incorporates Fox's new 15QR front-axle system. Both bikes feature Giant's Maestro rear suspension technology. "Our key advantage is our suspension system," Juskaitis said. He added, however, that rear suspension is a less important selling point in the German-speaking market than in other markets. "Our suspension sales in Germany are nowhere near that in the States," Juskaitis said.

**Bicycle Retailer** - MT  
AND INDUSTRY NEWS

## FOLDING TRIKE PACKS FULL SUSPENSION INTO SMALL PACKAGE

**H**igh-end recumbent maker HP Velotechnik debuted the market's first fully suspended, folding three-wheeled recumbent yesterday at Demo Day.



(Photo: Jo Beckendorff)

"For the best road-holding characteristics and superb traveling comfort, our development engineers have taken modern chassis technology from automobile technology and introduced it into the bicycle world," said Paul Hollants, general manager of HP Velotechnik.

The Scorpion fs is manufactured at the company's headquarters near Frankfurt. For transport, the Scorpion fs can be folded in 60 seconds to 84 cm by 66 cm by 102 cm.

After removing the wheels, the Scorpion coils up into an even tighter package. HP Velotechnik offers a 10-year warranty on the frame. With a weight starting at 17.9 kg—amazingly light for a full suspension trike—the Scorpion fs performs well even in the mountains. And riders who want to summon a tail wind on command can order a pedelec version of the Scorpion fs. It comes with an auxiliary 250-watt electric motor.

- JB

STAND NO. FW-300

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### Features

- Weight : **110g/pcs**  
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- Forged arms
- Ball bearings
- Reach 39-51mm
- ADJ sprint
- Open type QR



## Moving Cam Feed-back Reinforce System PATENED

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# CAUGHT! SUPERLIGHTWEIGHT XENITH

In full speed, a secret prototype of the 09 STEVENS Superlightweight Xenith has been seen on the streets of downtown, Hamburg, Germany. The first impression leaves room for great speculation. The concept and appearance look promising - bringing the trekking bike to a new level.  
*So far, there has not been a faster or lighter Trekkingbike on the road!  
We are anxiously waiting!*



**FURTHER INFORMATION AT EUROBIKE:**  
STEVENS Bikes, Hall A3, Stand A307/308

# STEVENS

B I K E S