



SHOW DAILY

ARGENBÜHL, SEPTEMBER 1ST, 2009

DEMO DAY ISSUE

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MAXIMUM MOBILITY
SIMPLE

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GIANT.

At Giant, we believe every detail matters when you're pushing the limits of speed. Tino Bracht shares this commitment to excellence. That's why he raced the hyper-engineered Trinity Advanced SL to a new course record at the Frankfurt Ironman. From the proprietary AeroDrive integrated stem-and-fork system to the aerodynamically optimized composite tube shapes, the Trinity Advanced SL has been designed from the ground up to help you leave the competition behind. Learn more about Giant's mission to build the world's fastest bike at stand B3-302.

RIDE LIFE. RIDE GIANT. 



SR SUNTOUR PRESENTS SWING SHOCK FORK

SR Suntour is presenting a new high-end suspension fork for trekking bikes with 28-inch wheels. The fork, produced with a magnesium monocoque construction, comes with "Swing Shock" technology that offers 25mm (1 inch) of travel.

"The steel spring inside comes in three grades: soft, medium and hard," said Tim Fischer, European marketing manager for SR Suntour. The new suspension fork will be offered in canti-, disc- and rollerbrake versions. It can be seen here at Demo Day.

You can also see the shock at the floor show at SR Suntour's new booth, which was designed by Ippei Noda, general manager of SR Suntour Europe, and his team.

WHAT'S ON TODAY?

DEMO DAY - TUESDAY, SEPT. 1ST, 2009

GENERAL EVENTS

ALL DAY: Eurobike Demo Day
The European Dealer bicycle testing event in Argenbühl.

ALL DAY: Fuse Giveaway
Technical wear supplier Fuse gives away a limited number of exclusively designed Eurobike headgear every day at the show. See page 5 for more details.

WHILE STOCKS LAST: Sugoi
Grab your official Demo Day Shirt before they're gone! Available to all media reps and staff at Demo Day.

ALL DAY: Skins
Australian compression wear expert Skins is giving out 500 shorts/longs for testing! If you don't like them, give them back. Otherwise you can buy them for the discount price of 50 Euro.

ALL DAY: Riese & Müller
To assure great photos of their full suspension commuting bike line for 2010, Riese & Müller has hired two Demo Day models. Drop by and get some shots of R&M's latest innovations as displayed by pros.

MEDIA EVENTS

9:00am: Giant Demo Day Media Breakfast
Giant invites media representatives to an exclusive Demo Day Media Breakfast at their Demo Day booth. Start your day off right!

9:30am: Eurobike Press Conference
Eurobike Press Conference with facts and figures from the bike industry
Location: Berlin Room, East Foyer, 1st floor.

11:00am: Shuttle Bus
Shuttle bus for Eurobike Press Conference participants to Demo Day. Departing from East Entrance.

12:00pm: Saris/CycleOps Press Conference
Saris/CycleOps press conference, at the Demo Day Press Center in Argenbühl.

12:30pm : Demo Day Tour
Tour the Demo Day area in Argenbühl. Meet at the Demo Day Press Center in Argenbühl.

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NOTE FROM THE PUBLISHERS

Welcome to the second edition of the Eurobike Show Daily. We hope the ESD helps you navigate the world's biggest bike show.

Exhibitors are welcome to drop in to our office in Room Oslo (Foyer East 1st Floor) or our booth at Foyer West 109 with show news and event info for publication during the show.

Tom Kavanagh & Jo Beckendorff
KB Media Limited
Publishers of the Eurobike Show Daily
www.bikeshowdaily.com





TAIWAN LEISURE EQUIPMENTS

Healthy Ideas that Keep the World Eco-Friendly

You are invited to...

"Taiwan Product Launch at Eurobike 2009"

14:30~15:30, Thursday, 3 September, 2009

Conference Room "Switzerland", Messe Friedrichshafen

For further details, please visit the Taiwan Pavilion at Hall A5, Stand 507J.

<http://brandingtaiwan.org>



**TAIWAN
EXCELLENCE**

under the auspices of the Ministry of Economic Affairs (MOEA) Program Supervisor: Bureau of Foreign Trade, MOEA Organizer: Taiwan External Trade Development Council (TAITRA)



CHECK THIS OUT!

ELMOTO

We all know about the hype when it comes to e-bikes and urban mobility. But have you seen the stylish e-two-wheeler from **ELMOTO**? Is it a e-bicycle or a e-motorbike? Does it really matter?

SELLE-AN-ATOMICA

Don't miss the new **SELLE AN-ATOMICA** saddle range at importer Used GmbH booth. Selle An-Atomica leather saddles are the result of a concentrated research & development effort over more than four years.

NUVINCI

Tried Fallbrook Technologies' revolutionary continuously variable planetary (CVP) transmission system **NUVINCI** yet? If not, you should take the opportunity at Demo Day.

GIANT

GIANT is also targeting another e-bike consumer group. While the current line focuses mainly on riders over 50, the new "Express" and "Freedom" lines are e-trekking bikes for consumers in their 30s.

CANNONDALE

Check out the new state-of-the-art hardtail Flash mountain bike at **CANNONDALE**. It weighs a featherlight 7.54 kg and is backed by R&D guru Peter Denk and his team, now working for Cannondale.

KIND SHOCK

For some interesting new MTB parts, drop by the **KIND SHOCK** booth. They offer exciting products such as a suspension seat post with adjustable heights - one version allows height adjustment via a lever at the seat, another model can be remotely controlled from the handle bar.

HP VELOTECHNIK

German recumbent maker **HP VELOTECHNIK** is introducing a modular seat system for less sports-oriented pilots. Riders can now chose "Ergomesh HS" for a higher seating position ("HS" stands for "high seat") for better visibility in the traffic as well as making it easy to get in and out.



SIMPLON

If you're searching for a fully-equipped featherlight sports mobility bike, have a look at the 9.75 kg trekking bike "Nanolight KSL" at custom producer **SIMPLON**. Due to its stylish design and lightness, Austrians call this category a "speedbike."

SPECIALIZED

There's a lot of talk about the pros and cons of 29ers. Why not check the big wheels out yourself? **SPECIALIZED** is introducing its legendary "Stumpjumper" in a 29-inch version. Ride the Argenbühl trails and feel the difference.

SHIMANO

It will be a last-minute decision. But the chances are good that German

SHIMANO distributor Paul Lange will present the complete new 2010 Dainese bicycle clothing and protector collection now distributed by Shimano in Europe.

ROTWILD

You'll definitely be impressed when you see the new **ROTWILD** mountain-bike range. It's not just a redesign, it's a completely new frame and chassis technology. The MTB range offers five series of high-end off-road bikes with the latest innovations. Categories covered are racing, cross-country, all mountain, enduro and Xtreme.

KATZ

They worked hard. And it seems that their innovative system is now ready for mass production. Otherwise **KATZ** would not exhibit at Demo Day. The Swiss bicycle newcomer presents a mountain bike with a fully enclosed, hassle-free transmission system. No more oily fingers! Or as the Katz brothers say, "Cycling instead of maintenance."

NICOLAI

Want to see how a belt drive works on a mountain bike? Stop by the **NICOLAI** booth. The German engineer presents two MTBs with Gates' innovative carbon drive belt system.

ZIENER

German bikewear and glove expert **ZIENER** presents new glove technology that it calls "Power Balance Performance." According to Ziener, it incorporates the "Finest frequencies respectively bio data that interact with the body's biological energy field." Say what? As a result, "inner blockades are released and the body's natural energy flow is freed." Whatever that means, it's intriguing.

FUSE

GIVING AWAY EXCLUSIVE VERSATILE HEADGEAR

Fuse, the new technical apparel brand of Pro Feet GmbH, is celebrating its Eurobike and Demo Day show debut with a very practical goodie for passing IBDs.

Bring this copy of the Eurobike Show Daily to the Pro Feet stand and grab the latest multifunctional headwear made from high-tech breathable material. But you have to be quick: according to sales manager Uwe Reichelt, "we're giving out a limited amount each day of the special 'Eurobike Show Daily design' Fuse headwear. When they're gone they're gone."

STAND NO. A4/600

SHOW DAILY 09

WE DRESS. YOU WIN.

FUSE

RICCO GROSS

ANDI BIRNBACHER

FÜR ALLE, DIE SICH AUCH IN IHRER ZWEITEN HAUT WOHLFUHLEN WOLLEN

Fuse, die neue First Layer Marke ist konzipiert von Spitzensportlern für Profis, Amateure und alle, die es warm oder kühl – aber immer trocken auf der Haut haben wollen. Für mehr Leistung, Wohlfühlen. Und vor allem: Mehr Gewinn.

EUROBIKE: HALLE A4, STAND 600

Weitere Infos: www.wir-dress-you-win.com



BERND RECK HOPES YOU'LL STAY AWHILE

At last year's Demo Day, Bernd Reck, tourism manager for Argenbühl, personally welcomed exhibitors to the Allgäu farming and holiday region. Accompanying him was the community's 2008 Cheese Queen. We talked to Reck about how it feels to be home of Europe's only IBD "festival" and Demo Day's impact on the region's tourism industry.

ESD: Mr. Reck, when we met you last year you were well tanned, and we quickly realized why: The first-ever Demo Day in Ratzenried was blessed by outstanding weather and lots of sunshine. Is it always like this?

BR: Fortunately, we live on the edge of south Germany. In recent years we have always been in the top ten list of German locations with the most sunshine. Because of our warm and mild climate, Argenbühl is sometimes called "the Tuscany of the Allgäu".

ESD: If the weather is as fantastic as it was last year, will you provide sun hats and suntan lotion? Nobody thought about that last year.

BR: That's a very good idea. We will try to make this possible. I think sun lotion is OK. But it's a pity to keep the healthy Allgäu sun away from the faces of our guests with lotion and sun hats.

ESD: Could you please introduce your community to our readers? The structure of the Argenbühl community is not only confusing for international guests but also for Germans. For example, there is a highway exit for Argenbühl, but there is no town named Argenbühl. Please explain.

BR: The name Argenbühl might be a bit confusing because it is not a name of a town but of a community. It's the home of six villages: Christzhofen, Eglofs, Eisenharz, Göttlishofen, Ratzenried and Siggen. Argenbühl covers 76 square km [29 sq. miles] and has a population of 6,000 people.

ESD: Last year you welcomed every exhibitor in person. What does hosting Eurobike Demo Day mean for your community?

BR: It's a great pleasure and experience for me and the community of Argenbühl to welcome a lot of exhibitors and journalists. I very much like to meet such enthusiastic people from all over the world in our community. We are proud to host this wonderful international meeting.

ESD: Have you been able to convince some exhibitors to come back to your region for vacation?

BR: Yes, of course. I've heard from the owners of some holiday apartments that members of the exhibitor teams spent their holiday in Argenbühl. From exhibitors and journalists, I have heard that they will come earlier this year to enjoy a few days or hours here before Demo Day.

ESD: Has it been only German guests or also international guests who come here for vacation?

BR: Most of our guests come from Germany. But we also welcome guests from all over Europe.

ESD: Does your community use Demo Day in its marketing campaigns?

BR: Yes, of course. We will present our community at our Demo Day booth and advertise all of the tourist sites in our region.

ESD: Between mountain biking and road biking, which do you recommend for visitors?

BR: We have wonderful small roads and paths across our great landscape. Argenbühl is a bicycle paradise for commuters as well as for mountain and road bikers. The proximity of Lake Constance and the Alps make Argenbühl a splendid location for all types of cycling.

ESD: Apart from the trails, loops and paved roads for Demo Day, do you recommend longer rides for people staying after Demo Day?

BR: It will be my pleasure to name my favorite routes at Demo Day in person to exhibitors and dealers.

ESD: What kind of food and drink from Argenbühl would you recommend to Demo Day visitors?

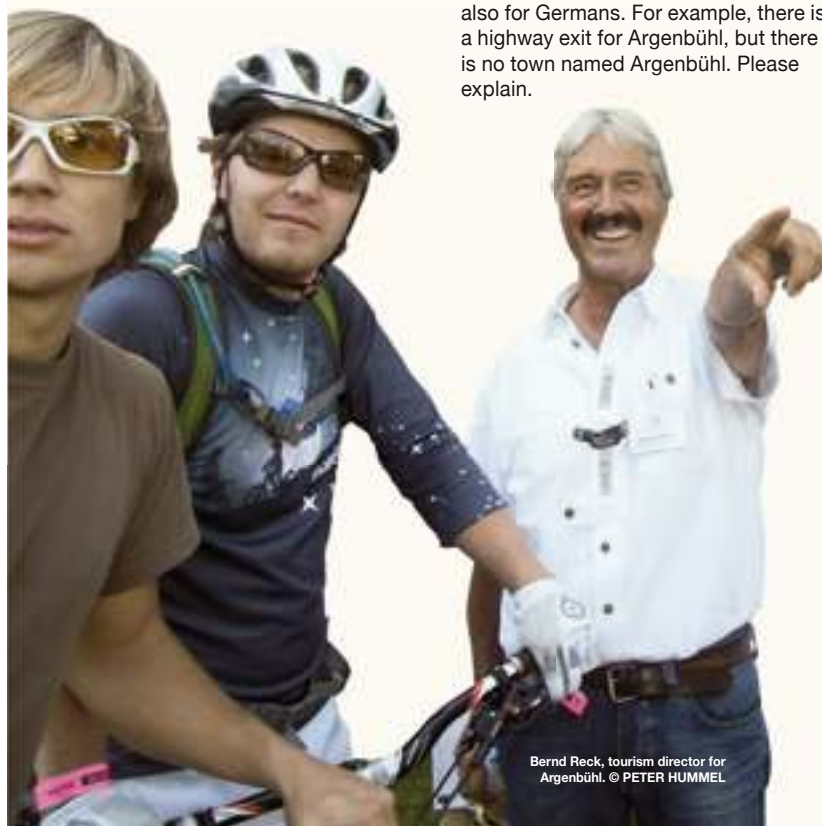
BR: Our associations offer the best specialties of our region. That includes cheese and beef from happy cows and pigs and other delicacies from Argenbühl.

A special drink is the "Most," made from Allgäu apple trees. It's a wonderful drink with a lot of vitamins and minerals—and a bit of alcohol. It tastes fantastic.

ESD: Can they get this here at Demo Day or at one of the region's traditional restaurants or beer gardens?

BR: Yes, sure. We have splendid traditional restaurants in Ratzenried, Christzhofen, Eisenharz, and especially at the historic village place of Eglofs.

- Jo Beckendorff



Bernd Reck, tourism director for Argenbühl. © PETER HUMMEL

DIRK HEIDRICH: DRIVING THE DEMO DAY

In October 2008, Dirk Heidrich succeeded Alexa Hüni as project coordinator for Eurobike's supporting programs. That made him responsible for Eurobike Demo Day, the first "festival" for European specialty bike retailers.

This year's Demo Day will again take place in Ratzenried, a charming small town in the Argenbühl cheese-making region, located in the Allgäu farming and holiday region. Before joining Eurobike, Heidrich studied sports and business management at Stuttgart University and worked for seven years as head of the sports department for the city of Ravensburg.

"I was responsible for all sport facilities and sport events in Ravensburg. One of them was the road bike race Eurobike Altstadt Kriterium, held

during each Eurobike show. That's how I also got in touch with the Eurobike management team," he said.

As an avid mountain biker he became interested in road racing while working on preparations for the Altstadt criterium. "Today, 50 percent of my sport cycling is on a mountain bike and the other half on a road bike. These are two different but very cool activities."

Asked what he rides for his daily commute, the 35-year-old smiled.



Dirk Heidrich is in charge of today's Eurobike Demo Day. © MESSE FRIEDRICHSHAFEN

"Don't laugh. I still use my old Centurion Accordo that I got from my parents when 13 years old," he said.

"Today, this is my commuting bike that I use for shopping and city trips."

Heidrich said most of the features from last year's inaugural Demo Day worked well, so won't be any major changes. "There will be some small improvements. But generally we received fantastic support from the Argenbühl community. The shuttle buses from Friedrichshafen to Argenbühl, as well as from Memmingen and Zürich airport to Argenbühl, will be on time as last year. The test trails and loops will be the same. There will be 3 mountain bike trails and 2 road bike loops as well as a paved road for testing commuting bikes and e-bikes. The MTB trails are marked in different colors: "Blue is for easy, red for medium and black for advanced. It's the same system used for winter sports," he said.



Restaurant guide THE BEST RESTAURANTS, AS CHOSEN BY LOCALS

Looking for good food, a cold drink and a place to relax after a long day at the show? No one knows the best restaurants in the area better than Friedrichshafen locals. We asked people who work at Messe Friedrichshafen every day to recommend their favorite restaurants. Here, exclusively for Show Daily readers, are their recommendations.



WOLFGANG KÖHLE

PR Manager, Messe Friedrichshafen

Gasthof zum Adler in Oberdorf near Langenargen is a cozy restaurant with a long tradition and one rarity: grilled chicken with salad, and cider on tap. There are of course other lunch and dinner goodies. Restaurants like Adler are definitely getting rarer.

Gasthof zum Adler

Adlerstrasse 3
88085 Oberdorf.
Tel.: +49 (0)7543 2807
www.adler-kugel.de



KLAUS WELLMANN

Messe Friedrichshafen CEO

I like to go into the restaurant of the Zeppelin Museum because of its modern and fancy ambience. They have an excellent cuisine with alternating menus combined with a fantastic view of Lake Constance, from the ferry harbor to the Swiss mountains..

Restaurant im Zeppelin-Museum

Seestraße 22
88045 Friedrichshafen,
Tel. +49 (0)7541 33306
www.zeppelinmuseum-restaurant.de

SPORT YOUR 'SPEED' WITH THE OFFICIAL 'RACE PIT' DEMO DAY SHIRT BY SUGOI

Are you in pole position? Then grab your official Demo Day Shirt before it's gone! Proudly sponsored by SUGOI, the jersey's race pit design with its white-and-black checks and graphics screams "Speed!" all over.

Available to media participants and staff at this year's Demo Day, whether passionate bike editor or committed trade fair employee. Made of breathable, functional FinoTech fabric, the shirt reflects the monochromatic tones and dynamic lines of the new Sugoi RSE collection, the "ultimate in technical cycling apparel."



SPIRIT OF THE SPORT

HOLLOWTECH II is covered with hollow forged outer shellings – save weight and increase rigidity. The result: optimal power transfer and improved shifting action.

Front derailleur with wide inner link with two gears for extra rigidity. The new front derailleur provides a feather-light downshift and smoother shifting stroke.

Dual Control Levers with carbon lever blades, precise cable routing and reach adjustment. Ergonomic lever shape for faster gear changing from different hand positions.

Rear derailleur features a wide outer link design and an aluminum pulley cage, resulting in crisp gear shifts.

Dual-Fix caliper brakes feature new compound brake shoes which double the brake performance in wet weather and also improve stopping power in dry conditions by 20%. Enhanced caliper construction provides increased linear response and improved cable routing.

New ULTEGRA

Lighter and better than ever – that's the new ULTEGRA 6700 Series. Its aerodynamic design and two-tone silver finish will delight all bike sports enthusiasts. Packed with the technical highlights of DURA-ACE, it takes shifting and braking performance to a new level. And all of this comes with a weight reduction of 150 g.



U.S. 'PRESS CAMP' PREVIEW 2010 RANGES

Twenty international bike editors were treated to a VIP stay at a top American resort this summer, plied with oodles of schwag, and made to test a bunch of top-end 2010 bikes and accessories. It's clearly a tough life.

For the 19 brands exhibiting at PressCamp in Sun Valley, Idaho, it was a chance to get quality, one-on-one time with the editors. The journalists, mostly Americans, represented such mainstream magazines as *Wired* and

Outside as well as bike magazines and Web sites including *Cyclingnews.com* and *PezCyclingNews.com*. PressCamp was the idea of industry veteran Lance Camisasca, former manager of the Interbike trade show. He created it so

smaller suppliers could host the kind of product launch that only the biggest brands can normally afford. The brands at PressCamp included BMC Racing; the Cannondale Sports Group family of Cannondale, GT, Mongoose, Schwinn,

and Sugoi; Delta 7 Sports; DT Swiss; Gore Bike Wear; Gore RideOn Cables; Lazer Helmets; Pedro's; Saris Cycling Group; Scott USA; and Smith Optics.

Camisasca said he was pleased with the inaugural PressCamp.

"We had very positive feedback from both sides. Lots of editors came up and said they appreciated the opportunity. It helped their ability to work through this tough economy," he said. "Lots of magazines are struggling with their budgets. It's time-effective to see 19 brands all in one place. Manufacturers realize going out to see media outlets one-on-one is tough."

Camisasca said next year's PressCamp will take place at the same time, the third week of June, and possibly at the same resort. He is also considering a European version of the event.

"I have strong interest in pursuing a Euro PressCamp, and my Euro friends believe it could work," Camisasca said. "However, I have not begun to create anything I could share at this time."

Below and on the following pages are some highlights from PressCamp.

- Carlton Reid

DT SWISS

The new M1600 pre-built wheelset, with shallow 23 millimeter (0.9 inch)-deep aluminum clincher rims, is aimed at the OEM market and is one of the cheapest ways of getting the company's star ratchet pawl system.




The M1600 pre-built wheelset, with shallow 23 millimeter (0.9 inch)-deep aluminum clincher rims. © DT SWISS

DT Swiss Aerolite spokes—bladed and butted—are fitted to cartridge-bearing hubs based on the DT Swiss 340 design. It's a near clone, albeit slightly heavier, of the higher-end 240s range. The wheelset weighs 1,600 grams (3 pounds, 8 ounces).

The RRC 1250 carbon clinchers, which should have been released earlier this year, now are part of the 2010 range. Fitted with top-end 190 Ceramic hubs and bladed Aerolite spokes, the wheels weigh 1,250 grams per pair (2 pounds, 12 ounces).


- CR




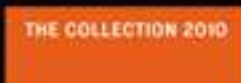
THE FUTURE OF E-MOBILITY

THE NEW eGO RACE*

VISIT KTM AT EUROBIKE 2009 HALL B5 / 300



* 8 brand new models - 2 different systems.
From Mountainbike to City. And all Highlights of 2010 models.

WWW.KTM-BIKES.AT Design by ddbsz.de



CANNONDALE 2010 LINE-UP

Since its purchase by Dorel Industries in February 2008, Cannondale is clearly spending more on R&D. The 2010 line-up includes the RZ One20, a new 120-millimeter (4.8-inch) full-suspension XC bike with an aluminum frame; the vibration-damping Synapse road bike; and expanded ranges of the Slice time trial bike and the Six Carbon road bike line.

The RZ One20, which replaces the Rush, is available in four models. It features a BB30 crankset (the FSA Afterburner), no surprise given that Cannondale developed the BB30 standard. Rear suspension links are specific to the frame size, so the full 120 millimeters of travel are available on all sizes. This also allows for greater stand-over height, useful for smaller riders.

The Six Carbon frame benefits from a improved carbon lay-up, making it 110 grams (3.9 ounces) lighter than last year's frame. Cannondale has lost another 300 grams (10.6 ounces) by making the Six fork fully carbon. The frame uses a BB30 bottom bracket. Bikes are spec'ed with Shimano 105 gruppos.

- CR

The Cannondale RZ One20, available in four models. © CANNONDALE



SUGOI'S H.O.V. LINE

The Canadian cycling and running apparel brand with the Japanese name (it means "incredible, cool, amazing") is also owned by Dorel and now produces all of the apparel for the Cannondale Sports Group brands.



SUGOI H.O.V. Urban Style. © SUGOI

"With four brand brothers, [there's a] lot of success being part of the Dorel family," said Gordon Wright, a company spokesman. "We're finding synergies all over the place. The tap has been opened. Sugoi's global sales were up 9 percent in the last quarter. In this economy, that's a real triumph."

Based in Vancouver, Sugoi is adding to its H.O.V. series of urban bike clothing, which it introduced for fall 2009. The 2010 line is much expanded and made with tech fabrics but in a more casual cut. H.O.V. garments are windproof and water repellent with a DWR finish. A Mobil Carbon fabric makes them rugged but stretchy. This fabric is also treated with anti-microbial "carbonized bamboo" to keep body odor at bay.

Sugoi's road kit, the RS, for Racing Series, is refreshed with an RSE range equipped with new performance fabrics and new shorts inserts. The line also includes a compression feature that Sugoi calls "Race and Recovery" (R+R). "Compression fabrics have been embraced by a wide range of athletes, and we've spent five years putting compression innovation in our products," said Stan Mavis, Sugoi's president.

"The performance benefits of compression have been proven, and with the Spring 2010 line we're introducing proprietary fabrics and manufacturing processes that will redefine the category."

- CR

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**A REVOLUTION
TO BE INCREDIBLE.**

SUGOI is pleased to present the new performance driven RSE collection at Eurobike

TO SEE MORE, VISIT SUGOI AT EUROBIKE.

Date: Sept 1-5 Hall: A6 Booth: 201

SUGOI.COM

Beijing to Shanghai in 20 Days at the age of 75 GIANT CO-FOUNDER KING LIU KEEPS ON PEDALING



King Liu co-founded Giant, now the world's biggest bicycle manufacturer, in 1972. Today, he's one of the world's biggest bicycling advocates. In May, the 75-year-old Liu rode 1,668 kilometers (1,036 miles) from Beijing to Shanghai, spreading his passion for cycling along the 20-day ride.

The septuagenarian engineer is no stranger to long-distance rides. Two years ago, he completed a 927-kilometer (576-mile) loop around his home nation of Taiwan that helped kick off a cycling renaissance there.

"I have spent 36 years at Giant to build the best quality bicycles in the world," Liu said before the China ride. "Now I would like to spend my next 36 years sharing the joy of the ride with all the people in the world."

Liu designed the special edition Giant Defy Advanced bike he rode in China.

The bike featured a symbolic color scheme - blue in the rear, white in the front - representing King's mission of uniting Taiwan and China towards embracing more healthy lifestyles.

"I want the relationship between the people of Taiwan and China to step out of the sorrow of the past [blue] and look forward to the bright future [white]," he said.

He inscribed a similar message on the fork: "Enhance the spirit of health on both sides of Taiwan Strait, enjoy the happiness of rolling on two wheels."

Liu and Giant have played major roles in promoting cycling in Taiwan. In January, Liu was named a senior adviser to Taiwan President Ma Ying-jeou, who has emphasized better ties between Taiwan and China.



ESD: How is China's bicycle market?

KL: Most of the Chinese use the bicycle for transportation. It seems like they have no choice. In China, "bicycle" almost equals "poor" and "backwards." In fact, the bicycle is good for health and is environmentally friendly.

You see many countries and cities trying to build a cyclist-friendly environment. Perhaps China has the opportunity to avoid all of the problems caused by motorized transportation - crowded highways, the energy crisis and pollution. That's why I am eager to share the joy of cycling with them.

ESD: What do you think of Eurobike?

KL: Eurobike is the largest bicycle show now. I visit nearly every year. It can be very inspiring for the Taiwan market. Taiwan has many good bicycle manufacturers, but the cycling market is not just bicycles.

ESD: What is the condition of cycling in Taiwan after the boom of recent years?

KL: We have more cyclists than ever now in Taiwan. But the roads are still not friendly to cyclists. Crowds of cars and scooters occupy the roads and cyclists can hardly survive.

We need a new traffic policy that is more concerned about cyclists and pedestrians. The old policy has been good for motorized transportation, but definitely not for cycling.

- Greg Chang



Giant recently worked with the government to introduce a public bike rental program in Taipei.

ESD's Greg Chang interviewed Liu:

ESD: What kind of response did you receive from your Beijing-to-Shanghai ride?

King Liu: Personally, my body wants to ride every day, so I keep riding and enjoy the habit very much. Otherwise, we got many requests from China. They wanted us to give advice on cycling tour routes. I went to China again with all the working crew.

The route around Qian Dao Lake (near Hangzhou) is suitable for bike trips as well as at Yang Cheng Lake (near Shanghai). Tai Lake (Jiangsu) is huge and beautiful, but the loop is 400km (249 miles) around. Maybe it is good only for racing.

King Liu, Founder of Giant.
© GREG CHANG





ANTAREX SAFETY LAMP
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MX-ONE
So small and so bright, MX is universal...
also for anywhere and anytime.
Come and touch me and you will see the bright star.

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YOUTH MEET STAND NO. A7-408

ANTAREX

Name Me!!
PRODUCT FEATURE

- ◆ MINI LIGHT
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BERGMÖNCH: HIKE UPHILL, FLY BACK DOWN ON WHEELS

The Bergmönch ("mountain monk") is a cool new idea ready for testing at this year's Demo Day. Bergmönch is a unique backpack that transforms into a full-suspension downhill vehicle. Carry it up the mountain like a backpack, then turn into a fun-packed downhill tool par excellence.

"Going uphill, you can climb unrestricted, with hands and senses free, then swoosh back down to your starting point, either standing or kneeling according to the terrain," say the two young inventors, Thomas Kaiser and Christian Wassermann. The product is available for the first time at Demo Day.

After winning the well-known start-up competition Brand New Award at Winter Ispo 2009, the company attracted the interest of Dutch bike brand Koga Miyata and German mountain sports brand Vaude. Koga Miyata is handling production and distribution while Vaude produces the backpack. Deliveries will begin in February 2010. The two Bergmönch inventors will stay on board. See this unique product at the Koga stand at Demo Day and at the show.

Hiking uphill, wheeling downhill: With Bergmönch Dutch bike brand Koga Miyata is adding a unique fun tool to its product collection.
© JO BECKENDORFF



Dana Carson, Hutchinson North America. © CARLTON REID

HUTCHINSON FUSION3 DEBUT

"The global economic situation has effected us in certain sectors, including a slight decline in sales of certain high-end categories, but not road tubeless. Road tubeless is still growing rapidly for us. We've also seen growth in our wire-bead, commuter, and cyclo cross business. "It's because the after-market repair business is growing. Sales of new bikes are slowing. People are fixing up their old ones," he added.

At the U.S. Press Camp, Hutchinson didn't formally show new products. At Eurobike, however, Hutchinson is introducing Fusion3, a triple compound all-weather road tire that promotes a long tread life with progressive lateral traction for fast cornering.

Dana Carson, managing director of overseas aftermarket sales for Hutchinson North America, said road tubeless sales had done very well last year and this year.

Carson also said Hutchinson was working on tubeless tires for urban commuter bikes. "It's still a production technology that's difficult," he said. "The engineers are working on ways to make the manufacturing process more affordable and doable with lower psi tires suitable for commuting. It's very high on the radar in both 700c and 26-inch sizes."

- CR

SCOTT USA 2010 GENIUS

Scott USA's 2010 Genius now has a metal three-position Traction Control 'Twinloc' lever which activates both the rear shock and the fork.

The bike offers up to 150 millimeters (5.9 inches) of travel front and rear. Other new bikes include the Voltage freeride and slopestyle bike with 180 millimeters (7.1 inches) of rear travel, and the Voltage 10 with 140-160 millimeters (5.5 to 6.3 inches) of travel.

- CR



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DAHON SEES STEADY GROWTH IN FIRST HALF

Dahon experienced steady growth in sales for the first half of 2009, with a 6 percent increase in unit volume and a 27 percent increase in revenues, compared with the year earlier period.

"Sales for the first half of 2009 went remarkably well considering the global economic environment," said Dr. David Hon, Dahon president and CEO. "Despite the worldwide economic downturn, our sales remained stable as more people turned to cycling for transport. In the last few years, cycling has gained a lot of traction as a consumer lifestyle choice for transport in big cities and we expect this trend to continue."

Dahon sold 254,000 folding bicycles in the first half of 2009 compared with 239,000 units during the same period in 2008. The 27 percent increase in revenues was driven by an increase in the average selling price of Dahon product as more people invested in higher quality commuting models. Dahon also saw good growth in parts and accessory sales, especially through its network of more than 1,000 dealers in China.

"Bicycles continue to prove to be a viable and efficient form of transportation from an economic and resource standpoint," Hon said. "More and more cities around the world are incorporating bicycle rental programs as part of their transportation infrastructure. And the overwhelming feedback from members of the global bicycle advocacy we met at Velo-city 2009 in Brussels is that folding bikes will be an integral part of future transport policy."



© DAHON



The BioLogic charger is integrated into the design of the IOS. © DAHON

STAND NO.
B4/501

DAHON PREMIERES NEW TECHNOLOGY-PACKED FOLDING BIKES AT EUROBIKE

At Eurobike 2009, Dahon is introducing new folding bicycles featuring revolutionary patented technology. The Eurobike Award-winning new IOS line is made up of full size bicycles with an ultra-compact fold.



© DAHON

IOS bicycles have the wheelbase, riding position, and handling characteristics of a full-size bicycle, but patented Dahon technology allows the bike to fold in seconds to a size only slightly larger than the most compact 20-inch folding bicycles. Riders who want a full-size bike but a compact convenient fold have the best of both worlds with the IOS.

HYDROFORMING TECHNOLOGY

The IOS uses hydroforming technology to shape the aluminum tubes of the bike. Hydroforming is a frame production process enabling a design language which frees itself from straight lines and allows for more organic and free-flowing forms.

The weight and strength optimization afforded by hydroforming makes the IOS frame one of Dahon's stiffest and strongest frames.

INTEGRATION CONCEPT

Integration is a core concept for the IOS. Pump, lighting, and even a phone and GPS charger are integrated directly into the design of the bike.

PATENTED ADJUSTABLE STEM DESIGN

The IOS is a bike that adapts to the rider, no matter how they like to ride or how tall they are. A patented new adjustable stem design converts the IOS from a leisurely cruiser to a lean and mean speed machine. The IOS is the new face of modern urban mobility. The IOS Series XL and IOS P7 will be available worldwide in 2010 at a suggested retail price of 999- 1,499 (\$1,300-\$2,140). The IOS has won a coveted Eurobike Award. Details will be announced tomorrow at the Award Ceremony in Hall 4 at 6 p.m.



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SRAM'S LONG-AWAITED XX MTB GROUPSET IS HERE

SRAM's first complete MTB groupset was worth waiting for! SRAM XX features a combination of double front chainset and 10 speed cassette (2x10 or XX).



STAND NO.
A3-201

The new Matchmaker X is a single clamp which fastens the shifter, brake lever and dedicated Hydraulic fork lock-out unit. © SRAM

The XX chainset is a carbon-wrapped aluminium core design (available in 170 and 175 millimeter lengths). The bottom bracket has hybrid ceramic cartridge bearings (ceramic balls with steel races). SRAM makes all 10 sprockets available in both rings by reducing the Q Factor (distance outside of cranks) to 156 millimeters, and the chainline to 49.5 millimeters.



Lightweight magnesium rear derailleur has an upper jockey wheel with is offset from the cage pivot giving clearance for the 36 sprocket. © SRAM

This development also produces a smoother pedalling action. A wider Q Factor model is also available to accommodate some frame specifications. Chainrings have BCD (bolt hole diameter) of 120 and 80 millimeters, and come in three combinations (26/39, 28/42 and 30/45). The key point is that the outer ring has exactly 50 percent more teeth than the inner.

This is the basis for X Glide Technology, which optimizes shifting under load.

The 10-speed cassette is based on the Power Dome road cassette. The inner eight sprockets are CNC machined from a single piece of metal (which takes nine hours to produce). The biggest and smallest sprockets are made separately. The open design should keep mud clogging to a minimum.

Two combinations are available (11-36 and 11-32). The front XX derailleur has a shorter cage and incorporates a flexible band clamp, ideal for non-round tubes. The lightweight magnesium rear derailleur has an upper jockey wheel with is offset from the cage pivot giving clearance for the 36 sprocket.

Brakes have forged magnesium calipers with aluminium rotor carriers. Brake levers are a combination of magnesium body with carbon levers. The new Matchmaker X is a single clamp fastening the shifter, brake lever and dedicated hydraulic fork lock-out unit. This works with a range of compatible forks.

- Susan O'Mara



Chainset is a carbon wrapped aluminium core design and Front XX derailleur has a shorter cage and incorporates a flexible band clamp (ideal for non-round tubes). © SRAM



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Grand opening: Tektro president Gary Chen addressed some 680 guests at the grand opening of his new factory in March. © JO BECKENDORFF



Tektro's high-end products for 2010 come out of this new factory, which opened in March. © JO BECKENDORFF

TEKTRO STARTS HIGH-END PRODUCTION AT NEW FACTORY

Visit the Tektro booth at the show and you'll see some of the first high-quality brake products to come out of the company's new state-of-the-art factory in Sioushue, Taiwan. Sioushue is part of Taiwan's "bicycle province" of Changhua, and Tektro opened its new factory on the eve of the Taipei Cycle Show in March.

Some 680 international guests made this grand opening one of the most impressive industry get-togethers of the year. The new factory suits the company's growth strategy of producing high-end products in Taiwan.

Leo Chen, Tektro's general manager, said the company invested some 300 million Taiwan dollars (€6.4 million, or \$9.14 million) into its new headquarters and factory.

For Tektro president Gary Chen, it was a huge step. "For the first time, our 23-year-old company has its own home," he said.

The factory, which sits on 15,800 square meters (3.9 acres) of land

offers 11,790 square meters (127,000 square feet) for manufacturing. Next door is the 2,940-square-meter (31,650-square-foot) administration building. A total of 270 employees work in the Sioushue plant, while Tektro operates two factories in China.

"We can now put everything together and concentrate more on in-house production than on working with sub-contractors," Leo Chen said. "With in-house production, we also can keep our know-how in-house."

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Road Test: Shimano's New Ultegra

ULTEGRA 6700 GETS COMPLETE REVAMP: CLEANER LINES, IMPROVED PERFORMANCE

The first impression of the new Ultegra 6700? "Good looking." Taking its styling cues from the Dura-Ace 7900 groupset, it shares the same general appearance. The finish is classy with a light grey anodised finish, instead of the black of the Dura-Ace 7900.

It not only looks light; it weighs 151 grams (5.3 ounces) less than the previous 6600 groupset. The crankset has the hollow tech chainring introduced on the Dura-Ace 7900, giving a chunky appearance in all the right ways, strong and aerodynamic at the same time.

both (FC-6700) Double Crankset and (FC-6750) Compact Crankset (which is becoming more and more popular with cyclosportive riders). Separate (FD-6703) front & (RD-6700 GS) rear models are required for use with (FC-6703) Triple Crankset.

On previous models the gear cable path tended to lie just where your thumb wanted to rest.

The carbon fiber levers are nice to use as well as good-looking. It is anticipated that the levers would not be cold to the touch in bad weather conditions. When viewed from the front, the lever blades project out past the handlebar drops. This looks a little odd, but when in use, the lever is positioned closer to the fingers and makes shifting even easier than before.

Ultegra SPD-SL (PD-6700) pedals match the colour of the 6700 groupset. Fitting of cleats is simple as the open design allows for easy access and cleat adjustment. Large cleats allow for quick engagement and the smooth mechanism of the pedals allow easy exit. Low profile design increases ground clearance while cornering. Cleats come in two versions: Red (SM-SH10) fixed and Yellow (SM-SH11), with 3 degrees of float in each direction.

In summary, the latest Ultegra groupset is pleasant to use. There is a nice feel from the front end due to the redesigned levers. The transmission is very quiet, and there are absolutely no rattles or grinding noises while riding. The gear change works smoothly and positively. The brakes are responsive and also have a smooth progressive action. Very little strength is necessary to produce remarkable stopping power.

This groupset is ideal for anyone who does not want to go all out and buy the Dura-Ace 7900 groupset. It is especially suitable for female or younger cyclists starting out, as its light action, accurate gear change and slim contoured levers (with reach adjustment) are suitable for smaller hands. Cyclosportive riders will love this groupset with its modern aerodynamic look, lightness and wide range of gear ratios.

- Susan O'Mara



The Ultegra group set. © SHIMANO

The crankset comes in three versions: FC-6700 Double Crankset with either (53-39T) or (52-39T) rings, FC-6750 Compact (50-34T) rings and FC-6703 Triple (52-39-30T) rings. Each version is available in four crank lengths: 165 170, 172.5 and 175 millimeters. Gear ratios are available in a wide range due to the new Ultegra Hyperglide 10-speed cassette combinations: (11-23T), (12-23T), (11-25T), (12-25T) and (11-28T).

The rear derailleur has a chunkier look than previous models, while the front derailleur seems to have no major structural changes to the untrained eye. FD-6700 (front) and RD-6700 SS (rear) standard derailleur models have been designed to accommodate

The big modification to this groupset over previous models is the new STI integrated brake/gear levers. These look different, with the new carbon fiber levers and the absence of visible gear cables, which are now routed around the handlebars and concealed by the handlebar tape.

The change to the levers is not merely aesthetic. The slimmed-down hoods look neater and lighter, and are also nicer to hold. This is especially good news for those with smaller hands. The rest portion has gained more length since the cable no longer gets in the way. This makes the hoods more comfortable and allow a natural thumb position.



Front derailleur © TOM KAVANAGH



© SHIMANO



© TOM KAVANAGH



Rear derailleur © TOM KAVANAGH

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Market Report: Switzerland

E-BIKES, INCREASED RIDERS HELP SWISS MARKET DEFY ECONOMY

Many Swiss bicycle retailers lost sleep early this year, fretting over the global economic crisis and a long, cold winter that delayed the start of the selling season. But since the first warm weeks of April, their fears have largely turned out to be groundless.



"By May we had compensated for the drop in sales in the earlier months," said Thommy May of Fuechter, a bicycle shop in Rheinfelden.

Bicycle sales since have remained stable, and Swiss industry experts expect 2009 sales will be on par with last year's results. That would suit retailers just fine, because 2008 was a good year for the Swiss market.

According to import statistics and statements of Swiss manufacturers, Swiss retailers sold roughly 435,000 bikes in 2008.

Mountain bikes remain the top category with a market share of 45 percent, followed by commuter and trekking bikes with approximately 30 percent market share. The market has not escaped the global financial crisis. High-end sales have clearly dropped. "Expensive full suspension mountain bikes and road bikes were particularly bad sellers in the last months," said Peter Züst, product manager at Amsler & Co., which distributes Sram, Felt and BBB in Switzerland.

However, e-bike sales have helped make up for the drop in the high-end segment as the category continues to grow in popularity. Newride, an organization that promotes e-bike use, estimates that Swiss consumers bought 16,000 e-bikes during the first six months of the year - 3,000 more than were purchased during the whole of 2008.

If this trend continues through the second half of the year, e-bike sales could double for the third year in a row, according to Newride. This is of particular importance for specialty retailers because e-bikes command high prices.

"Our entry-level models are still in less demand than our more expensive bikes," said Kurt Schaer, managing director of Flyer, the Swiss e-bike market leader.

Another reason for specialty retailers' satisfaction with e-bike sales is that they have the market mostly to themselves.

Neither sporting goods chains nor general retail stores play much of a role so far. Compare that with the rest of the Swiss bicycle market, in which sporting goods chains account for a third of unit sales.

Measured by sales, however, non-IBD retailers play a less important role because they focus almost exclusively on the lower end of the market, while IBDs focus on bikes that sell for more than €550 (\$790).

In 2008, IBDs raised the average sales price on a bike by 8 percent over the previous year to about €800 (\$1,150). The economic woes have affected service departments, which also play an important role for Swiss IBDs.

"People who are short of money are more likely to have their bike well reconditioned than to buy a new one," retailer May said.

time have a lot of leisure time but very limited financial means," he said.

"Compared to other hobbies, cycling is cheap and the extensive bike path network in Switzerland is attractive."

Yet the increased business at service departments has a downside. Many retailers are at the limits of their capacity, but are not bringing in enough income to hire more staff. And even if a retailer can afford another mechanic, finding one is difficult. Although the general unemployment rate is rising, qualified professionals are hard to find.

A survey conducted by the Swiss retailer magazine *Ride Business* this summer showed that roughly half of all qualified bicycle mechanics have left the industry for better paying jobs and shorting working hours in other professions. While the current market is relatively stable, bicycle retailers remain nervous.

"We will see only in 2010 how well the bicycle industry survived the crisis," one observer said.

Still, the increased awareness of the environmental and health benefits of cycling, combined with the popularity of trendy, high-priced e-bikes, are helping Swiss retailers overcome the weak economy.

- Urs Rosenbaum

DEMO DAY EXHIBITOR PLAN



DEMO DAY AREA MAP



DEMO DAY 09 TRAILS GUIDE



DEMO DAY 09 ELEVATION PROFILE



DEMO DAY 09 INFORMATION

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Market Report: Italy 2008-2009

GOVERNMENT SUBSIDIES RELIEVE PRESSURE ON ITALIAN INDUSTRY

The Italian bicycle industry faced a difficult year in 2008. Uncertainty about the economy mounted in February, with the full force of the financial crisis hitting Italy by June. The nation was in a deep recession by the last quarter of 2008. As a result, domestic bicycle consumption went down 9.5 percent to some 1.8 million units, from 1.99 million bicycles in 2007.

The import of complete bicycles also dropped by 14.8 percent, but Italian bicycle exports increased by 14.4 percent. The average value of exported bicycles fell to €80.71 (\$115.36) from €90.19 (\$128.91) in 2007 and €100.70 (\$143.93) in 2006. According to statistics from ANCMA (the National Association for the Bicycle & Motorcycle Industry), the Italian industry produced a total of 2.38 million bicycles, a decrease of 5.6 percent from 2007's 2.52 million. The first two months of 2009 were particularly difficult for the industry, but government incentives for bicycle purchases in April appear to have saved the industry.

THE BICYCLE MARKET IN 2008

Although the bicycle industry suffered along with other Italian industries in 2008, exports provided the most positive news. Italian manufacturers exported a total of 1,553,409 bicycles in 2008, compared with 2007's 1,357,991 units, a healthy increase of 14.4 percent and a positive development which began in 2006. But the average value of exported Italian bikes fell by 10.5 percent to €80.71 (\$115.34).

This indicates that Italy exported high-end bicycles but not in the large numbers of the past. Imports decreased by 14.8

ITALIAN BICYCLE MARKET 1999 – 2008				
Year	Production	Export	Import	Domestic Consumption
2000	3,250,000	1,752,345	224,450	1,722,105
2001	2,650,000	1,411,791	445,819	1,684,028
2002	2,350,000	1,419,193	453,951	1,384,758
2003	2,550,000	1,588,963	471,550	1,432,587
2004	2,600,000	1,554,246	631,036	1,676,790
2005	2,400,000	1,343,286	820,736	1,877,450
2006	2,418,000	1,238,810	764,119	1,943,309
2007	2,520,000	1,357,991	827,080	1,989,089
2008	2,380,000	1,553,409	704,280	1,800,000

percent to 704,280 units (2007: 827,080). But the average value of the bikes imported into Italy went up by 18.4 percent to 111.54 (\$159.42) (2007: €94.22, \$134.67) indicating that not many cheap bicycles came from China, and that the EU's anti-dumping measures are working. This was the first time the average price of imported bicycles increased substantially since 2001-2002.

Based on ANCMA's estimates, deliveries of complete bikes to the market totaled 1.8 million units in 2008, reflecting a decrease of 9.5 percent from 2007, which saw 1,989,089 bicycles go to the different distribution channels. ANCMA thinks there were no radical changes in the different segments of bicycles sold in 2008.

Recreational mountain bikes remain the biggest single category with a market share of around 33 percent, while city and sport bikes account for about 18 percent of the Italian market. Road bikes have a 4 percent market share, a small but very important market for the Italian industry since it is based on very high value products. Kids' bikes have a 45 percent market share. An estimated 10,000 electric bikes were sold in 2008.

THE ITALIAN PARTS AND COMPONENTS MARKET IN 2008

Italy is one of the few European countries that still possesses an extensive bicycle component industry. Companies like Campagnolo, Selle Italia, Selle Royal, Selle San Marco, etc., are just a few of the well-known Italian names in the world of bicycle components. Exports of parts and components fell in 2008 after a healthy increase one year earlier. The export value of Italian-made components declined by 6.8 percent from €425.02 million (\$607.26 million) to €396.23 million (\$566.1 million), according to the Italian statistics office ISTAT.

The quantity of exports also declined by 9.6 percent. Italian saddle makers have done well, with a 6.7 percent increase in export value in 2008 to 77.06 million (\$110.10 million) from €72.21 million (\$103.2 million), but on a 3 percent drop in units.

The export of chainwheels declined by 21.1 percent from €26.6 million (\$38.01 million) to €21 million (\$30.01 million). But the figures from 2007 were misleading. The decrease is real, but not as big as the statistics seem to show. The export increase of gears for group sets was a healthy 3.7 percent in value to 16.64 million (\$23.78 million) and 24.1 percent in units. But these figures show that

there was a trend towards lower-priced products in 2008. Exports of Italian-made high-end frames increased again by 7.5 percent to €25.71 million (\$36.74 million) from €23.9 million (\$34.15 million).

THE BICYCLE MARKET IN 2009

The bicycle industry has been hit hard since the last quarter of 2008 due to the economic crisis. The first two months of 2009 were particularly difficult for the industry because of unusually cold weather and banks reducing credit to the industry, IBDs and consumers. "Some good names in the bicycle industry were on the brink of closing their doors at the end of the first quarter of 2009," ANCMA's Piero Nigrelli said.

Fortunately, the Italian government launched an €8.75 million (\$12.51 million) incentive to encourage bicycle purchases in April. Consumers received up to 30 percent of the purchase price of a new bicycle, up to a maximum incentive of €700 (\$1,000). The incentive was valid for bicycles and e-bikes costing up to €2,330 (\$3,330). Incentives also were extended for the purchases of certain scooters, as long as older scooters were scrapped. The incentive proved so successful that the budget was exhausted within four weeks. IBDs sold more than 40,000 bicycles in a very short time but, more important, the scheme got lots of consumers into their shops. Indeed, it seems that more Italians are cycling again, surely motivated by the shortage of money in their pockets.

FORECAST FOR 2009

Because the April 2009 incentive program proved to be so popular, the Italian Ministry for the Environment decided to allocate another €10 million (\$14 million) towards the purchase of bikes and ecologically friendly PTW (powered two-wheelers) in a new program for the second half of 2009. Because the PTW industry did not benefit from the first plan, half of the new incentive program is allocated for PTW purchases.

That leave €5 million (\$7 million) for bicycle consumers. The new incentive plan will offer up to €200 (\$285) for each consumer. It is scheduled to begin in mid-September.

Meanwhile, the popularity of e-bikes is growing in Italy, but their status remains far behind that of northern European countries. It is expected that e-bike consumption will reach around 30,000 units in 2009.

- German Eslava

wellgo

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EUROBIKE
BOOTH: B2-502



BICYCLE PRODUCTION BY CATEGORY

Category	2005	2006	2007	2008 (estimated)
MTB	35.0%	33.5%	35%	33%
City, Sport	17.5%	18.0%	20%	18%
Children 10-24	43.5%	44.5%	41%	45%
Road Bikes	4.0%	4.1%	4%	4%



Michael Bollschweiler, chief editor of German bicycle retail magazine RadMarkt Bike Shop News. © ASTRID JOHANN

STAND NO. P-EAST/1

Market Report: Germany DEALERS NAVIGATE POLARIZED MARKET FOR BIKE SALES

The German bicycle market proved to be recession-resistant during the first half of the year, as sales increased at many independent bicycle dealers. According to a survey by RadMarkt, the German magazine for bicycle retailers, more than half of retailers who served on a magazine panel reported sales increases at least 5 percent during the first half of the year, compared with the comparable period of 2008. The average increase was 11 percent.

In a reverse of last year's conditions, shops reported sharp increases in April and flat sales in May because of weather—demonstrating that weather beats economic cycles, as a retail consultant once remarked. However, 15 percent of the retailers on the RadMarkt panel reported lower sales for the first half, with sales for most of these retailers falling by more than 5 percent.

This apparent polarization in the German retail market stems in part from price pressures imposed by big box and on-line retailers. Big warehouse stores are buying bikes in large quantities and backing them with some servicing. The Real supermarket chain, for example, has created a new bicycle concept store that includes ample showrooms, skilled sales staffs and repair shops that promise a 48-hour turnaround. So competition at the entry level is becoming stiffer for independent retailers.

On-line retailers, meanwhile, often concentrate on products that have been well-publicized by test reports in the cycling press and by on-line groups. These retailers often sell high-end parts at prices that sometimes are below wholesale prices. IBDs are trying to navigate the competition to find their niche, which often includes more knowledgeable sales staffs and better service departments. There is some concern that bicycle sales will slow in the second half of the year as manufacturers receive fewer mid-season reorders compared with the 2008. Any worsening of Germany's unemployment rate also would dampen bicycle sales. Some retailers said e-bike sales could help lift the overall bicycle market. Models with smaller batteries and longer ranges are coming to market as manufacturers target a wider variety of users.

- Michael Bollschweiler

Market Report: Austria MARKET HOLDS STEADY AS CYCLISTS TURN TO REPAIRS

Like Germany, the Austrian bicycle market expects to see slight growth this year, which would have been greater had poor weather in February and March not dampened sales. Given the economic crisis, however, retailers cannot be too dissatisfied with their results.

Unlike other European countries, the electric bike has not made much of a presence on Austrian streets although the Austrian media has focused much attention on e-bikes.

Although sales numbers are not known, it is safe to say that e-bikes have not made the same inroads in Austria as they have in Germany or the Netherlands.

According to Helge Fellner, marketing manager of wholesaler Thaling-Lange, market experts say prices in Austria rose by about 10% this year.

Independent bicycle dealers continue to focus on medium to high-end markets, concentrating on sales expertise and servicing.

The Austrian media have reported a lot about cycling.

Local governments and non-governmental organizations have been advocating infrastructure improvements for cyclists, while Austrians become increasingly aware of the ecological and health benefits of cycling.

So the sales environment remains favorable for Austria's cycling industry.

While bike sales have risen only slightly, the number of repairs has increased significantly, leading to increased demand for spare parts.

According to a poll conducted by the Austrian traffic organization VCÖ, 47 percent of Austrians say they are cycling more than they did last year, but prefer to fix up their existing bikes rather than buy new ones.

- Michael Bollschweiler



RadMarkt covers the German, Swiss and Austrian retail market. Founded 1886 it is probably the oldest existing bicycle magazine in the world.

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Eurobike Travel Talk CONFERENCE AIMS TO BRING CYCLING & TOURISM TOGETHER

Cycling tourism is big business in Germany and elsewhere in Europe, and Eurobike is again sponsoring the Eurobike Travel Talk conference beginning at 11 a.m. Friday.

Travel Talk, Eurobike's international conference on cycling tourism, aims to bring together officials from the bicycle and tourism industries. © EUROBIKE



"The latest study conducted by the German Tourist Association confirms that cycling tourism has become a significant segment within the tourist branch," said Stefan Reisinger, Eurobike's project manager.

"Twenty-two million [hotel] beds per year are attributed to cyclists on tour in this country alone. Germans aren't content to just pedal between the North Sea and Lake Constance. They go further afield: The Alps, the desert and even the urban jungle."

Now in its eighth year, Eurobike Travel Talk is presented by Velokonzept Saade GmbH, a bicycle networking association and lobbying group in Berlin.

Unlike Eurobike's Holiday on Bike, which is open to the public, attendance at Travel Talk is restricted to bicycle and travel industry professionals, said Ulrike Saade, Founder and GM of Velokonzept.

"We created a virtual platform that offers a tight network between the bicycle and tourist industries," Saade said.

"We believe that this could lead to a 'win-win' situation. If a holiday region wants to find a bicycle manufacturer that can help them create a bicycle tourism program, the Travel Talk Cooperation Exchange can bring them together. Or perhaps a bicycle manufacturer is searching for a community to effectively showcase its products. We want to bring all these people together."

Saade noted that Travel Talk is not just focused on Germany. "The German-speaking bicycle market might have been in the spotlight because it is the most profitable one in Europe," she said. "But our congress is not a German-market-only event. We are eyeing international industries with success."

She said last year's event drew attendees from 15 countries. This year's Eurobike Travel Talk will feature simultaneous English translations of all presentations.



Ulrike Saade, founder and general manager of Velokonzept, which is presenting the Eighth Annual Eurobike Travel Talk. © VELOKONZEPT

If you are interested in attending Eurobike Travel Talk, it's easy. "Your Eurobike ticket is also your Travel Talk ticket," Saade said.

**Eurobike Travel Talk,
11 a.m. Friday,
Conference Centre East,
Foyer East, Upper Floor**

VAUDE PREMIERES BIKE SHOE LINE

Mountain sports company Vaude debuts first cycling footwear range at Eurobike Demo Day.

Vaude is showing a total of seven models in a bike shoe collection aimed at mountain bikers, randonneurs and everyday cyclists. Debuting at Eurobike, the shoe line is seen as a logical extension of a steadily growing bike product range from the Tettang-based mountain sports gear maker. The seven models include two race shoes for mountain biking and competitive athletes, three All-Mountain models ideal for Alps Crossers, and two Trek & Trail models for touring and everyday cycling. The soles of the shoes have different profiles according to purpose and are compatible with cleats, so the shoes can be used for both walking and cycling.



STAND NO. **A4/400**

© VAUDE



Maloja's first flagship store opened in the Bavarian metropolis Munich. © MALOJA

STAND NO. **FG B9/1**

SEE MALOJA HERE OR IN MUNICH

Eurobike is so packed that it is hard to see every exhibitor. But if you overlook the latest bikewear collection at Maloja, the southern Germany sports and cycling apparel brand, you might get another chance.

Maloja has established a flagship store in Munich's hip downtown neighborhood known as Schwabing. The 80-square-meter (860-sq.-ft.) Maloja World opened in April at Amalienstrasse 67. So if you're flying out of Munich, stop by and check out Maloja's cycling apparel line.

THE NEW SIMPLON BIKE: TRY A SERUM INJECTION

If you've never heard of custom bike producer Simplon, you probably don't live in a German-speaking country. Simplon, Austria's No. 2 bike manufacturer, says it has its hands full just serving the German-speaking market and has no plans to expand right now.

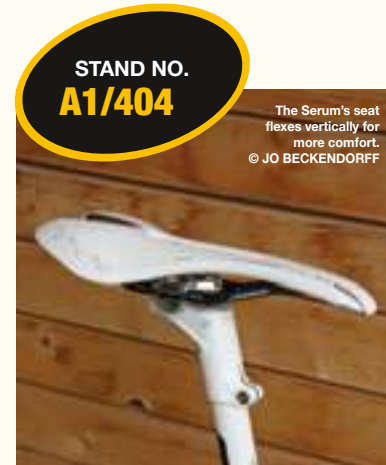
Markus Schleszies, Simplon's customer service manager with Simplon's new top-end road bike, the Serum. © JO BECKENDORFF



"We still have enough to do in Germany, Switzerland, Austria, the north of Italy and Liechtenstein. That's what we are concentrating on right now," marketing manager Armin Degasperi said.

Simplon produces about 16,000 units a year from its headquarters and factory in Hard, near Lake Constance. To get an idea why this family-owned company (its motto is "individual bikes, handmade with pride") has been so successful, try its new road bike, the Serum, at Demo Day.

The new top-of-the-line model combines the stiffness of its current top-end model, the Pavo carbon fiber bike, with impressive comfort features but "without losing much stiffness, and with another 265-gram [9-ounce] reduction in weight," Degasperi said.



STAND NO. **A1/404**

The Serum's seat flexes vertically for more comfort. © JO BECKENDORFF

Serum's most eye-catching feature is a unique "Slim Vibrex" seat stay. Combined with a Vibrex seat tube, the Slim Vibrex offers vertical flexibility of the seat.

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OPTIMISTS SAY E-BIKE SALES COULD SURPASS MTB BOOM

There's no question that in certain European countries, e-bikes are one of the hottest topics for specialty bicycle retailers. Rising consumer awareness of the e-bike's environmental benefits, as well as its improved reliability, has created a demand that e-bike manufacturers are unable to satisfy.

Crisis? What crisis? With an eye toward extracting as much profit from the e-bike boom as possible, the bicycle industry isn't feeling any crisis.

In the Netherlands and Switzerland especially, demand is skyrocketing. In 2008, Dutch e-bike sales surpassed 120,000 units, while Swiss experts estimate sales this year will reach about 30,000 units. Demand in other nations such as Germany (with 2008 e-bikes sales of around 100,000 units) is also rising quickly. Optimistic insiders believe the coming e-bike boom could surpass the mountain bike boom of the 1990s. Some estimate that e-bike sales in Switzerland could not only double, but triple. That would mean one out of every 10 bikes sold in Switzerland would be an e-bike.



NIRVE'S E-CHOPPER IS EQUIPPED WITH A BIONIX E-BIKE KIT. © PETER HUMMEL

Others forecast that in about two years, one-third of commuter bike sales will be e-bikes. In markets such as Switzerland, e-bikes soon could account for at least half of all sales for independent bicycle dealers (IBDs). It's also likely that every bike brand soon will offer an e-bike model, not just the e-bike-only brands.



Solex is a trendy, zero-emission electric vehicle. © SOLEX

The stereotype of the e-bike—for elderly or handicapped riders—is largely dead. Today e-bikes target several consumer segments, from the classic “60-plus” riders and “best-agers,” to environmentally conscious commuters who want to reach the office without raising a sweat, to mothers who have to transport their kids, to people who want an easy way to shop.

“The average age of e-bikers has been falling every year for nearly 10 years,” said Kurt Schär, general manager of Biketec, the maker of the Swiss Flyer.

The design of the e-bike is also changing. For the larger audience are bicycle look-a-likes. But other riders are proud to show off their e-bike systems. That is why many suppliers simply mount an e-bike kit, including hub motor, on their models. Their batteries are mounted under the rack, an outdated construction that is not well-centered.

Giant has tried a more elegant solution by hiding the batteries in panniers. And, of course, Accell and its Sparta, Koga-Miyata, and Hercules brands integrate the batteries inside the frame, which allows them to create interesting new e-bike designs. High-performance models also are popping up. The so-called “fast segment” (with speeds of up to 45 kilometers an hour, or 28 miles an hour), dominates this group. Pioneering e-bike brands such as Dolphin and Flyer (with their F- and S-series) helped create this segment.

The BionX system from Canada also serves the performance market and has been used successfully on some cross and trekking bikes as well as recumbents. Another clever solution is the Gruber Assist, an ultra-light kit for mountain bikes. The motor is mounted in the seat post and the batteries are housed in panniers.



The 20" compact Isy Flyer is made by Biketec. © BIKETEC

A totally new market is the so-called “fun-segment” that includes e-cruisers and e-choppers. The new E-Solex could also attract a wider group of former Solex riders, who could buy one and dream of the old days. And then there is the Elmoto, a cross between a bicycle and a scooter, offering an e-bike-like solution for urban lifestyles.

“These mixtures of bicycles and scooters will lead into a complete new e-bike category,” said Peter Hostettler, general manager of Intercycle, a Swiss distributor that carries the Elmoto.

Meanwhile, e-bike performance has improved enough so that most problems have been eliminated. Nevertheless, IBD's who are jumping into the e-bike market should make sure their mechanics have a lot of technical know-how and skills. Retailers also should know enough about the market to give their customers an overview of the differences between the current systems on the market. They should also be able to answer the most common questions from consumers, which typically concern an e-bike's range and its durability.

The current state of the art is lithium-ion batteries, made from cobalt and manganese. They last between three to six years, although the range is sometimes below the supplier's published figures. However, riders should be able to average 20 to 40 kilometers (12.5 to 25 miles) on a hilly course.

Last but not least, the once promising technology of fuel cells seems to have disappeared. Thanks to new innovations, the e-bike market has “graduated” to high-tech battery technologies.

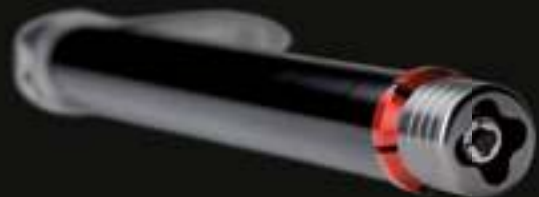
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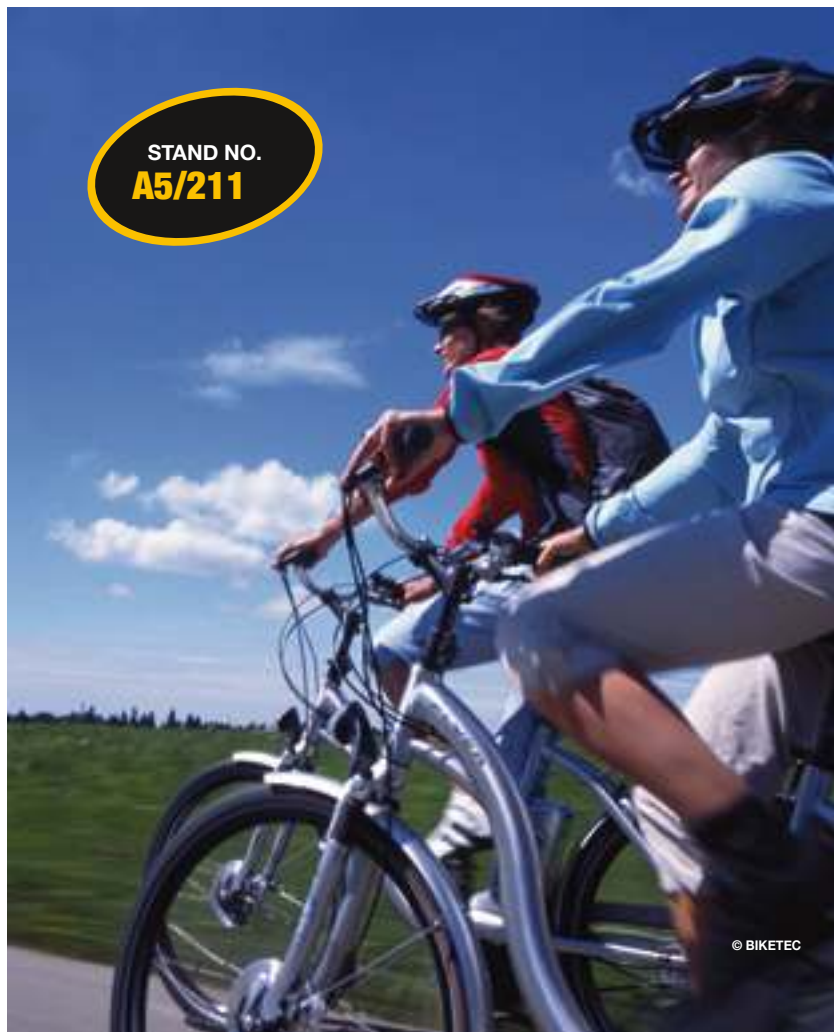


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STAND NO.
A5/211

© BIKETEC

BIKETEC USES TOURISM PARTNERSHIPS TO BOOST E-BIKES

In Switzerland, nothing says "e-bikes" like Flyer. Flyer, a brand of Biketec, maintains a 70 percent market share of the Swiss e-bike market, in part because Biketec realized early on the importance of e-bikes for tourism.

Biketec partnered with Rent a Bike, which offers 250 Flyer bikes for rent at three dozen Swiss train stations. To supplement its network of rental bikes, Biketec has established a network of battery changing stations in areas that are heavily visited by tourists. The network allows cyclists to tackle several Swiss mountain passes a day without running out of power.

These 13 Swiss destinations now offer Flyer tours: Engadin, Swiss Canyon (Flims), Biosphäre Entlebuch, Appenzellerland, Unterwalden, Berner Oberland, Haslital, Saanenland, Wallis-Goms, Lago Maggiore and Alpine Pearls Arosa.

Flyer and Rent a Bike also are developing what they call E-Bike Parks. The first, in the Jura Drei-Seen-Land region, offers 15 e-bike rental stations that are close to train stations, along with several battery changing stations near hotels and restaurants. Riders can rent by the day or the week.

Biketec is also branching into the German and Austrian tourist markets. Working with Movelo, Biketec has installed Flyers in such holiday regions as Berchtesgadener Land, Chiemgau, Salzburgerland, and the Black Forest. The strategy has helped Biketec keep a huge piece of the German-speaking e-bike market in its hands.

- PH

LIKE YOUR SKINS? GET A DISCOUNT!

Hurry to the stand of compression wear pioneer Skins at Demo Day - the debut exhibitor is offering a nice deal.

"We're giving out 500 body-molded, compression performance cycling knickers, bib knickers, tights and bib tights for testing. If the dealer doesn't like the item he can give it back at the end of Demo Day. Otherwise, he can buy it for the killer price of 50 Euro," says Christian Scheffold, regional manager for the Australian technical textile supplier.

Regular retail prices for a pair of Skins cycling shorts start at 199 Euro (\$285). The bicycle segment is a new market for Skins but they are entering it full-on.

"You've worn Skins to enhance your performance in training and recovery - now wear them to improve your performance while riding," says marketing coordinator Alfons Deinhard.

"Skins cycle garments incorporate our proven Bio-Acceleration Technology to provide increased performance on the bike". Try for yourself today!

Get a pair of body-molded compression performance cycling shorts or longs from Alfons Deinhard for testing. © JO BECKENDORFF



STAND NO.
FG A7/2

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NEW PRODUCTS 2010

SR SUNTOUR AXON ELD



The Axon Werx ELD is a state-of-the-art suspension fork with an intelligent electronic lock-out system. A servo motor inside the right stanchion tube is connected to a battery and controller "brain" in the steerer tube which determines whether to lock out the fork.

If no impacts are detected, the sensor automatically unlocks the fork after about five minutes to prevent the system from discharging and to preserve battery life, which is rated at one year, or 5,000 on/off cycles. Rebound and air pressure are adjustable. With a magnesium lower and alloy crown, stanchions and steerer,

the Axon Werx weighs 1,650 grams (3 pounds, 10 ounces). It will be available in white, matte and gloss black with two steerer options: 1-1/8 inch and tapered.

STAND NO.
B5/103

ANTAREX NRX30 HEADLIGHT

The water-resistant NRX30 headlight from Crops has a super bright white LED. The compact light is separate from the battery case, and both can be easily removed.



A universal mount allows a perfect fit without tools on almost any size of handlebars. The NRX30 is powered by four AA batteries, and lasts 15 hours in constant mode and 60 hours in flashing mode.

STAND NO.
A7/408

XPEDO FACEOFF PEDALS

STAND NO.
B2/501

The Faceoff series from Xpedo lets riders change their pedal color and style depending on their personality.

They can choose from 7 colors and 3 styles, with more designs and color possibilities coming.



CAMPAGNOLO 2010 ZONDA 2-WAY FIT

After the success of 2-Way Fit for Campagnolo in the 2009 wheel market, the company is introducing the new Zonda 2-Way Fit for 2010.

Thanks to the 2-Way Fit profile, it is possible to take advantage of both tubeless and conventional tire technologies: performance, comfort, and road holding with the former, practicality and economy for the latter. But what's most surprising for this new wheel is the truly extraordinary work accomplished by Campagnolo in regard to weight: 1580 grams (3 pounds, 8 ounces)!

This is the result of meticulous attention to details. The thickness of the rim extrusion has been reduced, thereby eliminating all excess material, and the rim has been lightened between one spoke and another.

STAND NO.
A1/308



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NEW PRODUCTS 2010

VITTORIA E-RANDO

The E-Rando is designed for electric bikes with a double ply reinforced casing that can better withstand the extra weight of the battery and motor and the higher speeds.



STAND NO.
A1/407

The tire is made from a "reclaimed" eco-compatible rubber compound recovered from other processes. The E-Rando's "Double Shielding" puncture protection is effective yet light, while a high-end casing allows for low rolling resistance. A reflective band increases visibility. Weight is from 730 grams (1 pound, 10 ounces), in 37- and 40-millimeter sizes.

SKINS FULL COMPRESSION CYCLING JERSEY

Skins offers its BioAcceleration Technology in a jersey designed specifically for cycling. No base layer is needed, although it can work with the Skins mesh undershirt.

Just pair the top with Skins' bib shorts or long pants, and your body is completely covered with BioAcceleration Technology Compression. The jersey offers Skins' unique warp knitted fabric for wicking and anti-microbial properties, 50+ UV protection, specific seam layout to provide on-the-bike support and comfort, stretch mesh under the arms for unrestricted movement, anatomical cut for on the bike positioning, and many more features.



STAND NO.
FG-A7/2

MERIDA NINETY-SIX CARBON

This year Merida's XC fully Ninety-six Carbon has been out-classing its competitors. For the 2010 season, the Taiwanese producer has optimized the one component that left room for improvement.

The original ultra-light DT XR carbon shock was a little hard to adjust and not optimally aligned with respect to spring characteristic curve. That's why it has been replaced by the new DT Swiss M210 shock with exclusive "Ninety-six" setup.



The result is simple functionality and no bobbing, even with considerably higher SAG and optimal utilization of suspension travel.

STAND NO.
A3/301

VELO SENSO MILES MTB SADDLE

The Velo Senso Miles 4142 women's mountain bike saddle strikes the perfect balance between support and comfort.



STAND NO.
B2/503

A titanium rail, combined with Velo's unique Cross Bow suspension, provides the ultimate in shock absorption. The Cross Bow system dissipates energy from the seat to the rail through two contact points instead of the usual one. The seat sits atop three honeycomb gel inserts that conform to the body's curves for comfort, while ventilation holes keep cyclists cool. The saddle's aerodynamic shape is covered with microfiber for stylish looks.

FLINGER

ZCF resistance 0 風阻

Flyer series **What's this?**



A5
103



Sport Invest Search Centre Europe GmbH (SIS) GET A HEAD START ON YOUR HEADHUNTING

Looking to hire a bicycle industry executive? You may want to start your search by getting in touch with Jürgen Schütte, senior consultant for bikes at Sport Invest Search Central Europe GmbH (SIS), an international personnel recruitment and headhunting firm. As the former general manager for Cannondale in Germany and Austria, Schütte knows the bicycle industry well. He started at the German firm in January and is focused exclusively on the bicycle market.

"SIS is a well-established personnel recruitment and headhunting company in the sporting goods and fashion sports and lifestyle markets," Schütte said. "I realized that what is good for the sporting goods market should be also good for the bicycle market."

He noted that not many headhunters specialize in the sporting goods business, including bicycle and cycling apparel. "I know the sporting goods, outdoor and bicycle industries very well. In my former management jobs I found it very difficult to get qualified and experienced people on board who could fit knowledge-wise and, even more important, culture-wise in a company," he said.

Schütte also managed K2 and Marmot Sports Group. At SIS Central Europe GmbH, a sister company to the French firm SIS S.r.l., Schütte works with managing partners Dietmar Damith and Florian Steinberger.

"Due to our former management positions in the sporting goods world, we are happy to have Jürgen at our

company," said Steinberger, a former member of the Chiemsee board. "He's the only one of us who has deep experience in the bicycle world. That's why we hired him. We see good chances to offer our services and know-how to the bicycle industry."

Damith said he hopes to introduce SIS' new online social network for the sporting goods industry, MySportsProfiler, to the bicycle industry. "Our virtual platform is a Xing-type of thing but is specialized for the sporting goods world," Damith said.

"At the present time our website is a blend of a professional social network and a powerful recruitment tool for the sporting goods industry."

"It'd be nice to welcome the bicycle industry over there, too."

At MySportsProfiler, (mysportprofiler.com),

sporting goods professionals can connect with others, find jobs and business opportunities and get training.

Companies can showcase their brands and activities, post job openings and access a database of targeted profiles.

MySportProfiler's objective is "to make the site available to any person or business within the sports and bicycle industry." Officials say it's affordable for everyone, not just senior executives.

To reach Jürgen, who'll be strolling around Eurobike, call him on +49 (0)151 54613679 or on +49 (0) 8024 4744670

- JB



Dietmar Damith (left), Florian Steinberger (middle), and Jürgen Schütte of Sport Invest Search Europe GmbH. © JO BECKENDORFF

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NEW PRODUCTS 2010

AIRACE FLOOR & ROAD PUMPS

The Infinity ST is an innovative floor pump with a "top thin, bottom fat" shape that redefines the pump category. The pump can reach a maximum pressure of 240 psi (16.5 bars).

The Fit Road uses an extractable hose that can protect tire valves from damage. The aluminum tube is coated with a tough, luminous paint. The Fit Road can inflate to a maximum pressure of 120 psi (8 bars).

STAND NO.
B2/405/27



OSTAND BOTTLE CAGE

Ostand, the new brand of accessories maker C.D. Components, offers an alloy bottle cage with an ED powder coating that can be delivered in any color.

STAND NO.
B4/110

The cage won a first runner-up award from the Taiwan Bicycle Exporters' Association.



KETTLER LAYANA PEDELEC

Practical, eco-friendly, and stylish, the Kettler Layana offers pedelec power and other top features for women.

STAND NO.
B5/307

A Panasonic motor, available optionally on the front wheel or in the center, adds extra power with every turn of the pedals. The Layana comes with a lifestyle bag that harmonizes with the look of the bike.

The Layana won Europe's Plus X technology award for high quality and functionality. Suggested retail price: 2,199.



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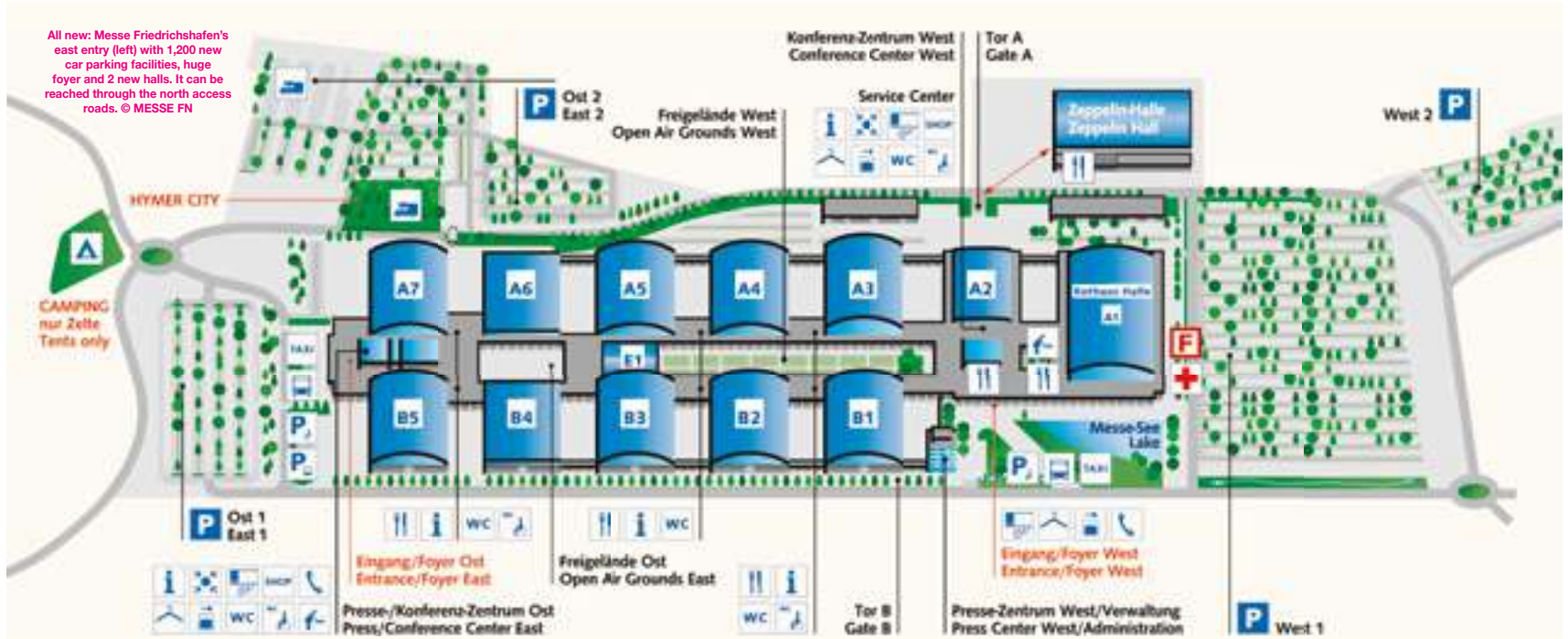
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NEW EAST ENTRY SHOULD EASE TRAFFIC JAMS

To ease traffic jams while getting to Eurobike, the Messe Friedrichshafen team advises visitors to use the new east entrance, where they will find 1,200 new parking spaces. Although new north access roads to the fairground won't be completely finished for this year's Eurobike, some visitors will be able to use them to relieve traffic on the southern access roads.

"Visitors coming from the north should not drive down to the lakeside and use the south access roads to the West Entry, but instead should use the north access roads to the new East Entry," said Stefan Reisinger, Eurobike's project manager.

Signs will be posted on the north access roads for visitors coming from Ravensburg.



The new east entrance houses also a huge foyer, the Easy Foyer, that leads directly into new halls A7 and B5. At last year's Eurobike, the partially finished A7 was used but B5 is new for the show. With the two additional halls, plus the new east entry, including the new foyer and parking spaces, visitors should find a little more elbow room at this year's Eurobike.



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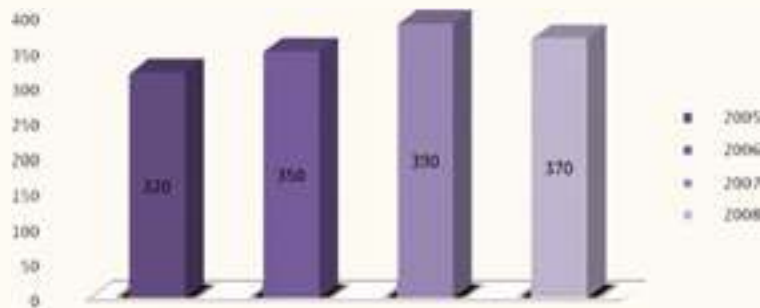
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Market Report Czech Republic EXCHANGE RATES, EXCESS INVENTORY DRAG DOWN MARKET

As orders evaporate and currencies weaken, several Eastern European countries are seeing bicycle sales fall this year. The Czech Republic, one of the most promising Eastern European bicycle markets, has been hit hard by the global economic woes, said Radim Broz, general manager of Czech producer 4ever.



Czech market bicycle sales 2005-2008 (x 1,000 units). © ASPK

"This year's sales seem to be 25 to 30 percent less than 2008," Broz said. "If you combine a 25 percent order increase and a 25 percent decrease in sales, I think that about 50 percent of the bikes planned to be sold in 2009 are still in stock."

The drop comes after a weak 2008, which saw total sales fall by more than 5 percent, to 370,000 units from 390,000 units in 2007, said Petr Kohoutek, president of the Czech IBD association ASPK. Still, Broz said, retailers were optimistic enough at the end of 2008 to boost orders for 2009. But when they realized that they had overestimated demand, it was too late to cancel orders because of long delivery times. "This is one of the biggest problems in the bicycle business," Broz said. "It was very difficult to cancel orders. The easier, and sometimes the only way, is to produce the bikes."

Karel Stárek, a partner at Bike Brno and general manager of Czech distributor Kastar, said poor weather also had an impact. "After a long and hard winter the weather in April was outstanding," he said. "But bad weather in May, June and July further harmed bicycle sales. There has been a lot of rain. Therefore everybody isn't that enthusiastic right now."

Stárek said as many as four Czech brands have decided not to develop any new models for the 2010 season. "Suppliers' warehouses as well as all distribution channels such as mass merchants and IBDs are packed with bicycles. Larger brands that are big in the Czech Republic such as Author, Merida, Superior or Pells are coming out with 20 to 50 percent discounts," he said.

Further complicating market conditions, a number of Chinese-made bicycles intended for Western Europe have made their way to Eastern Europe, including the Czech Republic. Industry observers say the three mass merchant giants—Wal-Mart, Decathlon and Halfords—have slashed their bicycle orders, so Asian suppliers have stuffed distribution channels in Eastern Europe, adding further to the overstock.

However, Stárek sees a bright side to the Czech bicycle market. "The government has done a lot for bicycle infrastructure. There are many more bicycle paths. More and more Czechs are using their bicycles for commuting and transportation," he said. "That's why I believe that in the long run the Czech market is a tremendous and promising bicycle market."

- JB



The modular Storck headquarters was built in only 4½ months... © JO BECKENDORFF

Storck NEW HEADQUARTERS DELIVERED IN 5 MONTHS

For those who didn't make it to Storck's "housewarming" party last March at its new headquarters, we can tell you that the building is impressive. It represents Storck's high-end image. The Storck bikes on display here at Eurobike all were assembled at the new headquarters in Idstein near Frankfurt.

The move from previous headquarters in Bad Camberg to Idstein was completed in record time. "Four and a half months ago there was nothing here but a green meadow," Mario Kuban, Storck's marketing manager, said at the housewarming.

Assembly and warehousing occupy a building behind the headquarters. There's also place for Storck's material test laboratory as well as a Shimano Service Center.

Finally, there's a Storck Factory Outlet that, according to company founder Markus Storck, has several test bikes in stock.



Marketing Manager Mario Kuban (left) and Markus Storck, founder and GM. © JO BECKENDORFF

Constructed with a modular system, the building went up quickly. The main building's ground floor houses a huge 700-square-meter (7,535-square-foot) flagship store—Storck's third, joining others in Seoul, South Korea and Halle, Germany. The complex also houses a Gore Bikewear store and a Storck Collection Store, of accessories. The first floor houses offices and administration. The second floor not only has a beautiful roof terrace but also boasts an open meeting and lounge area.



Storck held its official "housewarming" party at its new headquarters in March. © JO BECKENDORFF



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NEW PRODUCTS 2010

SHIMANO DEORE DISC BRAKE

There's more braking power compared with its predecessor. With the new Deore (BR-M595), Shimano has introduced a disc brake that has never been found in this class before.



In addition to braking power, Shimano attached great importance to better controllability. The new Deore leaves nothing to be desired.

STAND NO.
A1/200

SUGOI MEN'S RSE BIB SHORT

The core of the new RSE series is the RSE Bib Short, made of Sugoi's latest fabric innovation: Ultra Profi, an all-season technical garment delivering superior moisture transfer, stretch and recovery, and efficient muscle support.

Also new and developed specifically for the RSE series is the highly evolved FXE chamois, a tri-density foam construction providing ultimate performance and comfort. FXE is seamless laminated for friction-free feel, lightweight, naturally thermo-regulated, anti-microbial and features SUGOI's best Vcontrol dampening technology. Further specifics of the RSE Bib Short are the 10 panel complex contour for best fit, flat seam, zone construction with mesh upper panels for ideal ventilation, a functional back pocket and signature leg grip.



STAND NO.
A6/201

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SRAM ROCKSHOX LYRIK 2010 FORK

The RockShox Lyrik was born as an all-mountain trail machine. In 2010 it matures with best in class prowess.

70 grams (2.5 ounces) lighter due to an updated air assembly and a new, specially built Maxle Lite designed for All-Mountain and Freeride platforms.

A 160-millimeter (6.3-inch) travel option is now joined by a 170 millimeter (6.7-inch) alternative.

A re-valved Mission Control damper, improved bump performance, and lighter weight makes the new Lyrik an All-Mountain machine.



STAND NO.
A3-201

NEW PRODUCTS 2010



STAND NO.
A6/305

KIND SHOCK CLIMBMAX 9.5 REAR SHOCK

Riders in need of a quick trailside tune-up of their rear shock can adjust the rebound, spring rate, lockout and compression damper without tools, with the Climbmax CX 9.5 shock.

The shock's built-in, four-way adjustments mean riders can carry fewer tools on the trail.



STAND NO.
A3/402

DT SWISS RRC TUBULAR WHEELS

These carbon wheels for tubulars are offered in a 32 mm, 46 mm or 66 mm rim profile as well as a disc rear wheel. Front (pictured) and rear wheel will be available separately.

These beauties come with the DT Swiss star ratchet hub and the RWS road titanium wheel mounting system. The rim features UD (uni-directional) Carbonfibre Construction. There are too many features to list, so get to DT Swiss and see for yourself!

SCOTT USA GENIUS 20 BIKE

Scott USA Genius 20 for 2010 has a metal 3-position Traction Control 'Twinloc' lever which activates both the rear shock and the fork.

The bike offers up to 150mm (5.9 inches) of travel front and rear.

STAND NO.
A3/300



HALL A2-203

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NEW PRODUCTS 2010

FUSE MEN'S RADBOXER

Fuse, a supplier of functional "head to toe" wear, specializes in first layer apparel. The company's new stay-cool cycling boxer and panty short guarantees a comfortable fit.



STAND NO.
A4/600

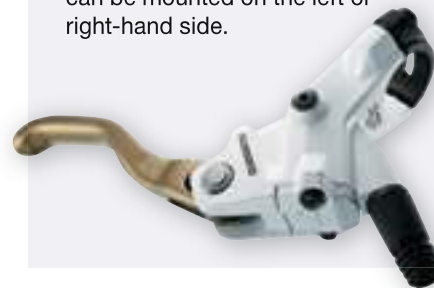
It is tailored to fit men and women with seamless, odor-neutralizing and anti-bacterial material.

This functional material offers high breathability, keeps the body comfortable and dry against your skin – and cool on hot days. This cycling underwear comes in black and white.

SHIMANO BR-M575 DISC BRAKE

The BR-M575 disc brake is the All-Mountain/Cross Country brake in the Deore class, with impressive performance, design and handling.

A flip-flop clamp makes lever mounting simple. The same lever can be mounted on the left or right-hand side.



STAND NO.
A1/200

Because of the special bleed nipple on the lever, topping up with brake fluid and bleeding air is easier than ever. Available in white from summer 2009 (and, of course, still available in black).

SUNRINGLÉ SPARKLES WITH NEW HUB HUES

See the new SUNringlé Dirty Flea and Jumping Flea hubs at the Hayes stand. Available in anodized red or gold, the front wheel hubs are designed for quick release.

STAND NO.
A3/204

20mm or 15mm axles are available. Rear wheel hubs are also offered in different sizes. For quick release, 12mm axles come in widths of 135mm and 150mm. Axles are available for the new Liteville standard X12: (142mm / 12mm axle).



SUGOI PREMIUM RSE JERSEY

Flashy pro optics combined with anatomically optimized 3D designs, zone construction technology, high-end fabrics, and intelligent details: that's Sugoi's new premium RSE Jersey.

Available in specific versions for men and women, this jersey lives up to cyclists' highest expectations of performance apparel while looking great in combination with Sugoi cycling shorts.

Made of ultra-lightweight Gobi fabric, the RSE Jersey features 3D panelling, Ergo sleeves, flat seams, a full separating zip, three elastic back pockets and a traditional collar.



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