



SHOW DAILY

FRIEDRICHSHAFEN, SEPTEMBER 2ND, 2009

SHOW DAY #1

SHINE ON!

07 Sun-drenched Demo is 'fun part of trade show'

GIFT OF WHEELS

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GOLDEN OLDIE

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messingschlager

1924
GmbH & Co. KG



www.messingschlager.com



HAVE FAITH



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GIANT.

Where others see limitation, Kurt Sorge sees possibility. Giant shares Kurt's vision, constantly pushing the limits of technology so you can nail every landing. The result is Faith, the all-new Maestro-equipped freeride bike coming this summer. Faith—you either have it or you don't. Learn more at stand B3-302.

RIDE LIFE. RIDE GIANT. 



CHECK THIS OUT!

CROPS

Japanese light and lock maker Crops is searching for someone to name their Antarex brand LED lights. Drop by their stand, leave a name you think fits the product perfectly and get a free LED light.

A7/408

CYCLETECH

Swiss mountainbike pioneer MTB Cycletech introduces the "Opium 7", a new member of the already legendary Opium MTB series weighing just over 13kg – but the front fork offers 160 mm travel and the rear shock allows a cushy 180 mm.

A2-300



© DOUG MCLELLAN

HAOLI PRECISION INDUSTRY

LED lighting producer Haoli Precision Industry has been in business for 30 years.

It's giving out its newest Akslen-branded LED lights "to the first 30 customers showing up with a copy of the ESD."

A6-419

TAYA CHAIN

This year Taiwanese chain maker Taya is celebrating its 40th anniversary. They're giving out chains for free to the first 40 IBDs showing up at their stand.

B4-509

FUSE

Functional head to toe first layer apparel supplier Fuse is giving out a limited number of free Fuse headwear scarves. Show them a copy of the Eurobike Show Daily and get your free headgear.

A4-600

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Prestige	EUR 699,-	Shimano Ultegra 10, Aksum EUR 1.399,-
Super Prestige	EUR 999,-	Shimano Ultegra 10, Ksy, Equipe EUR 1.699,-
Carbon Team	EUR 1.299,-	Shimano Ultegra 10, Ksy, Equipe EUR 2.099,- Shimano Data Ace, Ksy, Elite EUR 2.799,-

*Frame with front fork and headset. Prices are suggested retail prices in Germany.



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José Antonio Hermida

EUROBIKE

BOOTH A3-301



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WHAT'S ON TODAY?

DAY 1 - WEDNESDAY, SEPT. 2ND, 2009

ALL-DAY EVENTS

EUROBIKE AWARD 2009

Europe's leading competition for all products connected to cycling, held in conjunction with iF Design, rewards excellent innovations
Foyer West

EUROBIKE VISION

The name says it all: Eurobike Vision presents everything imaginable to do with bikes. From recumbent to the fashionable sport of trike riding. Take a test drive in front of Entrance West
Foyer West

ULTRA MOTOR

Come meet German actor, anchorman and musician Mola Adebisi as well as actor Oliver Korittke at the Ultra Motor stand
Zeppelin hall 209

SLIME

Come meet 4-time Race-Across-America winner Jure Robic at the Slime booth, and see why he chooses to ride E-Hub
Hall B5-206

CROPS

Debut Japanese exhibitor Crops and its Antarex brand are searching for a new product name. See page 10 of this issue for details. Help them out and you'll get a fancy Japanese-design LED light for free at their stand.
Hall A7-408

HEBIE

Watch Hebie produce its Bootbags by hand, all day at the stand. The bags, for body and bikes, are available in plastic and leather.
Hall A5-304

SUGOI

Design your own apparel on the spot at Sugoi. Bring your design or logo on a memory stick, and together with Sugoi's custom artist adapt it for a jersey, short, or any other accessory.
Hall A6-201

SCHEDULED EVENTS

10:30AM: SIGMA

Autograph session with Team Saxo Bank pro rider Jens Voigt at the Sigma stand
A5-200

11:00AM: SIGMA

Autograph session with Team Saxo Bank pro rider Chris Anker Sorensen at the Sigma stand
A5-200

11:00AM: EUROBIKE FASHION SHOW

See the latest colors, trendy cuts, and new apparel functions. Visit the Eurobike Fashion Show to discover the future of bike fashion. It's a chance to get an overview of upcoming collections by all leading manufacturers at a glance
Hall A4

1:00PM: CRAFT OF SCANDINAVIA

Autograph session with Craft-sponsored Team Saxo Bank pro rider Jens Voigt
A4-305

2:00PM: EUROBIKE FASHION SHOW

Hall A4

3:00PM: P&K LIE GMBH

Prominent guest: Olympic, Worldcup and Tour de France stage winner Olaf Ludwig

3:00PM: GHOST BIKES

Prominent guest at Ghost Bikes: Three-time German Master Downhill Marcus Klausmann
B1-400

4:00PM: EUROBIKE FASHION SHOW

Hall A4

4:30PM: EDDY MERCKX CYCLES

Autograph session with roadbike hero Eddie Merckx
Hall A1-401

5:00PM: FULL SPEED AHEAD

Andi Beikirch from Team Milram will be at the FSA stand to sign autographs and to answer your questions.
Hall A3-303



6:00PM: EUROBIKE AWARD CEREMONY

Award and presentation of Eurobike Awards 2009
Fashion show stage in Hall A4

MEDIA EVENTS

9:00AM: WINORA GROUP PRESS CONFERENCE

World novelty "do the town:e"
Room Paris, Conference Center Foyer East 1st floor

10:00AM: SPECIALIZED PRESS CONFERENCE

The topic: Ergonomic and comfortable biking
Specialized stand Hall A3-206

10:00AM: EDDY MERCKX CYCLES PRESS CONFERENCE

Room Liechtenstein, Conference Center Foyer West, 1st floor

10:30AM: ADFC (GERMAN BICYCLE CLUB) PRESS CONFERENCE: CYCLING IN GERMANY

Room Austria, Conference Center Foyer West, 1st floor

11:00AM: X-TECHNOLOGY PRESS CONFERENCE

Room Switzerland, Conference Center Foyer West 1st floor

11:30AM: PRESS TOUR OF THE EXHIBITION

Meeting Point: Administration Building, ground floor

12:00AM: CORRATEC PRESS CONFERENCE

Hall B1-300

12:30AM: PRESSEDIENST FAHRRAD (P-DF) PRESS PICNIC

Presentation of novelties with interviews, tests and photos. Snacks and drinks will be provided
Graubünden Lounge, Foyer East 1st floor (across from Press Center East)

1:00PM: TIME SPORT INTERNATIONAL PRESS CONFERENCE

Room Switzerland, Conference Center Foyer West 1st floor

2:00PM: LOOK CYCLE PRESS CONFERENCE

Room Liechtenstein, Conference Center Foyer West, 1st floor

3:00PM: PRESSEDIENST FAHRRAD (P-DF) ROND TOUR

Presentation of new products, interviews
Administration Building ground floor at the reception

3:00PM: SPECIALIZED PRESS CONFERENCE

The topic: Ergonomic and comfortable biking
Specialized stand Hall A3-206

5:00PM: VAUDE GET TOGETHER

Vaude bike shoe launch with champagne reception

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

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EUROBIKE: HALLE A4, STAND 600

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MESSINGSCHLAGER OLDER THAN WE THOUGHT

In our report on page 11, we report that Messingschlager is celebrating its 80th anniversary. Wrong - the Baunach, Germany-based importer is actually 85 years old this year. Our apologies!

WE WANT YOUR NEWS!

Exhibitors are welcome to drop in to our office in Room Oslo (Foyer East 1st Floor) or our stand at Foyer West 109 with show news and event information for publication during the show. You can also email us at info@bikeshowdaily.com

Tom Kavanagh & Jo Beckendorff
KB Media Limited, Publishers of the Eurobike Show Daily



QUICK GUIDE TO STAND NUMBERS AT EUROBIKE

It's easy to find an exhibitor located in one of the main A or B halls. But where are E1, FGO, FG and ZH?

E1 is a mobile hall built mainly for the German Derby Group in the inner open air ground between halls A5 and B3. E1 divides the open air ground into FG (Freigelände = open air ground) (the open air ground west) with mtb and BMX courses as well as exhibitor stands and FGO (Freigelände Ost = open air ground east).

For example, if you are looking for apparel maker Skins you'll find the stand number FG A7/2 - which means they are located at Freigelände West, stand number A7/2. ZH stands for "Zeppelin Hall" which houses mainly e-bike suppliers as well as ExtraEnergy's test track.

TAYA CHAIN'S ANNIVERSARY GIVEAWAY

STAND NO.
B4/509



The Super Single Alpha is a new superlight half-link chain: not only lighter than traditional Halflink chain, it also offers better adjustability for hub gear and singlespeed bikes. © TAYA CHAIN

To celebrate its 40th anniversary, Taya Chains is giving away 40 goodie bags to the first 40 dealers who attend its booth today, tomorrow and Thursday.

Present a valid business card and receive gifts including the highly coveted Taya Chain beer opener and a randomly chosen 9 or 10 speed chain, plus the 'no tools needed' Sigma Link connector. Taya chain is presenting an exciting range of new products at Eurobike. Among them are GST plated chains, colorful teflon-coated chains and a new high-end Superlight Halflink chain.

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Taking a test ride at Demo Day. © DOUG MCLELLAN

SUNNY WEATHER BOOSTS DEMO DAY TURNOUT AND SMILES

The well-tanned Bernd Reck, Argenbühl's tourism manager, had just about promised sunny weather for Tuesday's Demo Day. And he delivered.



Adjusting a crank at the Fuse booth. © DOUG MCLELLAN

"What would you want to have more, when the weather is like this?" said Reto Aeschbacher, global marketing manager for Scott, as he gestured toward the bright blue sky.

The Demo Day "festival" drew larger crowds than last year's event, according to preliminary figures from Eurobike. The number of retailers attending rose to 1,680 from last year's 1,400, while the number of visiting journalists climbed sharply to 630 from last year's 370.

The turnout, combined with the sunshine, helped make Demo Day manager Dirk Heidrich a little more relaxed. He came last year as an attendee, but this was Heidrich's first year as project coordinator for the event.

"We were very lucky about the weather," Heidrich said, noting that the day passed without any major problems.

"Exhibitors are really happy. It is very, very, sunny weather. The organization, I heard, is very good, and there were enough bikes for everyone," he said.

Eurobike will consider expanding the event next year, although Heidrich said it will stay in the same place. "We have enough space to have more exhibitors," he said. This year's event attracted 109 booths from 92 exhibitors.

Heidrich said he was particularly pleased about the boost in number from visiting journalists. "The interest from the press is great," he said. "The topic of bikes is very important for an amazing number of people."

He singled out the service providers such as Shimano and Crank Brothers for helping make the demo run smoothly.

Exhibitors said most retailers were from Germany and other German-speaking markets. But recumbent maker HP Velotechnik hosted several retailers from Italy and France on Tuesday morning, said marketing manager Paul J.W. Hollants.

The demo is essential for niche products like the ones Velotechnik makes, Hollants said. "For recumbent manufacturers, it's the most important thing," Hollants said, noting that his company exhibits at the Interbike demo day every year. "People have some wrong perceptions about these things. You have to get them on them so they can experience them."

Aeschbacher agreed.

"It's really important that people can understand what's going on with the bikes, not just see the bikes," he said.

At FSA, Demo Day goers could try exact replicas of a number of famous bikes used by riders, including Ivan Basso's Team Liquigas ride.

"This is a real opportunity to test a real bike," said FSA's Maurizio Bellin. Bellin said the surroundings contributed to the demo experience. "This is a great venue," he said. "The weather is perfect. The people are not just looking around. They are very focused on the products."



Icletta's Kirk Seifert drew plenty of attention in his aerodynamic bike. © DOUG MCLELLAN

Exhibitors said Demo Day provided a nice way of setting the stage for the "real" business at Friedrichshafen, which opens this morning.

"When the show opens tomorrow, we will all be wearing nice clothes, handing out business cards, and trying to write orders with retailers," Hollants said. "This is the fun part of the trade show business."

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Industry views ... at Demo Day

WHAT PRODUCT IMPRESSED YOU MOST AT DEMO DAY?

CARLOS RESENDE

Omega Brasil - Sao Paolo, Brazil

I have come all the way from Brazil to test Focus and BMC bicycles. I enjoyed this one, which is very stiff and has a clean design and a very modern look. It's a commercial product, with a black-and-white design that will appeal to consumers..



TILO ZIGAN

Radstudio - Hannoversch-Münder, Germany

Until two years ago I wasn't interested in e-bikes because the engines were lousy, and so were the batteries. But we started with them last year and are testing some more for this year, like this one from Flyer. They have become a really interesting product.



FRANS VAN INGELGEM

Vlaamse Wielrijder & Biker - Belgium

The first impression is that this demo day is very crowded. There's a very stimulating atmosphere out there. I started by testing a BMC bike, an affordable model to be launched next year. My legs are not so good, but the bike is great.



DAVID ABESSER

ZRT Racing - Heidelberg, Germany

I was impressed with Cannondale, because of the system integration. It's stiff and compliant. It just fits. In a way, it feels like you're not sitting on the bike, you're sitting into it.



HEIKKI KUVA

Sporttimyyja - Finland

This AR Series Felt bike is fantastic, just as I had heard. It's responsive and light. It basically felt like an extension of my legs. As for the X-Bionic shorts, they fit perfectly and are comfortable, which is all I ask of them. Just excellent.



NADIA ZANONI

FIAB (Italian Federation of Bicycle Friends) - Milan, Italy

At home I have three bikes. One of them is for urban transportation, another is a trekking and cross bike, and the other is for leisure. This Gepida bicycle is just beautiful for me. I could use it for different purposes.



KARSTEN MARCZINZIK

Bike Marczinik - Warendorf, Germany

I've only had a quick look around so far but saw some very interesting things. This Orbea road bike was already a good bike last year and it has been improved further this year. I enjoyed the carbon frame, and some tuning has made it much stiffer.




PETER

ID Bike - Riel, Netherlands

I have not been at Eurobike for five years and am hugely impressed. It's turned into a major event, and this demo day is a super move. I'll never tire of telling people that bicycles are products you need to touch, feel and ride.








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Welcomes ZIV as a new partner

GERMAN MARKET FIGURES PRESENTED AT EUROBIKE OPENING

Eurobike kicked off yesterday with Demo Day at Argenbuehl, but back at the Messe, industry leaders and Messe management gathered in the morning to present the latest facts and figures on the world's biggest bicycle trade fair, as well the German bicycle market. Along with Accell Group CEO Rene Takens and Shimano Germany's Bernhard Lange, the trade fair bosses were joined for the first time by Two-Wheeler Industry Association (ZIV) President Rolf Lemberg.

Klaus Wellmann, CEO Messe Friedrichshafen, emphasized that Eurobike was not only significant for the world market and the European market, but also was hugely important for the local German market: "So we are very pleased to welcome our new partner ZIV."

Wellman said the show would again break records in 2009 with 1,028 direct exhibitors from 42 countries, and 100,000 square meters of exhibition space thanks to the construction of new halls and facilities. He noted that construction on new approach roads had been halted for the duration of the show. The number of bus shuttles was also drastically increased this year to help reduce congestion: the Messe shuttles now serve 200 hotels in the area.

Stefan Reisinger, Eurobike Project Manager, said the number of exhibitors is up more than 10% on last year.

Representing 75 companies, German industry association ZIV is now an



Messe FN CEO Wellmann; Eurobike Project Manager Stefan Reisinger; ZIV President Rolf Lemberg; Accell Group CEO Rene Takens; Bernhard Lange of Shimano Germany. © MESSE FN

important partner for the Friedrichshafen show. ZIV President Rolf Lemberg presented an overview of the current market in Germany.

"Even though our industry is doing relatively well compared to the overall situation, we do not live in total isolation, but are also affected to a certain degree by the repercussions of this crisis," he said.

Domestic deliveries of bicycles declined by

nearly 8% by the end of June 2009 compared to the same period the previous year.

According to the findings of the ZIV association, a total of 2,554,000 bicycles were delivered to the German bicycle market in the first six months of 2009 compared to 2,774,000 in the first six months of 2008.

On the subject of e-bikes, he remarked that some 25,000 units were sold in Germany in 2005. "By 2008, sales figures had risen to approximately 100,000 units, and we anticipate an additional rise in 2009 to some 120,000 units sold."

Rene Takens, CEO of the Accell Group, told the assembled journalists that he is often asked why the bicycle market is not collapsing. "I just change the subject from bike sales to cycling and the reasons for its popularity," he said. "Whatever else happens in the world, aging (of the population) goes on, so people have more free time. Mobility is another need, and there is also health consciousness and sustainability – these things will not change."

Moreover, he said, there is more attention being given to cycling from governments. For suppliers, Takens said they should realize that it is now a buyer's market. Consumers show their own preferences for the type of bike they want, and suppliers can no longer dictate this. Regarding the outlook for 2009, Takens pointed to the uncertain economic prospects, but noted that cycling is set to increase in popularity thanks to social and demographic trends in the areas of health, environment, aging population and mobility.

- TK

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FK. Day, president of World Bicycle Relief and executive vice president of SRAM Corp., delivers a bicycle to Mary Lewanika, a grade 7 student at Ndapula Community School near Chongwe, Zambia. In June, World Bicycle Relief began distributing nearly 50,000 bicycles to students, teachers and community school volunteers as part of the Bicycles for Education Empowerment Program (BEEP). © LEAH MISSBACH DAY



FK. Day, © PETER HUMMEL



Cynthia Nyeleti (front right) and other students at Chilyabale Basic School in Chongwe District, Zambia, display the bicycles they have received as part of World Bicycle Relief's Bicycles for Education Empowerment Program (BEEP). Cynthia and other students like her will use the bicycle to cut their commute times to school four-fold, reducing their exposure to exploitation and increasing their capacity to learn. © LEAH MISSBACH DAY

'It means a future'

BIKE-BACKED AID GROUP TO SEND 50,000 BIKES TO ZAMBIA

Zambian children will receive about 50,000 bicycles over three years under the latest project by World Bicycle Relief, the aid organization launched four years ago by SRAM and Trek.

The bicycles should help thousands of children attend school in rural Zambia. Recipients are at acute risk of poverty and suffer from the region's appalling rate of HIV/AIDS infections. They often have little opportunity to attend school because they have to take over household duties from parents who are ill or deceased.

"It sometimes takes two to three hours for them to walk to the nearest school, and they just can't afford to lose so much productive time per day," said F.K. Day,

executive vice-president of SRAM, who now spends nearly all of his time on World Bicycle Relief. "A bicycle makes a huge difference in this part of Africa. It means a future."

Day discussed plans for the latest program during Tuesday's Demo Day.

Launched in June, the Bicycles for Education Empowerment Program (BEEP) is focusing on about 5,000 Zambian schools. It expects to spend \$8 million on bikes, for an average of \$134 a bike.

This covers the bicycle, which is assembled in Zambia, as well as the cost of training one mechanic for every 50 bicycles distributed. World Bicycle Relief trains the mechanics and gives them the tools the need to set up their businesses, which they repay by offering free first repairs. Studies by the Zambian Ministry of Education, which supports BEEP, shows that only 58 percent of eligible Zambian children go to school. By the seventh grade the rate drops to 25 percent, and it is even lower among girls. "The first children to be taken out of school are girls," Day said. "Yet the list of benefits of keeping them in school is the length of your arm. They marry later, have more awareness of health issues, more self-confidence, you name it."

World Bicycle Relief is allocating about 70 percent of the bicycles for girls. The bikes are formally owned by the community and given to families as long as they send their children to school. The Buffalo-brand bicycles are assembled in Zambia from parts made in India, China and Taiwan. Day described them as "single-speed steel warhorses" that are built to last. World Bicycle Relief was established in 2005, in response to the tsunami that devastated coastal areas in several Asian countries in December 2004. The organization teamed up with World Vision Sri Lanka to donate more than 24,000 bicycles, all of them assembled locally, to members of the stricken communities. The aid organization then turned to Zambia, again working with other aid organizations, to help people affected by the HIV/AIDS crisis.

Project Zambia provided about 23,000 bicycles to healthcare volunteers, enabling them to take care of more people without neglecting their own families. In addition to the BEEP project, World Bicycle Relief is active in several other African countries. It has teamed up with Land-o-Lakes, a large American dairy producer, to provide bicycles for farmers in Kenya. About half of the farmers' milk is spoiled in transfer, but the spillage is sharply reduced with the use of a bicycle. Another 1,000 bicycles will be assembled in Zimbabwe under a contract with the World Health Organization.

Another objective of World Bicycle Relief is improving the productivity and working methods in African factories to boost the volume and quality of their output.

"From 10 to 15 million bicycles go into sub-Saharan Africa each year, and but most of them fall apart within months," Day said. "By providing advice and training in Africa, we could raise the local production to 80 million bicycles per year. That is totally achievable, within ten to fifteen years, but has to be entirely for profit. That's the only way to do it".

World Bicycle Relief is financed by individuals, companies and some foundations. It reaped donations totaling about \$2.2 million in 2008, much of which came from bicycle retailers.

- BS

Mary Lewanika, a grade 7 student at Ndapula Community School, rides the bicycle she received as part of World Bicycle Relief's Bicycles for Education Empowerment Program (BEEP). In partnership with the Zambian Ministry of Education, World Vision and other non-government organizations, World Bicycle Relief will provide nearly 50,000 bicycles to students, teachers and community school supporters in the 16 poorest districts in Zambia.. © LEAH MISSBACH DAY



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MESSINGSCHLAGER CELEBRATES ITS 80TH ANNIVERSARY

As well as a wealth of new products, German importer Messingschlager GmbH & Co. KG is celebrating two notable events at Eurobike.

The first is a new booth. "Due to space problems we developed a completely new, two-floor booth," said Martin Buchta, marketing and product manager.

The second is a commemoration of the family-owned company's 80th anniversary. Benno Messingschlager, general manager, is the third generation of Messingschlagers to head the company. He's been in charge since 2003.

Because of his longtime contacts with Asian producers, Messingschlager and his team are able to deliver even small quantities of products quickly to Western wholesalers, bicycle suppliers and producers.

"Many industry participants underestimate the costs when importing products from Asia themselves. Our customers pay a single price that includes all costs such as customs and shipping. They don't have to deal with those. We have the experience to handle this," Messingschlager said. Financing is also easier than when buying through the company, he said, because Messingschlager customers don't have to tie up as much money up front.

Today, Messingschlager serves more than 1,000 customers in 45 countries, from Europe to North Africa and North America. When the Berlin Wall fell, Messingschlager, based in Baunach, benefitted from its location close to Eastern Europe.



Benno Messingschlager, the third generation of his family to run the German importing company Messingschlager GmbH & Co. KG. © MESSINGSCHLAGER

"We were the first buying source for many bicycle customers in Eastern Europe. This led to good contacts not only with customers but also with suppliers," Benno Messingschlager said.

And with business growing in North America, the company last year established a U.S. warehouse in Ames, Iowa, with its partner, Cycle Source Group. In Baunach, a huge warehouse stores everything from the

tinest screw to complete bicycles. It will be expanded again early next year. Messingschlager keeps about 2,400 different items from several Asian companies in stock, "plus a similar amount based on customer requests." The number is still increasing.

"Our 2004 catalog had 150 pages," Buchta said. "This year's catalog has 300, which means it has doubled over the last five years."

The company employs about 100 people and plans on annual sales growth of 5 to 10 percent a year.

"Our steady growth helps us cope well with the recession because we didn't engage in rampant, uncontrolled growth. Our company is based on a wide and stable foundation," Messingschlager said.

The company has focused on high-end products in recent years, Buchta said, and works with several Asian component brands including Mighty, CN Spoke, Novatec, Smart, Velo, Kenda and Tange that seek to strengthen their image in the European market.

Messingschlager itself also develops private label products. At Eurobike, Messingschlager plans to reveal its fifth brand - "our first high-end brand" - that will focus on mainly carbon fiber road bike parts, wheels and frames.

STAND NO.
A5/100

- Jo
Beckendorff



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Birgit Mattmann

TRYING TO KEEP 1,000 EXHIBITORS HAPPY

Every exhibitor at Eurobike knows Birgit Mattmann. If they haven't met Eurobike's project coordinator for exhibitor services in person, they have undoubtedly talked to her on the phone or traded e-mails with her. Mattmann and her team are responsible for coordinating the show's floor plan. That's no easy task for the world's largest bike show.

For nearly 10 years, Mattmann has been the first point of contact for Eurobike exhibitors. The number of people she deals with can sometimes be overwhelming, and this year was "kind of tough," she said with a smile. "While the show itself is only four days, my job at Eurobike is full time. Right after each show we go through the post-show process. Within four weeks we have to answer all callbacks, check the booth dismantling and settle our final accounts," she said.

When work on one show ends, work on the next year's show begins. Registration is open from the end of October to the end of January, and Mattmann's team begins working on the floor plan in February. You might think it's an easy job because longtime exhibitors will just book their regular space.

But the situation quickly gets complicated. "Some exhibitors want to be in another hall. Others want a larger booth space that we can't give them at their current spot," Mattmann said. "Moreover we have always an overwhelming number of inquiries that I am constantly working on. Believe me, we try our best!"

Mattmann and her team are constantly dealing with competing interests, so some exhibitors inevitably end up with less than they wanted. Mattmann must sometimes feel like a punching bag, but she would never admit it. "In our current situation sometimes we can't give everyone what they want," she said. Blame Eurobike's phenomenal success. This year there will be about 1,000 exhibitors. Having worked in her job since 2000, Mattmann knows many of them in person.

"It's fun to talk to those people a couple of times over all those years, and then see them in person once a year at Eurobike," she said.

This year, as usual, you can find Mattmann in her office, located in the corridor between the West Entry and Hall B1. "The people searching for me will find me," she said.

What kind of bike does she ride?

"I have a trekking bike and a mountain bike. As a citizen of Meersburg, I would say I am a typical short-distance commuter," Mattmann replied.

Birgit Mattmann handles the Eurobike floor plan.
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WINORA GROUP FOCUSES ON XLC ACCESSORY LINE

At Eurobike, Germany's Winora Group—a subsidiary of the Dutch conglomerate Accell Group—is emphasizing its stable of individual brands.



Wiener Bike Parts has designed new promotional displays for retailers to help sell its XLC brand of accessories. © WBP

Lesch said. "All in all we have more than 12,500 different parts and accessories in stock. It doesn't matter where you are within the EU market—we deliver within 48 hours."

WBP is an exclusive distributor for a number of premium accessories brands. It publishes a 1,200-page catalog and maintains a B2B Web site for its retailers in seven languages. And WBP also manages a large and growing private label business under the XLC brand. The company has developed new POPs, in-store displays and other promotional tools for retailers.

The company offers them to IBDs under its "easy to sell" program, which let retailers create attractive presentations of such products as grips, seats and panniers.

"We want to be more focused on the individual products and images of our complete bike brands: Winora, Staiger, Sinus, Hai and Hercules. Moreover, we want to put our growing Wiener Bike Parts business in the spotlight," said Bernd Lesch, in charge of exports for the Winora Group.

Road racer Engelbert Wiener began making Winora bikes in 1914. Today, the Winora Group also oversees the Hercules brand, which dates to 1886.

In addition to managing one of the oldest bike brands in the business, Winora also manages one of the oldest parts and accessories wholesalers, Wiener Bike Parts (WBP), which its founder began in 1918.

Accell acquired Winora in 2002, but it is still in many ways a family business. It is led today by Susanne Puello, the great-granddaughter of Engelbert Wiener. She inherited it from her father, Bernd Seuffert, who inherited it from Wiener, his grandfather, in 1955.

The WBP distribution business has become more important as the Accell Group focuses on boosting parts and accessories sales in Europe along with its primary business of selling complete bikes.

"Today, WBP is one of the leading bicycle parts and accessories wholesalers in the market. From our headquarters in Schweinfurt we serve more than 5,000 IBDs worldwide,"



© WBP

An in-house product management team creates XLC products. "Our XLC brand's know-how is rooted in the long experience that the Winora Group has through its OEM business with leading European complete bike producers," Lesch said.

At Eurobike, WBP will have a separate presentation at the Winora Group stand.

STAND NO.
B5/200

- JB



Martin Hsu, general manager of Kind Shock.
©JO BECKENDORFF

KIND SHOCK INTEGRATES PUMP, GAUGE IN SUSPENSION FORK

Kind Shock always has a stylish booth, but its new product range is equally stylish. For 2010, the Taiwanese parts manufacturer is introducing a load of innovations.

Have you ever seen an air spring suspension fork with an integrated pump? Kind Shock's new APG fork features a pump integrated into the head tube. A pressure gauge also is incorporated in the fork. "This new product is focusing on the growing trekking and city bike segment," said Martin Hsu, Kind Shock's general manager. The APG will be available for 24- and 26-inch wheels and 700c wheels.

Another innovation is Kind Shock's "CP 5" suspension seat post in its MCU series. Instead of a rigidly fixed saddle, an elastomer ball inside the post allows the seat to move slightly from side to side.

"That's how cyclists can avoid any long-lasting pressure points," Hsu said.

Another Kind Shock product for 2010 is a new high-end shock, the "Climbmax CX 9.5," for aggressive cross-country riders. It offers a laundry list of adjustable features such as rebound, travel, lockout and compression. "This one is very easy and fast to adjust," Hsu said.



STAND NO.
A6/305

New APG fork has an integrated pump in the head tube. © KIND SHOCK



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Eurobike Booth: A6-305 and Outdoor Demo
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COMPRESSION PIONEER SKINS FOCUSES ON

Skins, a compression performance wear maker with roots in Australia, has hired its first director for the cycling market, Benjamin Fitzmaurice. This underlines how seriously the young technical apparel company, now headquartered in Steinhausen, Switzerland, takes the bicycle segment. ESD's Jo Beckendorff talked with Fitzmaurice about the company's focus on cycling.

ESD: Muscle-supporting compression performance wear is a booming product category for the sports and outdoor markets. How serious is Skins' step into the bicycle market?

Benjamin Fitzmaurice: Skins is a big compression brand. Skins compression has already been embraced by team sports and individual athletes. Cycling is not a new market for Skins. Skins have been in the cycling market for some time with its compression products in both active and recovery ranges.

Professional cycling teams, including Team Columbia-HTC, Rabobank and Milram, and individual cyclists, use Skins compression garments to assist the circulatory system and aid recovery. Skins has also taken its performance-enhancing compression and added a chamois to produce cycling shorts and tights that provide outstanding ride



Benjamin Fitzmaurice, new director for Skins compression apparel. © Skins

comfort with the benefits of compression. The next steps for Skins in the cycling market will be significant, both with respect to the consumer market but also in competitive cycling. Cycling is a very important market for Skins and will continue to be so in the future.

ESD: Could you explain the benefits of compression wear?

BF: Skins' compression garments deliver more oxygen to your muscles through BioAcceleration Technology. This means that through graduated compression, the garments assist the circulatory system to send blood throughout the body.

Skins compression reduces the negative effects of lactic acid, enhances post-activity muscle restoration and lowers post-exercise pain.

Skins compression delivers oxygen to the muscles and decreases the negative effects of physical exertion on the body.

ESD: Skins has hired you to specialize in the cycling market. What's your background?

BF: I was an owner and director of a cycling team in Australia and worked closely with Cycling Australia, national coach Shayne Bannan, and the High Performance Unit.

Being an owner of a cycling team means that you are part manager, marketer, gofer, logistics, politician and businessman.

I have also been involved in the cycling media as a freelance journalist and have sat as a member of National and Olympic Selection Appeal Tribunals due to my experience as a lawyer.

ESD: What is your strategy for entering the bicycle market?

BF: In the short term, the strategy is to build awareness of Skins compression in the cycling market.

In parallel with building awareness, Skins will also communicate the benefits of compression and the practical, positive effects it provides to the body.

ESD: How do you intend to reach bicycle dealers?

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CYCLING MARKET

BF: We use local knowledge to ascertain the best locations and retail opportunities.

We also work closely with our distributors and agents as it is important to access their experiences when coming up with a strategy to penetrate the retail market.

Sometimes a specialized cycling store can outperform a larger sporting goods store. So we look at the local culture and trends. As we expand further we will be testing to see what works and what does not.

ESD: Is there a separate Skins cycling sales rep team?

BF: At Skins we use sales staff with specific skills and experience relevant to the sport they are responsible for. With respect to cycling, Skins employs cycling-specific people to call on, market and supply to cycle-specific retailers.

ESD: Skins is a pioneer in this field but faces several competitors. How will you convince show visitors of the superiority of your products?

BF: Skins created the therapeutic compression segment. As such, Skins has held a unique position of offering a therapeutic compression product that actually works. More than 25 studies have been carried out using Skins compression garments, and the results of those studies have been published in journals including the *Medical Journal of Australia*, *British Journal of Sports Medicine* and the *Journal of Sports Medicine*. A list of the studies are published online at <http://www.skins.net/au/en/Research/Studies>.

Claims about Skins compression garments are supported by extensive research and statistical analysis. For another brand to be a competitor to Skins, it would have to provide a product backed by research. At Skins we make a product that does what we say it does. Athletes wear Skins compression garments because they work.

STAND NO.
FG A7/2

- Jo
Beckendorff

SRAM ADD CARBON AND MAGNESIUM TO AVID ELIXIR MIX

SRAM's new Avid Elixir CR Mag hydraulic disc brake puts the icing on the cake of the Elixir series. A super-stiff, two-piece forged aluminium caliper, combined with pivot, are positioned closer to the handlebar (Power Reserve Geometry) to allow a more natural motion for the fingers and provide the Elixir with incredible stopping power.

Elixir CR Mag has an attractive new carbon lever with a hollow pivot that is shorter and lighter than existing models. The lever is made of super lightweight magnesium, and has an adjustable reach like all Avid brakes.

The brake is compatible with the new MatchMaker X (a single clamp fastens shifter, brake lever and hydraulic lock-out lever). Other new features include: Pad Contact-Point Adjustment, U-Clamp and an updated Master Cylinder.

Elixir CR Mag maximizes heat management by using DOT 5.1 brake fluid, giving constant stopping power that never fades.

STAND NO.
A3/201



Maintenance and service is very straightforward. The semi-metallic pads load from the top, making wheel removal unnecessary when replacing pads.

- SM

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Tony Liang, general manager of Chien King.
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STAND NO.
A5/507C

'FUGU' = 'RETRO' = TRENDY & SUCCESSFUL

Ever heard of "Fugu style"? If you don't know what that is, then check out the Chien King booth. "Fugu" means "retro" in Mandarin, and for the Taiwanese manufacturer it also spells "success."

Thanks to the international boom in single speed and fixie bikes, Chien King's sales of toe clips and straps, along with streamers for handlebars and bells, have doubled over 2008. General Manager Tony Liang expects Chien King to continue riding the "pimp my bike" wave.

With its headquarters in Nan Kang, near Changhua, and another factory nearby, Chien King employs 34 people.

"There are some additional sub-contractors working for us. Our production relies on a lot of handwork," Liang said. "There are several families near our headquarters who work for us out of their homes. That's been the custom since our company was founded in 1991."

Chien King once made grips, but gave up the category about seven years ago "due to the low margins and tough competition on this market," Liang said.

"Margins are quite more attractive and competition isn't as tough in the fields of streamers," he added. Chien King is Taiwan's only manufacturer of streamers for handlebars and bells.

"This product field popped up during the Stingray bike trend but was somewhat dead. It celebrated a comeback when retro cruisers became hip," Liang said. "Further sales increases came with the single speed and fixie boom."

Streamers aside, the largest slice of the Chien King product pie is toe clips and associated leather straps.

"Thanks to 'Fugu style,' our production is running at full capacity," Liang said, adding that Japan is one of Chien King's biggest markets.

About 80 percent of Chien King's production is for its own brand, CKC. The other 20 percent is for OEMs.

At this year's Taipei Cycle show, Liang said a Western customer tried to buy out the entire CKC booth.

"Unfortunately it didn't work out because he couldn't carry everything out by himself," Liang said.

- JB

SMART SEES BRIGHT FUTURE FOR LED LIGHTS

Founded in 1993, Smart Co., Limited, has become one of Taiwan's leading manufacturers of LED lights. The company's 2008 sales rose 27 percent over the prior year, said Kevin Chen, founder and general manager.

And Chen is optimistic about the future. "The [economic] crisis will force people to take their old bikes out of their garage and tune them up with some new accessories," he said. "Therefore, I believe that we as a lighting system producer will benefit from this situation."

About 11 years ago Smart sold its products only under its company name. But as it reinvested much of its profits into research, development, and test equipment, international bike suppliers came knocking at Smart's doors. The company stepped into the OEM business, which today accounts for about 30 percent of its total production. "We listen to our partner, but sometimes also teach them. It results in success for both!" Chen said.

Smart works with European design firms to develop products that are fine-tuned for specific markets. The Dutch firm Duis Cycle Products, for example, has designed several OEM products for the European market. Smart also maintains a subsidiary in Bingen, Germany, called Smart Europe GmbH. "My team and I are open and keen to discuss the latest LED lighting system technologies and products," Chen said.

- JB



STAND NO.
B3/504

Kevin Chen, founder and general manager of Taiwanese Smart Co., Ltd.
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FUSE WANTS TO DRESS CYCLISTS FROM HEAD TO TOE

Moisture control. Comfort. Ventilation. Ergonomics. Safety. All of these are features of Fuse's new "head to toe" first-layer technology. "We dress, you win," is the motto of the technical apparel manufacturer, which is making its debut at Eurobike.

"Fuse is concentrating on the first 'head to toe' base layer for sportsmen, outdoor people and cyclists. We offer an entire functional package that you can wear directly on your skin," said Uwe Reichelt, the company's sales manager.

"The dealers get a full POS-range of technical accessories with most attractive margins," he said. "Our Fuse display is a fantastic profit center for each bicycle store."

"Our new packaging features a matchbox-like sliding case that can be opened without damage."

That means consumers won't destroy the packaging when they open the box to check out the products.

Fuse is sold in sporting goods and outdoor stores. The brand's Eurobike debut fits with its strategy to expand into specialty bicycle stores.

Pro Feet GmbH, the parent company of Fuse, has invested in new POP displays as well as packaging. "You know how it looks like when customers open the box on top and put it back? It's ruined," Reichelt said.

Uwe Reichelt, sales manager of Fuse, with GM and co-shareholder Peter Kapitza. © JO BECKENDORFF

"We are the perfect problem-solver for bicycle dealers," Fuse GM Peter Kapitza said.

As long as retailers order at least 500 (\$712) worth of products ("only 80 headwear scarves," Reichelt said) the 200 (\$285) Fuse display is free.

"Accessories are a fast-turning product group that every cyclist loves to buy. Fuse is offering several first-layer solutions for cool, all-season and warm temperatures," Reichelt said. "Check out our bodywear, for example. We offer versions in muscle-supporting tight fit and comfortable loose fit. Tight fit stands for better performance, and loose fit for more comfort," he added. "And don't forget our large range of socks and headwear. We have also a wide collection of bicycle headwear, caps, beanies, gloves as well as leg and arm warmers, which are so important to cyclists."

With Fuse, Pro Feet has replaced its Tess apparel brand and Pro Feet sock brand. A third headwear brand, H.A.D., will continue because it is well established in the market. However, the company also will offer headwear under the Fuse name as well. The brand strategy is an outgrowth of Pro Feet's new owners.

GM Peter Kapitza acquired Pro Feet in 2008, along with chief financial officer Christian Nimmervoll and shareholder Christian Dreyer. Located in Schweinfurt, Pro Feet also distributes Seal Skinz in German-speaking markets. The UK company makes waterproof gloves and socks that Reichelt said are a "perfect fit to our portfolio."

- JB



STAND NO. A4/600

EUROBIKE BOOTH: B2-502

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 - Cycle life: 600
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 - Input frequency: 50 / 60Hz
 - Input current: 1.2A
 - Output: DC29.2V / 2.0A
 - Operating condition: 0-40°C / 20-85%RH
- SYSTEM FEATURES
 - Reaction control system
 - Gear position assist adjust function
 - Error message function
- BRAKE: F / R V-Brake / F- V-Brake R- SHIMANO Roller Brake
- WEIGHT OF BIKE: 23.5kg/26.3kg w / batteries
- WEIGHT OF BATTERY: 2.8kg
- ASSIST MODE: ECO / MID / HIGH
- SENSOR: Torque sensor

STAND NO. A5/5070

RIDING RANGE

Riding Conditions		
Terrain	Mid	High
Flat course / 15km/h	25-30km	35-40km
City / 10km/h	15-20km	20-25km

PEDELEC

www.ming-pde.com.tw

KETTLER CELEBRATES 60TH; EXPANDS ITS PEDELEC LINE

As it celebrates its 60th anniversary, Kettler continues the makeover it began two years ago. "We wanted to become more modern without leaving our roots," said Stephan Geiger, director of the bicycle division. For 2010, Kettler is expanding the pedelec line that it launched this year.

"We offer three models in men's and women's versions," Geiger said. "One will be offered as this year with a center motor. New models have front-hub motors and 26-inch wheels."

Kettler is using a Panasonic e-bike kit with a front hub motor that allows for the German market's all-important bottom bracket. It had been used exclusively by Derby-Germany's Kalkhoff brand, but in 2010 will also be adopted by Kettler. Kettler Bike also concentrates on a range of everyday bicycles, including city, trekking, cross and kids' models.

Its stylish women's line, the Layana, has been successful this year and has helped Kettler hold on to a consumer group it was in danger of losing.

Before changing its strategy, the typical Kettler buyer was someone over the age of 55. The company now is beginning to reach younger buyers. Another theme for Kettler's 2010 range is "integration." "All parts and accessories have to fit perfectly into the whole picture. We invest in R&D and rely on our own

toolmaking and prototyping. We don't buy something off the rack," Geiger said.

Kettler can rely on six German production and logistics facilities for the parent company's other product lines. For example, the division that makes Kettler lawn furniture works with the bicycle division on injection molding. Kettler, which has made bicycles for 31 of its 60-year history, continues to stay close to the market. "We just invested in a new painting facility," Geiger said. "For us, 'Made in Germany' is a very important part of our business."

To commemorate the company's anniversary, Kettler will launch a limited edition anniversary bike at Eurobike. "Only 600 units will roll into the market. They will be ready for delivery in September," Geiger said. "They are coming out now because we wanted to paint them in our brand-new painting facility."

Kettler's bicycle factory is in Hanweiler, near Saarbrücken.

- JB

Stephan Geiger, director of the bike division at Kettler, which is expanding its pedelec line for 2010. © JO BECKENDORFF

STAND NO.
B5/307



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FLINGER FINGERS COMMUTER, URBAN BIKES FOR FENDER LINE

Sunny Wheel may be the company's name, but Flinger is the brand name that visitors to this year's Eurobike exhibition will see.

"In the past, the Flinger brand was less or more a trial balloon. Now we are reintroducing our aftermarket brand with a new image," said Vivian Hsu, the company's senior specialist.

At Eurobike, Flinger will show its new brand strategy, based on "valuable function, quality and design."

The Taiwan manufacturer is widening the Flinger product range step by step. Here at Eurobike, for example, Flinger is introducing its first fenders designed for commuting and urban bikes.

"We will also use several different metals and plastics. In the past we were more focused on some plastics but this will definitely change," said Tony Hsu, the founder and general manager of Sunny Wheel.

Supporting the expansion of the Flinger brand is a new \$5 million factory that Sunny Wheel recently opened at its Hsiushu headquarters.



Benjamin Fitzmaurice, cycling director for Skins compression apparel. © SKINS

The factory includes state-of-the-art molding machines. "These machines are the key for our high-end Flinger production. Flinger is made in Taiwan," Vivian Hsu said.

Flinger has also increased its research and development staff. Sunny Wheel current employs about 13 people in Taiwan and 250 at a Chinese factory that focuses more on OEM production. Sunny Wheel's product line includes children's seats, baskets, fenders, mudguards, grips and chain guards. The company plans to steadily expand its product offerings in future years.

For now, though Sunny Wheel is promoting the Flinger brand and is seeking distributors worldwide.

STAND NO.
A5/103

- JB



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

In order to meet growing demand, FLYER has invested in a new production facility and a new head office in Huttwil, Emmental, Switzerland. The new building brings about a four-fold increase in production capacity and further optimises the production of FLYER cycles to customer specifications. This forward-looking measure also places FLYER production on a sound long-term footing. The building has around 8500 m² of both office premises and display and production areas.

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TAYA CHAIN'S 40TH IS THE 'GREEN' ANNIVERSARY

Taya Chain might not be the largest Taiwanese chain maker, but it's definitely one of the greenest. Established in 1969, Taya is celebrating its 40th anniversary this year by getting even greener.

"With 10 years' experience in anti-rust treatment, our efforts not only drastically reduce corrosion on steel component parts but also use a harmless surface treatment that's good for our environment," said Fanny Weng of the company's sales and marketing department.

Taya's answer to most environmental questions is "GST," which stands for "greener surface treatment."

"GST is a unique range of corrosion-protection coatings, developed by Taya to meet the demand for corrosion-resistant specifications of today's light metals used by the bicycle industry," Weng said.

GST is part of Taya's efforts to find engineered solutions that avoid or minimize pollution risks.

It is 100 percent free of hexavalent chromium compounds, Weng said, while "still ensuring two to ten times better corrosion protection than most existing coatings."

Fanny Weng of Taya.
© JO BECKENDORFF



Throughout its four-decade history, Taya has maintained production in Taiwan, which it says assures better manufacturing processes and environmental safeguards. Check out the new full line of GST-antirust products as well as colorful, Teflon-coated GST chains.

STAND NO.
B4/509

- JB

KTM'S E-BIKE LINE INCLUDES TWO NEW OFF-ROAD MODELS

Since 2000, Austria's leading bicycle brand, KTM Fahrrad GmbH, has had one e-bike model in its line-up. But that's about to change for 2010, as KTM brings a total of nine pedelecs to its line. They are targeting both consumers and enthusiasts with a bike that offers up to 25 km/hour (15.5 m/hour) of extra energy.



STAND NO. B5/300

Austria's KTM Fahrrad launches first mountain e-bike.. © JO BECKENDORFF

Giving a push to the e-bike market are such trends as "climate, crisis, fitness, wellness and health," said Stefan Limbrunner, KTM's marketing manager.

While the off-road trekking e-bike weighs around 22 kg (48.5 pounds), the company's first electric mountain bike weighs around 20 kg (44 pounds).

"Today it is said to be the fastest-growing segment of the international bicycle world," he added. "When our R&D department in Mattighofen sat down and brainstormed the idea of a wider e-bike range, our first goal was to save 20 percent on weight and work on a 20 percent increase in distance."

Why make an off-road e-bike? "KTM is a sportive brand so we also offer sportive e-bikes," Limbrunner replied. KTM has been busy throughout the rest of its line as well. Thomas Pressl, research and development manager, said the company has made several improvements in the 54 mountain bikes it offers.



Carol Urkauf-Chen, owner and general manager of KTM Fahrrad. © JO BECKENDORFF

Brand new is an aluminum frame hardtail race bike, based on the success this year of the "Myroom," a carbon fiber hardtail. KTM also will release a new high-end tri- and time-trial bike. A new and fully adjustable high-end downhill frame is being used for four new models.

Carol Urkauf-Chen, KTM's owner and general manager, invited Eurobike visitors to come by the booth. "For the last few years, our brand philosophy—"innovation comes with quality"—has paid off.

KTM is focusing on consumers who are a far cry from the stereotypical "old & handicapped" e-bike buyers.

"Our new e-bike range offers seven 26- and 28-inch, well-equipped commuting bikes, with internal hub shifters and Panasonic's e-bike transmission system, as well as with derailleurs and the Bionix e-bike transmission kit," Limbrunner said.

"On top of these seven commuting pedelecs are two Bionix-equipped, sporting off-road models."



Impressions. © JO BECKENDORFF

Our 2008-2009 sales increased 10 percent, and we expect further growth for 2009-2010."

- JB

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CROPS RIPENS INTO ITS OWN EUROBIKE STAND

Japanese lock and LED manufacturer Crops is making its first independent appearance at Eurobike. Saburo Shimamura, who founded Crops in 2001, said he's looking forward to introducing his company to the European market.

"Last year, we exhibited under the auspices of the Japanese Jetro pavilion at Eurobike, but we always wanted to have our own booth at this valuable show for premium brands," Shimamura said.

Based in Tokyo, Crops makes locks under the Crops brand name and LED lights under the Antarex name.

"Our philosophy is to combine the quality features of a standard product with a fresh, young and urban design. We believe that Europeans will also like our products. Therefore we are looking for distributors," said Keiji Taiga, the executive manager, who is fluent in English.

Crops is also a Japanese distributor for some bicycle brands, and it has used its in-house product and packaging design expertise to promote those brands in Japan.



Keiji Taiga, executive manager of Crops, with founder Saburo Shimamura. © JO BECKENDORFF

Taiwanese chain giant KMC, for example, relies on Magic One, Crops' distribution arm, to distribute its products and create KMC's successful branding for the Japanese aftermarket.



- JB

CHANCE GOOD SEES GOOD CHANCE FOR INFINI LINE

Since 2005, Taiwanese lighting manufacturer Chance Good Enterprise has been working hard to promote its Infini brand in the aftermarket.

According to general manager Susan Lin, Infini now accounts for a good 30 percent of the entire Chance Good production in Taiwan. Now, Chance Good is looking to bolster Infini's international presence. "We are searching here at Eurobike for some exclusive distributors for our Infini brand," Lin said. The stylish Infini products have garnered several prestigious

design," Lin said. "Moreover, we work on other details - e.g. packaging and catalogs - because we have a good reputation in these fields."

Infini products are water-resistant, and the company offers fast turnaround on orders. "Thanks to our in-house production we are able to deliver within 30 days after confirmation," she said. About 50 employees work in the Chance Good headquarters in Shiushui, where products are assembled and packaged. The facility also houses a testing lab.



Susan Lin, general manager of Chance Good, owner of the Infini brand. © JO BECKENDORFF

"We proof and check all materials we use for the product housing as well as the LED diodes we use for our lighting products," Lin said. Product highlights for 2010 include "Amuse," a stylish mini-LED light with two LED diodes (white and red light) for the cycling and outdoor markets; and a LED front light with an integrated MP3 player. Both products are designed to appeal to younger cycling consumers.

international design awards, including the Reddot Design Award, iF Design Award and Eurobike Award. "We involve several local outside design companies in our product



- JB



GEORGE LIN SEEKS TO BE THE 'GODFATHER' OF GREEN MANUFACTURING

George Lin, sometimes known as the "godfather of Taiwan's bicycle industry," is now working on becoming the "godfather of green bicycle manufacturing." "We have an environmentally friendly product to sell, so we should also count on environmentally friendly green production," said Lin, the founder and chairman of Pacific Cycles.

Pacific is finishing construction on a 3.5 million (\$5 million) factory, which Lin said was designed to be environmentally friendly.

"A new factory close to our headquarters is a longtime dream," Lin said. "We want to produce under the most environmentally friendly circumstances. We call this dream 'Ecotopia.'"

The lighting system, for example, uses low-energy bulbs, while rainwater is collected for use in toilets.

In the painting department, Pacific installed new infrared ovens from Vulcan Catalytic Systems, a U.S. manufacturer.

"They don't need any insulation and save loads of energy," Lin said. "It is possibly the first time that these new high-tech ovens have been used within the bicycle industry."

Lin is hoping his example will inspire other manufacturers to take similar steps. "As an internationally known and leading bicycle manufacturing nation, Taiwan has to take responsibilities," he said. "That's why I ask myself, Where is the mentality coming from to produce 'garbage' bicycles?"

We have a green product. Therefore we should also take over responsibility for a green production of our products."

Lin said such 'Ecotopia' manufacturing techniques fit with the vision of Taiwan's bicycle industry, along with its government, of making Taiwan a "green bicycle island" with environmentally sensitive manufacturing processes.

Other motivations lay behind the new factory, which Lin said is relatively small. "In comparison with new factories of FSA or Tektro, this isn't much," Lin said. "But as a small niche bike producer, we are playing in a different league."

Pacific needed a new factory because its existing plant at Hsin Wu is running at full capacity, forcing some customers to wait six months for orders.



"That does not make them happy at all," said Michael Lin, George Lin's son and general manager of the company. Pacific, which makes high-end niche products such as folding bikes, tricycles, recumbents, mountain bikes, and others, wanted to move more production in-house.

"That's the best way to control everything, by doing it yourself. Think about heat treatment, for example. As a maker of high-end bicycles you have to be most careful," George Lin said.

The new factory is only about 200 meters (219 yards) from the existing plant, which will remain in operation. But the Lins see the new plant as an independent factory.

"We're not moving from one to another facility. It's a completely new factory with its own painting and assembly," George Lin said. "The ground floor is for warehousing, the first floor for assembling, the second floor for frame production and the upper fourth floor for the new painting facility."

To give an idea of why Pacific Cycles is so unique among Taiwanese manufacturers, consider that the average sales price of one of its bikes was about 1,143 (\$1,628). In comparison, last year's average price for all Taiwan-made bicycles was 180 (\$257).

This year, Pacific Cycles has simplified its range. Along with the Birdy, which it manufactures for the German company

Riese & Müller, Pacific makes the Reach brand of 20-inch, full-suspension folding bikes, the Carry Me brand of light mobility products, and the new IF, which stands for "integrated folder."

Created by British designer Mark Saunders, the IF is made under license by Pacific. The bike went into production this year. "If we are able to produce about 100 units, I'll be delighted," George Lin said. "The folding mechanism is very complicated to produce."

Available only to selected specialty retailers, the futuristic IF Mode model will retail for about 2,105 (\$3,000). For 2010, however, Pacific plans to incorporate the IF folding mechanism on several Reach models. At Eurobike, Pacific plans to enter the e-bike market with an e-bike kit.

Why enter a market that is already crowded? "Because we are crazy," George laughed.

He added, more seriously, "Our system will be different to the ones on the market. We worked on it for the last three years." It is such an important project that the Lins refused to show a prototype during a recent factory visit.

In addition to Riese & Müller, Pacific provides OEM production for as many as 40 other international brands, including Airminal, Banshee, Carry Freedom, Greenspeed and Niner.

All in all, Pacific produces 10 mountain bike models, 14 to 15 folding-bike models, several recumbents as well as tricycles and other bikes for disabled riders.

That's why about one-fifth of the Pacific workforce is employed in research and development. "You can add a huge number of international outside designers who work with us," George Lin said.

Designers from around the world often stay at the "Pacific Hotel," the nickname given to the dormitory that is on the upper floors above the existing factory.

Pacific often plays host to many of the best bicycle designers from around the world. George Lin says it keeps him young, referring to the company's slogan: "unique bicycle designs for living life to the fullest."

- Jo Beckendorff

EUROBIKE



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Stand A5 - 304



Evita Hsu, T-One's sales manager, with a mini-tool, quick-release rack system and bag.
 © JO BECKENDORFF

STAND NO.
A5/110

T-ONE FOCUSES ON DESIGN TO IMPROVE YOUR RIDE

A Taiwanese design firm is debuting its own booth at Eurobike this year, after being part of a Taiwanese pavilion at last year's show.

"We are a design company and insist on building our brand by creating innovative and finely crafted products in the world of bicycle accessories," said Evita Hsu, sales manager of T-One R&D Corp. "The bicycle industry is now recognized for its contribution of being environmentally friendly."

Hsu added, "Because there are so many advantages in cycling, we design our products to promote a better and more enjoyable ride. With our passion in cycling we know what cyclists need. We work hard to develop bicycle accessories that are more functional and convenient for all cyclists."

T-One is focusing on European and some Asian markets with a range of accessories including mini tools, bottle cages, grips, carriers (including one with a quick release system) and bags.

"T-One concentrates fully on R&D. We have no own production," Hsu said. "When we feel that a product is ready we look for the best manufacturer in Taiwan. All T-One products are made in Taiwan."

She added that T-One is looking for distributors in each market. "We are confident our brand and products could bring both of us a promising cooperation for the long term."

- JB

MCG'S WOLFGANG RENNER: STILL RIDING, STILL AUTHENTIC

Authenticity is one reason U.S. mountain bike pioneers like Gary Fisher and Mike Sinyard were able to conquer the global market. These pioneers, all of them accomplished riders, presented quite a contrast to some traditional European manufacturers at IFMA who would write orders with one hand while holding a cigarette in the other.

Of course, some European brands were founded on authenticity. In Germany, perhaps the best example is Centurion-Renner's Wolfgang Renner, who is a European counterpart to Fisher or Sinyard.

Eurobike was the first European show to pick up on the mountain bike trend and invite the young U.S. companies to the show. The first Eurobike in 1991 also featured Centurion-Renner (known since 2001 as Merida Centurion Germany GmbH, or MCG) which has exhibited at every Eurobike since.

Renner was a champion cross-country rider who assumed the distribution of the Japanese brand Centurion, along with several component manufacturers such as Suntour and Dia Compe. He founded Centurion-Renner in 1976, and in 1980 offered the first German-designed mountain bike on the market, the legendary Country.

Although it was made in Japan, the Country was designed by Renner based on his experiences riding cross-country in the Alps.

Renner's experiences have had a direct impact on all of Centurion's bicycle products. When you meet him at Eurobike you'll see how fit Renner still is. He may be over 60 years old, but don't try to race him because he'll probably beat you. He is still in great shape—or, one might say, "still authentic."

Where Renner sometimes falls short is in beating the marketing drum. He hates to promote himself, but no longer has to. As a pioneer who continues to ride while producing good products, Renner has earned the industry's respect.

That respect comes in part from his willingness to take chances, as shown by his takeover of Merida-Germany in 2001. Renner took short-term losses to overhaul the Merida brand strategy in Germany.

"Before we took over Merida-Germany, sales were only through the German buyers group ZEG. They sold mainly entry-level bikes," Renner said. "When we got the distribution and founded MCG in 2001, we lost about 90 percent of the business from one day to the next."



Wolfgang Renner, general manager of Merida-Centurion Germany, and marketing manager Simon Oppold.
 © JO BECKENDORFF

STAND NO.
A3/301

In 1984, Renner introduced a 700c bike he called the Accordo GT. That bike went on to spawn the trekking bike category, which continues to be a key category in Europe. Renner also began riding Trans Alps tours. He was one of the pioneers who rode what were untrammied bike trails from north to south through the European Alps. In 1987, he rode a mountain bike on the top of the world, from Lhasa, Tibet, to Kathmandu, Nepal.

MCG changed price points, model selection and designs. Renner wanted to continue selling through ZEG, but the Cologne buyers group didn't want to carry the brand any more.

"In the first year we sold only 5,000 units," Renner said. But Merida, which also manufactures Centurion bikes, maintained its trust in the German cycling pioneer. Today, MCG is again selling about 35,000 Merida bikes every year—but they

are no longer entry-level models. Equally important, Renner helped elevate Merida's image in Germany to be on a par with its image elsewhere in Europe. "It was tough because, unlike other European countries, Merida wasn't seen as a pioneer," Renner said. "This advantage, which has been the backbone for the Centurion brand, didn't exist for Merida in Germany at all."



Wolfgang Renner, a former cross-country champion and a German pioneer of mountain and trekking bikes, is still an avid cyclist. © JO BECKENDORFF

Now, MCG oversees Centurion's international sales, Merida-Germany sales, and a German wholesale business that distributes more than 30 premium brands.

MCG, based in Magstadt, is also home to Merida's international research and development office, which is completely separate from Centurion's own R&D team.

"Innovations and R&D are out of the MCG headquarters in Magstadt," Renner said. "The Merida headquarters in Taiwan is responsible for making our ideas ready for mass production."

Jürgen Falke, Merida's product manager, said the Magstadt office develops about 150 Merida models for the international market, of which about 100 are sold in Germany.

Together with Centurion, which offers about 100 models internationally, and related brands such as UMF ("United Merida Freeriders") and Eve (a women's line), MCG sold about 80,000 units in 2008.

The United States is the one major market in which Merida does not have a presence. That's because Merida manufactures the Specialized line and has a gentleman's agreement with Specialized not to compete with it in the U.S. market.

"The Merida-Taiwan factory concentrates on producing the Centurion, Merida and Specialized premium brands," Renner said.

- JB



GIANT DECENTRALIZES EUROPEAN SUBSIDIARIES; EXPANDS RETAIL STORES

Giant, Taiwan's leading bicycle manufacturer, is expanding its pedelec line at Eurobike. "We added some fine technical models to our Hybrid pedelec series," said Oliver Hensche, general manager of Giant Germany. "This means we are not only targeting the 50-plus generation, but also for the first time the 30-plus generation."

Joining this year's Elegance and Comfort city bike models will be the new Express and Freedom, both designed for the trekking market. The new bikes will feature 27-gear derailleur systems, hydraulic brakes and a new compact softshell pannier bag for the high-tech lithium ion batteries.

The introductions come as Giant restructures its European operations. To be more responsive to local markets, Giant is decentralizing its operations.

While Giant Europe's headquarters in the Netherlands will continue to serve as a back office, its subsidiaries in each country will develop their own product lines. The effects of the restructuring will be seen in Giant's 2011 product lines.

"A couple of years ago, it worked fine to have one primary European parent company. But each market has its own developments and trends that a subsidiary can react to much more quickly than a central office," Hensche said.



Oliver Hensche, general manager of Giant-Germany, on a new Express pedelec. © JO BECKENDORFF

STAND NO. B3/302



Giant-Germany showed retailers its 2010 product line during a special launch in Erkrath. © JO BECKENDORFF

"The UK market, for example, is very close to the U.S. The German, Dutch and French markets have their own styles. That's why each Giant subsidiary will increase their own R&D teams to serve customers more effectively," Hensche said during Giant-Germany's recent product launch in Erkrath.

Giant is expanding its retail concept stores, known as GSI, or "Giant Store Inside," a shop-in-shop system, and GBS, or "Giant Bicycle Store," a free-standing store dedicated to Giant brands. In Germany, Giant operates 135 shop-in-shops and two Giant Bicycle Stores. "In 2010 we want to expand this to 150 GSIs and 4 GBS's," Hensche said.

To reach this goal he and his team have introduced a "fair trade

agreement" with retailers, reflecting the increased responsibilities that each Giant subsidiary will assume in its home market. "Giant Fair Trade stands for fairness, transparency, quality and trust," Hensche said. "Fair trade dealers have to join our frequent training sessions. We guarantee good margins because we as the supplier can arrange conditions leading to higher dealer margins."

Giant-Germany also requires its retailers to submit "planning orders" by Oct. 31.

"If the dealer wants to change colors or frame sizes later, he can do that," Hensche said. "We offer our dealers the flexibility to make any necessary adjustments."

- JB

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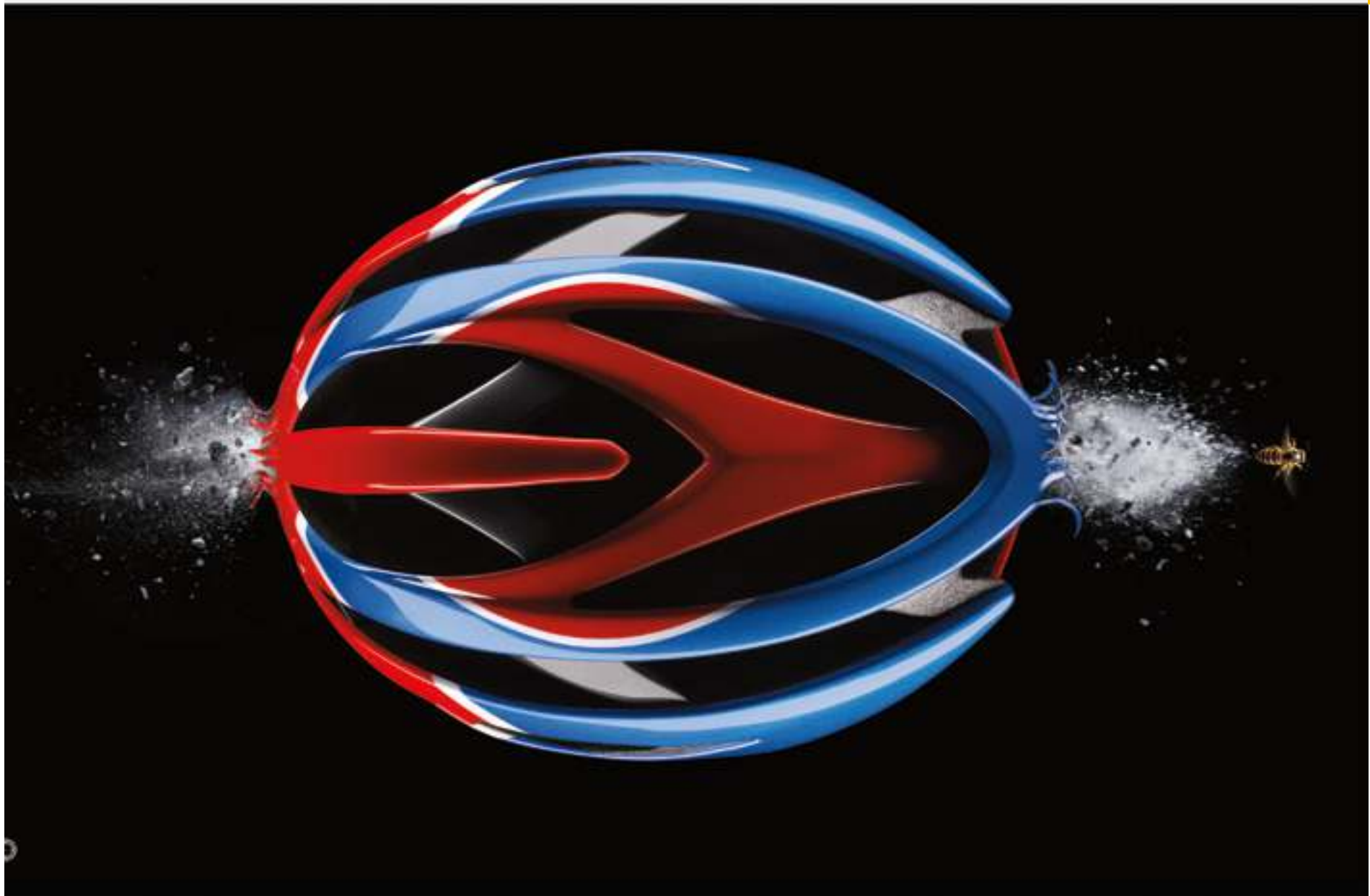
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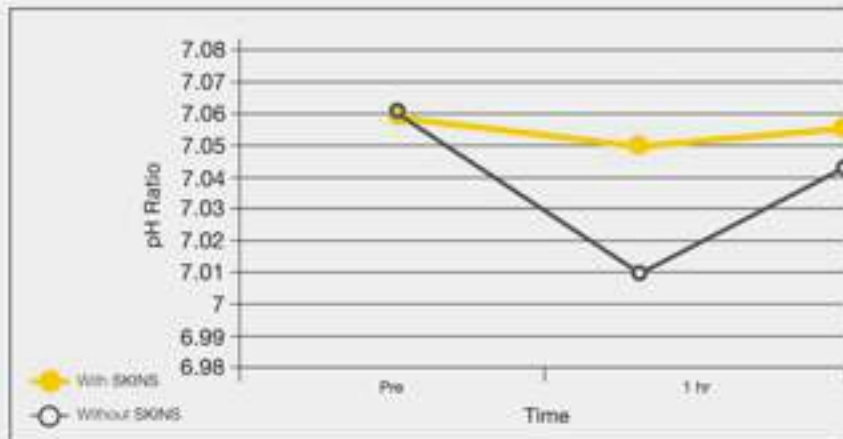




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COLORS TRUMP TEAMS WHEN IT COMES TO CYCLING JERSEYS

Colors continue to be the most important feature of a bike jersey. Yellow, green, polka dot, pink, mauve and gold are the dream colors of every cyclist. The good ones get theirs for free, while the rest of us who have to pay for our jerseys also look for style and functionality. For 2010 lines, there is plenty of both.

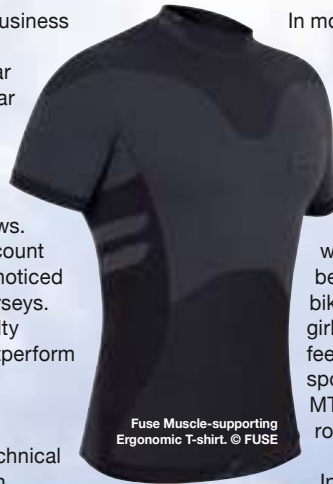
Jerseys are good business for retailers. While cyclists tend to wear their bike shorts year after year, many buy new jerseys every season.

That's the good news. The bad news: Discount retailers have also noticed the popularity of jerseys. Fortunately, specialty retailers usually outperform the discounters.

Most cyclists want individuality and technical performance, which should widen the gap between specialty retailers and discounters even more for 2010.

Meanwhile, the popularity of replica jerseys seems to have passed. Road racing's poor image, doping scandals, and teams that come and go with no consistency have dampened the replica market.

The success of replica jerseys also depends largely on a team's results, and the risk is high if a team does not finish first. Unlike football, cycling fans have little personal affection for less successful cult teams—not that there are many left—and the ever-changing assortment of sponsors leaves little opportunity for local pride.



Fuse Muscle-supporting Ergonomic T-shirt. © FUSE

In mountain biking the situation is different. Because of charismatic teams, and pros who tend to stick with those teams longer, MTB-team jerseys often sell better.

Fanfiluca, which supports women's MTB teams, has been chosen the most popular bike apparel brand on www.girlsridetoo.de. Similar positive feedback has lifted Vaude, sponsors of the Vaude-Simplon MTB-Team, and the SKS M.I.G. rookie team.

In general, cyclists are individualists who like to stand out, and jerseys reflect this thinking. Sugoi and Pearl Izumi change graphics every season and many of their older prints are now as collectors' items. The same applies to Gonso's Regina Marunde's special edition, Sportful's Gran Fondo race jersey and the extravagant prints favored by Maloja.

Most brands divide their lines into three types of fits, although the names vary with the manufacturer. While Sugoi offers "fitted, semi-fitted and relaxed" styles, Vaude has "race cut, all-mountain cut and trek & trail cut" and Gore Bikewear has the simpler "road, trail, and city" styles. In reality, all jerseys have a cross-over potential.

"It comes down to personal preference when determining what jersey to wear," said Rob Blair, Sugoi's product manager. Pascal Herrmann at Gore Bikewear noted, "It's everyone's own choice whether to stick to the predominant use or not."

In practice, though, André Bachmann, sales manager at Craft, sees less cross-over the more specialized the jersey. "Many end-users wear their bike jerseys in everyday life. But ambitious cyclists purposefully pick our Elite Series."

The most important selling point continues to be function. Moisture management and high breathability are considered standard features that are hardly worth mentioning. These days, consumers also take high UPF protection for granted. So jersey manufacturers instead are turning to such features as body mapping, zoning or contoured panelling to set themselves apart.

Odlo, which is returning to the market after an absence of nearly half a dozen years, is basing its 2010 collection on what it calls "the principle of zoned function." Its Tendion Shirt incorporates 3-D knitting technology with seamless construction for best fit and a dynamic "Fast-Forward Design."

Sugoi's RSE jersey is "anatomically optimized" with "the latest zone construction technology." Both jersey designs may be the current state of the art.

Ziener offers a novel construction in its 2010 line with its "Burn-Tru Technology," a technique in which honeycombed structures are burned into a seamless fabric. This is supposed to increase comfort by improving ventilation. Ziener says the Burn-Tru jerseys will be fast-drying, very lightweight and very rigid.

Expect cycling jerseys to retain their colorful bent. Color-blocks, stripes or polka dots can be found in any road race line from Europe's west coast to north or south of the Alps.

Predominant colors remain the classic red, blue, yellow and white, while women's jerseys often feature on-top prints of checkers, flowers or other ornamental designs.

In contrast, mountain bike jerseys are mostly neutral tones. Anthracite, khaki, olive and brown tones combine with red and orange blocking or black and white designs for both men and women.

— Ralf Stefan Beppler



Skins Shirt & Pants. © SKINS

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THE E-BIKE 'SILENT REVOLUTION' WILL BE BIGGER THAN MTBS

Twenty-five years ago, the mountain bike completely changed the bicycle landscape and the bicycle industry. The innovations behind the mountain bike had an enormous effect on all other bicycle segments, from new compact frame designs and better brakes to better shifting and better suspension. These led to a bicycle boom, yet at the end of the 1980s it became obvious that only a small minority of consumers actually used mountain bikes in the way they were intended: as a boy's toy for serious off-road riding. Nevertheless, in the absence of other innovations, the bicycle industry has continued to produce bicycle products that are strongly influenced by mountain bikes.

The industry has only recently discovered the huge potential of another promising concept: the electric bicycle.

To be more precise, the pedelec (pedal-assist bicycle) and e-bike (power-on-demand bicycle). Japanese companies including Panasonic, Yamaha and Sanyo have experimented with pedelecs since the 1980s, but no one outside of Japan really cared.



Elmoto (E-Scooter)

Recently a strong wind—maybe a hurricane—of e-cycling interest has arisen out of two other cycling Nirvanas: China, for power-on-demand e-bikes, and Holland, for pedelecs.

And soon, the electric bicycle will conquer the whole wide world.

LET'S LOOK AT SOME ROUGH DATA:

For China it is always hard to find reliable data, but it is more important to catch the big trend: of a total of 35 million bicycles sold in 2008, 20 million, or nearly 60 percent, were e-bikes. A typical Chinese domestic e-bike costs 1,400 RMB (150 or \$205), 3.5 times more than a typical domestic city bike.

In Holland this year, pedelec sales will reach 200,000 units. That's 15 percent of the total Dutch market in units, but almost 40 percent in value. The average retail price of a Dutch pedelec is still around 2,000 (\$2,800) whereas an average Dutch city bike retails for 750 (\$1,050), some 2.5 times less.

In Germany, pedelecs will reach a 3 percent market share this year. The average retail price of a German pedelec is 1,400 (\$1,965) 4.5 times more than the average German city bike.

In France the figures are even more striking: pedelecs will reach a market share of 2 to 3 percent, with an average pedelec retailing for 1,000 (\$1,400), six times more than the average French city bike.



JD Eagle (Power-On-Demand E-Bike)

Finally, e-bike sales have not expanded the overall bicycle market. Instead, sales of electric bikes lead to a decrease in sales of regular bicycles. Electric two-wheelers perfectly match the spirit of times, especially consumers' social and environmental attitudes. Humans in essence are always looking for comfort and convenience. By definition, regular cycling is everything but comfortable and convenient.

The magic of e-bikes that they combine a golden package of virtues: boosting fitness and health and satisfying the need to be environmentally conscious on one hand, and providing no-sweat comfort and convenience on the other hand. Skeptics who believe that electric two-wheelers are for seniors and disabled people will instantly change their minds after riding one around a parking lot and will admit to being surprised by the cool feeling of the silent, clean electric propulsion. Market research clearly shows that Western consumers are open to all kinds of electric two-wheelers, and that they are willing to dump their regular bicycles for e-bikes.

SO DOES THIS MEAN THE BICYCLE INDUSTRY IS ABOUT TO ENTER A TIME OF MILK AND HONEY?

Yes, there is a huge profit potential, with high margins and high profits lying ahead of us. So far, the industry has been trying busily to catch the Accell Group, which makes the world's No. 1 e-bike, the blockbuster Sparta Ion. It's a typical Dutch city bike with typical Dutch functions, and it's made a ton of money for Accell.

But there is a question whether bicycle industry product managers understand consumers' needs for convenience,

comfort, fun and speed in a modern package that may differ from their traditional and sometimes archaic concepts of the bicycle.

Some companies have shifted their focus from horizontal product differentiation (applying the same concept to different groups) to vertical product differentiation (applying the same

functionality - i.e., electric mobility—to different concepts). Companies like Giant, JD Corp., Ultra Motor, E-Solex and Elmoto have introduced electric two-wheelers with higher speeds, more motor power and automotive styling.

Without exception, consumers are showing a great interest for these products. The bike industry should realize that these products will push a lot of their traditional bikes out of the market, and should start to take this competition seriously.



A2B Excel (E-Scooter)



Taiwan Robo Scooter (E-Scooter)



E-Solex (Pedelec version & Power-On-Demand E-bike)

The big questions this time are whether the bike industry will properly address the consumer needs of "electrified" cycling and whether the automotive (car/motorbike/scooter) industry will "steal" the market away from the bike industry.

You don't have to be a scientist or a trend watcher to predict that clean, electrified two wheelers will cause the biggest-ever revolution in the bike industry. It is literally a silent revolution. But does the bicycle industry understand what is going on and what the consequences are going to be? Or will other industries respond more quickly?

WHAT DO THESE STATISTICS TELL US?

Almost all mountain bike-related innovations have failed to cause consumers to spend significantly more money on cycling products. Yet their electrified counterparts have done exactly that, making consumers willing to spend much more. While regular city bikes are on the verge of becoming disposable commodities, e-bikes and pedelecs, with retail prices that are three to six times those of other bikes, have lifted cycling products to the level of a consumer durable.



E-Solex (Pedelec version & Power-On-Demand E-bike)

The bike industry has very specific competence, expertise and experience when it comes to designing, engineering and manufacturing strong and light two-wheelers. This core competence should be combined with a new spirit of vertical product differentiation. Then the bike industry will have a head start when it has to cope with new competitors from the outside.

- Han Goes
Han Goes leads two wheeler mobility consultancy Q Square, based in Lelystad, The Netherlands

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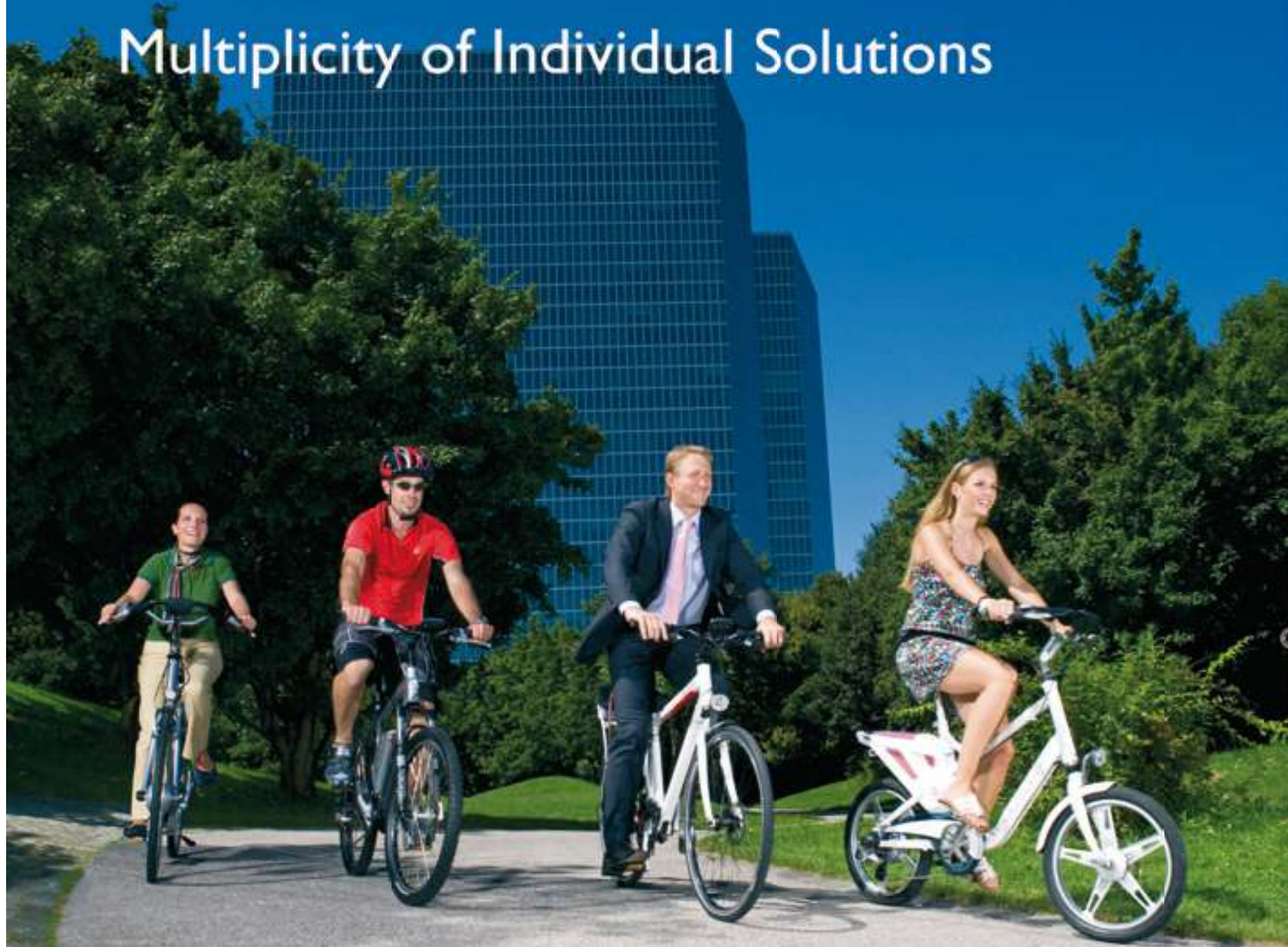


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Market Report: United Kingdom

THE BRITISH BICYCLING BOOM-THAT-WASN'T, BUT COULD BE

Is the British bike boom one big bubble? According to British newspapers, the bike trade has never had it so good. Alliteration abounds: there's a "bike boom", a "bicycle bonanza", a "cycling sales surge." Cycle shops must be in clover like never before because, reports The Independent, "Europe is running out of bikes thanks to a British cycling boom that has caught the world's biggest bike manufacturers on the hop."

Really? Tell that to the world's biggest bike manufacturers.

Yes, there are product shortages in the UK for certain bikes at key price points, but this has more to do with low pre-season ordering rather than a run on bikes. Instead, the British mainstream media is being economical with the truth.

Harried hacks aren't digging down into import figures or poring over dry-as-dust value-added-tax stats. Of course, it's famously tough to get accurate UK bicycle sales statistics.

The Bicycle Association of Great Britain has long tried to cajole members into supplying sales figures but every attempt at collectivism - in both senses of the word - has failed.

accuses the UK Department for Transport of under-reporting the level of cycle use because it measures only cyclists who use roads, not the off-road sections of the Sustrans National Cycle Network, which are becoming more and more popular every year.

Bicycle riding is undeniably on the upswing in the UK. According to Transport for London, the number of people cycling on the capital's main roads have more than doubled since 2000.

Other British cities are also witnessing a riding renaissance: in Bristol, bike use is up 27 percent since 2003; in Sheffield, up 60 percent since 2000; and in Leicester, up 43 percent since 2003. Virtually all of these increases are due to commuters who are taking to cycling in a big way.

ence the chain has in selling them.

To bike shops, the £70 (\$82 or \$115) and £50 (\$58 or \$82) British Eagle models are 'BSOs' (slang for 'bicycle-shaped objects'), but Asda sees their introduction as a way of reducing waistlines.

A company statement said: "[Asda] will not be making a penny from the sales, such is the supermarket's commitment to getting the nation on their bikes."

Mike Logue, Asda's Leisure Trading Director, said: "Price should not be a barrier on whether or not to buy a bike. Therefore, Asda has worked incredibly hard to introduce these British Eagle bikes at market-leading prices on a not-for-profit basis. Cycling is the perfect low-cost activity for all the family to stay healthy and spend quality time together."

The quality of the bikes is a different story, however. An Asda TV commercial showed one of the bikes with its front fork installed backwards. "As soon as we spotted the error, we put the brakes on the TV ad and pulled it," an Asda spokeswoman said.

The mistake got coverage in *The Guardian*, the *Daily Mail* and PR magazines, further alerting the British public to cheap bikes. Whether Asda's promotion damages bike shops won't be known for some time. The bike trade certainly can't moan about being hurt by discount prices because that's one of the key market drivers of the moment.

The UK Government's Cycle to Work scheme gives tax credits to employees who buy bikes from their employers. A worker in the top tax bracket can save 40 percent on the price of a new bike. Although the scheme has been operational for several years, it only recently took off when third party organizations helped facilitate the red tape.

For some UK bike shops, Cycle to Work purchases account for up to 50 percent of sales. Should the UK government ever disband the scheme, as it did for a nearly identical tax credit for home computer purchases, an awful lot of bicycle shops would be wiped out overnight.

This fact has been stressed to the new Transport Secretary, Lord Adonis. He's likely to listen because, according to bicycle lobbyists, he's pro-bicycle. He has ordered officials at the Department for Transport to study the UK cycle scene.



© CARLTON REID



Mark Brown of the Association of Cycle traders.
© CARLTON REID

In a long speech to transport professionals, Lord Adonis devoted much of it to cycling:

"In promoting low carbon transport, there is no lower carbon or healthier means of getting from A to B, besides walking, than cycling," he said.

"Cycling has for too long been the Cinderella of transport policy - adored but neglected, when in fact it ought to be central to our thinking and planning if we are serious about a low carbon and healthier future. Improved cycling facilities will be one of my key priorities as Secretary of State."

Of course, Adonis might not be long in the job. The British Labour Party is riding low in the polls and is unlikely to win the next General Election. But cycling should win whichever political party does well.

David Cameron, the favorite to become the next prime minister, famously rides his bike to work. Politicians are not style leaders, so a prime minister on two wheels won't inspire many copycats, but it shows that cycling is embedding itself in the UK mainstream.

For "mainstream," read "mass market"; for "mass market" read "increased sales of new bikes." Most will be of the Asda £70 variety (masses don't do expensive); but a growing and healthy percentage will be branded bikes sold by independent bicycle dealers.

In 2010, there could be a real bike boom. Meanwhile, for the rest of this year, the boom-that-wasn't could actually create demand out of thin air. Mark Brown of the Association of Cycle Traders has appeared in newspaper and radio interviews talking about the "bike boom." He's tried - without success - to talk about the actual import figures.

"Since [being interviewed in an article for the] *Independent* I've been contacted by Radio 2 and Radio 4, all jumping about with excitement on the subject. Maybe we've actually created a real bike boom just by pretending there is a bike boom?"

- Carlton Reid



© CARLTON REID

Instead, association members are privy to a selection of official and not-so-official import figures collated by a stats collection agency—but these figures are not provided to non-members.

According to the latest available figures, the UK imported 35 percent fewer bikes in the first half of 2009 than for the corresponding period of the previous year. In round numbers this reflected a drop of 378,768 bikes.

A boom? This looks more like a market in free fall. Yet UK suppliers are not dropping like flies, nor are retailers boarding up their windows. In short, the import figures are wrong because they miss several big players. Still, they are the best figures we've got because they are the only figures we've got.

What muddies the picture is the on-the-ground rise in bicycle use.

Sales of new bikes may be over-reported, but actual cycle use is consistently under-reported, according to route construction charity Sustrans. The organization

The bike-to-work boom, in other words, is a genuine boom.

Recreational mountain biking, on the other hand, is static at best, and the UK bike trade has been slow to adapt to the needs of these new urban cyclists.

Gradually, bike shops are giving over more space to commuting bikes, and such key accessories as fenders, lights and locks are selling extremely well. Similarly, bicycle servicing is now a highly profitable mainstay of a typical British bike shop.

Fears by independent bike shops that supermarkets, selling flat-pack "bikes in boxes," would deflate the burgeoning bike market with cheap and nasty bicycles have yet to come true.

But that's not without a good attempt by Asda. In July, the Wal-Mart-owned chain of supermarkets started to sell "Britain's cheapest bicycles" at not-for-profit prices.

Unfortunately, an Asda advertisement unwittingly underscored just how cheap these bikes were - and how little experi-

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The new Deore Trekking groupset is geared to letting cyclists enjoy a smooth trouble-free ride. © SHIMANO

SHIMANO DEORE OFFERS HIGH-PERFORMANCE COMPONENTS FOR TREKKING

STAND NO.
A1/200

Shimano is applying its technological and manufacturing expertise more and more to the 'mobility' segment, with a wide range of components for trekking and hybrid bicycles. These components are characterized by their reliability and durability. Designed to let cyclists relax and enjoy the ride and their surroundings, these trekking components have no complicated gimmicks to distract your attention.



Deore XT includes components specifically developed for trekking. © SHIMANO

The shifters are easy to operate and work smoothly and effortlessly. A clear optical gear display tells you what gear you are in, and that's all you need to know. The brakes also function according to this riding style: easy function, excellent controllability and of course sufficient stopping power.

NEW DEORE FOR TREKKING

Shimano introduces a new Deore group this year, including components specifically for Trekking and Hybrid bicycles. Examples are a conventional Top Normal rear derailleur and an integrated shifter/brake lever set with a large optical gear display. It features a 3-finger lever blade with an integrated bumper stop for relaxed and silent riding.

DEORE XT

At heart a high-end MTB groupset, Deore XT also includes a wide range of components specifically developed for trekking. It features a lightweight and rigid Hollowtech II crankset that is compatible with the use of a chainguard and chaincase. The gearing combination of 48/36/26 teeth is specifically for trekking usage. Rapidfire Plus shifters operate smoothly with a Top-Normal rear derailleur and this groupset also includes dedicated 3-finger brake levers to handle the Shimano V-Brakes.

Deore crankset FC-M591 has a 2-piece construction with outboard bearings. Furthermore it features Hyperdrive chainrings with an aluminum outer ring and a new chain guard design. Gearing options: 44-32-22T, 48-36-26T. It will be available in galaxy black and silver and is compatible with the use of a chain case.

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Deore LX has evolved into a dedicated high-class trekking components group. Tough but lightweight components with a beautiful look and feel help riders enjoy cycling even more.



Deore LX disc brake lever. © SHIMANO



Stella Yu, Founder of Velo Enterprise

THE 'QUEEN OF TAIWAN'S BIKE INDUSTRY' CELEBRATES 30 YEARS

When Taiwan's bicycle industry burst onto the international stage in the 1980s, three women held leading management positions: Maria Yang of Wheeler, Grace Tseng of Merida (aunt of General Manager Michael Tseng), and Stella Yu, founder of Velo Enterprise. Today, Yu is the only one who is still active in the industry. A Eurobike exhibitor from the beginning—who this year is celebrating Velo's 30th anniversary—the “queen of the Taiwan bicycle industry” retraces her storied history.

“I was the first Taiwanese exhibitor at the Milan show. I also debuted at the IFMA exhibition in Cologne 27 years ago,” said Yu, now 62. “At that time I did not receive much of a welcome. And I couldn't speak English.”

Velo has exhibited in Friedrichshafen since Eurobike started in 1991. Even though Velo has become one of the world's largest makers of bicycle saddles, Yu still makes a point of attending every important trade show.

“I try to stay as close to the market as possible. That's why I still go to all these shows by myself,” she said. “You have to join the bicycle people and listen. Many people say a show is for orders only. That's wrong. It is also about listening and feeling the market.”

Although her company is 30 years old, Yu said she has been working in the bicycle industry for 48 years.

“I came from a poor country family near Taipei. When I was 14 years old, I got my first job with a bicycle manufacturer,” Yu said. “In those days, many Japanese came over to buy from us. I stayed there for four years before my Japanese boss founded an office in Taipei. They hired me for the office and I learned the business right from the bottom. I worked there for 11 years before I got the idea of doing something for myself. I thought that saddles would be a better business for a woman because they are not as technical as parts and frames.”

Yu stopped and laughed.



Saddle assembly line. © JO BECKENDORFF

“That was a big mistake. Today's saddles are totally different and are a very technical product.”

Yu's Japanese boss recognized her ambitions and backed her financially when she started Velo.

“He gave me 3 million Taiwan dollars and became my major business partner in Velo Enterprise Co. Fifteen years later he died and his family sold his stake to me.”



Stella Yu, the founder of Velo, celebrates the company's 30th anniversary this year. © JO BECKENDORFF

Velo's first product in 1979 was a banana saddle for Stingray bicycles, one of the hottest bikes of the day. Velo followed with BMX and mountain bike saddles.

In 2008, Velo introduced its own aftermarket brands, the more technical Velo Senso and the comfort-oriented Velo Plush. Now, about 15 percent of Velo's total production is for its private label business. Velo manufactures 15 million saddles a year—that's 1.5 million every month. The business supplies about 100 industry suppliers. Velo also says it is the world's largest maker of gel saddles.

“We started with gel about 18 years ago and we make it ourselves,” Yu said. “It's very difficult to produce a healthy chemical product.”

Velo's gel factory in Taiwan also serves another industry.

“Several years ago we started making gel mouse pads for the computer accessory market,” she said. With its expertise in gel production, Velo has entered the grip and handlebar tape markets.

Now, Yu oversees a saddle empire consisting of five factories—two in China and three in Taiwan—and some 2,200 employees.

“I really appreciate my lifestyle. God took good care of me. Today I feel proud of myself. That hasn't always been the case,” she said.

Yu still feels the need to prove herself, especially in the male-dominated Taiwan cycling industry. Last year, members of the “A-Team,” a group of the most important bicycle and accessories makers in Taiwan, including Yu, decided to stage

a ride around the island of Taiwan to show the world that they are passionate about the products they produce. It was, by most accounts, a life-changing experience. And it wasn't easy. The trip totaled some 1,000 kilometers (620 miles).

Yu especially felt the pressure. “When the A-Team came out with that idea I was already 46 years in this industry so nothing could really shock me,” she said. She started training right away, “when others were still sitting on their butts.”

She is proud to say that she made it, and adds that the A-Team ride was also life-changing. Yu lost weight, and her hard-charging personality lost some of its sharp edges. Some of her employees said she became more easy-going in the office and did not shout as much as she used to.

Months later, “the queen” is still riding regularly. She joins about 15 Velo employees every Sunday for a company ride, which she turns into product testing opportunities. “I see that everyone uses a different saddle every time so they can test them in person. A personal test is very important.”



Saddle stitching. © JO BECKENDORFF

Yu even urges her team to ride without chamois. “They should feel and judge the sensitive parts of each saddle product by themselves. I want them to be not only experienced in saddle production, but also to understand the technical challenges of the product. They should be able to follow the customers' ideas from the technical side and the riding side, too.”

Will the queen of the Taiwanese bicycle industry retire? “I will retire when I'm 65,” she said.

But others who know Yu have a hard time believing she will give up Velo, which has been her life for 30 years. Besides, what would the industry be without its queen?

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- Jo
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GHOST RAMPS UP PRODUCTION AT GERMAN HEADQUARTERS

For its 2010 line, Ghost is making an important but almost invisible change: All of its bikes will be made in Waldsassen, Germany, instead of its former factory in the Czech Republic. The changes stem from the completion of Ghost's new headquarters in September 2008, shortly before the company was purchased by the Dutch giant Accell Group.

"It had nothing to do with this year's takeover by Accell," said Uwe Kalliwoda, who co-founded Ghost with Klaus Möhwald. "The new company headquarters was planned a long time before."

Ghost, founded in 1993, experienced rapid growth that left it bursting at the seams. Now selling about 60,000 units a year, Ghost managers oversaw a hodge-podge consisting of a factory in Eiger, Czech Republic, and three rented warehouses in Waldsassen and Mitterteich, Germany.

Ghost's new headquarters, finished last year, includes warehouse, production and test facilities. © GHOST



Trucks made the 10km (6-mile) drive between warehouses and factory every day, hauling containers full of bicycle parts and painted frames to the factory and returning completed bikes, ready to be shipped to retailers.

Kalliwoda said the system became overly complicated. "Here at our new headquarters we have everything under one roof. That's what we call our long-awaited '4 in 1' strategy."

The Waldsassen factory began producing bikes last November, and Kalliwoda said Ghost is now one of the biggest employers in the region.

"The average age of our 85 to 90 employees is 29," Kalliwoda said with a laugh. "Klaus and I, at the age of 43, are already old-timers within our own company." Both men are from Waldsassen.

The new headquarters stands on 25,000 square meters (6.1 acres) of land, leaving plenty of space for further expansion.

The new headquarters offers 5,500 square meters (59,200 square feet) of space on each of its two floors.

The assembly, warehouse and testing lab fill the bottom floor, while the upper floor houses the administration division, including research and development.

Kalliwoda said everything is done in Waldsassen except for building and painting frames.

"Our assembly line puts everything together. The bikes are set up ready for use. Then we dismount the front wheel and take off the headset so that the bike fits into a standard UPS box and is shipped directly to our dealers," he said.

Road, trekking and city bikes are 99 percent pre-assembled and are delivered in larger boxes.

Mountain bikes account for some 80 percent of Ghost's production, senior manager Jens Steinhäuser said.

"That's what we started with and are good at so we want to keep it like that," he said.



Uwe Kalliwoda, co-founder and general manager of Ghost, before a photo of Ghost rider and Olympic gold medalist Sabine Spitz in Beijing. © JO BECKENDORFF

About 70 percent of Ghost's production is sold in Germany.

But, Steinhäuser said, "sales in neighboring Austria and Switzerland are increasing rapidly as well as in other nearby countries such as Benelux and the Czech Republic."



Except for building and painting frames, all Ghost bikes are now made in Waldsassen, Germany. © JO BECKENDORFF

With the backing of Accell, Ghost hopes to increase its international business. At this year's Taipei Cycle show, for example, Ghost exhibited its line in Accell's huge joint booth.

But Kalliwoda and Möhwald noted that Ghost continues to operate separately from the Accell Group.

"We are doing our own thing as we always have, since the beginning," they said. That is one reason why Ghost isn't part of Accell-Germany, the parent company of the Winora Group and Hercules brand.

Ghost benefits from Accell's extensive sourcing network, while Accell benefits from having Ghost's strong presence in the mountain bike category.

"We are prepared for the future," Kalliwoda and Möhwald said. "We believe that 'Made in Waldsassen' will give our brand a further kick."

- Jo Beckendorff

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STEVENS HELPS IBDS COMPETE WITH MAIL ORDER, 'BIG' BRANDS

In 1990, Werner and Wolfgang von Hacht, two bicycle retailers in Hamburg, Germany, hired Volker Dohrmann. Soon they were importing bikes from the Far East under the brand name Stevens.

STAND NO.
A3/305

From 2,000 bikes in 1990, Stevens now is one of Germany's most successful brands, selling 100,000 units a year. Since 1994 the Stevens brand has been separate from the retail store. Most of its bikes are assembled by two subcontractors in East and North West Germany.

"Around 100 people work there. Stevens is the biggest customer for these assemblers and has its own quality control staff," Dohrmann said.

Stevens is known for putting the latest components on its bikes before other brands. With offices in Taiwan and China, the company oversees quality control and sourcing of Asian components. While the company started by importing complete bikes from Asia, it now focuses on local production, which it emphasizes with its slogan, "Lightweights made in Hamburg." "Now, 70 percent of our bikes are assembled in Germany, which has cost advantages and means better assembly quality. It also means IBDS can have a bike ready for their customers in less time," Dohrmann said.

Stevens assembles some 4,000 high-end road bikes a year at its Hamburg headquarters. Consumers can go on-line to choose every component for a new bike, which when finished is shipped to a local retailer for pick up. New models are subjected to intensive wind tunnel and durability tests. Stevens has its own lab where it performs stiffness tests on frames, forks and wheels.

About 80 percent of Stevens' sales are in Germany, with the rest exported to other European countries. Stevens also has distribution in Canada and Taiwan. "Our strategy is to grow gradually. It does not make sense to do too many steps in one time and then run into delivery troubles," Dohrmann said.

He said Stevens' business strategy gives retailers a tool with which to compete against bigger brands and direct mail-order companies.

"Roughly speaking, you can get a Stevens bike with excellent quality and spec for a better price than you can from the 'big' U.S. or Asian brands," he said.

"In Germany, the competition is fierce. With our bike range, IBDS have a good weapon to compete with sharp German mail order suppliers such as Canyon or Rose. Stevens Bikes are not clones of other brands," Dohrmann added. "We have our own design approach and a very large and detail-oriented line."



Stevens models are tested in wind tunnels. © STEVENS

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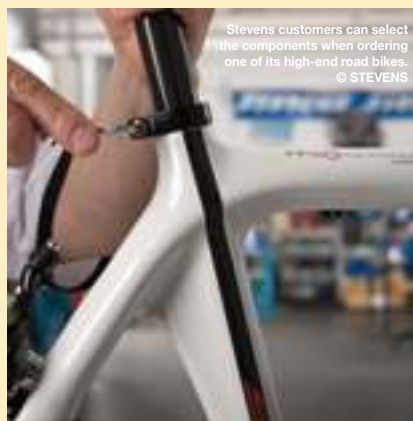
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Stevens customers can select the components when ordering one of its high-end road bikes. © STEVENS



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STAND NO.
A2/203



Ivan Lin, global marketing manager of X-Fusion.
© JO BECKENDORFF

X-FUSION UNVEILING THREE HIGH-END SUSPENSION FORKS

Have you ever wondered how many pieces go into a high-end damper in a mountain bike shock? The more adjustments there are for the rider's benefit, the more complicated this small but important bicycle component becomes. For a shock brand like X-Fusion, such high-tech complexity is a necessity in the market.

"Easy-to-adjust rebound, travel, lockout and compression are features that performance riders are asking for today," said Ivan Lin, global marketing manager of X-Fusion. At Eurobike, Lin and his team are presenting the latest damping technologies with an expanded line of suspension forks.

"This is the No. 1 IBD show in Europe, so we are presenting nothing but our premium IBD brand, X-Fusion," Lin said.

X-Fusion is engineered in the United States but manufactured in Taiwan as a subsidiary of A-Pro, the Taiwanese framemaker.

"What's important to know is that X-Fusion is a independent performance suspension brand that is 100 percent made in Taiwan," he said.

The X-Fusion brand has been on the market since 1999, but the company began seriously promoting it only about four years ago.

In 2008, X-Fusion produced a total of 350,000 dampers in Taiwan plus an undisclosed amount in China for the mass market under the Tough Shock name.

But Lin said X-Fusion is a premium brand, intended for the IBD market.

"We clearly separate the X-Fusion business from our made-in-China mass market business," Lin said. "All in all, we see ourselves currently as the No. 3 brand in the bicycle suspension market."

Today, X-Fusion production is about half for the OEM market and half for the aftermarket.

For the 2010 season, X-Fusion is presenting three new suspension forks and is also displaying some nice new dampers.

- JB

BROOKS EXPANDS PRODUCT RANGE

Traditional UK saddle maker Brooks is presenting its finely crafted bicycle accessories with a touch of retro design.

"Over the last years we expanded our range from saddles to a fine line of bicycle accessories. Some of our stylish high-end products are used for much more than cycling. Moreover, more and more outdoor stores are selling bicycle accessories," marketing manager Andrea Meneghelli said.

New high-end panniers (suggested retail price: 560, or \$800, a pair) and a handlebar bag (suggested retail price: 295, or \$425) are also on display.



Brooks Marketing manager Andrea Meneghelli.
© JO BECKENDORFF

STAND NO.
A5/401

See these and many more at the stand of parent company Selle Royal.

SUGOI MEETS DEMAND FOR NEW ARM-WARMER PRINTS

Sugoi Performance Apparel is presenting a special accessories offer to its dealers: immediately available are semi-customized arm warmers and beanies in new fall and winter styles.

Due to their tremendous success, the company is also reintroducing its popular graphic arm warmers for fall 2009 as a limited edition, available from Sept. 15. Designs range from colorful Japanese manga-inspired graphics to jail house stripes

(pictured design: Tatu). See them at Sugoi's stand in the Dorel Village at Eurobike.

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A6/201



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Booth No. A5-507 Stand O

Bike Glove

Functions and features :

- SBR on the palm can absorb the shocking when you are riding. Super fiber surface can easily scratch the grips.
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Market Report: Canada CAUTIOUS OPTIMISM

Despite these tougher economic times the Canadian bicycle industry is performing better than expected and considerably better than other sports such as golf, for example. Future trends and sales are difficult to predict, making "caution" the operative word. Still, companies from distributors to retailers continue to report increases over last year with no signs of slowing down.

Canada finished 2008 well ahead of the United States. While the two economies are very strongly linked and the struggling U.S. juggernaut is affecting many industries in Canada, cycling is not one of them. "The U.S.-based Bicycle Product Suppliers Association (BPSA) reported a 13% drop in sales by specialty suppliers for the fourth quarter of 2008, while Canadian suppliers grew 2.2% for the corresponding period," reads a BTAC (Bicycle Trade Association of Canada) March release.



© JO BECKENDORFF

In January 2009, a West Coast distributor indicated it was having its best year to date. Others reported similar increases in orders. In July a well-established Ottawa retailer said it had been "a good year" while a similar Toronto outlet commented that "it's been slower than expected."

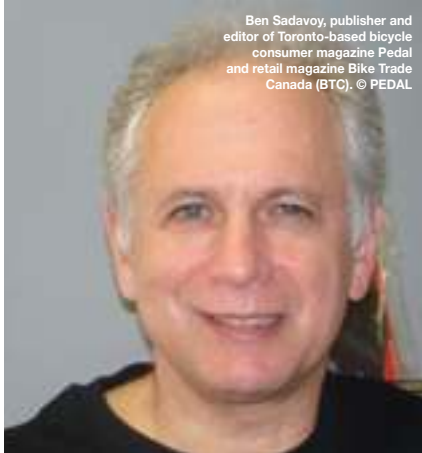
The recent move by the major outdoor retail chain Mountain Equipment Co-op (MEC) into bicycles has raised a lot of eyebrows across the country as Canadian bicycle retailers foresee a loss of market share. As a co-operative, MEC receives special tax benefits. Many claim this "unfair" advantage will hurt bicycle retailers and is not good for the industry. MEC suggest its efforts will grow the pie for everyone as evidenced by the many retail shops near their 11 outlets across Canada that have benefited from the foot traffic generated by the large outdoor giant.

As cycling continues to grow, MEC is likely not alone as more and more companies are looking to make "smart" choices including cities such as Montreal which launched the award-winning BIXI bicycle rental program modeled on successful European concepts.

The program will cost Montreal \$15 million but proponents claim it will become a moneymaker as Montreal hopes to sell its patented BIXI program to other cities. *Time Magazine* rated the BIXI as the 19th best invention of 2008. Add to the mix the fact that Canada will host the 2010 MTB Worlds at Mont-Ste-Anne, and that the UCI ProTour is also coming to Quebec, courtesy of Serge Arseneault, who brought men's World Cup racing to Montreal in the late 1980s and 90s. It means that there's even more excitement brewing for the sport in Canada.

Overall the prognosis is positive as the fall shows approach for the launch of 2010. But despite all favorable signs everyone is still watching the giant U.S. market for indications as to how to read the economic tea leaves.

- Benjamin Sadavoy



Ben Sadavoy, publisher and editor of Toronto-based bicycle consumer magazine Pedal and retail magazine Bike Trade Canada (BTC). © PEDAL

Reports that Canada's stable economy is weathering the current financial storm much better than most countries was supported by a recent announcement that GDP (Gross Domestic Product) rose slightly. A rebound in the housing market is also fueling confidence. Headlines say the recession is over but overall recovery is expected to be slow as unemployment continues to rise.

Yet cycling is one of the "smart" products in the marketplace for consumers who are much more aware of the issues such as the economy, the environment, health and fitness, etc. The trend to better and smarter choices by consumers is part of the reason that cycling continues to buck the slowdown. Green is "in" and the bicycle is finally taking its rightful place as a lifestyle and smart choice in society.

Market Report: U.S.A. BICYCLE RIDERSHIP

The good news for the U.S. bicycle market is that more Americans are riding bikes than ever before. The bad news? Many of the bikes they're riding are a long way from new.

"People are taking their old bikes and making them usable," said Jay Graves, a retailer in Portland, Oregon. "It's not 15-year-old bikes. It's 30-year-old bike".

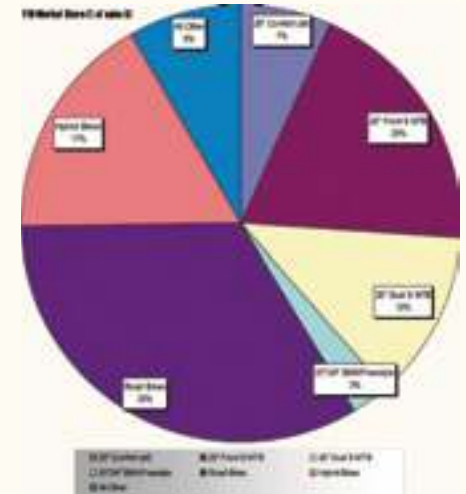
Graves said sales of "anything over \$3,000" (2,105) are weak, while hybrid and commuter bikes are selling well. His stores' service departments are doing good business fixing up these old "beaters"—adding fenders, lights and panniers, replacing tires, or converting them to single speeds or fixies.

One clear indication of the used bike trend, Graves said, is that the industry ran out of 27-inch tires last year—a size that hasn't been used on new bikes since the 1980s.

Trek President John Burke said increased ridership is a national trend. "In most places around the country, there are more people riding bikes than ever before," said Burke, who oversees the country's biggest bike brand. "They may not be buying new bikes this year, but ridership across the country is going really well."

According to a survey by the National Sporting Goods Association, more than 44 million Americans hopped on a bike at least once last year, reflecting a huge increase of 11.4 percent over 2007 participation numbers. Industry officials expect to see similar gains for 2009.

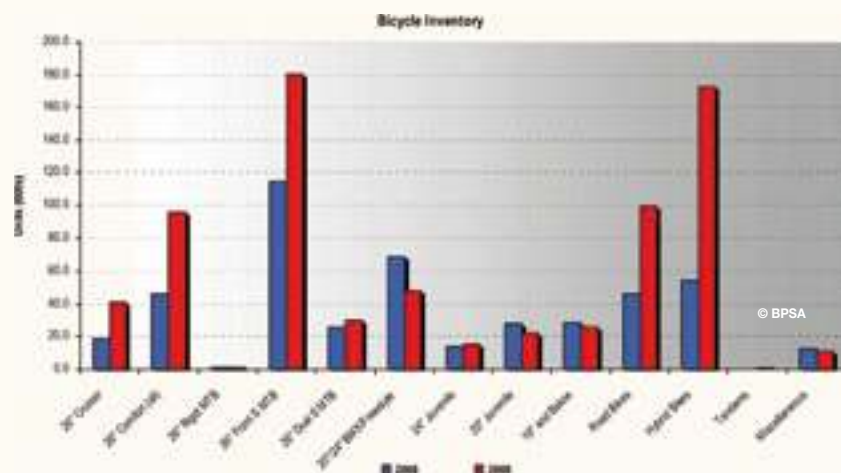
Even if retailers aren't selling as many new or high-end bikes as before, their service departments are making up for at least some of the lost bike sales through repairs and sales of parts and accessories, industry analyst Jay Townley said. "We are getting more people on bikes. The question now is whether the specialty bike channel will be able to convert used bike riders to new bike riders," said Townley, a principal with Gluskin Townley Group.



Townley said he is more concerned about the bike brands. "Dealers are doing well. They're flat to down," he said. "The big issue is, are we going to lose some suppliers next year?"

For U.S. bike suppliers, the problem is that inventories are piling up. Through June, inventories were up by 77% in US\$ and 62% in units, according to the Bicycle Product Suppliers Association. In essence, Townley said, suppliers have warehoused one imported bike for every bike they sold to a retailer. The inventory numbers are "dangerous as hell," he said. "It's a very bad thing." "If, by December, inventories have not been reduced, there will be no 2010 lines to speak of," Townley added. "We're thinking that the brands are going to have a much more difficult year than the dealers."

Some suppliers said they are approaching 2010 carefully. "Like the rest of the industry, we anticipated having a really good year," said Pat Cunnane, president of Advanced Sports, Inc., which owns the Fuji, Kestrel, Breezer and SE brands.



© BPSA

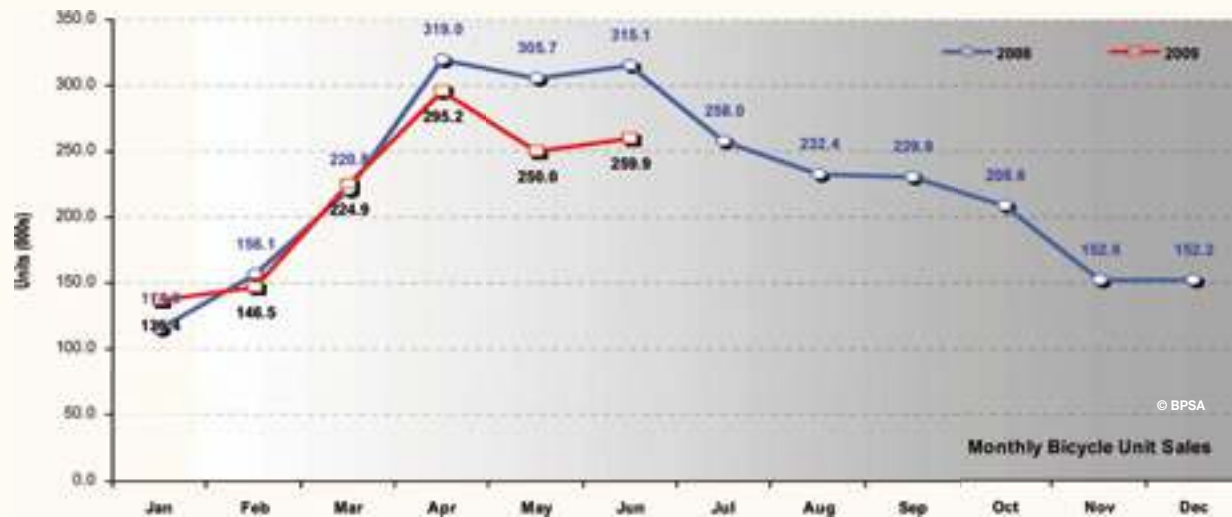


CLIMBS, BUT NEW BIKE SALES DON'T

ASI's sales rose this year, reflecting its recent acquisition of Kestrel, Cunnane said. But they still have fallen short of forecasts. "We have plenty of inventory and so does everybody else," Cunnane said. "The market gives you no reason to have confidence, so we're pretty cautious."

At Trek, Burke said he expects to end the year relatively flat. "Expensive bikes have taken a hit. That's one clear trend. Four- to six-thousand-dollar bikes are probably the hardest-hit area in the U.S. market. Our inventory is in pretty good shape," Burke added. "Based on the economy and everything that's going on for Trek dealers and for Trek, we're in a pretty good position going forward."

According to the BPSA, which tracks sales between wholesalers and retailers, road bike sales through June rose by 3% in dollars but slipped in units. Sales of front-suspension mountain bikes, which account for 25% of the market, fell by nearly 8%. Sales of hybrid bikes, which make up 21.5% of the market, rose by nearly 2%.



Wholesale inventories of front-suspension mountain bikes, road bikes and hybrids all were sharply higher.

The market situation is frustrating for some cycling advocates, who have long believed that the U.S. industry is due for a renaissance. Cycling's health benefits are gaining traction in a country where overweight and obesity are epidemic,

and which is undergoing a feverish debate over its health care system. Meanwhile, federal funding for cycling-related infrastructure is at an all-time high. The U.S. government has committed as much as \$1.4 billion (995 million) this year to cycling projects, nearly twice as much as the previous peak, said Tim Blumenthal, executive director of Bikes Belong, the

industry's main advocacy organization. All of these factors should bode well for cycling. Yet the recession continues to cast a long shadow over the industry.

"The stars are sort of all aligned," Cunnane said, "but they're not."

- Doug McClellan

COME VISIT US AT EUROBIKE

Hall B4, Booths 301 & 302





Velib' Bicycle Rental in Paris
© ANNE THOMES/ MAIRIE DE PARIS

Market Report: France

RENTAL PROGRAMS, E-BIKE SALES LIFT FRENCH BIKE MARKET

France's pioneering bike rental programs are encouraging more French consumers to ride bicycles, and contributed to continued growth in the market in 2008. Sales this year, however, have been weak, although manufacturers and retailers report that pressures have recently eased.

While 2009 market figures have not been published, some specialty retailers said their sales are holding up better than expected.

"After a very quiet start, we ended the first half with a slight increase in our comparable sales," said Denis Briscadieu, general manager of Culture Vélo, a chain of 70 IBD stores. "On the other hand, retailers are preparing for a tricky second half by ordering very cautiously."

French bicycle retailers see continued growth in sales of high-end sports products, hybrid bicycles and some smaller markets such as electric bicycles. But as French consumers tighten their wallets, mid-market sales are feeling the squeeze. Some retailers focusing on this business segment said sales have slipped by at least 20 percent so far this year.

Decathlon, the largest supplier and retailer of French bicycles, sold more than 1 million bicycles last year under its B'twin private label. But the big box sporting goods retailer has been hurt by shrinking sales of medium-priced products, from mountain bikes to city bikes.

Sales comparisons at the beginning of the year suffered, but that was partly because volumes were inflated during the comparable period of 2008 as Decathlon and other retailers rushed to clear out inventories before some safety regulations changed.

The second quarter was better, but Decathlon said it had cut orders for the rest of the year.

Giant, the leading international brand in France with 2008 sales of about 18 million (\$26 million) on 55,000 units, continued to expand.

"We did see a tiny drop in sales of medium-priced mountain bikes earlier this year, but this was more than compensated for by an impressive rise in sales of electric bicycles and road bikes," said Olivier Crouzet, sales and marketing manager of Giant France.

Supporting the market is increased French interest in cycling, both as a sport and as a means of transportation.

Membership in the French cycling federation rose by about 2 percent to more than 103,000 last year. Meanwhile, rental programs and the construction of bicycle lanes have turned two-wheelers into an increasingly familiar sight in French towns.

In Paris alone, the Velib' rental program offers more than 20,000 bikes which are assembled by Lapierre, the French brand that is owned by the Accell Group.

During its second anniversary in July, Velib' said its bikes had been rented more than 53 million times. The program is so popular that the organizer is expanding it to 30 suburban areas.

Tous à Vélo, the French organization of bicycle manufacturers, distributors and retailers, said 2008 French bicycle sales inched up by 1 percent to 897 million (\$1.29 billion).

The group attributed the change to a 5 percent increase in the average sales price to 262 (\$378)—still relatively low because of heavy discounting pressure from big box retailers led by Decathlon.

However, unit sales fell by 3.5 percent to 3.4 million units, excluding sales of an estimated 30,000 units for the rental programs.

"Prices have been going up markedly in the last years, owing to the rise of electric bicycles and growing costs that are passed on to consumers," said Didier Huré, chairman of Tous à Vélo.

"But overall demand slowed down, particularly toward the end of the year."

Mountain bikes remained the largest category of bikes sold in France last year, accounting for a market share by value of 43 percent, well ahead of road bikes at 24.5 percent.

Sales of leisure-oriented bicycles dropped by 6 percent in units, while sales of commuting bikes rose by 4 percentage points to account for 22.5 percent of the market.

Sales of BMX bikes rose, thanks to the performance of French athletes at the Beijing Olympics. The category is still small, with an estimated 128,000 units sold in 2008.

Electric bicycles enjoyed the biggest increase in sales, up by a whopping 50 percent to 17,500 units.

Cycleurope, the largest French manufacturer, was the biggest beneficiary of fast-growing e-bike sales. The company's factory in Romilly, which employs about 250 people, produces bicycles under the Gitane, Bianchi, Puch and Definitive brands. Another factory in Brittany makes private-label bicycles for hypermarkets such as Auchan and Leclerc.

"Our employees in Romilly worked reduced hours in the first two months of this year, which are often slow in France and were all the more so this year," said Bruno Gazet, sales and marketing manager in Romilly.

"But since we picked up full production again in March, we have had trouble keeping up with demand for electric bicycles."

The trend has helped French IBDs tighten their grip on the market. Although their share retreated slightly in units, specialty retailers accounted for 53.5 percent of sales by value last year, up from 52 percent in 2007.

Sporting goods chains still commanded a share of 53 percent in units, but their share by value slipped slightly to 37.5 percent. The share of big box retailers slipped to 9 percent.

- Barbara Smit



NEW PRODUCTS 2010

CROPS ANTAREX SX4 HEADLIGHT

This slim, colorful and water-resistant headlight from Crops relies on a single bright white LED.

A universal mount attaches without tools to almost any size of handlebar. Powered by two AA batteries, the SX4 lasts for 80 hours in constant mode and 160 hours in flashing mode.



STAND NO.
A7/408

CENTURION TRAILBANGER

Centurion's Trailbanger uses a VPP (Virtual Pivot Point) system.

The rear suspension is very sensitive, but without any negative riding effects. The head tube of the new Trailbanger tapers from 1.5" to 1-1/8."

One advantage is great stiffness, which leads to good handling. Trailbanger likes it cushy with a 160mm through axle fork and the

Syntace X12 System at the rear. The system offers less weight, perfect fitting of the rear wheel and very quick assembly.

STAND NO.
A3/302



GEAX MTB TUBULAR TIRES

STAND NO.
A1/407

For top-level XC racers, tubular tires offer such performance advantages as more grip and comfort, less rolling resistance and no pinch flats.

Geax MTB Tubular tires have a 290 thread-per-inch polycotton casing, latex inner tube, handmade construction and soft (55 Shore A) racing rubber compound. Choose one of two tread patterns in a 2.0-inch section: Saguaro for mixed to rough hardpack, and Barro Race (pictured) for smooth hardpack. Weight: 600 grams (1 pound, 5 ounces). Must be mounted on tubular rims.



VELO SENSO 1375 MTB SADDLE

The Velo 1375 moves with the rider's body for flexibility, and includes an integrated bag and light. Velo's patented Global Suspension System (GSS), a rubber shock absorber centered beneath the saddle, allows the rider to tilt to the right and left for better performance when climbing or cornering.

The detachable bag holds keys, a mobile phone or a wallet, while a reflective material on the outside ensures that oncoming drivers will see the bike. A long-lasting LED light with three different settings lets cyclists ride longer.

STAND NO.
B2/503



AIRACE INFINITY S FLOOR PUMP

The Infinity S can inflate tires as well as air suspension systems with its dual-purpose head. The pump reaches a maximum pressure of 300 psi (21 bars.)

Airace's unique "top thin, bottom fat" shape boosts performance, while a stainless hose has the strength to endure high temperatures and pressures much better than conventional rubber hoses.

STAND NO.
B2/405/27





NEW PRODUCTS 2010

XPEDO THRUST PEDALS

The Xpedo Thrust is a lightweight, low profile, high performance pedal available in multiple materials and colors.

The magnesium version with a titanium spindles weighs in at 190 grams (6.7 ounces) per pair, making it one of the lightest pedals on the market. A low-profile design with minimal stack height between the spindle and cleat maximizes power and efficiency. The Thrust cleat features three Kraton points for traction when off of the bike. Pedal tension is adjustable with an allen key.



STAND NO.
B2/501

CHIEN KING DOUBLE TOE STRAPS

Instead of leather, Chien King's double toe straps use strong nylon CK-002 B.



STAND NO.
A5/507C

The straps can be tightened with a single pull, and provide solid protection when used with Chien King's nylon toe protector.

KETTLER OBRA PEDELEC

An innovation in Kettler's Hybritec line for 2010 is the Obra, a pedelec with a classic men's frame.

The Panasonic motor puts extra power into every turn of the pedals, while other top-shelf components include a Shimano Nexus 8 gearshift, Magura HS11 hydraulic brakes and a suspension fork with lockout.

The hydroformed frame offers elegant lines and a classic design. Suggested retail price: 2,299 (\$3,250).



STAND NO.
B5/307

DAHON IOS BIKE

STAND NO.
B4/501

Winner of a Eurobike Award in 2009, the new ios XL is designed to meet the needs of urban cyclists. It incorporates an array of Dahon's latest patented technologies, including the BioLogic FreeCharge phone/GPS device charger, the Valo integrated light, and BioLogic PostPump, a seatpost with integrated bike pump.

The ios also uses the patented Andros stem, which allows riders to adjust the height and reach of the handlebar to their optimal riding position with a simple flip of a quick release latch.

Dahon will offer two ios models, the XL and P7, and both will be available worldwide in 2010.



SR SUNTOUR DUROLUX RCA

The RCA is the newest addition to the SR Suntour DuroLux line. It offers adjustable rebound, compression damping and air pressure with travel of 160 millimeters (6 inches) or 180 millimeters (7 inches).

At 2,250 grams (4 pounds, 15 ounces), the RCA is about 300 grams (10.5 ounces) lighter than the DuroLux TAD. Steerer options include 1-1/8-inch, 1.5-inch and tapered.



STAND NO.
B5/103



Peter Hildering appointed as new sales manager

BMD: SERVICE CLOSE TO CUSTOMERS

To stay competitive in the market, Dutch bicycle machinery producer Bohemia Machine Design (BMD) moved to Kolin in the Czech Republic, where labor costs are relatively lower. As a result the company can offer Dutch bicycle know-how and cost-efficient Czech production. In a push to increase business, especially in European markets, BMD has hired Peter Hildering as sales and marketing manager.

The Dutch native is well-known in the bike business, having worked for 16 years with the international publisher Reed Business. Peter spent the last nine years as account manager with the trade journal Bike Europe.

Bob Best, the founder in 1994 of this maker of precision equipment for bicycle production, says: "Before we moved to Kolin, southeast of Prague, about nine years ago BMD stood for 'Best Machine Development'."

"We changed that to 'Bohemia Machine Design' when coming to the Czech Republic."

The decision to stay in Europe rather than move to the Far East was a deliberate one: BMD wants to stay close to its sales market:

"The Czech Republic is well-known for its technical skills and is right in the middle of Europe. That made our decision much easier."

Moreover more and more bike companies are moving their production to Eastern Europe.

BMD wants to talk directly to these producers close to the market: "We offer high-quality wheel building machines and test equipment. We have extended expertise and experience in production techniques and methods. This enables us, in consultation with our customers, to design equipment with exactly the required added value."

Whether it's lacing machines, obelisk truing machines or wheel stabilizers: due to its location BMD relies on service close to its bicycle-producing customers and is always ready to assist.

Given the current boom in e-bikes, it's worth pointing out that all of BMD's current machines can handle wheels for e-bikes in all sizes.

Moving from Bike Europe to BMD as sales and marketing manager: Peter Hildering. © PETER HILDERING



BEUNI
BEUNI the supreme tool
offering from Super B

100% supreme tool

© SKINS

SUPER B
Euro bike show:
Booth No. 42-414
Interbike Booth No. 4975



NEW PRODUCTS 2010

STAND NO.
A2/203**ORI SURPAZ CR87
FOLDING BIKE***The carbon-fiber Surpaz CR87 sets a new standard for folding bikes.*

With its streamlined design and head-turning two-tone paint scheme, the bike, from Ori, incorporates high-end components. Ori uses the SRAM Force shifting system, combined with Ori's own stem design.

OSTAND KICKSTAND*Need a kickstand for a commuter bike equipped with disc brakes?*STAND NO.
B4-110

C.D. Components, through its new premium brand, Ostand, offers an alloy kickstand that fits bikes with 24- and 28-inch wheels. In black and silver.

**SIGMA BC
509 BIKE
COMPUTER***The BC 509 is oriented towards the requirements of families, children, city bikers, commuters and hobby bikers.*STAND NO.
A5-200

The classic model distinguishes itself among other things by its simple menu navigation and manageable number of functions.

MING PEDELEC TRICYCLE*Who says two-wheelers are the only vehicles that can be electrified? Ming introduces a pedelec version of a tricycle that offers stability and plenty of space for cargo.*

The alloy frame incorporates a Sanyo e-bike kit and a Sun Race Inter-3 transmission. The trike has a 26-inch front wheel and 24-inch rear wheels.

STAND NO.
A5/507Q

CHINA CYCLE 2010

The 20th China International Bicycle & Motor Fair
April 27-30, 2010
Shanghai New International Expo Center

Organizer
China Bicycle Association

Co-organizers
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Tel: ++86 (21) 62792626/248/241 62473057 Fax: ++86 (21) 65455124
Email: zhoucy@siec-ccpit.com ljohn@siec-ccpit.com

www.chinacycle.com.cn

NEW PRODUCTS 2010



STAND NO.
A7/314

TRIGON RQC929X FRAME

This full carbon monocoque performance masterpiece features oversized and trapezoidal tubing for greater stiffness. Integrated carbon dropouts are designed into the rear stays for lighter weight.

The 1 1/8" -1.5" head tube design brings greater stiffness and strength to the head tube and steerer of carbon front fork. The oversized BB design for BB30 or normal BB creates greater stiffness and strength for pedaling.

With a semi-concealed brake cable routing and integrated seat tube & seat post, the frame weighs 980g (frame only in size C-T 690mm (490mm & BB30)).

DAHON PANGO HELMET

At Eurobike, Dahon is moving into cycling accessories with its introduction of the revolutionary Pango cycling helmet.



Designed specifically for urban cyclists, the Pango folds in seconds to half the volume of a standard helmet and features replaceable panels to optimize it for use in rain or cold conditions. The Pango helmet folds small enough to fit into just about any bag. Riders heading out into the rain need only replace the perforated grid panel with the solid rain panel to help keep their heads dry. Multiple color options will be available.

STAND NO.
B4/501

SCHWALBE NOBBY NIC 2010 MTB TYRE

STAND NO.
A5/300

The Nobby Nic is the European market's most successful MTB tyre: now Schwalbe has improved it even more.

When introduced in 2005 Nobby Nic was the world's first tyre that used three rubber mixtures. The new Nobby Nic has not had wholesale changes, but rather a fine tuning in all the significant places.

By varying the block position into profile clusters, the grip has been positively improved, as has durability. The construction has been trimmed to reduce weight by around 30 grams, from 570 to 540 grams in size 26 x 2.25(57-559). Grip, durability, damage resistance and handling have all been improved.



STAND NO.
A6/308

NOVATEC CRAFT W999 WHEELSET

Even high-end carbon wheels use hubs made by wrapping carbon fiber around a metal core. With its new Craft wheelset, Novatec has succeeded in eliminating all metal, crafting a hub only from carbon fiber.

The wheels are equipped with Novatec's patented 3-in-1 cassette body, so riders can use Shimano, SRAM and Campagnolo cassettes interchangeably. The Locking Adjustment System (LAS) on the axle can allow

the rider to quickly retighten the hub. Combined with its 99-millimeter, high-profile carbon rims and double butted carbon spokes, the W999 is a rigid, aerodynamic and customizable wheelset.

EXTREMELY LIGHT WEIGHT

PR200 OPTI

E-ARC10K
Carbon

E-ARC10

E-BLK10

E-ARC11

E-BLK11

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Interbike show # 4763

Eurobike show Hall A5 -112



CYCLEOPS CREATES JOULE BIKE COMPUTERS

Jesse Bartholomew, product manager for the CycleOps power meter from the Saris Cycling Group of Wisconsin in America, fronted a press conference at Demo Day yesterday.



Joule 2.0. © CARLTON REID

measuring devices. Available early next year for 399, the Joule 2.0 could be used to capture data on a favorite ride, and for that ride's profile to be brought indoors for use on studio bikes or turbo trainers. In theory, CycleOps could also make available third-party rides - such as Tour de France hill stages, for instance - and these could be placed in an iTunes-style 'app store. Joule 3.0 - to retail for 499 - captures and outputs the same data as the 2.0 but with a larger, color screen.

Journalists who filed indoors for the CycleOps press conference were greeted with an invitation to follow the brand on Twitter. The "@cycleop-

He has been working on the company's new Joule bike computers for two years, and Eurobike saw the official unveiling of what he called the "latest part in the CycleOps ecosystem." This ecosystem consists of PowerTap power meters; PRO Series indoor cycles; PowerAgent software; and PRO series turbo-trainers. On-bike computers complete the circle.

Joule 2.0 is for outdoor use on handlebars and is slightly smaller than Garmin's Edge series of GPS units. The larger Joule 3.0 is designed for indoor use on turbo trainers and studio bikes, but can also be used outdoors, although it would take up a fair bit of handlebar real estate.

Joule 2.0 features a mono screen and can measure 18 metrics during a ride via a customizable dashboard. Riders can access eight detailed reports on-the-fly, with side-by-side historical comparisons and performance-related digital nagging. There's enough onboard memory for 20 hours of riding and a full year's historical summary. Pumping out ANT+ data wirelessly means the Joule products are compatible with other company's ANT+ power



Jesse Bartholomew. © CARLTON REID

meter" has over 1000 followers. Twitter is now used by many bike companies, but CycleOps had another reason for flagging Twitter: its PowerAgent software can auto-upload a user's ride to the popular, 140-character social media network.

- CR

STAND NO.
A3/200



STAND NO.
A1/201

DAINESE INTRODUCES ROAD & XC PROTECTION

After a one-year R&D break from the bicycle trade, Dainese is back and has gone soft: the company from Vicenza, Italy, has developed pliable crash protection lines for cross-country MTB use, as well as high-tech, high-stretch jerseys for road use (some of which feature no armor whatsoever).

Dainese was founded in 1972 and premiered in the bike trade twenty years later, focusing on hard-shell armor for downhill mountain biking.

The 2010 collection - available in February - is split into Velocity and Freeride-Downhill, with the former being the company's new, softer approach to the bike trade. The traditional hard-shell items are still available and benefit from new innovations such as greater breathability, but it's the softer armor - and the road bike jersey with no protection - which is most newsworthy.

The pliable armour is made from water-repellent, elastic-visco nitrile rubber (which looks, feels and twists like neoprene), with metal inserts along the spine. Dainese said the rubber has good shape retention memory and

excellent energy absorption but can be folded and otherwise manipulated in ways impossible with hardshell armor.

The non-protective Dainese road cycling jersey is made from 'Revolutional,' a thin, lightweight, breathable, high-stretch fabric with a slight rubberised feel. It's claimed to be compressive, too. No protection? Not quite true: Revolutional has a UV UPF factor of 50+.

In July, Dainese signed new distribution deals. Shimano now takes care of France, Sweden, Norway, Finland, Denmark, Poland, the Netherlands, Belgium and Luxembourg. Paul Lange & Co. is the distributor for Germany, Austria, Hungary, Slovakia and Ukraine. Switzerland and Lichtenstein is managed by Fuchs-Movesa.

- CR

FLINGER

FLINGER

zer resistance 0 風阻

Flyer series What's this?

EUROBIKE
A5
103



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 the 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.

ERIKA HAMBURGER

Receptionist

If you are looking for something festive I would go to Hotel Buchhorner, right on the lake in Friedrichshafen, and order a complete menu with appetizer, etc. Less fancy and a good place to stop with friends and colleagues is Gastronomie Föhr in Graf-Zeppelin-Haus.

It's not far from Buchhorner Hof and is also right on the lake. You can get great food while enjoying the breathtaking lake view. If the weather is nice you should sit on their large terrace.



If you like Italian food I recommend Credo Ristorante, which is not far from here. It's north of Friedrichshafen in Meckenbeuren, on the way to Ravensburg. I like their pizzas and pasta, especially the spinach pizza.

Hotel Buchhorner Hof

Friedrichstr. 33, 88045 Friedrichshafen
Tel. +49 (0)7541 2050
www.buchhorn.de

Gastronomie Foehr

Olgastr. 20, 88045 Friedrichshafen
+49 (0)7541 32033
www.hotelfoehr.de

Credo Ristorante

Otto-Lilienthal-Str. 2
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www.credo-ristorante.com

STEFAN REISINGER

Project Manager

I recommend Haus am See in Nonnenhorn, a town east of Friedrichshafen on Lake

Constance. It's a relatively small family-owned hotel with a cozy, lively restaurant that serves very good food and is nicely located right on the lakeside.

Haus am See

Uferstraße 23
88149 Nonnenhorn
Tel. +49 (0)8382 988510
www.haus-am-see-nonnenhorn.de

DIRK HEIDRICH

Coordinator,
Supporting
Programs

I recommend Wirtshaus Schloss in Brockenzell, between Friedrichshafen and Ravensburg.



It's an old castle with a snug atmosphere inside and a great beer garden outside. When I go there I always eat their traditional homemade kässpätzle [a homemade pasta with cheese] with salad. It's a Swabian specialty.

Wirtshaus-Schloss

Humpisstrasse 3
88074 Meckenbeuren-Brockenzell
Tel. +49 (0)7542 980404
www.wirtshaus-schloss.de

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COLNAGO RETURNS TO DEMO WITH 20 HIGH-END BIKES

After Demo Day's rainy debut in 2007, Colnago passed on last year's Eurobike festival. But they returned this year with 20 high-end road bikes.

"We have good experiences with testing like this in Italy, so we wanted to offer this possibility to all European dealers," sales manager Diego Colosio said.

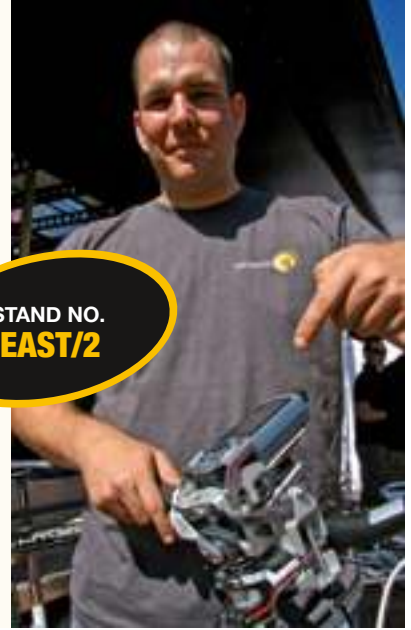
STAND NO.
B3/207

TOURATECH DAMPER RAISES EXPECTATIONS

At Univega, dealers got their first look at Touratech AG vibration-damping mountain systems for GPS units, cell phones and other accessories.

Touratech products are used by motorcyclists in the grueling (and bumpy) Paris-Dakar race, so the company is getting a foot into the bicycle market. Touratech manager Martin Heim demonstrated a vibration damping system for Garmin GPS units. "We have for each company and each model a custom fitting vibration damping mounting system," Heim said. Dealers can find Touratech at a corner of the Univega exhibit.

STAND NO.
P-EAST/2



GHOST DEMO IS ALL ABOUT ITS ALL-MOUNTAIN LINE



STAND NO.
B1/400

The German brand Ghost had a full complement of its new, all-mountain bike range, "AMR," on hand at Demo Day.

"The new AMR range offer two carbon and three aluminum frame models. Check out the new rear. It's completely new and is designed to the benefit the riders," said R&D manager Bastiaan Thijs.

Ghost's new AMR range comes with 120mm (4.7 inches) of travel front and rear. It will sell for a suggested retail price ranging from 2,000 to 4,600.

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B4/504

NORCO TURNS FROM HEAVY-DUTY TO PRACTICAL

Norco's importer to Germany and Austria has capitalized on the Canadian brand's image for heavy-duty products.

"Norco is freeride, downhill and dirt, said Martin Hennings, sales representative at Fritz Wittich GmbH. But that is changing as Wittich brings in other parts of the Norco line. "For next season we will also bring some urban bikes from Norco into the European market.

At Demo Day, Hennings showed us one hot, no-frills single speed bike from Norco's 2010 line. "Come to our stand at Eurobike," Hennings added. "We have much more of this urban bike range over there than here at Demo Day."

ORBEA REFINES ALMA MOUNTAIN BIKE DESIGN

Orbea showed off its new Alma hardtail mountain bike at Demo Day, featuring several refinements. The Alma frame has been redesigned, said Jens Landwehr, a German sales rep for the bike maker from the Basque region of Spain.

The downtube is flatter on the bottom to act as a natural mudguard. Drop-outs are fully carbon, and the Alma also adopts the BB30 oversized bottom bracket.

A "direct cable routing" system uses small alloy guide channels to route the Gore Ride On cables, allowing more protection from mud and smoother shifting.

The Alma will come in two types of carbon fiber, a high-end "gold" version, offering the most stiffness for weight, and a mid-range "silver" version, which will be more affordable for consumers, Landwehr said.



As usual, Orbea offers extensive customization options for every bike and ships the custom order to a retailer within 10 to 14 days, he said.

STAND NO.
B3/208

ALEX DEBUTS WHEELS AT DEMO; SHOWS RIMS TODAY

Taiwanese wheel maker Alex Rims presented its complete wheel line at Demo Day yesterday, and today unveils its range of rims at the Eurobike floor show.

"For us, Demo Day is more for first-hand contact with media people than for testing," said Stefan Anton, the European representative. "Dealers come here mainly for complete bike testing."

STAND NO.
A5/203

GIANT SHIFTS SPOTLIGHT TO MAESTRO MOUNTAIN BIKES

At this year's Demo Day, Giant focused on its mountain bike range. "We want to promote our new full-suspension Maestro range," said Kevin Dana, global category manager for mountain bikes.

"Last year, road bikes were in the spotlight at the Giant stand at this dealer 'festival.' This year it's our new Maestro line."

The company's hottest product is its X-country race model, the Anthem Advanced SL0. The bike offers front and rear travel of 100 mm (3.9 inches) on a carbon frame weighing 2,100 grams (4 pounds, 10 ounces).

STAND NO.
B3/302

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NEW GARMIN GPS UNITS SPORT CAMERA FOR GEO-TAGGING PIX

Benedict Gottbrath, the German PR officer for Garmin International of the U.S., could pinpoint his position at yesterday's Demo Day. He was showing Garmin's latest GPS devices, the Oregon 550 and Oregon 550t.

Should he have chosen to, he could also have also taken photographs of himself promoting his client's products. Both the Oregon 550 and Oregon 550t feature a 3.2-megapixel digital camera. This takes pix loaded with geo-tagging data, iPhone-style.

Geotagging allows the user to mark, remember and navigate back to that exact photo spot in the future. Unlike the Garmin Edge GPS units, which are aimed at serious road cyclists to use for training, the Oregon 550 and Oregon 550t will appeal to mountain bikers as well as hikers.

The units also sport a three-axis compass and sunlight-readable touchscreen. With its high-sensitivity, WAAS-enabled GPS receiver and 'HotFix' satellite prediction, the 550 locates position quickly and precisely and maintains its GPS location even in heavy cover and deep canyons.



The Garmin Oregon 550.
© CARLTON REID

- CR



The riders arriving at the Messe on Monday evening after having enjoyed perfect cycling weather through the southern German landscape. © SPECIALIZED

SPECIALIZED HOSTS MUNICH-TO-MESSE CHARITY RIDE

Specialized organized a unique cycle trip from Munich to Messe Friedrichshafen, in aid of a cancer charity. Leaving at 8 a.m. Monday from the U.S. brand's concept store in Munich, the riders covered 200km (125 miles) on the way to Lake Constance.

The 35 participants, mainly Specialized employees joined by some media representatives, enjoyed sunny weather along the way and arrived at the Messe at around 6 p.m. Specialized founder Mike Sinyard also took part. The money raised – one euro for each kilometer cycled by each rider – goes directly to the Susan G. Komen organization, which promotes breast cancer education and screening.

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