



SHOW DAILY 08

MESSE FRIEDRICHSHAFEN, SEPTEMBER 6

SHOW DAY 3

Pedal power to the people

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SRAM's new color: gold

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It's all about the products

Four pages of the latest 22

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Photo: Messe FN

TOE CLIP



CK-005A

CK-005B

CK-006A

CK-006B

STRAP



CK-001B

CK-001C with stainless buckles

CK-001E

STREAMER



CK-1354



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Without **Taiwan**, think what
the sport would be missing.



For years, Taiwan bicycle producers have been focusing on developing new materials and fabrication technologies. Instead of high-volume and low-cost products, Taiwan pursues high-tech and value-added products. Bicycle nowadays are being designed not only for comfort and fashion, but also for price-performance ratio, safety, light-weight, etc.

For further details, please visit the Taiwan Pavilion at Hall A5, Stand 407J.



<http://brandingtaiwan.org>

Laid-off Biria workers fight to keep their jobs POWER TO THE 'PEOPLE'S BIKE'

Looking for a reasonably priced mobility bike and want to support people fighting to stay in our industry? Then check out the so-called "Volksrad" ("people's bike") and two sister models (a trekking and a retro bike) from unusual producer Strike Bike GmbH.

"We are impressed by our first show presentation. People stopped by that have heard from us. Most of the dealers passing by like our nostalgic 'Blechelse' model most," says a happy Strike Bike GM Steffen Aderhold.

He and his co-worker Ute Pauly hope that the first contacts will lead to some business.

"We even had interested dealers from Finland and Norway," Aderhold said.

One year after US private equity fund Lone Star acquired Germany's Biria Group at the end of 2005, they sold the most valuable assets to competitor Mitteldeutsche Fahrradwerke AG (Mifa). Biria's Neukirch factory was closed.

Biria's second factory in Nordhausen was supposed to keep going as a sub-contractor for Mifa.



Happy with their first Eurobike exhibition: Former Biria employees and now Strike Bike Co-GM Steffen Aderhold and sales employee Ute Pauly. (Photo: Jo Beckendorff)

But in summer 2007 it was decided to close this facility, too. The entire workforce of more than 130 people was laid off without any social security plan.

Some employees who had worked for more than 20 years at the Nordhausen factory organized a strike. For months they occupied the factory, 24 hours a day.

Twenty-one of the remaining workers wanted to show that they still could produce "good bicycles at fair prices".

They created a campaign dubbed "resurrection from western ruins" that led to the founding of Strike Bike. Nordhausen is based in the Eastern German state of Thuringia, a region still lacking in infrastructure and with high unemployment rates.

On the symbolic date of May 1st they started producing 'Strike Bikes'. This action drew media attention from all over the world. Orders came in from all over Europe. Within one year a company was created out of this strike action.

Now, in 2008, Strike Bike GmbH presents its Volksrad for the first time at an international show. The Volksrad is nothing fancy—just a good mobility bike for a fair and competitive price of 299 Euro. And it's made in Germany.

- JB

STAND NO.
A6-305A

OLYMPIC CHAMPION SABINE SPITZ AT EUROBIKE



Olympic Cross country gold medalist Sabine Spitz being interviewed. (Photo: Anja Köhler)



Sabine Spitz signs autographs at the Garmin booth. (Photo: Anja Köhler)

Beckendorff Kavanagh

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Event Guide

ALL-DAY (SAT. 6TH)

E-Bikes

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

Eurobike Award 08

Winners of Europe's leading competition for cycling products.
Foyer West

Eurobike Travel Talk 08

The Congress for Cycling and Tourism offers an internationally unique forum.
Conference Centre, Entrance West, Floor 1

Eurobike Vision

Recumbent bikes, trikes, folding bikes, innovations.
Foyer / Entrance West

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

SCHEDULED (SAT. 6TH)

11:00am Autograph session with Carlo Dieckmann
At DT-Swiss' stand.
A3 - 402

11:00am Autograph Hour with Jan Ullrich
Tour de France Winner as special guest at TERRA-S Automotive System's stand.
A7 - 501

11:00am Serotta Presentation: Bike Ergonomics

Fitting Demonstrations with company founder Ben Serotta and SICI USA Director Paraic McGlynn in attendance.
A2 - 407

11:30am Eurobike Fashion Show

Presentation of current bike fashion.
Hall A4

12:00noon Matt Hunter

Canada's world-class freerider at Specialized's stand.
A3-205

1:00pm Trond Hansen & Benny Korthaus

World-class dirtbikers at Specialized's stand.
A3 - 205

2:00pm Benny Korthaus, Trond Hansen, Roger Rinderknecht, Darren Pokoj, Andreu & Lluís Lacondeguy

Special guests at Rasolution's stand.
FG-B0

2:00pm Signing & photo Session with Sam Pilgrim, Lance McDermott and Pat Campbell-Jenner

At ISON Distribution
B3-507

2:30pm Eurobike Fashion Show

Presentation of current bike fashion.
Hall A4

2:30pm Matt Hunter at Specialized

Canadian freerider guests at Specialized's stand.
A3-205

3:00pm Serotta Presentation: Bike Ergonomics

Fitting Demonstrations with company founder Ben Serotta and SICI USA Director Paraic McGlynn in attendance.
A2 - 407

4:30pm Eurobike Fashion Show

Presentation of current bike fashion.
Hall A4

6:00pm Rohloff: 100,000th Speedhub

Celebration of a milestone at the Rohloff/VSF stand.
A2-313

7:00pm Eurobike Party

The mega-party outdoors and in the atrium! Featuring a phenomenal live band and plenty of food and drink.
Open Air Ground

MEDIA-ONLY (SAT. 6TH)

11:00am ISA Press Launch

Designer Andy Muff presents Integrated Size Adjustment system for framebuilding.
A2-208

2:00pm TranzX PST Press Conference

Press conference / News presentation.
Liechtenstein Room

ALL-DAY (SUN. 7TH)

Amir Kabbani, Timo Pritzel, Sam Pilgrim und Patrick Guimez

Guests at the TSG Stand. Free poster / cards.
B4-204

E-Bikes

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

Eurobike Award 08

Winners of Europe's leading competition for cycling products.
Foyer West

Eurobike Holiday on Bike 08

Bike Travel Show.
Foyer West

Eurobike Vision

Recumbent bikes, trikes, folding bikes, innovations.
Foyer / Entrance West

Patrick Guimez at TSG

BMX Pro Rider Patrick Guimez at the TSG Stand. Free poster / cards.
B4-204

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4:30pm Eurobike Fashion Show

Presentation of current bike fashion.
Hall A4

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



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Euro bike 2008: Zeppelin Halle, stand: ZH-409

7:15AM: EARLY RISERS AGEAR UP FOR THE SHOW

Eurobike visitors at yesterday's Early Bird Ride, which kicked off at 7:15am from the Messe's East Entrance.



Photos: Gunnar Fehlau



7:15PM : REVELLERS WRAP UP THE DAY AT THE TAIWAN PARTY NIGHT



Photos: Jo Beckendorf

Ying-Ming Yang, Chairman of Kenda and TBEA, welcomes the audience to Taiwan Cycle Night at the Messe foyer restaurant last night. Yang noted that this year's Eurobike had the largest-ever number of exhibitors from Taiwan's bicycle industry.

CHINA CYCLE 2009

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Investment will fund advocacy efforts, R&D

WALL STREET FILLS SRAM'S TREASURE CHEST

SRAM's Stan Day has two items on his to-do list now that the company has received a financial infusion from a Wall Street investment bank. He wants to continue developing innovative products—and he wants to give the advocacy community a \$2 million annual boost to promote cycling.



SRAM CEO Stan Day (left) and Lehman Brothers' Charlie Moore (Photo: Anja Köhler)

Day, president and CEO, said Friday that SRAM spent almost one year choosing the right private equity partner. It settled on Lehman Brothers Merchant Banking, a subsidiary of Lehman Brothers.

The banking group took a 40 percent stake in the company. It plans to reduce its investment to 20 percent over five to ten years as SRAM buys back shares.

Lehman will also get two seats on SRAM's seven-member board of directors.

Lehman's investors expect a 20 percent annual return on their investment. "That's typical," Day said.

Day declined to reveal how much Lehman is investing in the deal, which should close in early October. "We won't give that figure out," he said, grinning.

SRAM's Mike Mercuri answered with a laugh that the total was \$17 billion—delivered to their Chicago offices in treasure chests. While some aspects of the deal remain under wraps, Charlie Moore, a managing director at Lehman's subsidiary, noted that SRAM occupies an attractive position in the components manufacturer as a strong number two to Shimano. He also had high praise for the company's management.

So what will SRAM do with its treasure? Besides boosting R&D, Day said he would consider acquisitions of key niche brands, similar to its earlier purchases of RockShox, Avid, TruVativ and Sachs. "But there's nothing under consideration at the moment," he added. "We think there's lots of opportunities available in the industry, but we want to stay focused and bring innovative products to our customers," he said. He also ruled out—at least for now—any ventures outside of the bicycle industry.

Also unusual is SRAM's commitment to set aside \$10 million for cycling advocacy. Day said the company would invest \$2 million a year, apportioned among the United States, Taiwan and Europe. The company will entertain proposals from such advocacy groups as IMBA, Bikes Belong and others.

SRAM this year will rack up sales of \$500 million. It employs 2,500 people and has offices and factories in 13 locations worldwide. Yet it is just one-fourth the size of Shimano, which this year expects to earn \$226 million (€159 million) on sales of \$2.1 billion (€1.49 billion).

Still, SRAM has come a long way since its founding in 1987, when six people in an abandoned Chicago warehouse started assembling GripShift twist levers. "Along the way we've accomplished a lot," Day said. "It's always been about product innovation."

- MS



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Hall 5, Booth 512

Hartje relaunches Conway

MOUNTAIN BIKES MADE FRESH DAILY

Germany's biggest wholesaler Hartje is relaunching Conway, its biggest-selling brand. It is returning to its roots to focus on mountain bikes from now on.

There are also some racing bicycles in the range but no trekking and city bikes. These kinds of bicycles are being offered by the Hartje brand Victoria. The new focus comes with a new logo and a new promotional effort. All point of sale materials are coordinated with the new logo.

Above the normal Conway line the product management has set up a new top line: Q concept. It features new design ideas and innovative suspension technology. The well-known construction engineer Thomas Kamm of German Answer helped the Hartje team realize its design goals.

The premium bikes of Q concept are built bike by bike using a cell manufacturing method.



Uwe Hahlsbauer, marketing manager of Hartje, with a Q Concept bike from Conway. (Photo: Radmarkt)

This production will be located in-house in the company headquarters in Hoya in Northern Germany, just as Hartje already does with its custom made line Contoura.

Conway's target group consists of non-specialized users who do not read special interest magazines and are not overly focused on branding. These riders are possibly looking for a better price so the dealer can offer Conway as an alternative to more famous but more expensive brands. Dealers get attractive terms for Conway and will see special limited edition models at Eurobike.

Of course, Hartje hopes to establish Conway as a strong brand because this wholesaler has a very high percentage of German dealers as customers. Flexibility and availability are more positives for this brand because the dealer can order the bikes at any time in the year. That reduces the stock and the capital lockup. That's why Hartje chose the slogan "Mountain bikes – fresh daily." Hartje will start a widespread campaign including a new website.

Hartje plans also to focus on the Austrian market with the Q-Concept bicycles. The Austrian market needs this kind of premium line, says Hartje's marketing manager Uwe Hahlsbauer. In the Netherlands, Conway sells well, according to suppliers, but it should also benefit from the new style and the great variety of models.

RadMarkt - MB

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COMPACT, THE WINNING CHOICE



A new approach to road handlebar shape has arrived on the racing scene. From the requirements of professionals to the comfort of more casual riders, the Compact handlebar profile of FSA is receiving nearly unanimous support from those who have tried it.

Yet again, FSA is re-inventing component design. After leading the Compact revolution for cranksets, a similar concept was applied to road handlebars. The essence of this new design is captured in the reach and drop dimensions as well as in the bar profile.

REDUCED REACH

"Reach" estimates the horizontal distance of the bar when grabbed behind the levers. "Drop" quantifies the total vertical distance of the curve. The difference between Compact and traditional shapes is significant: 78 mm of reach compared with the traditional 90 mm, and 125 mm of drop compared to the norm of 145 mm. Reduced reach makes the bar more easily controlled by those with smaller hands. In addition, traditional bar shapes pre-date the latest integrated controls with elongated lever bodies, effectively increasing reach.

AND MINIMAL DROP

The lower grip, the portion of the bar near its end, is 20 mm higher than traditional. Statistics show only top level competitors use the lowest grip with any regularity. Why? Generally, there is discomfort related to an extremely low position, owing to limited mobility of the back (especially for older riders), the use of a compact frame that forces a lower stem height, etc. Compact bars deliver minimal drop.

EIGHT MODELS

A close inspection of the profile of Compact bars reveals that the curve is not a constant radius. It is a progressive shape with the majority of curve situated near the top, bringing the controls both up and closer. This design was conceived to more ideally blend the handlebar with the lever body. The bar shape from midpoint and below is also carefully proportioned to match the slight, natural concavity within your four best fingers when curled towards your thumb.

In light of these advantages, we have expanded the Compact offering. Now we present eight models in a range of prices. First is Gossamer Compact in 6066 aluminum, weighing 300 g; then the Wing-Pro Compact in 7075 aluminum, weighing 264 g which is also available in white; and the third model, Carbon Pro, is carbon wrapped aluminum. We add the SL-K Compact in Kevlar reinforced Carbon, the star of the medium range, with a weight of 230 g. At the very top, lies the K-Force Compact, a Carbon/Kevlar blend, a champion for its price-quality ratio.

K-WING COMPACT FOR EVERYONE

Recently our series was further enlarged with the introduction of Compact versions of FSA's leading products: the historic K-Wing and the Integrated bar, Plasma.

The Compact version of K-Wing goes further and features progressive matching of palm rest with hand size. For example, the 40 cm bar offers a rest that's 130 mm long

and 32 mm wide, 42 is 130 x 36, and 44 is 130 x 41.5. So everyone can have an ideal hand rest.

ALL OF THE PLASMA COMPACT OPTIONS

Ciclismo recently awarded the HANDLEBAR OF THE YEAR to Plasma Compact for the fourth year in a row (in 2005, 2006, and 2007 for the Anatomic model, in 2008 for the new Compact model). It is an optimal solution, combining top-level rigidity compared to the traditional bar and stem, weighing only 376 g (100 mm x 40 cm version). To appreciate this weight, it must be compared to the total weight of a traditional bar plus stem.

Don't worry that bar-stem integration limits finding the right fit. By offering six sizes, six different combinations with three stem lengths combined with the same number of bar widths, we have taken the integrated bar to a higher level of customization. In the same level that the focused, motivated bike lover expects in a high level product.



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SL-K compact



Wing-Pro compact



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Reduced Drop

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The photo shows Nicolai painter Daniel Jahn with the beltdrive-equipped mtb on Demo Day. (Photo: Jo Beckendorf)

NICOLAI: MTB WITH BELTDRIVE

Nicolai showed its first belt drive-equipped mountain bike.

Called the "Argon Freeride," the bike is the product of G-Boxx maker Kalle Nicolai, who also oversees US carbon belt drive supplier Gates Drivetrain's OEM business in Europe through sister company Universal

Transmissions. Gates is already involved in a niche bike brand, Spot Bike, offering bicycles with Gates Drivetrain's belt drive in the US.

- JB

STAND NO. A2-202

PRONGHORN PUTS DAMPER ON TOP

It's always good to be on top, so Danish newcomer Pronghorn Racing is promoting what it calls the "ride on top" suspension.

STAND NO. ZH-402

By placing a damper on the top of the frame, "we can increase the leverage point and reach a very smooth motion of suspension," said Steve Richey, Pronghorn's U.S. marketing manager. Pronghorn founder and CEO Kenneth Dalsgaard said the company has an international patent on the unique

suspension concept. "Aside from our own brand, Pronghorn Racing, we also work on licensing agreements with other bike producers for 'ride on top,'" Dalsgaard said. For Demo Day, Pronghorn exhibited cross-country and all-mountain versions of "ride on top" bikes.

- Jb



Pronghorn CEO Kenneth Dalsgaard points to the "ride on top" suspension that retailers could test at this year's Demo Day. (Photo: Jo Beckendorf)

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Island nation enjoys strong EU sales

TAIWAN SHOWS OFF SOME OF ITS BEST

The location may be Germany, but Taiwan bicycle officials encouraged Eurobike journalists to spare a few thoughts for their country. A press conference organized by the Taiwan External Trade Development Council, or TAITRA, on Friday featured some of this year's top products from key Taiwan manufacturers. TAITRA is the organizer of the Taipei Cycle Show.

Taiwan has plenty of reason to celebrate in the European market. The number of bicycles exported to the European Union rose by more than 10 percent in the first six months of the year, according to the Taiwan Bicycle Exporters' Association. Significantly, the value of those exports increased jumped by 27 percent, as customers bought ever-more expensive products from Taiwan.

Friday's press conference focused on products from four key Taiwanese companies: Giant and Merida, the number one and two bicycle manufacturers, respectively; tire maker Maxxis; and parts and accessories maker Joy Industrial.

James Hu, a director of Giant, showed off the company's 2009 TCR



(Photo: Anja Köhler)

Advanced SL Team bike (pictured), which he called the "lightest, stiffest, best-performing road bike ever produced by Giant."

He also dwelled on the City Speed, an urban bike that on Thursday received one of 10 Eurobike Gold Awards for best products.

Members of the award jury had praised the bike's design and good coordination of components.

Merida research and development head Jürgen Falke displayed the company's Ninety-Six series mountain bike.

At a weight of 1,860 grams, Merida achieved its goal of producing a bike weighing less than 2 kg—although Falke acknowledged that Scott had edged out the Ninety-Six for the claim of lightest-weight frame.

But Falke said Merida hit its performance targets, including bottom bracket stiffness. He noted that Merida rider Ralph Näf won last week's World Cup raced in Canberra, Australia last week on a Ninety-Six.



(Photo: Anja Köhler)

From Joy Industrial came the Diablo hub (pictured), which can be adapted for use on cross-country, free ride, all-mountain and downhill bikes, said Jeff Chen, the company's international marketing manager.

Maxxis, one of the world's biggest tire companies, was promoting its new MaxxLite 285 race tire which it calls the "new lightweight tire champion of the world."

The tire weighs in at 285g and will retail for \$125 (88.2 euro).

- DM

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Eurobike, 4-7 September 2008
Hall A / stand 207
IFMA Cologne,
18-21 September 2008
Hall B / stand A, stand 033

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'Zero tariffs' for bicycles

TAIWAN TRADE AMBASSADOR URGES END TO TARIFFS

Even though talks for a comprehensive global trade agreement have faltered, Taiwan is encouraging countries to eliminate tariffs on bicycle imports.

"This is one of the top three trade issues for Taiwan," said Yi-fu Lin, the island nation's ambassador to the World Trade Organization.

Lin, who is based in Geneva, Switzerland, attended Eurobike Friday and was scheduled to speak at last night's Eurobike Taiwan Cycle Night, sponsored by the Taiwan Bicycle Exporters Association and the Taiwan External Trade Development Council.

Ying-Ming Yang, chairman of the TBEA, said some bicycle organizations have endorsed the "zero-tariff" proposal including the Bicycle Product Suppliers Association of the United States.

"Within the WTO, the trend is to reduce import duties," Yang said. He noted that the proposal does not address anti-dumping duties, which countries are free to impose if they believe manufacturing nations are unfairly under-pricing their exports.

Taiwan argues that consumers would save millions of dollars a year if tariffs—which in some countries are as high as 40 percent—were eliminated. The savings would be most significant in developing countries, where bicycles are essential for transportation.

"A more affordable consumer price for bicycles will enhance personal mobility, especially in the least-developed countries, and that will allow improved access to education, facilitate the transportation of products to market, and thus be expected to make a substantial contribution to higher incomes," stated Taiwan's proposal to the WTO.

The European Union imposes a 15 percent tariff on complete bicycles imported from Taiwan, and a 4.7 percent duty on most parts and accessories. In the United States, tariffs range from 5.5 percent to 11 percent on complete bikes, and zero to 10 percent on accessories.

Taiwan also is pushing for the elimination of tariffs on sporting goods and hand tools.

In other Taiwan trade news, the government said that it has found no evidence to support claims that a trading company has diverted bicycles made in China through Taiwan, falsely claiming that the bikes were made in Taiwan.



Yi-fu Lin. (Photo: Doug McClellan)

The bicycles were intended for the EU. The allegations, if true, would mean the trading company was colluding with European Union customers to deliberately circumvent anti-dumping duties. The EU imposes an anti-dumping duty of 48.5% on bicycles made in China.

The allegations were raised by Brian Montgomery, chairman of the European Bicycle Manufacturers' Association, based on information his association received from European sources.

Montgomery provided e-mails between the trading company and a potential European customer to the TBEA. "We've been told that there's 'quite a lot' of bicycles that come through this route—though what 'quite a lot' means is hard to say," Montgomery said Friday.

Montgomery passed his information to the TBEA and said he never received a response until Eurobike. But Friday, Yang said his organization had in turn alerted Taiwan authorities.

On Sept. 1, he said, a government agency issued a letter in which it said it had found no evidence the trading company exported any bicycles from Taiwan in the last 3 years.

The agency said the trading company had never applied for a certificate of origin, which is required for the export of products. Montgomery said he appreciated the TBEA's monitoring. Yang said TBEA members are concerned about the issue because rogue exporters threaten the industry. Montgomery said he was encouraged that the Taiwan government had gotten involved in the investigation.

"As far as we're concerned, we don't know if what we're seeing is the tip of the iceberg or isn't a big deal," he said. In the e-mails obtained by Montgomery, the trading company appears to explicitly suggest circumventing tariff rules. "In addition, our bike could be made in China but transfer[sic] to Europe. We could offer our European customers the certificate Taiwan Origin, the quality approval certificate to avoid the 48.5% dumping tax," the e-mail said.

Montgomery asked that neither the trading company nor the recipient be identified. "If you need for these profits, please tell us and we will offer you the quotation of FOB Taiwan for your references," the e-mail concluded.

—DM



Brian Montgomery. (Photo: Doug McClellan)



Eurobike booth: A6-214

i950

The i950 is a revolutionary new seatpost that offers "on the fly" adjustment without the need of tools. The i950 also utilizes a new patent-pending bushing design that self-adjusts, which greatly improves function and virtually eliminates unwanted side-play. With the new i950, optimal seat height and performance is just a levers-touch away.

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Used GM Bob Giddens. (Photo: Jo Beckendorf)

PIZZA FANS REJOICE: USED CARES ABOUT YOU

So pizza lovers can order home delivery without guilt, Used has designed a cargo rack made for delivering fresh, hot pies. Used GM Bob Giddens calls his new concept a "carbon-neutral delivery product."

STAND NO. A2-202

"Our retro, compatible cargo racks are already used by Joey's, a Northern German pizza service supplier with 150 outlets," Giddens said on Demo Day.

Joey's has 25 bikes now in use, with another 25 to follow. Used soon plans to introduce cargo racks for other applications.

- JB

3T PALLADIO SEATPOST

The Palladio from 3T lets you set the saddle very precisely - to within a half-degree of rotation - and lock it down securely with no effect on saddle position.

The key is the 3T-patented DiffLock adjusting mechanism, which ensures there's no interaction between clamp bolts and saddle support.

The bolts don't need to be torqued down hard because the stability of the saddle can't be compromised. Even if the bolts shake loose, the post won't let the saddle throw off the rider.

Light, strong and stable, Palladio exploits modern materials technology to completely reinvent the classic 25 mm setback seatpost.



STAND NO. A1-117

BMD

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Italian market declines in first half

'SELLING LIFESTYLE' IS KEY TO IBD GROWTH

TALY - We asked Piero Nigrelli, ANCMA's bicycle manager (the Association of Italian Manufacturers of bicycles, motorcycles, helmets, accessories and components), to give us his view of bicycle product sales in Italy in the first half of 2008. All in all, sales were down, says Nigrelli.

How were bike sales in Italy in the first half of 2008?

Sales are down. All types of bicycles are suffering, due to bad weather conditions and lack of money available to consumers.

However, it is much too early to see a fundamental change in people's mode of transport. We'll have to wait for a few years and see if prices stay at these levels.

Is your country's bike market future looking bright?



Piero Nigrelli, ANCMA bicycle manager. (Photo: ANCMA)

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

Down by 10 to 15% in both production and sales.

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

Of course. Especially the increasing prices of raw materials.

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

Not at the moment - people are leaving their car at home and using more public transport, and generally we expect a decrease in fuel sales.

Yes, in general for three reasons:

- 1. Environment, everyone is talking about it,*
- 2. Fuel costs will also help,*
- 3. Obesity, like the environment, everyone is talking about it, and finally many people will become convinced that move ourselves around in a different and healthy way is absolutely necessary!*

Does the IBD sector have a bright future in Italy?

Yes, if they sell not only bicycles but a life style, the best way to be fit and to have a better life, more health and more well being. Something like "Personal Trainer".

- JB



Japan market down in first half 2008

BIKES FALL IN PRICE DESPITE GENERAL INFLATION

TOKYO, JAPAN - Japan is the world's third biggest bicycle market, with sales of around 10.7m units last year. Its once-proud bicycle manufacturing tradition has been swept aside by a flood of imports which now account for 90% of the market.

Bikes from China account for over 95% of imports. We spoke to Akira Okada, editor of the Tokyo-based trade newspaper Cycle Press, about developments in the first half of 2008.

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

According to a survey by the Japan Bicycle Promotion Institute (JBPI) regarding domestic bicycle sales (100 standard bicycle shops), IBD shop sales in the first five months of 2008 fell by about 10% year on year (down 13.6% in Jan, down 18.3% in Feb, down 3.7% in Mar, down 9.7% in Apr, up 3.9% in May). Meanwhile, Japan's bike imports in the Jan-Apr period fell 7.6% to 3,725,087 units.

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

Ninety percent of Japan's bike market is now occupied by imported bikes, with more than 95% of them coming from China. So import trends tell us something. Japan imported 3,725,087 bicycles in the Jan-Apr period of 2008.

Light cycles (city cycles) were down 7.9% to 1,858,458 units, children's bikes down 4.5% to 844,134 units, infant cycles down 24.3% to 278,099 units, MTBs down 10.7% to 107,747 units, mini cycles down 29.2%, and other types (including road bikes) were up 5% to 564,246 units.

Road bikes are growing a little, but they still account for less than 5% of total demand. There are no big shifts in the distribution channel share: mass-merchants 70%: IBD 30%.

However, one of the significant movements in Japan's distribution sector in recent years is that large-scale chain stores have squeezed in between mass-merchandisers and specialized retailers.

In particular, leading retailers, such as Cycle Base Asahi, Seo Cycle, Daisharin, Daiwa Cycle, and Cycland Naniwa, have now become strong enough to lead the industry's direction.



Cycling businessman on the street in Tokyo. (Photo: Jo Beckendorff)

What do you expect for the year 2008 overall?

Japan's bike market will remain at 10 million units in 2008, with imported bikes representing more than 90%. We expect this year's market share of distribution channels as: HC (home center) 45%, IBD 20%, GMS 15%, chain stores 15% and discounters 5%.

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

BICYCLE MARKET JAPAN 2006/2007, UNITS (excludes e-bikes)		
	2007	2006
Home production	1,135,606	1,334,512*
Imports	9,603,314	9,339,172
Domestic delivery	10,738,920*	10,673,684*

(Source: METI/MOF/JBA/JBPI)

*figures revised from those published in 2007

It seems that they have affected sales, as shown in the statistics for imports and IBD shop sales.

Japan's bike market continues to be dominated by cheap Chinese bikes. The business is not very profitable. However, demand for sports bikes has begun to grow a little.

If this demand grows more and health-conscious people are interested in higher-grade bicycles, the future will be a bit brighter.

What role does the IBD distribution channel play in Japan?

Most IBDs cannot compete with mass merchants on price and product range.

They are now being forced to review their businesses, so that they can attract consumers with better service and repair work and more reliable products.

In Germany there is a huge change in the IBD market. Older people run many of the family-owned IBD stores in the countryside, but the next generation isn't so interested in taking over.

How does the future of the IBD market look in Japan?

It's similar in Japan's IBD market, and the number of IBD stores is decreasing. It does not have a bright future.

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

Delivery delays, mostly from China, were prominent.

Also there is the strange phenomenon of falling bicycle prices while other products rose in price due to higher raw material and fuel costs. Sales of sports bikes, including road, MTB and urban bikes, grew significantly.

E-BIKE PRODUCTION JAPAN 2006/07*

	2007	2006
Unit	248,000	236,000
Average sales price	50,803 JPY	48,568 JPY

(Source: METI/MOF/JBA/JBPI)

EUROPEAN E-BIKE LEADER LAUNCHES NEXT GENERATION ION

This year's Eurobike is all about e-bikes—the perfect opportunity for Sparta to launch the next generation of the ION range. The Dutch bike manufacturer, part of the Accell Group NV, is already active for over 10 years in pedelecs and e-bikes. Its highly successful ION series of power-assisted bicycles was introduced in 2001 and has been updated regularly since then.



The new Sparta ION X-series will be available next spring and the X-GT model as pictured here will be retail priced at €2,299. With the next generation of ION Sparta will bring a wider variety in models as never before. (Photo: Jack Oortwijn)

Over the years the Sparta ION has turned into the number one selling electric bike, not only in the Netherlands but for the whole of Europe.

This model even caused the breakthrough in e-bike sales in Holland because it looked like a normal bike. This triggered a change in people's perception of this new bike category. Sparta is launching a complete new ION X-series at Eurobike. At its booth it is showing the X-GT which has one distinctive difference from the previous ION design: It now has the hub motor in the front wheel.

That motor is also more powerful compared to previous ones. Its torque is up considerably from 20 Nm to 33 Nm. It keeps the 24 volt rating. Sparta claims that the new motor is so powerful that it can cause the front wheel to slip. To prevent that, a new traction control technology was integrated in the new ION X-series. Next to the placement of the hub motor in the front wheel, the new X-series also brings another distinctive new feature - a new battery holder. Like the previous ION it is in the downtube.



The X-GT has a distinctive difference from the previous ION. It now has the hubmotor in the front wheel. (Photo: Jack Oortwijn)

However, the downtube is newly designed and doesn't look as bulky as before. The new Sparta ION X-series will be available next spring and the X-GT model as pictured here will be retail priced at €2,299.

With the next generation of ION Sparta will offer a wider variety in models than ever before. It will feature several options for battery placement; it is no longer limited to the downtube only. Even more interesting is that Sparta is also stepping into other e-Bike categories. The ION will no longer be limited to the pedelec standard with a max. of 250 Watts and 25 km/h. Models with bigger motors for higher speeds will also become available.

- JO

STAND NO.
B3-400

SHIMANO YUMEYA: NEW TUNING KIT FOR XTR

A world debut for a completely new line-up of exclusive Shimano products named 'Yumeya', which is Japanese for 'Dream Workshop'.



Yumeya parts are characterized by a lightweight and exclusive design "to give an XTR bike a personal look and feel".

Yumeya includes carbon rear derailleur plates for RD-M970/971 (saving 11 grams), titanium cassette sprockets (saving 15 grams for a set of 17/20T), titanium bolts (-25 grams for the total set), a chain with hollow pins (-10 grams) and much more.

- JB

STAND NO.
A1-301

In the first year, the focus is in a state-of-the-art after market kit for Shimano's XTR mtb component group.



(Photo: Shimano)



(Photo: Jan-Willem van Schaik)

TREK WANTS NEW IMAGE

STAND NO.
B3-400

He was hiding himself in the back of the Trek booth, but he could not be missed at an event like the Eurobike Demo Day: Gary Fisher (left in the photo). There we also found Trek's most important new models.

"Suspension techniques introduced last year in the freeride segment, like the ABP, have been implemented in the cross country models. They are now available in a 100, 120 and 160 mm travel version", explains Bob de Wit, marketing manager of Trek in the Benelux.

"Besides new techniques which are implemented top-down, the departments R&D, design and marketing are working more closely together at Trek International. As a result, the design of the bikes and the image of the brand are moving to a more aggressive look. This is reflected in color schemes, transfers and advertisements."

- JWS

HEALTHY CZECH MARKET DEMANDS MORE SERVICE

BRODSKÁ, Czech Republic – The Czech Republic is not just an interesting production alternative for EU suppliers - it's also a promising consumer market. We talked with Karel Stárek, GM of importer and wholesaler Kastar as well as the coordinator of the national Bike Brno show.

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

There seems to be a slight increase of bikes sold at retailers. Generally I guess the increase is about 8-10%. The reason is the increasing number of imported bikes and foreign investors in Eastern market. Some retailers are complaining, mostly those who don't try to educate themselves and are not able to absorb the growing variety of bikes. It is possible that in the years to come there will be new shops specializing in smaller assortments of goods. Already there are some service shops just servicing bikes, not selling. Overall we see more bikes being sold and more demand for servicing.

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

People are still mostly interested in cross bikes. The traffic infrastructure in the country is not very good for city bikes. Compared to previous years there is an increase in full-suspension MTB sales. The general trend in the Czech Republic is to buy bikes under 300 euro, and for road bikes, only high quality bikes over €1500 are in great demand. The average retail price is over €300. In accessories, more helmets are being sold, possibly because the major insurance company VZP subsidizes every helmet by 500 Kc (€20) for children under 18. Child seats and trailers are also attracting customers.

Karel Stárek started his Kastar business right after the revolution in 1990. His first bike shop was 16 square meters wide. In 1991 Kastar took over distribution of some import brands and in 1992 he organized his first bike show. This activity led to the first national Bike Vysocina show in 1998. Stárek sold Bike Vysocina and his know-how to Brno-based show organizer BVV.

Today Stárek is overlooking three businesses: Kastar wholesale, his job as coordinator of Bike Brno as well as organizing the so-called "Interbike Europe" project (a communication and education network for Czech IBDs).

(Photo: Jo Beckendorf)



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

There are differing opinions. I think the growing economy and stronger Czech crown is causing a fall in imports. Bikes and components are cheaper than in 2007, significantly so!

Of course our producers who had contracts in prices in Euro are in trouble for the same reasons. Due to our EU membership and Schengen agreements there is over-supply of bikes and accessories in our market.

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

We haven't seen any impact on bike sales, but more and more cycle paths are being built, enabling people to commute to work safely. Thus the number of people using bikes for transport is increasing. But they mostly use bikes that they have owned for years and the business effect hasn't been so great so far.

Does the future of the bike market in the Czech Republic look bright?

Czechs are really a very sporty nation and cycling and cyclo-tourism is the top activity of our nation. Recently, more people are also interested in using bikes as a means of transport since the development of cycle paths.

But what we have to do is to change customers' habits to make them use bikes more often for this purpose. It is necessary to change the view of the whole society which believes that a successful businessman is represented by a big car. It could easily be a bike if well presented by politicians at the state and community level.

This is the topic of the bike conference, "Bicycle as an environmentally friendly means of transport," held on the first day of Bike Brno, on Nov. 6.

What role is the IBD distribution channel playing in your market?

It has been crucial so far, but the situation is changing with the arrival of specialized sports outlets (Intersport, Hervis, etc.), along with stores like Halfords and Cyclo-word. These shops are taking market share which used to belong to independent dealers by respecting the shopping habits of Czech people (weekend shopping in huge shopping areas). They are able to sell famous brand bikes worth 500-800 euro. In two or three years their share in the market will be even higher.

How is the IBD market faring?

Currently there are many bike sellers in Czech market. In every little town of 15,000-25,000 inhabitants there are at least five (sometimes as many as 10) bike shops, 60-70% of which are IBDs. But these shops will vanish slowly.

The trouble is that they don't have enough storage areas and good service. Generally we suffer from the lack of well-qualified bike sellers and mechanics and thus some of the shops will no longer survive. Those who put money into educating their staff will definitely survive and be successful.

Are there any other striking developments in the first six months of 2008?

There are so called bike supermarkets – huge areas on the outskirts of towns and cities. They have the vast area, educated staff and good service. Czech customers are well informed and more and more are looking for a particular brand, searching for good quality and design.

--JB

LITESPEED. HÄNDLER GESUCHT

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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
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MERLIN

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If you are interested in becoming a distributor, please contact Chris Hewings at the details listed below to discuss this further, or to arrange a meeting at Eurobike. Litespeed, Merlin and Quintana Roo will be exhibiting at Eurobike 2008, and can be found in Hall A1 - 203.

Email: chris.hewings@americancyclegroup.com
Telephone: +44 777 4554833

Folding bike maker gets own booth for first time

BROMPTON UNFOLDS AT EUROBIKE

After more than two decades in business, Brompton has built a loyal following around the world. But until now, someone searching for the British folding bike maker at Eurobike would have been out of luck: This is the first year Brompton has had its own booth in Friedrichshafen.

Breaking into the show was a top priority of marketing manager Emerson Roberts, who joined Brompton in 2006. "The first thing I did was say, we've got to go Eurobike." It took two years to get off of the show's waiting list.

"The first three days have been quite big," he said. "We're meeting all of our key distributors."

Roberts said he also has been surprised by the geographic representation of retailers.

"I'm amazed how many of our UK dealers are here," Roberts added. "They're just coming here and looking at trends."

Germany is the fourth-largest export market for Brompton, which still manufactures every folding bike in England. Other top export markets are the Benelux countries, Japan and Spain.

The company is aggressively tackling new markets and has piggybacked on cycling's booming growth in several Asian countries, including Taiwan and Korea.

"We're trying to go after growth everywhere," Roberts said.

Roberts said the Brompton factory in western London has a current capacity of 25,000 units a year and could double in size if needed.



Marketing manager Emerson Roberts. (Photo: Anja Köhler)

combinations they prefer in any numbers, and can even modify some of their choices up until two weeks before the bike goes into production.

The company prides itself on using only steel tubing in its frames so they can bear up to the daily pounding of commuting, folding and unfolding. "To make our bikes rugged enough out of aluminum, we would have to make the tubing so thick it would weigh almost as much as steel," Roberts said.

In the past two years, Brompton has worked on reducing its factory lead times to speed deliveries to customers, Roberts said. "Two years ago we had a lead time of 16 weeks," he said. "I think we lost a lot of sales in the UK."

Now, he said, lead times have come down to about six weeks, which he said is "bearable" for most customers considering the custom nature of each bike.

- DM

STAND NO. A7-510

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FSA ENTERS PARTNERSHIP WITH AMD

STAND NO.
A3-303

Question: What do fast computers have in common with fast bikes? **A**nswer: They can make a fast bike even faster—and, more important, help the engineers that design bike components work at speeds that would make a track sprinter proud.

That is why FSA, the high-end component maker, has announced a partnership with AMD, one of the world's biggest semiconductor companies and a manufacturer of computer-processing chips.

AMD has supplied multi-core computers and workstations to FSA offices in Europe and the United States. Spokeswoman Gloria Radaelli said that with the new computers, engineers can do a project in one hour that used to take five hours.

Under the agreement, AMD becomes an official partner of FSA. Its logo will be featured on FSA marketing materials.

In another effort to boost its research and development efforts, FSA has announced a partnership with SmartCae, which provides software and other assistance for three-dimensional modeling, structural analysis and simulations.

"FSA ... needs cutting-edge technology, with software and equipment able to sustain big workloads and large amounts of data, to rapidly work out extremely complex calculations," company officials said. "New product planning, component design and finite elements analysis; these are just some of the activities that the engineers and technicians face every day."

- DM



New ITM owner and Italian industry veteran Luigi Seghezzi. (Photo: Anja Köhler)

ITM STILL VERY MUCH ITALIAN

STAND NO.
A1-105A

"ITM remains Italian", says new company owner Luigi Seghezzi at his stand. Since the Romanian factory was shuttered Seghezzi has been working on a restart of production. One possibility is repatriating manufacturing to Italy.

The 2009 ITM range incorporates Italian style and is much larger than before. Due to Seghezzi's Taiwan activities – he is GM of the Taichung-based Bike Machinery Trading company – Italians might worry about ITM becoming a Taiwanese brand. According to Seghezzi this is not the case.

"We want to keep ITM as a traditional innovative high-end brand."

In the next two months Seghezzi will hire a new sales and engineering team. A new Italian headquarters should also be ready within the next few months.

- JB



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BMC Sets Ambitious Future Targets

SWISS BRAND PLANS TO OPEN AUTOMATED CARBON FIBER FRAME FACTORY

Andreas Georgiadis laughs, knowing it sounds crazy when he says that BMC plans to open a carbon fiber frame factory in Switzerland. But he said the Swiss company, which currently outsources all manufacturing to Asian factories, wants to regain control over production.

"Dependency on Asia is not so easy—delivery is always a headache," said Georgiadis, BMC's chief executive officer.

The company has worked for three years and invested more than 10 million euro in the domestic factory, which will automate the entire carbon fiber frame manufacturing process. Georgiadis said innovation lies in automating the transition between steps of the manufacturing process.

"There are seven processes—each existing in the market. The secret is in the interfaces and connections," he said. *"We have the tools in hand to create a revolution."*

The company will begin by manufacturing one high-end road model to overtake its top-of-the-line Pro Machine and later add additional models. Georgiadis said the factory is currently in the testing phase and the company plans to begin production in the spring.

"We will be ready to do the fireworks then," he said.

Georgiadis said bringing certain manufacturing processes under the company's control will help it achieve other targets laid out by the company's owner, Andy Rihs. Rihs, who also owns the Swiss hearing aid company, Phonak, has ambitious plans for BMC.



Brent Graves, COO, and Andreas Georgiadis, CEO. (Photo: Megan Tompkins)

"He's making huge investments because his vision is going even further," Georgiadis said.

Rihs took over the struggling company in 2001. That year, BMC sold 3,000 bikes and lost 2.5 million euro.

Now, seven years later, the Swiss company sells 30,000 bikes annually in 28 markets worldwide and has established itself as a premier brand of high-end road racing and mountain bikes.

Rihs brought in Georgiadis two years ago from Kieser Training, where he was chief executive officer for the muscle training system. Georgiadis has established a management team to help execute Rihs' long-term vision.

Its latest addition is Brent Graves, who joined the company at its Grenchen, Switzerland headquarters two days before Eurobike as its chief operating officer.

Graves, an American with extensive product management experience, said he always had interest in working for a European brand, but was particularly attracted to BMC by its management ethos.

"One of most important values is integrity—doing the right thing for the right reasons," Graves said. *"When you look at the BMC brand and meet these gentlemen, you feel they want to do it right."*

Graves said he also was impressed by BMC's long-term plan. *"You've got to have vision, and that's got to be communicated,"* he said.

Within that vision is an acquisition strategy.

Georgiadis said BMC is looking for a second brand that can give the company a full range of bikes. He hopes to announce a purchase by year-end.

"We are looking for acquisitions now," Georgiadis said.

"We believe we need a second brand that fits nicely with BMC. BMC's strength is high-level road; we are looking for a brand that is strong in kids and trekking bikes."

By expanding its range of offerings and controlling production processes, BMC also hopes to attain another goal.

"We want to reach our vision to go to the stock exchange," Georgiadis said, adding that the company first needs to achieve better profitability for public shareholders.

The company has set a target date to go public in two years. In allegiance to its Swiss heritage, it plans to do so on the Swiss stock exchange.

"We are Swiss; our shareholders are Swiss," Georgiadis said.

- MT

STAND NO.
B3-205

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Dealers seek technical knowledge

TRANZX PST 2009 AT EUROBIKE

“This show is flooded with e-bikes and serious IBD interest in this growing product segment,” says Frank Surmann, sales manager of JP Components Europe, parent company of the OEM e-bike brand TranzX.

Most of the test bikes in the Zeppelin hall were booked out for rides: *“And the dealers are asking detailed questions about the batteries and all kinds of technical stuff. There is a huge IBD demand for e-bike know how.”*

TranzX Power Support Technology 09, JD Group’s next-generation pedal-activated drive system for electric bicycles, is on display during Eurobike. The system features a sleek new display screen with dynamic diagnostic technology, quicker response, better performance motor, three different lithium batteries and a new lightweight rear rack carrier.

Display Screen with innovative Dynamic Diagnostic Technology

A major new development is the intelligent monitoring system that alerts the rider when the TranzX PST components need service. TranzX PST’s Dynamic Diagnostic System allows dealers to quickly detect and solve most service problems by identifying the actual system failure through the use of specific error codes.

Li-ion power system integrated in stylish rear rack carrier

The reengineered TranzX PST is available with four different batteries giving manufacturers the flexibility to choose a system based on the riding preferences in their own markets. The 36V 10AH Lithium-ion battery delivers an extend range of up to 75 km under normal road conditions while a 36V 7AH Lithium-ion battery sacrifices a little of that range capacity (maximum range 50 km) in exchange for less weight.

Made for the OEM market


With the original equipment manufacturer in mind, TranzX PST is even easier to assemble and designed to deliver maximum configurability to bicycle manufacturers. A plug and play system with fewer and uncomplicated wiring connections makes it even simpler to assemble.



Frank Surmann, sales manager of JD Components Europe responsible for the company’s smart e-bike solution TranzX in Europe with JD Components GM Johnson Cho. (Photo: Jo Beckendorf)




TranzX 09 Rack Battery Controller. (Photo: TranzX)




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Jorg & Olif seeks investor for further growth - and names good reasons CANADIAN-MADE DUTCH MOBILITY CULTURE

VANCOUVER/BC, CANADA - Jorg & Olif is searching for investors. The young company has found surprising success as a supplier of Dutch bicycles in Canada. We met Jorg & Olif co-founder and GM, Rob MacDonald, in Vancouver, where he explained why a bicycle supplier should invest in his bike brand. The biggest surprise: the majority of Jorg & Olif's customers are women.

Because sales were below expectations when Rob MacDonald and his business partner, Jane Cox, created their Dutch bicycle brand about four years ago, they tried something new. As well as sales through IBDs and on the web, Jorg & Olif bicycle products are now also sold through some fashion stores. One such fashion store, Lark, is also based in the Canada's west coast metropolis.

Looking back, MacDonald says: "When we started there was no interest at all from IBDs in our mobility bicycles. Moreover we were newcomers in this industry and had to learn from experience. For example, we had no clue how sports-oriented our home country's IBD market is. IBDs are targeting cycling enthusiasts. But we also learned that this is now slowly changing. We believe that time is on our side."

Jorg & Olif sees its customers as definitely outside the cycling enthusiast world: "Our customer needs a cool-looking, no-fuss mobility bike that brings her simply from A to B. They are willing to pay a good price for a sexy looking mobility product. And they are all people that have nothing to do with bicycling and would probably never enter a specialty bike store. We focus on environmentally-friendly bicycles with classic urban design. That's all."

Benelux-made frames

Jorg & Olif offers women's and men's models with different components and equipment, as well as a range of parts and accessories.

The frames are made in Benelux, home of the Dutch bicycle: "We couldn't find anyone in America that was able to make these kind of frames for us. That's why we went to Benelux. Nevertheless all bikes are assembled by us in Vancouver."

High-end frames are made by Dutch Azor Bike out of Hoogeveen. Belgian frame builder Dija-Oostcolor makes Jorg & Olif's entry-level frames. Frames from Europe are not cheap to start with and the currency exchange rate is not helping. And due to the fact that Jorg & Olif is only buying small component amounts, discounts are hard to come by.

Nevertheless MacDonald sees a bright future for his bicycle mobility brand, which is unique in North America: "We receive lots of enquiries from the US through our online store. We're also backed by a lot of media coverage in several lifestyle magazines that normally are not that keen on bicycle products. We even get orders from UK and Australia. But we can't serve this global market by ourselves. We need financial backing."

Mainly female customers

But are all these factors reason enough for a bicycle industry member to invest in this unique Dutch bike brand in Canada?

Now MacDonald comes out with a surprising fact: "We have surveys making clear that 60% of our customers are women. They are between 24 and 55 years old and have never thought about bicycle products before. This means we reach a customer group the traditional IBDs and bicycle brands are not able to reach. Therefore these numbers must be very interesting for bicycle suppliers. With us they could balance their male and sport-oriented customer sales."

In other words: Jorg & Olif serves a customer group - female and non-sports-oriented - that no bicycle supplier in America is able to reach at present.

Moreover Jorg & Olif's sales underline that there is a market for urban mobility products in America. According to MacDonald, the largest market for his brand is New York.

"Taking into account that for example in Vancouver 50% of its population lives only 3 kilometers away from their jobs, this is a golden market for bicycling. Vancouver could become the Amsterdam of America!"

Rob MacDonald shows off Jorg & Olif's latest everyday bag that can also be mounted on a bicycle carrier. (Photo: Jo Beckendorff)

Incidentally, Rob MacDonald was originally a city planner who used to work in Amsterdam.

Specialty retail - bike and fashion stores

MacDonald listed more impressive numbers from his survey: 90 percent of all Jorg & Olif sales are made in the US. Seventy-five percent of all sales are through the virtual Jorg & Olif online store that was created when the traditional IBD market showed no interest in this young Canadian-Dutch bicycle mobility brand.

Currently only 25 percent of total sales are through the specialty retail distribution channel: "For us 'specialty retail' means both bicycle and fashion stores. The IBD market is playing a tiny role. The fashion stores we serve such as Lark here in Uptown Vancouver are using synergy effects at their best!"

These stores are not selling the bikes by themselves but give the address and phone number of the Vancouver-based Jorg & Olif headquarters to interested customers. Assembly and delivery are handled at the Jorg & Olif headquarters. Customers can also drop by and pick up their new bike themselves.

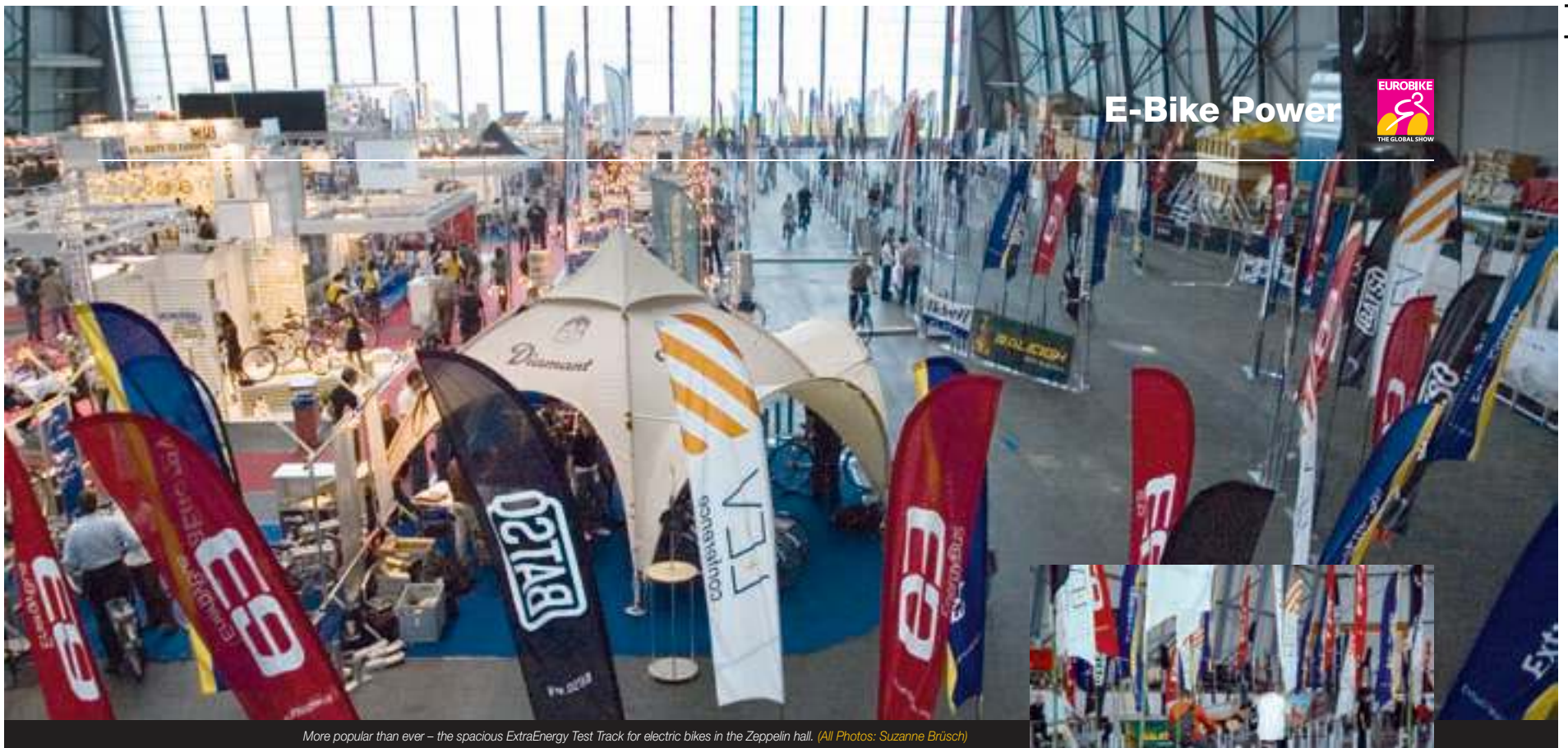
Over time, Jorg & Olig's parts and accessory range has been growing. Baskets, panniers etc. are also a good reason for fashion and bike stores to add this brand to their product range.

Last but not least, says MacDonald: "We want our products to fit well for everyday life and not just for cycling."

While saying this he introduces us to a new pannier bag made from trendy and water-resistant cotton material that can be mounted easily on any bicycle carrier.

-JB





More popular than ever – the spacious ExtraEnergy Test Track for electric bikes in the Zeppelin hall. (All Photos: Suzanne Brusch)



Dealers and tourism organizations come to see and test 2009 models

TEST-RIDING ELECTRIC BIKES AT EUROBIKE

For more than 10 years, the non-profit organization ExtraEnergy and Messe Friedrichshafen have cooperated to promote electric bicycles and scooters. Since the very beginning of the electric bike revival in Europe, ExtraEnergy has set up its popular 'TEST IT' Track at Eurobike. For visitors of the international bike and fashion show the test track offers a great opportunity to test ride the latest pedelec (pedal electric cycle) and e-bike models from different manufacturers at the same spot.

By comparing the bikes, test riders will easily find out which one is the best for their needs. There is no 'best electric bike' in general; it always depends on what it is used for: long distances (tours, commuting), short trips, carrying loads, riding in hilly areas and so on.

The Test Track includes a slope to demonstrate which products perform well uphill and which are made for the flats rather than for the mountains. This is a unique chance for everyone who is interested in electric mobility to experience the feeling of "riding with a tailwind"—even against the wind.

This year, the TEST IT Track is once again located at the Zeppelin Hall. Just walk across from the main exhibition center and you can't miss it. The spacious track is perfect for really appreciating the speed of pedelecs, even models that go faster than 25km/h. In nice weather there is also an outdoor test area in front of the Zeppelin hall. Most electric bike exhibitors are located around the track and visitors can start their test ride from the booth right away.

There has never been as much traffic on the track as this year. Hotel chains, tourism organizations and an increasing number of dealers are coming to see and ride the new models for the next season.



Feel the real speed of pedelecs – even the 'fast' category



Electric bike manufacturers gathering around the Track with their booths

NEWS by Schachner



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Product Guide



BERGAMONT "SPONSOR" BIKE

Good news from Bergamont: the German bike supplier not changing the sales price of its 'Sponsor Bike' in 2009.

The model comes with branded parts and accessories including Shimano shifting and hub dynamo, Busch & Müller lighting, RST suspension fork, Schwalbe tires, while Magura's hydraulic brakes are an option.

Sponsor Bike 2009 will be offered with an outstanding price performance ratio in four different frame designs and three colors.

STAND NO. B3-300



STAND NO. B4-501

FULLSPEEDAHEAD "TRIMAX SI - FLAT TEAM"

STAND NO. A3-303

Part of the 2009 Vision Team product range, the Trimax SI - Flat Team features alloy 0° flat wings, butted alloy extensions, a precision formed center section and internal cable routing with rear exit.

The armrests adjust to 4 cm width range. The 810g aerobar is designed for use with Ø 31.8mm stem.



KETTLER "LAYANA HYBRID"

With the Hybrid, Kettler is adding the first pedelec to its Layana range of women's bikes.

The Layana Hybrid comes with Kettler Fahrrad's Hybritec technology and is designed, like the other Layana models, as a young urban lifestyle mobility collection for ladies. The e-bike is powered by a Panasonic assist system that puts that all-important bit of extra power into every turn of the pedals.

STAND NO. A6-213



MET "VELENO S"

The Veleno S isn't just another off road helmet, it's pure style as well.



The new Single-InMold Veleno S features 20 air vents for excellent ventilation, Coolmax washable pads and a removable visor.

For just €100, it comes with a completely new casual graphic; and optional GEL02 pads.

DAHON "MOBILITY - CURVE SL" FOLDING BIKE

The Curve SL does everything you'd expect from one of Dahon's top-of-the-line super-light commuter bikes: It folds in seconds, weighs next to nothing, and is small enough to fit into a shopping bag when folded. But where it really shines is how well it rides.

The BioLogic II frame geometry is reassuringly stable. New in 2009 is the Shimano Capreo 9-speed drive train that provides all the gears needed for grueling commutes. Designed to minimize weight, the bike delivers surprising speed in a small package. (Dahon still offers the popular Nexus hub-gear version of the Curve in this year's Curve XL). Price: €899.



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GIANT "AVAIL ADVANCED" WOMEN'S BIKE

STAND NO.
B3-206

The Avail Advanced's all-new, women-specific Advanced grade composite frame is the latest from Giant. It's super-light, with a supple ride and engineered efficiency that boosts your performance, mile after mile.

Features include an Advanced Composite Technology frame for women, Power Core integrated bottom bracket and OverDrive light weight composite fork; 10-speed Shimano Ultegra/Dura-Ace components with Shimano ST-700 short reach 20 speed STI shifters; and Lightest Race Face Revolution handlebar and stem and lightest Mavic Ksyrium Elite wheelset.



XLC "COMPOSITE LITE" COLLECTION

The XLC Composite Lite line's components are high tech carbon parts that allow every racer to give his bike a final polish.

The Composite Lite collection, including bar ends, handlebars, seat posts and stems made of 3K full-carbon, is technically and visually up-to-date and harmonizes ideally with the newest carbon frames.

STAND NO.
B1-407



SUGOI "FIREWALL 220" BIKE JACKET

Sugoi's Firewall 220 marks the next innovative progress in Sugoi's elite softshell range. A windproof, water repellent barrier with minimal bulk provides the optimum balance between weather protection and thermal regulation.

Unparalleled 4-way stretch helps cheat the wind with conforming, unrestricted profiles. Firewall 220 is the new benchmark and provides ultimate protection for aerobic winter activities.

SRP for the Sugoi Firewall 220 Bike Jacket is €159.90.

STAND NO.
A4-603

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Product Guide



HERCULES "FLOWER 2.0" BIKE

The Flower 2.0 with a 3-speed Shimano Nexus system takes a page from the book of the Flower family's adult line. The high quality and child appropriate features include a 3-gear Shimano Nexus shifting system with backpedalling brake, 2 additional aluminium front brakes, as well as a Shimano hub dynamo with halogen head light and standing rear light.

Available 2009 in 20" and 24", as well as in two colour variations. The 24" range offers a choice of either a 3- or 7-gear Shimano Nexus with back pedalling brake. Pricing begins at €329.

STAND NO. A6-202

KTM "MYROON PRESTIGE" MTB

KTM Bikes introduces its first high-end carbon frame hardtail MTB range for season 2009.

The Myroon offers a feather-light frame weight of 930 gram (frame size 19 inch). This is "the best and lightest frame ever produced by KTM". All in all, KTM's hardtail top model "Myroon Prestige" weighs only 8.6 kg (incl. pedals). It will be offered in frame sizes 38, 43, 48 and 53 cm.

STAND NO. B1-301



ROCKSHOX "REBA" & "REVELATION" FORKS

STAND NO. A3-101

Popular Rockshox forks Reba and Revelation have been improved for 2009. Revelation gets more travel, now up to 140mm.

For Reba the engineers developed a new stiffer chassis and added power bulges to improve the stiffness and upgraded all models with a fresh new Motion Control damping system, the top model Reba Team (pictured) works with Blackbox Motion Control. Also the Dual Air system was reworked and shows a more linear springcurve now.

The revamped RockShox suspension forks are optionally available for the new Maxle Lite System (pictured), which weighs only 84 grams and uses the 20x110mm. A 20mm-axle for XC and All Mountain bikes, it takes less than five seconds to install the Maxle Lite. It improves safety and stiffness, and with the Maxle Lite the front wheel and disc are always straight between the fork legs so noisy and irritating disc rubbing is prevented. The steering precision is clearly better than with a conventional QR.



Marathon Extreme. (Photo: Schwalbe)

SCHWALBE "MARATHON EXTREME" & "MARATHON PLUS TOUR" TYRES

STAND NO. A5-300

Two 'long distance' additions have been made to the 10-member Marathon family. Both are successors to the 'Globetrotting' Marathon XR: The high tech, folding Marathon Extreme and the Marathon Plus Tour with substantially more 'Flat-less' Technology.

The profile of the Marathon Extreme is made for adventures and long expeditions on rough roads. Nevertheless, it rolls remarkably easily. When puncture protection is the priority, the Marathon Plus is the ultimate. Naturally it is heavier, but rolling resistance is unaffected by the tough Smartguard layer.



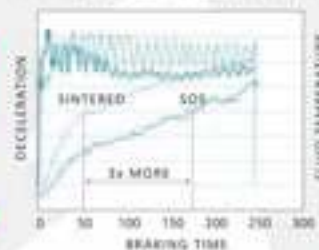
Marathon Plus Tour. (Photo: Schwalbe)

ASHIMA Without Limit

Booth NO: A6-439

SOS Multi-Compound Pads

No specific compound suits in all environments, conditions of riding styles. Organic compounds offer best low temperature, noise free performance, whilst sintered compounds deliver best high temperature, noise performance but at the expense of noise and high heat transfer to the brake fluid. Servo Metal's bridge the gap between the two. This knowledge led to the development of SOS (Sintered, Organic, Sintered) giving you the best of both!



APV's Ashima Power Valve System Pat. Pend.



The "PanCake" Pat. Pend.



Features:
• 4 Pistons, 2 pairs of axially mounted pistons
• Initial braking force uses 14mm pistons, for superior control
• Higher load loads additionally release the 22mm pistons giving maximum braking force when you need it!

Advantages:
• Braking action gives excellent modulation for light hand loads
• Max brake conditions total piston area is equivalent to 26mm piston
• Excess fluid transfer improves heat dissipation of brake fluid preventing "judder"
• Air cooled pistons
• Unrivaled aesthetics

Features:
• Pad movement controlled by Diaphragm Seal
• Seal design ensures unsurpassed pad retraction of 0.1mm!
• Ultra thin caliper just 25mm!

Advantages:
• Streamlined manufacturing processes ensure cost advantage
• Seal design gives equivalent area to using 26mm piston
• Fluid feed directly to centre of Diaphragm seal for better response
• Ultra thin caliper action ensures min. weight



SIGMA SPORT "HIRO" REAR LIGHT

HIRO, the new bike rear light from Sigma Sport, is stylish and small. Its elliptically slim shape with dimensions of 3.5x2x1.5 cm belies its lighting power.

With only one red high power LED and a visible angle beam of 220°, the HIRO provides a high degree of safety in road traffic for 60 hours. The very high quality finish of the waterproof casing is designed with a black rubber touch surface. The 2-stage battery indicator, which is integrated with the transparent switch on the HIRO, tells you in good time about an impending battery change.

STAND NO.
A5-200

ALPINA "AIRTIME" HELMET

BMX riders, dirt bikers and skaters won't be able to ignore Alpina's new Airtime - thanks also to Sascha Meyenborg, one of the world's best 4-Cross riders, who helped develop Airtime.



Airtime is made using high-strength in-mold technology according to the European CE EN 1078 standard. This ensures maximum protection even in case of severe falls. Thanks to this forward-thinking manufacturing technology even the larger helmet's weight stays below 300 grams!

STAND NO.
B2-401

SPECIALIZED "S-WORKS EPIC" TRAIL BIKE

Specialized's legendary Epic models have always been the fastest XC trail bikes.

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STAND NO.
A3-205

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Composites & ergonomics have potential to improve mobility products

MOBILITY SEGMENT MARKET SHARE TO INCREASE FURTHER

L ELYSTAD, THE NETHERLANDS – Before Han Goes became product manager and, later, director of product development at Giant Europe and Giant Inc., he worked as a frame builder, served as technical editor at Dutch bicycle magazine "Fiets" and acted as the Benelux agent for Italian brands like Campagnolo, Cinelli, Columbus and Selle Italia.

After leaving Taiwan's leading bicycle producer, the Dutchman started his own company, Q Square, a consultancy firm in the field of product design, product development and business development for the bicycle industry.

Goes is known for his detailed knowledge of the Taiwanese bicycle industry. Therefore he is also very close to international bicycle innovations and trends. We asked him for his views on the product trends we are likely to see this fall.

Han, as an independent consultant to the international bicycle industry, did you see any outstanding trends at this year's Taipei International Cycle Show that you expect to impress Eurobike visitors and consumers?

Actually I was kind of disappointed with the Taipei Show. I did not see any really new trends, Taipei was a continuation and confirmation of things we already knew: orientation towards high-end, super expensive and super lightweight performance products for road racing and MTB.

Since the Taipei Show is mainly a supplier show you cannot expect to see other than incremental improvements for existing trends. However the exciting designs of Ideal's magnesium Go-Cycle and Pacific's Swivel Head folding bike were hinting towards a new cycling future.

Probably it is still too early to tell, but maybe these bikes are the forerunners of a new trend towards compact, unisex, one-size-fits all, fashionable cycling products, not focused on sports and performance cycling, but rather on transport and mobility.

In Taipei, we saw the carbon trend continuing. In your opinion, what's the next big advance in materials over the next few years in the high-end market? Will it be ceramics, which is already entering the bicycle world, or a comeback by magnesium, for example?

In my view the full potential of composite materials has not yet fully been exploited. Next generation software for FEA-analysis, next generation materials and more engineering experience will lead to lighter, safer and better integrated products.



Han Goes leads the Q Square consultancy for the bike industry. (Photo: Han Goes)

The magnesium frame of the Go-Cycle shows that there is also a high potential for magnesium as a frame material, provided it is being used in the proper and dedicated way (e.g. Thixomoulding).

The hype about lightweight materials in the high-end sports segment is drawing the spotlight away from the mobility segment. All these expensive materials are fine for weight-sensitive sports bicycles but they're not so important for the mobility segment. In your view, what is the trend in material use for the mobility segment in 2009?

You are right, because the focus is on high-end and on weight, nobody pays attention the other potential of composite materials (e.g. thermoplastics instead of thermoset materials) for application in the mobility, transport and fun segment. I'm sure 2009 will not show a big change in that respect and we will see an even more intensified quest for lighter and more rigid performance products.

To be honest, the push towards the ultimate rigidity (bottom bracket stiffness, torsional stiffness etc.), driven by the bicycle magazines especially, is unfortunately putting things out of perspective. Higher stiffness doesn't necessarily mean higher efficiency, if the rider's comfort and control are seriously compromised. For mobility products we will continue to see a more sensible application of aluminium extrusions and hydroforming. And although the Go-Cycle is showcasing the new potential of the application of magnesium, 2009 is still too early for a major breakthrough.

Incidentally, what interesting design and colour trends are likely to make it into bicycle season '09?

Very simple: white and shades of white are going to be the number one major colour trend for 2009.

Coming back to the mobility segment that - in Europe at least - is the most attractive future market for bicycle business.

Is there anything eye-catching in this field (besides folding- and e-bikes) that you would recommend to watch out for at Eurobike 2008?

For sure the mobility segment already represents by far the biggest share of the market place. Given the enormous global problems of oil prices going up, CO2 gas causing global warming, congestion and pollution in urban areas ... the market share of the mobility segment will only increase further.

Therefore it is very remarkable that the main focus of Eurobike, currently the biggest, most important and world leading bicycle show is still on performance bicycles.

Of course Eurobike stands in a long tradition of high-end mountain biking and of course over the last couple of years there has been more attention for electric bikes and pedelecs (especially through the big efforts of Extra Energy); nevertheless, Eurobike is not the right place to expect major new mobility trends.

We need to go outside of the show and look at bike sharing programs in Paris, Lyon, Amsterdam, London, Stuttgart and ... we need to look at the visionary bicycle concepts of young designers, entering bicycle design competitions.

Another topic at this year's Taipei Cycle show was definitely ergonomic bicycle parts. Unlike the material trend, this one came up first in the mobility segment but is now also conquering the sports bike market more and more. How do you see the future of this trend?

Indeed ergonomic components have greatly improved the cyclist's comfort, riding position and control over the bicycle. And indeed originally these components were coming from the mobility segment and later on entering in the sports segment as well. However, I very much doubt whether the ergonomic products finally will also enter the high-end performance segment of the die-hards. Look at the hype of super rigid carbon frames, which are highly uncomfortable.

Anyway, there is a great and bright future for ergonomics in general and for ergonomic components more specifically. Bicycles and cycling will have a growing impact on tomorrow's society and cycling is going to be more fun, be it mobility cycling, be it leisure cycling or be it ambitious sports cycling ... and ergonomics are a perfect tool to make the cyclist's life easier, more comfortable and more fun.

- JB



PR Manager Wolfgang Köhle's bike is still good enough
'IT'S NOT THE NEWEST...'

FRIEDRICHSHAFEN, GERMANY – Wolfgang Köhle is PR manager at Messe Friedrichshafen. He and his family are more into commuting than sports biking: “Living right at the lake, commuting is part of our life. We use our bikes for all our trips in our hometown of Langenargen, for shopping or whatever.” What’s Wolfgang’s favourite bike?

Mr. Köhle, let’s talk about your favourite bike...

My colleagues at Messe Friedrichshafen smile when they see my bike. It's not the newest ... With all the talk about environmentally-friendly energy savings and so on, I think sustainability is very important. My bike still works, so I use it. For my family bicycling is more a question of commuting than sports. In Langenargen we always use our bicycles for trips to the shops or to the lake. Cycling is part of our life!

How many bicycles do you have in your family?

Let's see...my wife Christine has two but is actually using one. She fell in love with a nostalgic-looking retro bike. I can't tell you the brand name. The only thing I know is that it had to be black so she got a black one.

Her second bike is an old city bike she is not using right now. Christine is in love with her newer black bike. My 12 year-old son Hannes has a Univega trekking bike. I know that because it's new. He's riding it to school every day. My nine year-old daughter Lena has a city bike with basket and bar ends.

Why bar ends?

Because her closest friend has a bicycle with bar ends too. Hannes also has bar ends on his bike. But that's because for him they are cool. But to keep on going with our "bicycle armada," I have my Staiger hardtail mountain bike I'm using for my rides to work. I have another old —my colleagues would say "very old"—fully equipped trekking bike I can also mount a trailer on. That's from those days when our kids were younger.

Nevertheless this trailer—I remember it's a Leggero—is also good for shopping. You can load it up with all kinds of stuff. There's also a commuting bicycle of my mother in law. Our garage is so packed with bicycles and our trailer that we can't park our car in there.

How often do you ride to work?

Not every day but frequently. If it is not too cold or too wet I grab my mountain bike and off I go. It's a 15km ride from our house to Messe Friedrichshafen.

It's a wonderful ride along the lake. Sometimes I'm thinking hey, people come here for that on holiday. I can have it every day! And if I don't want to ride all 15 km I can easily choose several options. In the morning I can for example hop on the train with my bike and ride from Friedrichshafen's railway station to Messe Friedrichshafen. At the end of my working day I can cruise all the way along the lake back home. I really enjoy this.

A garage full of bikes, not cars: Messe FN's PR manager Wolfgang Köhle. (Photo: Felix Kästle)



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CANADA: CYCLING GOING MAINSTREAM

Vancouver has outstanding cycling infrastructure for a North American city, with cycling paths and even bicycle racks on public buses. But how does it look like in the rest of the country? We asked Benjamin Sadavoy, publisher and editor of several bicycle publications.

What was the general bike sales trends in Canada in the first half of 2008?

There are no reliable figures yet for the first half but the expectation is that sales in 2008 are on the rise given the current environmental issues and the escalation of gas prices driving consumers to 'green' solutions. We are hearing that sales are up in most sectors as cycling becomes more mainstream in North America with current conditions. Most bike shops we've spoken to are going full tilt with steady and increasing demand as more consumers look to cycling as a method of transportation.

The Bicycle Trade Association of Canada (BTAC) recently released its first Data Capture Report on bike sales in Canada (2007). It was estimated that the reporting suppliers account for approximately 65% of the channel.

Summarized, the report indicates that at the 2007 year-end, all sizable segments except youth show flat or declining movement in unit and dollar sales, compared to the previous year. AUP (average unit price) is down across almost all segments, particularly in the road category. The report suggests that the causes are likely a high Canadian dollar, anticipation of a recession in the U.S., and poor weather at the start of the 2007 season.

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

We expect 2008 to show important gains in most segments primarily road, MTB and city bikes with healthy increases in accessories as more consumers enter the marketplace eager to cut their carbon footprint and save money as oil prices continue to rise.



Benjamin Sadavoy. (Photo: Pedalmag.com)

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

Higher raw material costs and delivery delays are always a factor for everyone in the industry but it's too early to comment on how these issues will affect the Canadian marketplace. Increased pricing will undoubtedly affect market demand but which sectors will be affected most is not clear.

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

There is a direct effect on bicycle sales because of the increased cost of fuel. As one bicycle rep put it "People that never used to bike are now coming into shops looking to buy. And power-assisted bicycles are also seeing increased demand."

Is your country's bike market future looking bright?

Canada's cycling market for the future continues to look bright: for example Ontario recently introduced tax relief for helmets and bicycles under \$1,000, and Toronto Bike Week became Bike Month this year. As cycling continues to gain a foothold with government policy this will support other strong influences such as gas prices and environmental issues.



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