



SHOW DAILY

FRIEDRICHSHAFEN, SEPTEMBER 4TH, 2009

SHOW DAY #3

TAIWAN RISING

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FAST FORWARD



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TAIWAN LEISURE EQUIPMENTS

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You are invited to...

"Taiwan Product Launch at Eurobike 2009"

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

Conference Room "Switzerland", Messe Friedrichshafen

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

<http://brandingtaiwan.org>



**TAIWAN
EXCELLENCE**

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



CHECK THIS OUT!

BROMPTON

British folding bike maker Brompton is displaying a waterproof commuting bag made by Ortlieb and available only from the West London company.

A2/402

FUSE

When passing the Fuse stand, you might wonder about all those tattooed folks working over there. Don't worry, the tats are fake. In fact, they're printed on a see-through arm warmer. They were sold out within seconds but the Fuse team is still wearing them.

A4/600

USE

Looking for a fat LED-handlebar and helmet light? Check out the latest range at UK aero handlebar and light maker USE.

B4/101

RIESE & MÜLLER

It's been just three or four years since Riese & Müller stopped selling the Frog, a miniature version of its full suspension folder Birdy. Frog is making a comeback, "because international customers were still asking for it." The new Frog has 16-inch wheels instead of the original 12-inch wheels.

A2-306

VELO

Velo GM Stella Yu showed us a new ergonomic handlebar grip with an integrated electronic bell. Ask for it at the Taiwanese saddle and grip maker's Eurobike stand.

B2/503

KONA

Kona's cargo bike, the Ute, has been given a boost. It now comes in an e-bike version, the Electric Ute. Ask for Jimbo.

B4/500

STAND NUMBERS EXPLAINED

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).

E.g. 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.

WHAT'S ON TODAY?

SHOW DAY #3 - FRIDAY, SEPT. 4TH, 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 bike trough to the fashionable sport of trike riding. Take a test drive!
Foyer West, in front of Entrance West

TRAVEL TALK 2009

In symposiums and workshops experts discuss developments and trends in cycling tourism. This is where the branch gathers for information and to obtain input about tomorrow's tourism ideas.
Conference Center East, Foyer East, 1st floor

CROPS

Japanese maker Crops and its Antarex brand are searching for a new product name. Help 'em out and you'll get a fancy LED light for free at their stand.
Hall A7-408.

SUGOI

Design your own custom apparel on the spot at the Sugoi booth. Simply bring your design or logo on a memory stick, and together with Sugoi's custom artist you can adapt your design or concept on a jersey, short, or any other accessory.
Hall A6-201

HEBIE

Hebie hosts a live event all day to promote its Bootbags - a bag for body and bike available in plastic and leather. Watch the bags being produced by hand.
Hall A5-304

SCHEDULED EVENTS

11:00AM: EUROBIKE FASHION SHOW

See the latest colors, trendy cuts and new functions. Visit the attractive Eurobike Fashion Show to discover the future of bike fashion. See the upcoming collections from all of the leading apparel manufacturers at a glance.
Hall A4

2:00PM: EUROBIKE FASHION SHOW

3:00PM: GHOST BIKES

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

6:30PM: EUROBIKE PARTY

Let's have a party! Our extended family of cycling enthusiasts meets up tonight, at the end of the trade fair, on the outdoor area and in the atrium.

There will be an open-air concert, food and drink, a dance-floor feeling and a free shuttle bus back to the hotels, all to help make this a great party.
Open Air Grounds West

MEDIA-ONLY EVENTS

11:00AM: NEVI & PROGETTO AVVENTURA PRESS CONFERENCE

Presentation of the 1st Mountain Bike Race in Mongolia.
Room London, Conference Center, Foyer East, 1st floor

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

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FUJSE

ANDI BIRNBACHER

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EUROBIKE: HALLE A4, STAND 600

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



Industry views ... at the show

ARE E-BIKES ALL THEY'RE CRACKED UP TO BE?

STEVE KIM

OD Bike, South Korea

Electric bicycles have not taken hold in Korea yet and we are all wondering if there is a potential. We are the distributors of SRAM and Merida in Korea and from the second half of this year we will start selling Ballistic e-bikes from Taiwan, so that will be an interesting test.



ARTUR NETTEL

Radl Weilbach, Ursberg, Germany

There is no doubt that the German market for e-bikes will grow, but there are still a few issues to be addressed. The price is one of them, and then there's the duration of the guarantee on the batteries. That's about the first question our customers ask.



PHILIPPE GUÉRIN

Samui-Loisirs, France

The French were last to adopt the e-bike trend. We're late, as usual, but the market is taking off. We quit making racing cars and started selling e-bikes under the Dark Horse brand. Back in 2003, only about 3,000 electric bikes were sold in France, but last year the figure had risen to nearly 16,000.



ROGER

STANISLOWSKI

Zwei plus Zwei, Cologne, Germany

I'm convinced that the German market for electric bicycles will expand to the same level as in the Netherlands, particularly due to recent legal changes and technical improvements. That is the reason why our company will start selling electric bicycles next year.



LORIS BALDIN

Star Due, Italy

It's not so easy to sell e-bikes in Italy. Many Italians feel that bicycles and electricity just don't go together. You'll hardly ever see e-bikes on the street in Italy – they're in my warehouse.



VALERY FRAISE

Strawber, Madagascar

My wheel manufacturing company is in Madagascar, where few people can afford a bicycle, let alone an e-bike. A private mail delivery service did order a batch of e-bikes imported from China a little while back, but they only lasted as long as the batteries. I'm one of the few people in the country to have an e-bike.



MARIE-ROSE PINTE

Rijwielen Pinte, Belgium

Demand for electric bikes has increased a lot at our store in the last years. It comes not only from elderly people, but also from middle-aged adults, who have to drive more than 20 kilometers to work every day, and still prefer to use a bicycle.



CHRISTOPH FISCHER

Germany

Electric bikes? Nah, they're for lazy people. I ride a dirt bike.



Always a great day.



Besides the latest technical expertise from research and development, Shimano has invested more than 80 years experience in its bike components. The results are state-of-the-art shifting and braking performance plus best durability and reliability. Thanks to our wide product range, all cyclists benefit from Shimano components.

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**STAND NO.
A5/507J**

TAITRA PRESENTS TAIWAN'S LEADING-EDGE BIKE COMPANIES

The Taiwan External Trade Development Council (TAITRA) provided a boost to the brands of the country's leading manufacturers yesterday when it highlighted their innovations at Eurobike.

Frieda Hung, director of the Taiwan Trade Center in Munich, welcomed some of Taiwan's most high-profile bicycle executives and pointed to the resilience of their business. "Challenged by severe economic crises, Taiwan's bicycles, parts and accessories have held their own in quality, innovation and value," she said.

She said that Taiwan had increased its bicycle exports to the European Union (EU) by 7 percent in the first quarter to nearly \$202 million (142 million).

While the volume of bikes shipped to the EU for the period dropped by 13.8 percent, their average price jumped by no less than 24 percent to nearly \$216 (152).

Overall, the value of Taiwan's bicycle exports increased by more than 17 percent to \$407.7 million (286.3 million) for the quarter.

"This year has been tough, but the cycling industry is better off than many others," said Tony Lo, Giant's chief executive. He was upbeat about the recovery of several Asian and European

economies. Lo said there were even signs of improvement in the United States, and felt that inventories were healthy enough. "So I think this year will be a good one," he added.

Along with exports of Taiwan-made bicycles, TAITRA supports the development of Taiwanese brands like Giant, Merida and Maxxis.

Above, from left: Hongder Chang, general manager, Kenda; Antony Lo, chief executive, Giant; Lih-Fen Her, deputy director of the Trade Development Division at the Bureau of Foreign Trade; George Lin, president, Pacific Cycles; Rick Taylor, USA Sales, Kind Shock; Jacky Chu, R&D section manager, Ming Cycle; Frieda Hung, director, TAITRA/ Taiwan Trade Center, Munich. © JO BECKENDORFF

GIANT ACCEND

**STAND NO.
B3/302**

Tony Lo, chief executive of Giant, invited visitors to the company's stand to see new models including the Accend, which got a top Eurobike award this year for its combination of design and function.

With its dual-suspension system and minimalistic design, Accend is marketed as a bicycle that fulfills the fundamental needs of cyclists while delivering function and fun. Lo also highlighted the Trinity Advance, Giant's latest triathlon and time trial bicycle, and the Anthem Advance cross-country model.

Giant turned out about 5.2 million bicycles last year. The company has eight factories, an annual turnover of about \$1.3 billion (913 million) and more than 8,000 employees.



KIND SHOCK APG

**STAND NO.
A6/305**

U.S. sales manager Rick Taylor introduced Kind Shock's APG fork series. The crux of the innovation is the integration of the pump and the gauge into the fork's construction.

This makes it easier for a rider to adjust the suspension of his bicycle to his weight and personal preferences and the conditions of the terrain. Another benefit is that the integrated pump and gauge make these adjustments more accurate – and once the adjustment settings are determined, they can be used time and time again.



APG fork models are constructed of high-grade alloy and carbon composites, a combination that is both lightweight and strong.



The new KS 1900.
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SEE US AT :
Eurobike Booth: A6-305 and Outdoor Demo
Interbike Booth: 4253 and Outdoor Demo



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HERRMANS PARTY CELEBRATES BIG 5-0

Herrmans from Finland celebrated its 50th anniversary in the bicycle trade with a party at Eurobike on Wednesday evening.

Herrmans' product portfolio now ranges from grips, lights, reflectors and chain guards to rim tapes.



SUPER MARIO SHOWS B&W APPAREL LINE

Former pro Mario Cipollini is at Eurobike with his new line of cycle clothing.

The black-and-white garments are made with premium performance fabrics and look to be aimed at the top-end, Assos-type customer. There's no firm news on availability except that the clothes will be available "sometime in 2010."

STAND NO.
A1/401



© CARLTON REID

During his racing days, "Cipo" was famous for his extravagant taste in clothing, both on and off the bike. He once raced in a full-length skinsuit emblazoned with tiger stripes, complete with a matching Specialized bike.

His apparel line, called "MCipollini," has no such flamboyant flourishes. Cipo also has a bike line, made by Diamant of Italy.

Mario Cipollini.
© CARLTON REID



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HALL B5 / 300



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Tirol

THE COLLECTION 2010



Marketing personnel from Vittoria/Geax: (from left) Veronica Passoni, Luca Cedroni and Michela Fenili. © VITTORIA/GEAX

STAND NO.
A1/407

VITTORIA / GEAX WELCOMES DEALERS ON LAKE CRUISE

Vittoria and Geax said "thank you" to their customers on Wednesday night, hosting more than 300 dealers, distributors and OE customers on a boat cruise around Lake Constance.

Tickets for the event were keenly sought after at the company's stand on Day One of the show. Guests enjoyed live jazz and a selection of international cuisine.

During the cruise, Geax presented a new MTB film entitled "What's Next?" by Aaron Laroque and set in British Columbia. The movie is available to download for free at www.geax.com.

IS IT CUCKOO TO USE A CUCKOLD IN AN ADVERTISING CAMPAIGN?

Belgian helmet maker Lazer is causing a stir at its Eurobike stand with a poster of a sexually suggestive advertisement promoting the company's aero helmets.

The 'Designed to make you faster' advertisement will begin appearing in print magazines in Europe at the end of the year. The advertisement stars two professional models and—as the cuckolded cyclist—Sean van Waes, manager of Lazer's bicycle division. A photo of the advert on Lazer's Eurobike booth appeared on Twitter and immediately ruffled feathers around the world. In the United States, industry veteran Rick Vosper blogged about his umbrage at the ad, under the headline of "Why 'Sell It With Sex' Hardly Ever Works For Bikes."



Above: Lazer's ad campaign. Left: Sean van Waes. © CARLTON REID

He called the image "downright weird" and said the cyclist portrayed in the poster must have a "sex life in the toilet" and must "spend all his money on cycling equipment instead." Van Waes sees the ad as nothing more than light-hearted marketing. "It's a funny ad. It's different," he said, joking that it has yet to get past quality control. "I haven't yet told my wife I'm appearing in the ad".

Read Vosper's blog piece at <http://ow.ly/nMv1>.



STAND NO.
A7/300

- CR

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

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LIMAR INTRODUCES WORLD'S LIGHTEST CYCLING HELMET

Does it fit? Laura Mora, PR agent for Limar, helps former Italian roadbike champ Gianni Bugno try on a feather-light "Ultralight Pro104" at the Limar stand yesterday.

Limar says its new helmet, weighing just 170 grams (6 ounces), is "definitely the world's lightest cycling helmet." Limar officials claim there's a lot of research behind the high perform-

ance, lightweight safety helmet. "For many years we have been the leaders in lightweight technology," says Giovanni Caporali, Limar CEO and inventor of the Pro 104. "We consider this is an important

advantage for all cyclists." The Ultralight Pro104 is available for both road and mountain bike use with carbon fibre inserts for higher shock absorption.

OUTDOOR BRAND OSPREY PACKS FEATURES IN HYDRATION SYSTEM

In the outdoor market, Osprey is well known for its high-end backpacks. But for many in the bicycle industry, Osprey is just another new brand fighting for space on their shelves.

The U.S. pack maker is jumping into the bicycle industry, as well as the hydration market, with two new pack lines. One is designed for outdoor use and the other is intended specifically for the cycling market.

"We're not out to pinch half of Camelbak's market overnight or any of the other big players," said Martin Garnish, a spokesman for Osprey Europe Ltd.

But Garnish said Osprey's 35-year track record of designing and manufacturing tough, classy backpacks gives it a pedigree that few companies can match. "It took three years to develop the ideal pack that we wanted," Garnish said, adding that the design went through some 100 prototypes before it was ready to bring to market.

Osprey calls its cyclists' line Raptor and offers four models: 6-, 10-, 14-, and 18-liter packs.

All but the smallest come in two sizes and use a 3-liter reservoir. The outdoor line, called Manta, offers three models from 20 to 30 liters. Osprey used the development time to pay a lot of attention to details. The reservoirs have an anatomically shaped back panel to conform to the wearer's back. The bite valve attaches to the clip with a magnet so it easily flicks on and off. On the Raptor series, helmets attach to the pack with an easy-on elastic clip, and the packs have plenty of pockets for bike tools and a jacket.

Osprey debuted its hydration packs at Outdoor Retailer Summer Market and at the OutDoor show here in Friedrichshafen, where one of the Manta packs took a gold medal in the OutDoor Industry Awards. The Raptor line will be available next February and will carry suggested retail prices of 80 to 100, Garnish said. The Manta line will retail for 100 to 120.

— DM



Osprey's Martin Garnish with a Raptor hydration pack. © DOUG MCLELLAN



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AMER ROLLS OUT MAVIC FOR SALE

Amer Sports, the Finnish sporting goods conglomerate, has put Mavic on the block as part of a "strategic review," the company announced this week. Based in Annecy, France, Mavic is the leading supplier of high-end rims and wheels.

Amer acquired Mavic in 2005 when it bought Salomon, the French ski and outdoor brand. The Mavic brand reported sales of about 114.2 million (\$163 million) last year, which was flat compared to the previous year.

Mavic sales slid by 15% in the first half of the year to 51.8m (\$73.9m), which the company attributed to "capacity constraints in high-end wheels."

Amer said Mavic sales had begun to stabilize by the end of the half. Mavic employees are mostly based in Salomon offices.

The two companies share an Asian sourcing partner for footwear, but otherwise there are few synergies between Mavic and any other brands under the Amer umbrella.

"In terms of distribution, our sales channels are completely separate," said Philippe Niedree, international sales manager at Mavic, "and our business is managed almost independently from the rest of the group."

Mavic still operates a rim factory in Saint-Trivier, France.

- BS



Jeff Chen (left), global marketing manager of Joytech, with European marketing manager Milan Krusinsky, © JO BECKENDORFF

STAND NO. **A6/308**

JOYTECH BRINGS E-BIKE COMPONENT LINE TO WESTERN MARKETS

Joy Industrial, the Taiwanese hub and wheel manufacturer, is introducing its electric bike transmission system on the Western market through its Joytech brand.

"Actually, we have been offering products for three years to the e-bike market. But until now we haven't made much noise about it," said Jeff Chen, Joytech's global marketing manager. Joytech produces an e-bike kit it calls DMM, for "Dynamotor Module." It is following in the footsteps of other Taiwan companies, such as JD's TranzX, that are producing branded products for the e-bike market.

"Our e-bike products are produced in Shenzhen because that's the market we entered first," Chen said. "Since last year we have offered a complete e-bike range under the brand name Pan-Tec, and our DMM kit to the Taiwanese market." For Western markets, the company is considering producing complete bikes under the Joytech name, but its focus is providing components to OEMs under the "DMM by Joytech" label.

Joytech is Joy Industrial's OEM brand. The company also started the Novatec brand for aftermarket hubs in 1989. Apart from premium hubs, Novatec two years ago began making premium wheels.

Milan Krusinsky, the company's European marketing manager, said the wheel business has been growing steadily. He is most proud of the latest high-end, lightweight road bike wheels as well as the growing use of carbon fiber in its line.

"Come to our booth and I'll tell you more about our latest hub and wheels innovations," Krusinsky said. Hubs remain Joy Industrial's primary business. Between its Taiwan factory and two in China, Joy Industrial produces 25 million units a year.

- Jo Beckendorff

SRAM'S FORCE TO BE RECKONED WITH

SRAM's Force road Groupset has been given some nice new features for 2010, while continuing to keep it in the same price range. The familiar technologies of DoubleTap, ZeroLoss and Exact Actuation, remain unchanged, and the new SRAM Force has been given a touch of the Red treatment for 2010.



SRAM Force has been given a touch of the SRAM RED treatment for 2010. © FANFILUCA

STAND NO. **A3/201**

Use of unidirectional carbon and forged alloy throughout add strength, while decreasing weight to 1951g. New "zephyr silver" anodised finish of the aluminium components, combined with carbon fibre are aesthetically very pleasing. Both brake levers and calipers have been upgraded, with the addition of unidirectional carbon brake levers, and wider skeletonized Dual Pivot brake calipers, with spring tension adjust, and centre adjust.

This new brake design is straightforward to set up, lighter, and has improved stopping power. Customised fit of the brake lever for every rider is possible with SRAM's exclusive reach adjustment. Introduction of BB30 crankset option also saves weight, and the increased stiffness provides more power transfer to the drive.

2K10

SR SUNTOUR

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- Cartridge with integrated electric lock out function
- Electric Lock Out
- Rebound Adjust
- Air Pressure Adjust
- 15mm Qloc Axle
- 1 1/8 & tapered steerer option
- 1650g

EUROBIKE
B5-103

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PACIFIC CYCLES SEEKS COMMITTED PARTNERS AS DISTRIBUTORS

At Eurobike, Taiwan-based Pacific Cycles Inc. is actively seeking distribution partners and agents for Pacific products in new worldwide markets.



© PACIFIC

Since the beginning of the Pacific brand in 2006, it has earned acclaim from the media, lovers of cycling and from non-cyclist that now considered cycling as style and an alternate type of transport.

In 2009, the company received a Gold Award from international Forum (iF) Product Design Award for the innovativeness and styling of their Integrated Folding (IF)

Pacific Cycles' President, George Lin, is attending the Eurobike trade show for the 15th time. He is focused on interviewing potential distributors that share Pacific's drive and passion to offer unique cycle transport products in their regions.

"By creating new partners that further reflect Pacific's passion and commitment to unique transport solutions, our global awareness can continue to grow and consumers will have easier ways to find and add new forms of multi modal transportation to their lives," says George Lin.

Pacific is selecting companies and individuals with a suitable set of skills, knowledge and experience to effectively develop, manage and service a distribution network of dealers.

If you would like more information about this topic, or to schedule an interview, please come to the Pacific Cycles stand.



© PACIFIC

STAND NO.
B1/106



© PACIFIC

Technology featured on the urban folding bike; IF MODE (pictured). Pacific Cycles also received a 2009 Silver Taiwan Excellence Award for IF MODE in having excellence in R&D, Design, Quality and International Brand awareness.

CAMERON ZINK FOR GEAX



PHOTO: SCOTT SULLIVAN
LOCATION: CAM ZINK'S GARAGE

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Bikewear feature

BIKE SHORT FABRICS GET LONGER LOOKS FROM DESIGNERS

For 2010, bike shorts are taking a big step forward. No longer is the chamois the only important component. Now, product managers are paying equal attention to exterior fabrics, focusing on moisture management, cooling, freedom of movement and power.

Designing a bike short use to be simple: Take any stretch fabric, cut it into four, or better, eight panels, sew them together and add a good chamois. Done!

Now—as product managers work to reduce the size of the chamois to a new minimum—they are focusing on the outside materials as well.

For spring 2010 lines, manufacturers including Craft, Santini, Sugoi and X-Bionic are using fabrics that promote cooling to enhance a rider's power.

X-BIONIC

X-Bionic has applied its Xitanit fabric, which reflects the sun's rays to prevent overheating, to its cycling shorts. Xitanit is made to mimic the functions of a fennec's fur (a type of fox).

While a fennec emits body warmth through its large ears, Xitanit emits a rider's body warmth through the extended fabric surface that also serves as reservoir for body moisture in a circular process of evaporation and condensation.

SUGOI

Sugoi's new Ultra Profi fabric puts a textured grip panel against the skin to efficiently move perspiration away from the body for cooling, while it enhances aerodynamics.

CRAFT & SANTINI

Craft and Santini both use Eschler's new woven fabric that integrates carbon fibers. Carbon is not only anti-static and controls odors but, according to independent tests at the EMPA-Institute in Switzerland, also regulates temperature.

MERINO WOOL

Meanwhile, wool is making a comeback in the 21st Century. Several brand are using merino wool fabrics in their 2010 bike tights and shorts.

Merino regulates body climate because it can absorb large amounts of moisture without feeling wet. Merino is anti-static, naturally odor-resistant, highly breathable and anti-allergic—a truly smart fiber.

American merino pioneer Smartwool uses merino in tights and shirts and as a cover for inserts.

NEW EMPHASIS ON COMPRESSION

Cycling tights have always been, well, tight. But summer 2010 lines bring a new emphasis on the principles of compression.

Compression specialists Skins and 2XU are launching cycling tights, while more mainstream cycling apparel brands have also adopted the technology in some form.



Fanfiluca MTB Pants.
© FANFILUCA

Rob Blair, Sugoi's product manager, said his company emphasizes compression for muscle stabilization and performance. X-Bionic focuses on the higher performance athletes can achieve by the increased circulation of blood and oxygen.

GORE BIKEWEAR

While Castelli's Bodypaint aims to leave out as much as possible, Gore Bikewear's new Xenon Sonic Lady Bibtights adds a feature that is designed to simplify the "call of nature" for a woman in the middle of a ride.

"This is a problem that turned many women away from this kind of cycling gear," said Pascal Herrmann, a Gore spokesman. The Xenon Sonic Lady uses convenient zip fasteners placed above the hips—a solution that seems so simple it's a wonder no one thought if it before.

Bibshorts may be an athlete's most essential piece of cycling clothing, but bike shorts also are becoming more popular as multifunctional, casual clothing.

ZIENER

German bike-company Ziener offers a line of colorful plaid shorts it says are for "rides on the road, through a wood, the park, even for commuters on the way to work."

Many of these bike shorts use elastic fabric for freedom of movement, and a removable insert so they can be worn as normal shorts when the wearer is not in the saddle.

Technical features like UPF protection, goggle cloths or laser-cut ventilation holes, as in Vaude's Parkride Pants, make these casual shorts functional as well.

- Ralf Stefan Bepler



Craft Elite Short. © CRAFT



Gonso Bike Trousers.
© GONSO



Fuse Rodboxer With Chamoix.
© FUSE



Sugoi Bike Leisure. © SUGOI

Dahon Brings Green Power to Every Bike BIKE MOUNTED SYSTEM CHARGES IPHONES, IPODS, AND GPS UNITS

At Eurobike, folding bike leader Dahon is launching the BioLogic FreeCharge, a personal power system that mounts to any bike and charges iPhones, iPods, GPS units, or just about any small electronic device, through a USB port. The FreeCharge incorporates a battery that stores power generated by a dynamo hub while cycling.



© DAHON

"There are millions of bicycles on the market with dynamo hubs that generate electricity while you ride," stated Joshua Hon, Dahon vice president. "We consider it a shame that most of that electricity is wasted because LED lights are so efficient these days and you don't need lights during the day anyway. So we came up with a way to capture and store that energy for use when you need it. It's personal power on demand."

The BioLogic FreeCharge connects to all dynamo hubs on the market. Proprietary circuitry converts and regulates the intermittent power generated by the dynamo hub, for input into the FreeCharge high capacity lithium polymer battery. The battery then outputs a stable current to safely charge electronic devices.

Devices that are not designed to output a stable current to electronic devices can damage the batteries of those devices. The BioLogic FreeCharge attaches to a bicycle by means of a wrap-around silicon case. The weatherproof silicon case even features sealed cable ports.

"A lot of us here at Dahon use iPhones and there are some pretty neat GPS and cycling computer applications available," stated Hon. "But the problem is battery life - 90 minutes into the ride and your phone is out of batteries. But now we're never out of power. So there were definitely selfish intentions when we began to develop this product. And the best part is that we're keeping our phones charged with power that we're generating."

Besides keeping electronic gadgets charged while cycling, the FreeCharge is also the perfect companion for vacations and business trips. A single FreeCharge can replace the entire tangle of phone, iPod, camera, voice recorder, and Nintendo chargers that are usually necessary. The FreeCharge can be charged by wall adapter or by USB from any computer. The FreeCharge includes a retractable USB cable with five interchangeable tips for Sony-Ericsson, Motorola, Nokia, LG and Mini USB devices. The FreeCharge will fully charge an Apple iPhone in under three hours.



© DAHON

The FreeCharge will come pre-installed on 2 Dahon bikes, the los XL and Speed TR. The FreeCharge will also be available as an after-market accessory. The FreeCharge will be available worldwide in March 2010 at suggested retail prices of 79 euro and US\$99. In a related Eurobike announcement, Dahon is launching a bicycle mount for the Apple iPhone.

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SHIFT TO SHIMANO'S ELECTRONIC DI2, AND YOU WON'T GO BACK

The Di2, Shimano's breakthrough electronic gearshift system, launched last year on the Dura-Ace 7970 Groupset. To put it simply, it's the Dura-Ace 7900 Groupset with a few extra tricks up its sleeve. But what tricks! The special components are electromechanical front and rear derailleurs, dual control levers and a battery kit. All other components are taken from the mechanical 7900 Groupset.

At first glance, the Di2 doesn't look much different from the 7900. But closer inspection reveals that the rear derailleur is a little more substantial at the back where the cable connects. The front derailleur has a telltale electronic control incorporated just above the mechanical pivots. The dual control levers are neater and more refined in appearance and feel than their mechanical counterparts. The rechargeable battery pack fits snugly just below the bottle cage, and a convenient battery indicator attaches to the brake cable below the handlebars.

Operating the Di2 is straightforward. The dual levers have a very tactile feel. Because all mechanical elements have been removed, what's left is a beautifully sculpted, lightweight carbon fiber lever and ergonomic hood. To engage the rear derailleur, the rider moves her fingers to almost the same position as she would with the manual system.

Changing up is exactly the same. The electronic button resembles the usual small mechanical lever, but requires less pressure. Changing down is slightly different, as applying pressure to the

elongated button on the side of the brake lever activates the derailleur, rather than moving the lever itself.

The front derailleur operation is similar. A small lever button shifts the chain to the small ring, while an elongated button engages the big ring.

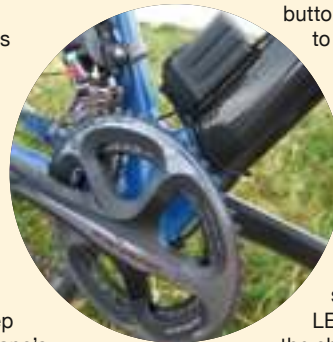
Riding a Di2 prototype is like a test pilot trying a fly-by-wire airplane for the first time (except the cyclist doesn't have as far to fall if something goes wrong). Because there is no mechanical mechanism, the usual feedback from "feel" is absent. It is the final step in the evolution of Shimano's mechanical systems, which have progressively made "feel" less important. For example, SIS (Shimano Indexing System) allowed for precise, one-click shifting, while STI (System Total Integration) incorporated shifting and braking from a single lever.

Di2 takes both processes to a new level. The lack of feedback is unexpected at first, but it soon becomes unnecessary because gear changes are positive and slick.

The operation of the front derailleur is perhaps the most impressive feature of Di2. Gone is the need to push the lever. One touch of either button moves the chain from one chainring to the other. Accuracy is state of the art. Another neat development is that the front derailleur trims itself, preventing chain rub after multiple rear changes. Using Di2 quickly becomes second nature, as it takes the uncertainty out of changing gear.

A few technical observations and anticipated questions:

Adjusting gears is user-friendly. Press the button on the control/battery indicator, wait for the LED to turn red, and fine-tune the derailleur with the dual control levers. Press the button again to change back to normal mode.



Battery life is good, with Shimano conservatively estimating 1,000 to 2,000 kilometers (620 to 1,240 miles) on one charge. The battery indicator gives the rider a sense of security, with colored LEDs displaying whether the charge is 100, 50, 25, or 0%.

Even in the red state, indicating a charge of less than 25 percent, a cyclist can continue to change gears for another 250 kilometers (155 miles). When there is no power left the warning light flashes. Only after the system continues to run without charge will it shut down completely, first in the front and then the rear derailleur. Riding is still possible with the derailleurs in their last position.

The battery removes easily and recharges in just 1.5 hours. If the bike falls on the rear derailleur, a safety mechanism releases the derailleur to prevent damage. Pressing the button on the junction for 5 seconds or more will restore operation. Weight is not an issue as the Di2 weighs only 56 grams (2 ounces) more than the standard 7900 groupset. The Di2 will especially appeal to time trial specialists and triathletes, as the system comes into its own when



© TOM KAVANAGH

racing the clock. It is possible to shift without changing hand position by using a combination of lightweight dual control levers (ST-7971) on the base bars, and the new electronic satellite switch (SW-7971) in the time trial bar extensions. Electronic cables are more pliable than their mechanical counterparts and are more easily routed through the confined space of time trial bikes.

The Di2 also will benefit anyone with impaired hand or wrist movement, such as cyclists with arthritis. Para Olympic athletes and those who simply want to be able to ride their bikes will embrace this groundbreaking technology with the enthusiasm that it deserves.

During the recent Tour de France 41 riders from five teams used the Di2 system—16 during the road stages and 39 in the time trials.

Try the Di2 once and there is no going back. Manufacturers are already designing frames and equipment for the Di2 with internal cables, battery pack attachment points and other features.

- Susan O'Mara



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Komenda

A SWISS METHUSELAH THRIVES IN HIGH-END MARKET

A decade ago the Swiss bicycle industry was near death. Only a few "lonesome cowboys" survived by offering flexible production of premium bikes. Talk about typical Swiss products and people think of cheese, chocolates and watches, but not bicycles - or "velos," as the Swiss call them.



Komenda's bicycle factory, Alpa Werke, is proud of its long history and its made-in-Switzerland products. © PETER HUMMEL

Yet Switzerland has a long history of producing bicycles. Aficionados may remember the legendary Swiss army velo, the Ordonanzrad.

Much of that history was lost in the mid-1990s, when imported mountain bikes invaded the market and brought down such established Swiss brands such as Cilo, Condor and Tigra.

Aside from newcomers such as BMC or Thömus, Switzerland now has only a handful of complete bike producers. Arios, for example, still relies on steel frame production. Cresta and Mondia paint imported aluminum frames in their



Komenda imports aluminum frames from Asia and paints them in Switzerland. © PETER HUMMEL

own facilities, while Tour de Suisse has outsourced painting to a specialist. Cresta especially is a survivor. The brand's parent company, Komenda AG, celebrates its 111th anniversary this year, making Cresta the Methuselah of the Swiss bicycle industry. Komenda is based in St. Gallen, just a hop across Lake Constance from Friedrichshafen.

THE FACTORY

Moreover its Alpa Werke factory in Sirnach is Switzerland's oldest bicycle factory. It was established in the 19th century, and bicycle production started there in 1931. Today, the factory is a

Swiss idyll. In its front lies a meadow with grazing cows, while behind it are rabbit hutches guarded by garden gnomes.

The unrestored main entrance and a huge machinery display are reminders of the early days of industrialization.

But Cresta can't make a profit on an idealized image, but has to fight huge international competitors. How has Cresta managed to remain viable while manufacturing high-quality, high-priced, Swiss-made bikes?

Alexandra Komenda, Komenda's general manager, doesn't have to think long for an answer.

"The most flexibility possible, short delivery times, a 100 percent ready-to-go guarantee and high assembly qualities are obvious factors," Komenda said.

SWISS BIKE SALES & CRESTA'S PRODUCTION

In contrast to a German IBD, which sells an average of 500 bicycles a year, the typical Swiss IBD sells only about half that amount because of a very dense network of retailers across the country. The good news is that the average sales price for each Swiss bike is more than 800 (\$1,140).

Swiss IBDs therefore appreciate the ability to sell a premium bike from a brand like Cresta, which can customize an order to a buyer's specifications and deliver it within two weeks.

About half of the Cresta-branded bicycles leaving the Alpa Werke factory are made by a modular construction system that comes close to being custom-made.

Komenda AG also introduced a line of 100 percent custom bikes with an urban flair under the brand name Ibox. For 2010, Komenda is adding some retro models to the Ibox line, which appeals to many younger riders.

KOMENDA FACTS AND FIGURES

The Swiss company Komenda AG has two mainstays: complete bicycles and bicycle parts and accessories. Since 1982, the complete bicycle business has been the major piece of its business. For example, Komenda was for a decade the exclusive Swiss distributor of the German Kettler brand. Kettler sales reached a peak of 12,000 units, but sales quickly evaporated after the mountain bike boom.

However, Komenda was prepared for the changing market conditions. Since 1987, Komenda has been the exclusive Swiss distributor of Giant, whose models complement Komenda's Cresta and Ibox brands.

Giant and Cresta sales account for annual Swiss sales of between 8,000 to 10,000 units a year, while the new Ibox brand adds another 1,000 units. However, a deal with the U.S. brand Ellsworth fell through. Komenda had hoped to use Ellsworth to fill out its offerings of full-suspension models.

Komenda's diversification of brands is helping it cash in on the booming electric bike market. It carries Giant e-bikes, which use the Sanyo e-bike transmission

kit, while the Cresta brand uses the JD Group's TranzX kit and Ibox uses the BionX system from Canada. In other words, Komenda has covered the market with pedelecs using three established e-bike transmission systems.

Komenda AG today is among the top six Swiss bicycle companies, while its parts and accessories division ranks in the top five thanks to its recent acquisition of Famo, which distributes Schwalbe tires and other brands.

The parts and accessory business supplies some 600 customers, while Giant and Cresta reach 200 bicycle retailers, and Ibox is sold through more than 50 retail outlets.



GM Alexandra Komenda. © PETER HUMMEL

Komenda employs about 20 people at its headquarters in St. Gallen and 12 at the Alpa Werke factory in Sirnach. Yearly sales are around 20 million Swiss francs (13 million, or \$19 million).

- Peter Hummel

ming

SELENE Internal Geared Hubs

- FRAMESET
 - Size: 17"/18"/19"/20"/21"/22"/23"
 - Frame: Aluminum
 - Front Fork: Magnesium Suspension Fork / w. pre-load adjust.
- WHEELS
 - Wheels: Aluminum
 - Tires: 28" x 1.75"
- DRIVETRAIN
 - Gear: Shimano Nexus Inter-7 / 8
 - Motor: Sanyo DC-Motor / Brushless type / 24V 250W
- BATTERY
 - Sanyo Lithium-Ion: 24V / 11Ah
 - Charging time: 4-5HR
 - Cycle life: 600
- CHARGER
 - Input voltage: AC100V-240V
 - Input frequency: 50 / 60Hz
 - Input current: 1.2A
 - Output: DC29.2V / 2.0A
 - Operating condition: 0-4°C / 20-65°F
- 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: 3.8kg
- ASSIST MODE: ECO / MID / HIGH
- SENSOR: Torque sensor

STAND NO. A5/5070

PEDELEC

RIDING RANGE

Riding Conditions

Flat course / 5km/h	11h
Flat course / 15km/h	3h30m
Flat course / 25km/h	1h30m

PEDELEC's weight 10kg

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EAST, WEST EUROPE MEET AT BIKE BRNO SHOW

The national Czech bicycle show Bike Brno has become Eastern Europe's leading trade show. It's the place where Eastern European producers meet Western European suppliers who want production closer to their markets. Now, Eastern European consumers are riding into the spotlight, making Bike Brno a valuable show for Western European parts and accessories suppliers. ESD's Jo Beckendorff interviewed Bike Brno director Jan Kubena about his strategy for this growing show.

ESD: Bike Brno has been part of SPORT Life, the parent company of the SPORT Life, Bike Brno, boat Brno and Caravanning Brno shows. Last year you announced this would change. What specifically will change for the upcoming show (Nov. 5-8)?

Jan Kubena: Allow me to elaborate. Boat Brno and Caravanning Brno have always been standalone brands. Only Bike Brno was presented as part of SPORT Life, but in other countries Bike Brno was advertised more independently. As of this year the marketing concerning Bike Brno will be uniform. The Czech market is getting used to the fact that cycling is presented at Bike Brno, not as part of SPORT Life. In practice this means that Bike Brno will have its own visual style, its own web site, etc.

ESD: Does that mean that Bike Brno is becoming more independent?

JK: In terms of communications, yes. In terms of show organization, not much. Bike Brno will continue to be held along with the above-mentioned shows in the future. For the customers they will create a platform full of entertainment and inspiration for sport and active leisure time.

ESD: It isn't clear whether Bike Brno is more of a consumer show or a trade show. Will there be any trade-only days at this year's show?

JK: From the beginning it has been our goal to fulfill both roles. The first two days are during the workweek and are logically designed for trade; even the accompanying program is limited. During the weekend, we will put on an accompanying show to encourage the public to attend.

ESD: There were also discussions about moving your show earlier than November. Why do you want to move it closer to the international shows in Freidrichshafen and Las Vegas?

JK: It was a reaction to market demand. The dates of orders from retailers are drifting towards the summer. If we want Bike Brno to have any importance for the business, we have to adapt to the market and move the date forward. [The 2010 show is set for Oct. 7-10].

Another reason is the possibility of testing bicycles in the field outside the Exhibition Centre. The November weather is a bit risky. A Czech customer is demanding and likes to pay for an expensive product, so the testing of top bicycles is a must for retailers and consumers alike.

ESD: Many show organizers hope to benefit from the demise of IFMA. Did you take this into account when deciding to move the show to an earlier date?



Jan Kubena, director of Bike Brno, the leading bicycle trade show in Eastern Europe. © JO BECKENDORFF

JK: Not quite. It is a benefit, of course, but the strongest impulse for us was different. We have been trying to move the date for some time now but the calendar of shows at our exhibition center is very busy in the autumn.

This is why Bike Brno and parallel shows could not be moved to an earlier date before. We have this opportunity now, so we took advantage of it.

ESD: The idea of moving the show probably came up before Messe Munich popped up with this year's Bike Expo deut in July. Will this new show have an impact on future Bike Brno dates?

JK: Rather not. We suppose that Bike Expo will continue in July and it will not have any impact on our new October dates. For us, the key show for the European and global cycling trade is Eurobike. We will adapt to Eurobike's dates rather than any other show. We believe that Eurobike has a very strong position and that the new Bike Expo cannot jeopardize this position in any way.

ESD: The first Bike Brno attracted Western European parts and accessories makers who want to serve Czech producers and assemblers that are well-known all over Europe for their technical skills. What about other Eastern European bike manufacturers? Will they be exhibiting?

JK: At this moment we can say that this year's show will have exhibitors from Slovakia, Poland and Bulgaria.

Other international exhibitors are from Western Europe (Austria, Germany, Netherlands, Belgium, France, etc.) and Taiwan.

ESD: The Eastern European consumer market is on the rise, which is why a growing number of Western bike brands are exhibiting at Bike Brno. Are they targeting Czech consumers or the entire Eastern European consumer market?

JK: In my opinion the companies are aware that the Czech cycling market offers interesting opportunities in Central and Eastern Europe and that most visitors at Bike Brno are logically Czech. This is why the main goal of international exhibitors is to approach the Czech market.

Nevertheless, our main aim is to attract a growing number of specialized retailers from neighboring Eastern European countries. In this effort we are very successful in case of Austria, Poland, Slovakia and Hungary. We are also registering visitors from Slovenia, Croatia and the Baltic states.

ESD: Do you view the Eastern European consumer market as one market, or are there still differences?

JK: I believe that the Eastern European markets do not behave in the same or similar way. It is a well-known fact that the Czech market is stronger than the neighboring countries in terms of the number of bicycles in the population converted to economic units. Czech fans are willing to spend relatively more money on their bicycles.

They ride them often and this is why they have to buy spare parts more often, seek servicing, etc. As far as I know, the markets in neighboring countries are not based on the same level of cycling mania as reflected in the Czech Republic.

But generally speaking, in all Eastern European countries that have joined the European Union, cycling paths are being built and these logically support the development of mobility. Thanks to this we can foresee the gradual comeback of the bicycle as a means of transportation.

ESD: Bike Brno has attracted Western suppliers and industry participants but no retailers. We understand you would like nearby Western IBDs to attend. What would be the benefit of attending Bike Brno?

JK: In the Czech Republic and Slovakia there are a number of bicycle and component manufacturers. At the trade fair we have usually 50 of them from these two countries. We have very strong component manufacturers here, such as Tufo, Remerx, Duratec, RB-Bikes, Shaman and many others.

Among the manufacturers there are, for example, 4ever in the Czech Republic or Kenzell in the Slovak Republic that offer capacity for custom assembly. Several international brands are already assembling bicycles in the Czech and Slovak Republics. Not all of them are present at West European shows. Retailers from Western Europe could and should be much interested in this segment presented by the Czech and Slovak markets and also by Bike Brno.

ESD: Is the worldwide financial crisis impacting the Czech bicycle market and affecting your 2009 show?

JK: The Czech cycling market, unlike the West European one, is based on sport bicycles. We sell mostly cross and mountain bikes, or bicycles for leisure. In this respect the customers are a little cautious this year and it definitely makes the market slightly weaker. Unfortunately, bicycles are not much used for transport to work or school in the Czech Republic. There is some positive development but it is rather slow.

It is connected with the construction of cycle paths in cities which is sometimes cumbersome. As part of the trade fair, we offer information about the use of bicycles for transportation. Every year this is the topic of our bike conference, where experts from related fields meet to discuss successful recent projects and infrastructure development plans.

For the second time we will build an extensive ground for the public to test electric bikes. E-bikes are new to the Czech market but their future is very promising in our view. This is why we are trying to make this segment visible and give all visitors a chance to test them. E-bike manufacturers should grasp this opportunity to introduce themselves to the Czech and East European markets.

- Jo Beckendorff



BIKE COMPANIES TO DISCUSS EUROPEAN E-BIKE REGULATIONS SATURDAY

More than 30 companies involved in the electric bike industry will meet tomorrow at Eurobike to decide whether to lobby the European Commission for changes in current laws governing e-bikes.

The meeting, sponsored by the European Two-wheel Retailers' Association, or ETRA, and the Light Electric Vehicle Association, or LEVA, will run Saturday September 5th from 9 a.m. to noon in Room Berlin, on the first floor of Entrance East.

The Commission is currently reviewing the legislation, which it approved in 2002 without properly consulting the e-bike industry. The review has given the industry a "unique opportunity to start discussions with the European institutions," ETRA said in a news release.

Under current regulations, e-bikes are considered to be bicycles only if they have a motor output of no more than 250 watts, and a top speed no faster than 25 kilometers an hour (15 miles an hour).

But ETRA said the e-bike industry has become much more diverse since the regulations were first adopted.

A number of e-bikes now have more powerful motors or are capable of faster speeds. It has asked the industry to decide whether the existing limits are still appropriate for e-bikes.

ETRA is also asking the industry whether e-bikes that exceed the standards should be lumped in with mopeds, as they are now. "ETRA is prepared to defend and further the interests of the electric bike industry. For that purpose however, ETRA requires the support of the industry and a consensus on how the [legislation] should be reviewed for electric bicycles," the news release said. "The matter is urgent since the European Commission intends to produce a first draft in November this year."

Among the companies planning to attend Saturday's meeting are Biketec, Cannondale, Currie, Dahon, Fallbrook, Heinzmann, OHM Cycles, Phyllion, Riese & Müller, Sanyo, SRAM, Trek, Ultra Motor and Whisper bikes.

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The user can construct models, run analyses and investigate results simultaneously using a seamless interface. Moreover it is possible to mould fibre-reinforced composites. Vispiron Asis is a qualified distribution partner, offering training courses on Straus7® and application-oriented FE modeling.

Vispiron Asis GmbH is an associated company of Vispiron AG, one of the leading companies in technical consulting as well as in measurement technology and wireless update solutions. The company is headquartered in Munich. Further offices are based in Ingolstadt, Frankfurt/Oder and Zurich.

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Biketec's based its new high-tech factory in Huttwil, in Switzerland's scenic Emmentaler valley. © PETER HUMMEL

THE FACTORY FACTS & FIGURES

The 8,000-square-meter (86,110-square-foot) Biketec factory was built according to the Flyer philosophy of sustainability. One highlight is a 600-square-meter (6,460-square-foot) bank of photovoltaic panels, which can produce enough energy to power up to 15 homes.

Biketec has created the "Emmentaler Sun" project to give Flyer customers the option of "buying" a small piece of a photovoltaic panel to offset the electricity use of their bikes.

Biketec spent 12 million Swiss francs (7.9 million, or \$11.2 million) on the factory. One-sixth of the cost went to the solar energy panels and other efficiency measures.

More investments are pending. This fall, Biketec will decide whether to expand its factory. The company has doubled production every year for several years and is expected this year to produce 25,000 units, with total sales of about 60 million Swiss francs (39 million, or \$56 million).

The Biketec staff has also grown, from six employees in 2001 to 80 today. Biketec is Switzerland's largest bicycle manufacturer.

BIKETEC EMBRACES ENERGY EFFICIENCY AT ITS RURAL SWISS E-BIKE FACTORY

No one could accuse Biketec's new factory of being cheesy, even though its design was inspired by the holey Emmentaler cheese produced in the area. The new state-of-the-art factory, where Biketec makes its popular Flyer e-bikes, rises seemingly from the middle of nowhere in the scenic Emmentaler valley, the home of green meadows and cheesemakers. The likes of Biketec's factory have not been seen before in Switzerland.

An example of surprising architecture and sustainable design, the "Minergie factory" is intended to be as much a tourist attraction as it is a plant for making electric bicycles.

The factory was built according to Switzerland's Minergie-P programs, which set national standards for energy efficient construction. The showroom's ceiling, for example, is permeated with holes like the Emmentaler cheese made in the area—a perfect symbiosis of design and function. The round exhibition room on the ground level also is eye-catching. The ground floor also houses the large fleet of up to 250 Flyers, used for testing and rentals.

Production is on the upper level. One-third of the level is office space and the rest is the factory itself. Biketec has doubled its production capacity with four assembly lines.

With its new factory, Biketec is making a wholehearted commitment to Swiss-made products. Kurt Schär, general manager of Biketec, said local production has two benefits. First, Biketec can customize new bikes to buyers' needs. "Secondly," he said,

"We are counting in the image of sustainability of a Swiss-made product." There are other reasons for building a new factory in the rural town of Huttwil.

First, he said, the pool of potential employees in this economic fringe region has not dried up as it has in other parts of Switzerland. "This is very elementary for a fast-expanding company such as ours," Schär said. The Huttwil community offered attractive terms for Biketec to move there.

Schär said the location lends itself to marketing. Right behind the factory are Heidi-like hills, which are ideal for test rides. Switzerland's most popular bike route passes close by the new factory, and Biketec aims to lure cyclists to its huge showroom. Schär said the "factory shopping groove" is an important part of the equation for the new plant.

"Biketec isn't a bike factory, but a tourist site with a bike factory attached to it," Schär said. Biketec is confident of its strategy, because it has always used tourism to promote e-bike sales. Today, the Swiss company is not only the e-bike market leader in Switzerland but is an important supplier for the entire German-speaking market.



Biketec's latest news for season 2010: X-Series, a first Flyer mtb with full suspension. © PETER HUMMEL

Biketec is unique among bike suppliers because it makes nothing but e-bikes, which now stretch across nine models. Its newest X-series line, depending on how it is equipped, is either a cross or a mountain bike and is the company's first full-suspension model since its legendary F-Flyer. "Thanks to our hassle-free, good-working pedelec products we have become big and strong. We are continuing with our eyes on sustainability and long product cycles, instead of short-lived, throw-away products with retroactively mounted hub motors," Schär said.

- Peter Hummel



(L-R) Kurt Schär, Yvonne Breuers, Gianni Mazzeo and Hans Furrer, with the solar panels atop the company's new factory. © PETER HUMMEL

STAND NO.
A5/211

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JAPAN'S TOYO WELCOMES STEEL FRAME REVIVAL

The Toyo Frame Co. Ltd. is introducing its latest "steel sensations" at its booth, which is part of the JETRO (Japan External Trade Organization) pavilion.

The traditional high-end framebuilder is experiencing an astonishing revival, thanks to boom for single speed and retro bikes. Since last year, Toyo has not only done OEM production for other brands but is bringing its well-known Toyo name to market.

At this year's Eurobike, the Japanese company is introducing its first Taiwan-made, Toyo-branded frames.

"This March we opened an office in Taichung. Toyo Frame Taichung Co., Ltd. is a Japanese-Taiwanese joint venture that also concentrates on steel frames. Toyo is steel," said Tetsuya Ishigaki, Toyo's president.

Production of TIG-welded frames will remain at the company's main headquarters in Kashiwara, Japan.

"The Taiwanese know TIG-welding, but not lug framemaking," Ishigaki said. He will teach them.

See Toyo's new line of TIG-welded and fillet-brazed frames from Japan and Taiwan at the Toyo booth.

STAND NO. B2/204



Tetsuya Ishigaki (center) is president of Japanese steel framebuilder Toyo. © JO BECKENDORFF

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ROBOTIC BIKE GARAGE IS COOL, BUT EXPENSIVE

Imagine riding your bike to the train station, carrying it to the station's basement and placing it in front of a special elevator. After you swipe a membership card, the elevator door opens and a robotic arm grabs your bike. In seconds, your bike is automatically put in a storage rack, and you can head on to work.

Kasai's bicycle parking system employs 40 to 50 people, mainly part-time. They welcome the commuting businessmen, students and housewives and provide help if needed.



Larger bikes, and those with child seats and other attachments, won't fit in the Cycle Tree garage. © JO BECKENDORFF

"The City of Edogawa already has 36 public bicycle parking facilities with a capacity of 54,000 units," said Yasuo Naitou, in charge of bicycle storage for Edogawa.

"You might think that would be enough. It isn't. 'In several parts of our city we have shortages,' Naitou added.

"Especially in older areas, it's a problem. There is no space left to squeeze any parking facility in. I would estimate we need another 9,400-unit parking facility."

To meet demand, Edogawa is pursuing more bicycle parking structures. New structures using underground Cycle Tree systems are scheduled to open this year in Hirai and Ishinoe.

Meanwhile, at the Funabori station, Edogawa installed an above-ground Cycle Tree parking system that can hold 1,475 units and rises 22 meters (72 feet) into the air, or nine stories.

Cycle Trees can accommodate only bikes with 20-inch or 700c wheels. Larger bikes, or those with accessories such as child seats, have to be kept in more conventional storage areas.

It takes about 20 seconds to retrieve a bike from the Cycle Tree system. When cyclists get their membership cards, a special chip is mounted near the fork of their bikes, which allows the Cycle Tree robot to identify the bike.

Kasai's bicycle parking garages are open from 4 a.m. to 1 a.m., so they are available for the first and last commuter trains of the day.

According to Tanaka, the Cycle Tree underground system is much more expensive than the above-ground version.



The basement of Kasai's underground bike parking garage. © JO BECKENDORFF

The automated system opened in April 2008 at Edogawa's Kasai metro station. Edogawa is part of the Tokyo megalopolis, and the station is a hub for train, bus and bicycle transportation.

"Cycle Tree is a multi-level mechanical storage solution created by JFE Environmental Solutions Corporation, a subsidiary of steel giant JFE, and the City of Edogawa.

We started bidding for a bike storage solution, and JFE's patented multi-level system convinced us," said Seijun Tanaka, head of construction for the city of Edogawa.

The Cycle Tree system can be used below and above ground and does not require a lot of land area—an important criteria in Japan, where land is extremely expensive. Edogawa operates several Cycle Trees as part of a network of bicycle parking lots.

"If there is no space, going underground is the best solution. But here in Edogawa, it's not always possible to go underground. In some areas we could have some flooding," he said.

He added: "Nevertheless be aware that the underground solution is much more expensive. It's not that easy to dig 20-meter-deep tunnels from the basement into the ground."

According to Naitou, the city's parking structures operate at an average capacity of 88%.

Tanaka said the parking system has received 4 national awards and international press attention. Even if the system makes no money for the city, it has raised Edogawa's profile throughout the world.

Tanaka and Naitou hope to raise the city's profile even more. Edogawa has nominated the Kasai Station facility for a Guinness World Record.



An employee helping a first-time customer use the Cycle Tree. © JO BECKENDORFF

- Jo Beckendorff

PROFITABILITY

The construction cost of the underground Cycle Tree at Kasai was 6.64bn Japanese yen (49m, or \$70m). Can such an investment ever be profitable?

"No," Naitou responded, "not the underground system itself. But if you take all of our 36 public parking facilities into account, we will roughly break even."

And getting rid of bicycles on sidewalks makes the city much more pleasant, he added. For users, the cost of using the parking structures is not particularly high. Monthly fees range from 1,800 yen (13, or \$19) to 1,000 yen (7, or \$10.50) for students.

Customers get discounts if they buy a 3-month membership card.



Kasai's high-tech underground bike storage solution holds 9,400 bikes. © CITY OF EDOGAWA



FIXIE OWNERS SEEK FINANCIAL PARTNER TO HELP IGNITE THE ROCKET

Just before Eurobike, Karlsruhe-based Fixie, Inc. — the retro single-speed brand — sent out a three-page flyer to its international retailers giving an overview of its 2010 product range. But what caught our eye was a tiny note at the end of page 3. “Fixie Inc. is small but nice,” it read. “In order to continue innovating and make the world happy with ‘heroic’ bicycles, Fixie Inc. is seeking investors, dyed-in-the wool finance heroes...”

ESD's Jo Beckendorff asked company founders and general managers Recep Yesil and Holger Patzelt what's behind their call for investors.

ESD: After bringing your Fixie Inc. brand successfully to the market, are you ready for retirement? Are you longing that much for a hammock on the beach and a vacation?

Yesil and Patzelt: Hah! We've been living without any holidays or weekends the last six years, since the beginning of our company. And we hope that the next six years won't be any less exciting.

ESD: What's behind your call for investors?

Y and P: The last couple of years, we've been running full speed and have been adding one model per year to our range, not to forget award-winning projects like the GoldRush or the FiveStar in between.

All of this growth happened without any outside investment. There's a natural limit for how much we can grow using our own cash flow. We've reached that limit now, but it doesn't seem that our brains are willing to stop generating new ideas.

So, we realized that we should start looking for a partner—not a bank—a finance partner who believes in us and in what we are doing.

ESD: What do you mean when you talk about “bringing Fixie Inc. to the next level”?

Y and P: It is the process of a boy becoming a man. Our goal is to make our ideas real with the same perfection as always, but with a much higher efficiency, in order to make our products accessible to more people.

This means especially building up our international distribution while keeping the focus on our local market. Consumer satisfaction is still our most valuable commodity.



The 2010 Fixie Peacemaker exclusively features a Gates Carbon Drive belt drive.
© WOLFGANG SCHMIDT / PIXIE

We've had a great demand for this supply chain from our very first public appearance in 2004. Finally, this structure means growth in sales units but also in staff, for which financing must be ensured first. We've built a rocket and are now waiting for the guy with the match.

ESD: What are your major markets and what do you intend to focus on for next year?

Y and P: The people we create our bikes for are mostly urban enthusiasts with a special sense of design and quality, as well as epic racers with attitude who love high-end steel frames.

For the next step, we will focus on adding essential features to our urban models, as well as expanding into the knobby scene with a bike that has wheels smaller than 700c.

But that is still a secret. The hardest job is still to make the decision on which of our ideas to follow first.

- JB

Fixie general managers Recep Yesil (left) & Holger Patzelt. © WOLFGANG SCHMIDT / PIXIE

Within the last 11 months, we've built up a structural base in our sourcing chain, which now allows us to ship our products directly from Asia to importers worldwide.

STAND NO.
A2/301





NEW: O-SYNCE

After creating its own European distribution arm in Weinheim, Germany, international portable electronics brand O-Synce made its international show debut in Friedrichshafen at the OutDoor show in July ...

... and now is following up with its first appearance at Eurobike. O-Synce's navigation system can be used through a revolutionary glove allowing one-handed operation, or directly fixed to the handlebar.



© JO BECKENDORFF

SUGOI STRENGTHENS ITS EUROPEAN SALES FORCE

Sugoi Performance Apparel, with the assistance of parent company Dorel Industries, Inc., has recently announced new sales teams for Europe. Backed by the power of Dorel, the Canadian apparel maker has been able to "roll out with new sales teams which will serve to strengthen the position of all brands within the Dorel Recreational/Leisure segment," said Stan Mavis, President of Sugoi. The segment's brands include Cannondale, GT, Schwinn, and Mongoose as well as Sugoi.

JOHN CAMIER
SOUTH-EAST OF FRANCE
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Tel: +33 (0)6 18915245

John has been with Cannondale France since 2004 and is eager to bring the quality of Sugoi to his region. He's on the left in the photo.



ARNAUD PIERREL
NORTH-EAST OF FRANCE
arnaud.pierrel@cannondale.com
Tel: +33 (0)6 07265393

Arnaud Pierrel is a strong cyclist and has shown great improvement for Cannondale since joining the fold in 2007. His knowledge of apparel and cycling will be a great attribute to the Sugoi team.



THIERY FEVE
EAST OF FRANCE
tfeve@cannondalegroup.com

Thierry Feve first joined GT in 2001, representing the brand in the eastern region of France. His experience in the cycling industry will be key to ensuring the success of Sugoi in East France.



SABASTIEN VERRIER
WEST OF FRANCE
sverrier@cannondalegroup.com
Tel: +33 (0)6 37947978

Verrier first joined Cannondale France in 2005, due to his strong track record and reputable business reputation he expanded to manage the GT account for western France in 2008 and today we are pleased he will also represent Sugoi.



J. PHILIPPE HEDIN
NORTH-WEST OF FRANCE
jean-philippe.hedin@cannondale.com
Tel: +33 (0)6 21490288

J. Philippe Hedin is an enthusiastic cyclist with a proven track record in sales including a 4-year history with Cannondale.



STEFANO GUALTIERI
ITALY
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Mob: +39 (0)34 70685170

Stefano Gualtieri has held the position of Account Manager for Cannondale Europe since 2004, contributing to the growth and development of the retail program for the Italian market.

YANN COLLET
SOUTH-WEST OF FRANCE
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Reasonably new to the Cycling Sports Group fold, Yann Collet joined as a Cannondale representative in 2006. His enthusiasm and expertise in the cycling market will be of great value to Sugoi.



Recently Gualtieri has taken the position of the Retail Development Manager for the GT Bicycles brand, working on the brands re-launch and newly-established position within the Italian market.

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Lightweight, made in Friedrichshafen

FROM AEROSPACE TO WHEELS

The world's bicycle industry knows Friedrichshafen for the world's leading bicycle show, but most don't realize it is also a leading center of materials engineering expertise. That's why it's the home of Carbofibretec GmbH, the company behind Lightweight Carbon Wheels.

The Lightweight brand was founded by two retired engineers, Heinz Obermayer and Rudi Dierl, in an unused shed near Dachau. Their wheels were used by Jan Ullrich in the 1997 Tour de France, bringing them to international attention.

When Lance Armstrong's manager called and ordered five wheelsets, he was told he would have to wait for two months like everybody else, and that he could have one wheelset but not five. The founders also insisted on being paid. Such lore helped establish the mystique of the Lightweight brand, owned since 2003 by Carbofibretec GmbH, a subsidiary of German Wissler Group.

PRODUCTION SECRETS

Erhard Wissler, general manager of Wissler Group and Carbofibretec, says the purchase of the company was a good decision and he is happy that Heinz Obermayer stayed with Lightweight, first as a consultant and later as a shareholder. Shifting the Lightweight production from Dachau to Friedrichshafen wasn't easy, says Wissler: "Dierl retired but Obermayer kept on going. He taught our carbon employees about 35 techniques that are needed to achieve the high quality of Lightweight products." The first Friedrichshafen-made Lightweight wheels left the new production site in October 2003.

While rims and spokes are made out of prepregs and laminates made by international specialists such as Toray, Mitsubishi, Tenex, etc., the assembling is made at Wissler Technologie GmbH in Hailfingen near Stuttgart, another subsidiary of Wissler Group. "The craftsmen are in Hailfingen, the developers in Friedrichshafen," says Wissler.

EVERY GRAM COUNTS

Today, the production process takes about 16 hours for one wheel. Lightweight wheels are now "about 30 percent stiffer and lighter" than the originals.

The latest generation of wheels weigh between 950 and 1,095 grams. "Our wheel production in Friedrichshafen requires very detailed craftsmanship. This is not a machine spitting out finished products. It's real time-consuming handcraft," notes Wissler. Current production is 7,500 to 8,000 wheels per year, but capacity is due to be increased very soon at the new Carbofibretec facility, which is close to the Eurobike fairground.

CARBON PRODUCTION EXPERTS

What has Friedrichshafen to do with carbon in general? Wissler relates the background to his business: "My company Altek GmbH was searching for a light material for a plant protection apparatus."



Lightweight's customer service repairs, measures and rechecks all incoming wheels. © JO BECKENDORFF

"When I heard that aeroplane maker Dornier had financial difficulties in the year 2000 I got interested. Many material experts lost their jobs. I thought, this is a chance to take advantage of the carbon know-how in Friedrichshafen."

BST was a failed enterprise started by former Dornier managers. Wissler pounced and acquired the company, which became Carbofibretec GmbH.

The move to bicycle products was spurred by the events of Sept. 11, 2001, which precipitated an 80 percent drop in the company's aerospace-related business. That sparked a search for new business areas, eventually resulting in the purchase of Lightweight. Initial tentative moves into carbon bike frame production were soon largely abandoned in favor of wheelbuilding: "There are enough high-end frame builders in the market but not so many wheel builders," says Wissler's assistant Claudia Frank.

Today Carbofibretec's business includes sports and lifestyle products, aviation and aerospace, automotive and industrial applications. Lightweight wheels nevertheless make up 30 percent of the company's sales.

- JB



According to GM Erhard Wissler and his assistant Claudia Frank, carbon wheel brand Lightweight is "the draft horse of the Wissler Group". © JO BECKENDORFF

STAND NO. A2/206

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Benno Baenziger & Jeano Erforth.
© JO BECKENDORFF

ELECTRA OPENS EUROPEAN HQ; PAYS HOMAGE TO CLASSIC BIKES

Benno Baenziger and Jeano Erforth, founders and creators of the U.S. brand Electra, have hired Axel Kedenburg to oversee the company's European business. Kedenburg is at Eurobike in his capacity as general manager of Electra Bicycle Company Europa GmbH in Hamburg, which began operations April 1.

Kedenburg, who co-founded the German bike brand Bergamont, said it was an emergency that forced Electra to create a European subsidiary.

"One of our most important distribution partners in Europe was not able to meet his obligation to take nearly 20,000 bikes, so we had to react fast," he said. "With Electra Europe we have been able to supply the European retail market with these bikes."

Baenziger said Electra's European distribution had faced a number of problems.

"European dealers reported unreliable distribution structures and delivery situations. The dealers didn't know how and where to order our products and certainly not when they could expect their shipments to be delivered," Baenziger said. "As you can imagine, it was a catastrophic situation for any bicycle manufacturer."

Kedenburg and his team now are introducing themselves to European distributors and retailers. They want the industry to know that Electra is more than just retro cruisers.

"Electra is a traditional brand which developed into a global player in the bike industry. On the U.S. home market, Electra is a cult brand and ranks, with its broad product range, among the five most important bicycle producers," Kedenburg said.

"Only in Europe, when we look back at a 20-year distribution history, are we known solely as a manufacturer of cruisers," Kedenburg added.

"Hardly anyone in Europe knows our other product lines, such as the Townie and the Amsterdam. These commuting bikes are hugely successful in other parts of the world."

Baenziger said Electra will work to establish a unified brand image in Europe.

"Everybody in the industry knows Electra, but few see what our unique brand really stands for," he said.

Apart from warehousing and distribution, it will be the job of Kedenburg and his team to market Electra with "one voice" from one European headquarters.

Electra Amsterdam Bike.
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Kedenburg said the staff of five in Hamburg would expand to 10 by the 2010 season. The Hamburg office will handle distribution, service, marketing and logistics for the European market. Aside from its Townie and Amsterdam commuting lines, Electra also is debuting a 10-bike collection at Eurobike called Ticino.



Electra Surf Cream.
© ELEKTRA

Erforth and Kedenburg said Ticino pays homage to classic European hand-built bicycles of 50 years ago. "Stylistically, Ticino picks up where bike builders left off in the 1950s and 60s, but does so with the design precision and integrity of today's materials and manufacturing processes," Kedenburg said.

"Period components, not produced in decades, were re-examined—retro-style hubs, cranksets, chainrings, touring handlebars, brake levers, forks, pedals and rims. Ticino's retooled parts retain the aesthetics of the originals, but remake them with modern engineering and with an eye towards improved performance," he said. "It is an absolute delight for every bike lover."

- JB

STAND NO.
A2/600

GIANT BRINGS ITS RACE-CONQUERING TT/TRI BIKE TO MARKET

Giant is bringing its prototype TT and tri bike to market for 2010. Known as the Giant Trinity Advanced SL, the bike will be available in early September. It will be offered at a variety of price points depending on component groups. The premium version, which will be equipped with the Shimano Di2 system, will sell for about \$14,000 (9,775).

The Trinity Advanced SL, which Giant dubs "the world's fastest bike," was unveiled to the cycling media just before the Stage 4 time trial at the Tour de France.

"This whole project started with two guiding principles," said Pierre-Henri Medas, Giant's global road category manager.

"One, the bike would be built solely for function, without concern about design aesthetics. And two, it had to be approved by the UCI."



Also available
in silver.
© GIANT

These two principles served the end goal of providing professional riders the tools to win the most competitive races in the world."

One of the bike's most distinctive features is its integrated, fully composite handlebar-and-stem unit that Giant calls AeroDrive. The patent-pending design locks the stem, steerer and fork crown into a single unit.

The Trinity Advanced SL, which first appeared at the 2008 Time Trial World Championships, went through five prototypes and 12 months of testing in wind tunnels, labs and in the field. It garnered a gold medal at the Time Trial championships, a Giro d'Italia win and a victory in the Ironman Germany.

The production version incorporates the input of Team Rabobank and Ironman triathlete Timo Bracht. Refinements from earlier prototypes included all-internally routed cables and a proprietary under-chainstay/reverse-fork mounted brakeset.

"This is, quite simply, the fastest UCI-legal bike on the planet," Giant said in a news release. The bike that will be on the market is identical to the one



The Trinity Advanced SL is dubbed "the world's fastest bike" by Giant. © GIANT

that Denis Menchov and the rest of the Rabobank squad rode in the team time trial during Stage 4 (unfortunately, Menchov was one of several riders who crashed during the stage.)

Other features include a MegaDrive aero downtube and top tube for front-end steering precision and a proprietary braking system called Speed-Control that, Giant says, "is virtually invisible to the air."

The bike also incorporates a PowerCore oversize bottom bracket and chainstays and the Vector SLR aero seatpost with an integrated internal seatclamp, for aerodynamic efficiency and stiffness.

STAND NO.
B3/302



The patent-pending AeroDrive design integrates the stem, steerer and fork crown into a single unit.
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FLINGER

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F·R·E·E series What's this ?

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A5
103

Market Report: Nordic Countries

NORDIC DEALERS STARTED 2009 SEASON WITH HIGH EXPECTATIONS

Bicycle retailers in the Nordic countries expected record seasons this year, and preliminary indications were that sales met those expectations with the exception of Finland. Today's market is similar to that of the early 1990s, when bicycles sold better than ever despite an economic downturn. But because the sales season gets shorter the farther north one goes, a cool and rainy spring can affect the entire year's results.

Although no hard sales figures were available at press time, here is a country-by-country snapshot of how the Nordic trade press viewed the outlook for bicycle sales:

DENMARK

Danes are famous for their embrace of cycling, and the Danish market reportedly grew in the first five months of the year. With a population of only 5.5 million, Denmark accounts for annual sales of 550,000 bikes. Most are commuting bikes.

Denmark is somewhat different from other Nordic countries because its climate is milder and its season is nearly as long as in some Central European countries. Because it is as flat as the Netherlands, the two markets are similar in many ways.

FINLAND

Spring optimism turned to summer disappointment as Finnish bicycle sales fell by 10 to 20 percent through June compared with the previous year.



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The decline came as a surprise to retailers, who had ordered optimistically in the pre-season. Bicycle imports through April rose 10 percent from the year before, reflecting that optimism.

What happened is unclear. Yes, spring was rather cool, but that does not explain the decline. Neither does the poor economy, which in the past has not harmed bicycle sales.

The largest sales decline occurred in the biggest segment of city and commuting bikes. Although high-end models, hybrids and more technical bikes sold well, mid- to low-end models did not. It seems that cycling enthusiasts stayed in the market while more casual consumers held back.

The Finnish market results were based on reports from IBDs and sporting goods retailers, which account for roughly half of the market's 330,000 annual unit sales.

Retailers now are heavily discounting their inventory to clear it out before the Nordic winter, when consumers will not be thinking about bicycles.

NORWAY

Norway is unusual among the Nordic markets. Because it is not a member of the European Union, Norway is more open to imports of Chinese-made bikes.

And with the devaluation of the Norwegian krone, importers are under pressure to increase prices. Although sales numbers are not available, a May survey of major sporting goods chains anticipated a good season for bicycle sales.

SWEDEN

According to a May survey, Swedish bicycle retailers had a rosy outlook for the season, anticipating increases in both unit sales and average selling prices. The survey, of 87 retailers, was conducted by the trade magazine Sportfack.

Swedes favor bicycles as transportation vehicles and are less interested in mountain, road and BMX models. But they are willing to pay premium prices for their commuter and utility bikes.

Sportfack surveyed IBDs and not mass market retailers, who account for more than half of total unit sales in Sweden.

The Swedish market accounts for steady annual sales of about 500,000 bikes. Retailers were expecting their growth in sales to outpace unit sales.

Swedish consumers continue to embrace bicycles as a way to lower carbon emissions and reduce traffic jams.

- Heikki Kuva

ORI UNFOLDS AT EUROBIKE

“Ori” is short for “origami,” and the Ori stand at Eurobike is all about “folding lifestyle bicycles.” The Taiwan company, named for the Japanese art of folding paper, is seeking European distributors at the show.



Ori, a premium folding bike brand, is built by Taiwan frame producer A-Pro. ©JO BECKENDORFF

“Especially in the Far East, compact and folding bikes are a hit. We are right on schedule. Otherwise we would not have been able to sell a total of 3,000 Ori bikes in 2008,” he said. “For a newcomer like us selling only technical mid- to high-price models, this is not bad. And take into account that last year we weren’t in Europe or America.” That is changing quickly. Ori last year counted mainly on such Asian markets as China, Indonesia, Japan, South Korea and Taiwan, but now is moving into Europe. At the beginning of this year, Simpel became the exclusive Ori distributor in Switzerland. Ori’s Benelux importer, Amazing Wheels in the Netherlands, has also taken over exclusive distribution in Germany.

The innovation behind Ori bikes is a folding mechanism it calls IRC, for “Instant Rebound Catch.” IRC was the brainchild of British designer and suspension engineer Jon Whyte, who is best known in the bicycle industry for his work on the suspension technology of U.S. bike brand Marin.

Ori’s parent company is A-Pro, the well-known Taiwan framemaker. But the company wants the Ori name to stand alone in the consumer market. “We are an independent brand concentrating on folding bikes. That’s the important message behind Ori,” said Kevin Lin, Ori’s brand chief manager.



Kevin Lin, Ori's brand chief manager, has big plans for Europe. © JO BECKENDORFF

Now, the Taiwanese brand wants to expand its distribution net. “We have the production rights worldwide and the distribution rights for all countries with one expectation, and that’s Whyte’s home country of Great Britain,” Lin said.

Ori officials see Eurobike as a big opportunity to get their foot in other Western markets.

Lin believes it is not too late to introduce another folding bike brand to the global market.

STAND NO.
A7/202

- JB

Many companies don't associate handlebar tape with innovation, R&D excellence and technology.

...Except Velo, who is now leading the way

A decade ago, Velo began its production of handlebar tape in Taiwan because the quality of the products found in the market was mediocre to poor. No manufacturer was willing to put a lot of effort into this insignificant accessory, but Velo accepted the challenge for high quality standards and dedicated itself to the production of advanced handlebar tape. Velo’s specialization in this area soon satisfied the needs of its customers worldwide and the brand proved its superiority in both R&D and production.

In the earlier stage, the R&D team of Velo was highly aware of the problems existing in the actual application of handlebar tape. Taking customers’ complaints about the inferior strength and lack of shock absorbability of the products on the market into consideration, Velo launched a whole new series of handlebar tape products, boasting 40% more strength and shock absorbability than others. These new products elevated the production technology of handlebar tape to a new height. These advancements won the hearts of clients, and Velo not only met the high challenges demanded by customers, but also built consumers’ commitment to better quality handlebar tapes.



You will never find “complacency” at Velo because the whole company is driven to continuously improved. As a result of that, Velo is committed to taking handlebar tape comfort and innovation to new heights. Velo’s exclusive patented Gel Shock-Absorption Technology gives users unprecedented comfort and these more superior products are the tape of choice by leading bicycle brands. What’s more, to satisfy the needs of the vast range of riders, Velo’s R&D team continues to bring customers a large variety of choices for handlebar tape with unique functions and designs, including anti-slip functions, multi-color combinations, and carbon fiber looking materials. Velo welcomes requests for all kinds of customized production. From logo printing to tailored motif designs, Velo will meet your requests for special handlebar tape. Do you have a great idea? Are you searching for high quality, multi-functional handlebar tape? As an owner of multi-national patents recognized by the US, the EU, Taiwan, and China, Velo is a company that leading brands rely on. 15 million cyclists a year trust Velo, so why not you!



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NEVER TRENDY, NITTO'S CLASSIC COMPONENTS ARE BACK IN FASHION

Nitto has mastered the art of the no-frills, high-end bicycle part, just as an origami master has perfected paper folding, or a tea master the tea ceremony. You won't find a Nitto booth at Eurobike, but you'll see plenty of Nitto products here, at the booth of its longtime European importer, Messingschlager, as well as at the booths of retro and single speed suppliers.

The legendary Japanese company is profiting from the revival of the single speed and retro market. Although it may seem that Nitto is "back," the truth is that the company has never been gone. While most companies pump out new and redesigned products every year, Nitto hasn't changed a thing on its classic handlebars.

"Our focus is simplicity. We use the same design and chromoly/steel and aluminum materials for 35 years. Our design is timeless. We don't follow any trends. We count on simplicity and handmade quality. That's all," said Akira Yoshikawa, Nitto's president.

THIRD GENERATION LEADER

Yoshikawa personifies this stability. A member of the third generation of Nitto's founding family, he's been in the bicycle business for 38 years, and has run Nitto for 31 years.

His "right hand," Teruo Osuga, has spent more than 30 years at the company. Asked what he specializes in, Osuga answers, "I do all in-house work except sales and sourcing."

He's also a historian. Osuga can trace the rise and fall of the Japanese bicycle industry as well as the Nitto history.

"When keirin [track cycling] started in 1948 in the southern Japanese province of Kyushu, there were only six or seven bicycle and parts producers—among them Shimano and Nitto—that were willing to produce special products for this sport. Many people didn't understand that this new sport needed special bicycle products."

The quality and function of its keirin components brought Nitto to the attention of U.S. mountain bike pioneers. "Young guys such as Tom Ritchey and Gary Fisher showed up. With Gary and his wife we first went to Tokyo Disneyland," Yoshikawa remembered with a smile. They all bought from Nitto before moving production to Taiwan.

While passing the entrance to the offices, Yoshikawa stopped before an old painting of a woman. "This is my grandmother, who founded Nitto in 1923. My grandfather was a polishing expert but his wife was good in book-keeping and running a business. The first customer was the Japanese police and post office," he said.

In fact, Osuga said, Nitto continued to serve both government customers until just two years ago.

Nitto President Akira Yoshikawa (right) and manager Teruo Osuga have worked together for more than 30 years.
© JO BECKENDORFF

A THROWBACK

The fall of the Japanese bicycle industry forced Nitto to change its strategy. Only Shimano survived the international upheaval that led to production leaving Japan to Taiwan, then the low-cost labor capital. "In the late 1980s, we had robots doing most of the ordinary production. But made-in-China parts were popping up, and were much cheaper. We decided to concentrate on high-quality products that were handmade in Japan. Otherwise we would have had no chance."

In its hey day, Nitto produced much more than it does today. With four factories and 180 employees, it once made 1.8 million handlebars a year. Today, production is about 300,000 handlebars a year from a single factory with 50 employees. Nitto also makes such parts as bottle cages, carriers, seatposts and headsets.

"We realized that we can do it much better by hand than with any machine. All of our employees have been working here for such a long time. They are very experienced. That's our backbone," Osuga said. "We produce fewer pieces, but they are all first-class, handmade products."

Nitto is a throwback in other ways. Even today, no one at Nitto speaks English. Its most loyal customers are some 60 tiny Japanese framebuilders. And Nitto's long history with the Japanese road racing scene also has paid off. "In Japan, road racing and Nitto are close together," Osuga said. He noted that Japan once had 80 handlebar producers. "Now there is one."

U.S. brands are Nitto's biggest export customers. Exports now account for 30 percent of Nitto's production. But the company's inability to communicate in English may have hampered its ability to grow even more. Messingschlager officials, for example, communicate with Nitto through another export company. But Yoshikawa is well aware of what he calls the 'simple boom'. "And yes," he added, "we are definitely benefiting right now from the boom and are happy about it."

- JB





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Market Report: Slovenia BIKE SALES FALL AFTER RECORD YEAR IN 2008

After breaking records last year, Slovenia's bicycle market hit the brakes in 2009. Some 115,000 bicycles were imported into Slovenia in 2008, a huge increase compared with the roughly 80,000 units that entered the country in each of the previous three years.

IMPORTS TO SLOVENIA * Source: Eurostat

	Jan-May 08	Jan-May 09	Change
Value	10,759,809	9,404,224	+12.5%
Units	84,985	67,841	-10.0%
Average value	126,60	138.62	+9.5%

But through the first five months of this year, imports plunged to 67,000 units from 85,000 for the same period of 2008.

Excluding nearly 15,000 transshipped bikes (those imported and then exported), the decline is even more pronounced: from 85,000 units to about 53,000, a drop of 37 percent. There is no reason to think the situation will change by the end of the year.

Neither distributors nor retailers reported growth for the first half of 2009. Larger companies are expecting business to fall by as much as 10 percent, while for smaller, younger companies, sales could fall by as much as 25 percent.



Cult Bikes are the biggest Slovenian bicycle manufacturer, producing about 1,800 bikes per year. © GREGA STOPAR

The declines are no surprise, considering that Slovenia has been far from immune to the financial crisis. However, the high-end market remains mostly unaffected, as do mountain bike sales in all price ranges.

The biggest decline has come in the low-end and mid-range trekking market, which historically has been important in the Slovenian market.

The primary users for trekking bikes, adults between the ages of 40 and 60, are the group that is facing the most financial pressure and uncertainty. A very long winter and rainy spring also played a role in dampening sales. As always, Taiwan and Italy remain the biggest suppliers to the Slovenian

market. Taiwan exported more than 27,000 units to Slovenia in 2008, and those numbers are tracking slightly lower for 2009. Italy, which supplied more than 22,000 units last year, is also tracking closely to that.

In third place is Cambodia, which in 2008 accounted for about 10,000 units. Cambodia has almost entirely overtaken China as a Slovenian supplier. China sent just over 2,500 units to the country last year, compared with nearly 70,000 units just five years ago.

In 2008, suppliers from European Union and from Asia split the Slovenian market roughly in half, but this year Asian suppliers account for nearly 60% of the market.

Interestingly, the average value of imported bicycles is growing by 10 percent, confirming that the high-end and mid-range are suffering less than the low-end products.

Still, Slovenia's bicycle industry is not suffering as much as other segments of the economy, especially the construction, textile and automotive industries.

Based on current projections, it appears the stronger bicycle brands will survive 2009 in good shape, while younger brands and those with previous problems will suffer.

With a population of about two million, Slovenia's market is searching for some sort of equilibrium. There are many explanations for the banner year in 2008: retailer optimism, a mild winter, greater interest in cycling as a form of recreation and exercise, and the fact that Slovenians are obsessed with owning the latest sports gear.

The boom in 2008 was similar to what happened in 2004, when bicycle sales peaked despite the bankruptcy of a decade-old Slovenian bicycle manufacturer.

- Grega Stopar

SUPPLIERS TO SLOVENIA, JAN.-MAY '08/09 * Source: Eurostat

	Jan-May 2008	Jan - May 2009
1. Units	Taiwan, 19,512	Taiwan, 18,576
2. Units	Italy, 12,185	Italy, 10,591
3. Units	Cambodia, 10,223	Cambodia, 8,822
4. Units	Germany, 6,032	Austria, 4,985
5. Units	Belgium, 5,561	Germany, 4,129

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NEW PRODUCTS 2010

SKINS COMPRESSION SLEEVES

Skins's range now includes compression arm and leg sleeves to be worn with its cycle tops and shorts.

The BioAcceleration compression in the sleeves supports the muscles and delivers more oxygen to the arms and legs. Available in black with grey stitching.

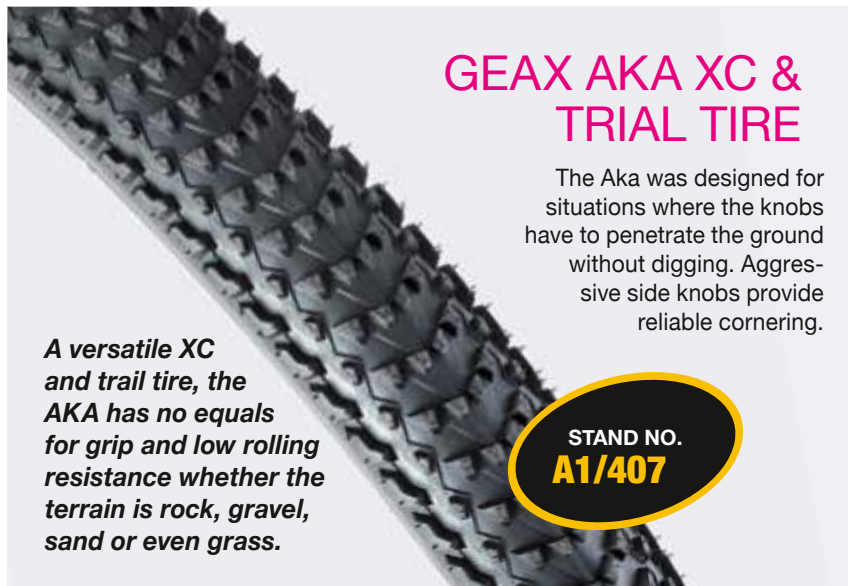


STAND NO.
FG A7/2

GEAX AKA XC & TRIAL TIRE

The Aka was designed for situations where the knobs have to penetrate the ground without digging. Aggressive side knobs provide reliable cornering.

A versatile XC and trail tire, the AKA has no equals for grip and low rolling resistance whether the terrain is rock, gravel, sand or even grass.



STAND NO.
A1/407

AIRACE ULTRA-THIN FOLDING TOOL SETS

Airace presents two tool sets that make handy companions for any ride.

Forged from a Cr-V (chromium-vanadium) alloy, each set features hex wrenches in seven sizes, spoke wrenches, Phillips-head screwdrivers and a bottle opener. The TT20, a 20-in-1 set, also includes box wrenches and a chain breaker. The TT19, a 19-in-1 set, offers a stainless steel plate with four wrench sizes and an additional 3 millimeter hex tool.



STAND NO.
B2/405/27

CENTURION OVERDRIVE CARBON, 4000 & 3000 BIKES

In season 2010 Centurion celebrates a triathlon comeback with three new models: Overdrive Carbon, Overdrive 4000 and Overdrive 3000.

A special feature of the top model Overdrive Carbon is the possibility of adjusting the height and position of the handle bar without using any spacers, using the patented "Modular Head System".

Another highlight is the hidden rear brake under the bottom bracket. It gives the bike a very clean look.

Thanks to this system, the rider can choose between two different positions: an extreme time trial or a moderate, long distance position.

STAND NO.
A3/301



INFINI



2009 Eurobike Stand No.
A5-305

Amuse Yourself

The INFINI Amuse 1-201 Bicycle light is created with funky figure. It is made by special flexible material which can be either front safety light or rear stay light. Its flexible body can easily install on Ø22-Ø32mm handlebar or seat stay.

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NEW PRODUCTS 2010

SUPER B DIGITAL TORQUE WRENCH

Supplier Super B is introducing a digital torque wrench that measures in N-m, ft-lb, in-lb, and kg-cm. It features plus or minus 2% precision (range from maximum operating figure).

It can be even used with rechargeable batteries and switches to power-saving mode after five minutes. Other features include a warning function, peak hold and track mode, and transmission function. Comes with a range of bit socket attachments.



STAND NO.
A7/414



STAND NO.
B5/103

SR SUNTOUR QLOC

Designed exclusively for SR Suntour forks, the Qloc (Quick Lock) is the first real quick release system for through axle forks.

No tools are required for installation, and the dropouts need no threads. Wheels can be disassembled in seconds. The axles will be available in 15- and 20-millimeter sizes.

NECO SEMI-INTEGRATED TAPERED HEADSET

This semi-integrated headset tapers from a 1.5-inch headtube to 1-1/8 inch fork steerer.

It includes a 6061/T6 top cover, 7075/T6 crown race, ACB sealed bearing and anodized color.



STAND NO.
B2/405-22

DT SWISS RRC CLINCHER WHEELS

These carbon wheels for clincher tires are offered in a 32 mm, 46 mm or 66 mm rim profile as well as a disc rear wheel.

Front- and rear wheel will be available separately. These beauties come with the DT Swiss star ratchet hub and the RWS road titanium wheel mounting system.

The rim features UD (uni-directional) Carbonfibre Construction. There are too many features to list, so get to DT Swiss and see for yourself!



STAND NO.
A3/402

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Market Report: Brazil

BRAZIL'S ECONOMIC STABILITY BOOSTS ITS LARGE BIKE INDUSTRY

You probably know that China is the world's biggest manufacturer of bicycles. But did you know that Brazil is No. 3, behind India but ahead of Taiwan?



Several Brazilian cities are building bike lanes. © EDUARDO SANTOS

Officials estimate that Brazilians own about 60 million bicycles. Half of bikes in use are utilitarian transport bikes, 49% are used for leisure purposes and 1% consist of high-end sport competition bikes.

The government has developed several programs to encourage cycling around the country. The number of bike paths is still small and concentrated in parks. But cycling's environmental appeal is gaining fans.

The government has also recognized cycling in the Brazilian Traffic Code, and some government agencies have made provisions for cycling in traffic plan. Brazil's largest city, Sao Paulo, has a bicycle rental program called MetroCiclista.

Even the global economic crisis has not affected Brazil as much as it has other countries.

Brazil's unemployment rate in June 2009 was actually lower than it was a year ago. That's significant in a country where workers buy the majority of bicycles for use as transportation.

The country's bicycle industry began in the late 19th Century, when immigrants—many of them from Europe—brought the two-wheel culture with them.

The industry gained momentum in the 1950s, when post-war Europe stopped supplying bikes and other goods, forcing Brazilian traders to find new suppliers.



Bikes are a recognized mode of transport in the Brazilian Traffic Code. © EDUARDO SANTOS



Brazilian bike manufacturers are benefitting from the growing use of bikes in cities. They are building bike lanes. © EDUARDO SANTOS

Out of necessity, the Brazilian bicycle industry developed the ability to manufacture virtually all of the components needed for a bicycle. Even the Peugeot brand from France produced bikes in Brazil. Two companies, both in São Paulo, came to dominate the domestic market: Monark and Caloi. Both were vertically integrated, producing just about every part of the bike.

Another focal point for bicycle manufacturing became the Free Zone of Manaus in the Amazon. Thanks to government tax incentives, several industries have settled in the Manaus Free Zone, which today accounts for much of Brazil's total bicycle production.

The domestic industry began to shift in the early 1990s, when the Brazilian government became more open to foreign imports. That opened the door to such brands as Giant, Specialized, Shimano and Logan.

Today, about 35 percent of all bike production in Brazil is carried out by small assemblers that use imported components, mainly sourced in Asia.

Among the many new brands that have appeared on the market is Sundown, which has grown to become a nationally known supplier with a wide range of products. The wholesale trade is also very strong in Brazil, supported by a large volume of imports. Companies such as Isapa and Biape emerged in the 1960s and still dominate bicycle distribution.



Led by the Levorin and Pirelli brands, the Brazilian tire industry is the largest in Latin America and exports to neighboring countries. Still, the domestic brands face tough competition from such imported brands as Kenda, Maxxis and CST.

- Eduardo Santos



NEW PRODUCTS 2010

KETTLER LAYANA SPORT BICYCLE

Dynamic, sporty and handsome, the Layana Sport combines athletic style with modern function. Equipped with a Shimano Deore 27-speed transmission and Magura HS 11 brakes, the Layana Sport satisfies the needs of women who want to cruise briskly through the city.

An adjustable suspension fork, Continental Country Ride tires, Selle Royal saddle and Kettler Fly lamp ensure comfort and safety. The Layana Sport comes with a trendy matching bag. Suggested retail price: 899 (\$1,270).

STAND NO.
B5/307



SMART BL111WW LED LIGHT

Smart's new BL111WW LED front light has a compact lightweight case that is durable and weather resistant. Nichia Power White LEDs create over 7 lux of illumination.

STAND NO.
B3/504

A digital switch has 3 positions: on, flashing and off. The light has up to 200 hours of run time on two AA batteries, 10 times the run time of an equivalent halogen light. No tools are needed to fit the quick-release mount to a handlebar with a diameter of 25.4 to 31.8 millimeters.



STAND NO.
A7/408

ANTAREX X12CSX WATER-RESISTANT HEADLIGHT

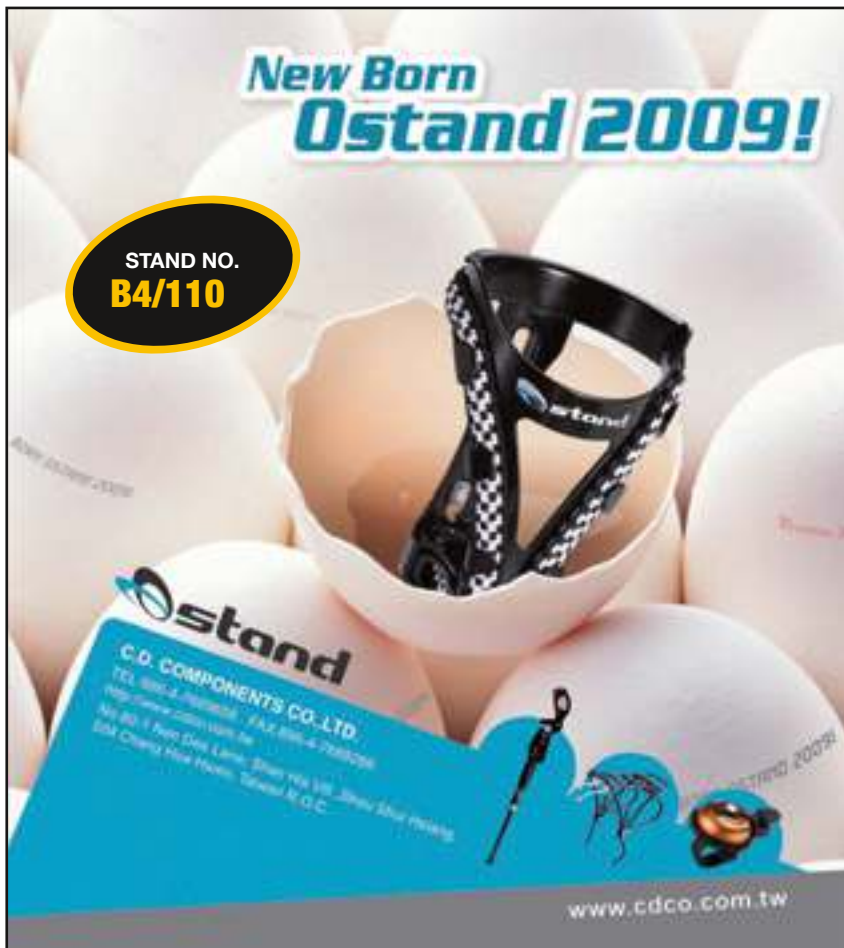
This slim aluminum, water-resistant headlight uses one super bright white LED.

A universal bracket allows tool-free mounting on almost any size of handlebar. The X12CSX is powered by three AAA batteries.



New Born Ostand 2009!

STAND NO.
B4/110



EXTREMELY LIGHT WEIGHT PR200



EXUSTAR PR200



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Interbike show # 4763

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NEW PRODUCTS 2010

STAND NO.
FG-A7/2



SKINS WIND VEST

Made to accompany any of the cycling jerseys in the Skins apparel line, the vest keeps the rider warm on a chilly morning, while its full mesh back panels provide breathability where needed.

An internal storm flap ensures the wind won't open the vest during a fast descent. The inside of the collar is soft so it doesn't chafe against the skin. A unique feature allows cyclists to access their jersey pockets through the vest. The vest packs into the rear pocket of the jersey when not in use. Available in Black with white rear mesh.

TAYA CHAIN SUPER SINGLE- α

Taya thinks internal-hub gear chains can be something special, and the Super Single- α proves it. This half-link chain is extra strong due to better linkage.

STAND NO.
B4/509

As well as being very light, the chain has an anti-drop feature because of the asymmetric plate shape. Hardened hollow pins ensure extreme durability and the chain proved to be rust free for 500 hours in a Salt Spray Test. A Teflon coating provides self-lubrication.



VELO ATTUNE COMFORT GRIP

The Attune Comfort Grip 849AD3-GEL features 3 densities and an ergonomic shape for a better, more comfortable ride.

The grip is soft in places where comfort is important, and firm where grip is needed. The Attune is also easy to install. The rider rotates the grip to the preferred position, then locks it in place with a screwdriver.

STAND NO.
B2/503



STAND NO.
B2/402-27

AIRACE FIT H2 MINI-PUMP

With two settings, the Airace Fit H2 accommodates both "high pressure" and "high volume" tires with a switch that easily goes from one to the other.

An extractable hose protects the tire valve, while a tough and luminous paint job keeps the pump looking good. The Fit H2 reaches a maximum pressure of 120 psi (8 bars).



MING SELENE PEDELEC

STAND NO.
A5/507Q



Designed for women, the Selene is an alloy-frame pedelec with 28" wheels.

It's powered by a Sanyo e-bike kit and features a Shimano Nexus Inter-7/8 gearing system.

STAND NO.
B4/110

OSTAND DISC PROTECTOR

C.D. Components, a former subsidiary of the JD Group, is now an independent company.

At Eurobike, it introduces its premium accessories brand, Ostand (for "outstanding"). The Ostand line includes bottle cages, kickstands, racks and these alloy disc protectors, which come in black or silver.





SCHWALBE ENERGIZER E-BIKE TIRE

Energizer, the special tire for e-bikes from Schwalbe, has undergone and passed KFZ conformance and now holds an ECE test certificate for use on bikes with speeds up to 50km per hour.

Its modern touring tread is optimized to meet the requirements of e-bikes. Thanks to its special Energizer Compound, it runs very easily, and its Liteskin side walls save weight. These characteristics help preserve limited battery life.



STAND NO.
A5/300

SIGMA BC 1009/STS BIKE COMPUTER

The BC 1009 from Sigma Sport provides, in addition to the basic functions of a classic bike computer, three further speed values plus total riding time.

Easy to use and precise, the bike computer makes a trip with the bike a special experience for discerning city bikers, commuters, and hobby bikers. The model is also available as a wireless version BC 1009 STS.

STAND NO.
A5/200



SURPAZ Carbon Folding Bike **New**

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HEBIE VIPER 761 CLIP-ON MUD GUARD

Viper is the third generation of Hebie's original clip-on mud guard. It now comes in a full range from race to full-suspension that gives more than a face-lift to urban bikes.

Optional stays and extra length make it a very sporty fixed guard.

The Hebie mounting hooks are very well integrated and contribute to the clean overall look. Stainless steel screws set new standards in quality. The new design of the fittings also contributes to longevity.

STAND NO.
A5/304



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STAND NO.
A4/306If this had been a real emergency ...
© CARLTON REID

A WEE BIT BETTER: GORE'S NEW SONIC BIBSHORTS FOR WOMEN

Ladies, have you ever been caught short in your spandex? Now you can pee via a side zip.

The patent-pending pee flap is a key feature of Gore Bike Wear's new high-end bibshort for women. The Xenon Sonic Lady Bibshorts "simplify toilet stops," the company said in a news release.

"The problem that turned many women away from this kind of gear has been cleverly solved," Gore claimed. Zip fasteners above the hips can be opened and closed easily to facilitate calls of nature.

While we won't reveal the name of the Gore associate who modeled the shorts for the Eurobike Show Daily, we can confirm that it wasn't Anita Knopik.

She's the Gore associate who came up with the idea of the pee flap two years ago.

The Xenon Sonic also features muscle-specific compression and go-faster dimpling on side panels.

THE EAGLE HAS LANDED, AND IS ALREADY EVOLVING

JD Group's Eagle e-bike has landed at Eurobike—and it's already evolved into a couple of new "species." The Taiwan maker of the TranzX e-bike transmission designed an e-bike with a more stylish, streamlined design that is intended to appeal to younger customers.

At Eurobike, two brands—Winora and Ave—are showing versions of the Eagle that they have adapted for their lines. Winora calls its version the "town.e," while Ave's model is the "Ave. Eagle."

JD spokesman Nils Neiderheide said the company is negotiating with other brands interested in adapting the Eagle design. That's all good for JD, which is happy to license its system to other brands. In fact, it prefers to be an OEM provider to established brands instead of marketing bikes under the TranzX name.

"TranzX is a system that can be modified so our clients can get an individualized product," Neiderheide said.

JD has been promoting the Eagle concept on its own. In July, JD hosted a media event featuring German anchorwoman Annemarie Warnkross of the station Pro-7. "Eagle is a new e-bike targeting those people that, until now, have never even thought about any e-bike," said Johnson Cho, the general manager of JD Components and TranzX.

- DM

STAND NO.
A5/306

The Winora town.e is based on the TranzX Eagle design. © DOUG MCLELLAN

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NICK LOBNITZ' 'PAPER BICYCLE' IS ACTUALLY SOLID AS A ROCK

Designer Nick Lobnitz says that his aim was "to create a bicycle that would be a pleasure to use every day - individual, but with a universal appeal and a little bit of magic."

STAND NO.
A2/315

The result is the Paper Bicycle. It's not paper, of course, but just good old steel. Lobnitz explained that the name was inspired by the wallpaper he used to cover the chain panels on early prototypes.

Speaking of wallpaper, Lobnitz noted that the chain panels are flat, so they can accommodate graphics such as company logos or advertisements. Anyone can design a custom panel for printing, or just decorate the panels themselves.

The bicycle is "very stiff to pedal, but very 'springy' and comfortable to ride," Lobnitz said. And it's easy to look after: gears, brakes and chain are internal, and there's no need for regular maintenance.

The Paper Bicycle.
© NICK LOBNITZ

The mudguards and fully enclosed chain keep you and your clothes clean. It's also simple: one size fits everyone, and stable handling and a step-through frame mean anyone can ride the Paper Bicycle. This unique bike design is on display at the Used stand.



RESTAURANT GUIDE

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

CHRISTIAN FLACH IT Administrator

If you want to get a real good piece of meat and you're willing to spend more than for a döner kebab, I recommend the Tiffany Steakhouse.

Service is good and employees are very friendly. Tiffany is open until 2 a.m. The chateau might be a bit conservative but the steaks are fantastic and big. Quantity is not the same as quality, but here you get the best and tastiest XXL-sized meals. The bar is also very good.

Steakhaus Tiffany
Friedrichstr. 81
88045 Friedrichshafen
+49 (0)7541 23392



JULIA FIKENTSCHER Reservations

One of my favorite restaurants in Friedrichshafen is the Peking in Riedleparkstrasse.

I love the typical Chinese atmosphere. The food tastes just like in China.

My favorite dish is duck, prepared crispier than I could ever do myself.

Of course, Peking serves the obligatory fortune cookies as well. I got a great message in one recently: "Eat slowly."

China-Restaurant Peking
Riedleparkstr. 11
88045 Friedrichshafen
+49 (0)7541 21140



Exustar GM Mitch Liu illustrates the company's "head to toe" product philosophy.
© BERNHARD WROBEL

EXUSTAR: HEAD-TO-TOE PRODUCT RANGE

STAND NO.
A5/112

Taiwanese maker Exustar offers everything from cycling shoes to helmets. General Manager Mitch Liu said Exustar has extended the helmet range after its introduction last year.

Moreover, Exustar debuts with a full line of hardshell packs. The top model is a hardshell bag pack with solar panel. The firm's existing range of cycling shoes has been extended with high-end models for road and mountain bike use.

The E-SR 242 road bike cycling shoe features an extremely stiff and durable carbon fibre titanium mesh sole "with air-flow vents, non-slip tread and replaceable rear tread." The mountain bike shoe comes with a pure layered carbon sole.

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TRIGON'S PATIENT APPROACH TO MARKETING

Eric Lee and Harry Zhao are patient men. For eight years, they have been building the Trigon brand of carbon bike frames and components. Zhao, Trigon's global sales manager, said he had hoped to have distribution in the major European markets by now. But the financial crisis put a temporary halt to such plans from a little-known, high-end brand.

Eric Lee (left) and Harry Zhao of Trigon. © DOUG MCLELLAN



STAND NO.
A7/314

"We are not in a rush," said Zhao, who oversees global sales from an office in U.S. city of San Jose, California. "Without the financial crisis, I think we would already have distributors in the UK, France and Germany."

Trigon does about \$200,000 (140,000) a year of business in Spain and has limited distribution in Estonia, Zhao said. He said the company is now seeking distributors for other European markets.

The company is unusual because it has been making carbon bike frames and components exclusively in Taiwan for more than 20 years.

Lee started the company after helping set up Giant's carbon fiber factory. Unlike most of the Taiwan bicycle industry, Trigon never moved any of its production to China.

Now, Trigon makes every part that can be made out of carbon, from the frame to the wheels to the saddle. "Very few companies can do what we do—make everything internally," Zhao said.

With about 120 employees, Trigon's factory in Tachia Town competes against a number of bigger, lower-cost Chinese carbon fiber factories that dominate production.

Zhao said Trigon promotes its higher quality and better materials. The cost of doing business in Taiwan adds a premium of as much as 30 percent to the cost of a Trigon bike, compared with a similar product from a Chinese factory, Zhao said. But he added that Trigon uses higher quality materials than most of the mainland suppliers.

About 60 percent of the company's business is for OEM customers and the remainder for its Trigon brand. Zhao said Trigon hopes to flip those percentages within three years.

The Trigon stand, which hosted a steady flow of visitors Thursday, has a number of road, tri and mountain bike frames on display along with wheels, forks, handlebars and other components.

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E-bike guru Ed Benjamin (right) talks with execs from Pretty Wheel Industrial. © CARLTON REID



Sanyo's Fumihiko Yasuda rides a pedelec fitted with his company's battery. © CARLTON REID

SHOW DAY 2 IMPRESSIONS

By Carlton Reid & Messe FN



Cheer up, fellas! UCI boss Pat McQuaid (left) chews the fat with Eddy Merckx. © CARLTON REID



We're down with Eurobike! Especially these cool new helmets. © BERNHARD WROBEL

TAITRA PRESENTS TAIWAN'S LEADING EDGE BIKE COMPANIES

Continued from page 7

KENDA'S H-FACTOR TIRE

Hongder Chang, general manager of Kenda, introduced three new tires in the Legends series. The series is named after famous riders, each with their own distinctive rows of knobs.

The H-Factor by Hans "No Way" Ray is a versatile tire with H-shaped knobs, meant to provide an outstanding balance of speed and traction.

The Happy Medium by Eric Carter features large outer knobs, which give riders control and precision. The third in the series, the BBG by Brian Lopes, has low-profile rectangular knobs in the center and wide outer knobs for stability.

Kenda also announced new versions of its best-selling Nevegal along with the Kenda Kadence, a colored road tire with a compound to decrease wear.



STAND NO.
A5/507Q

MING CYCLE'S E-BIKES

Ming Cycle moved into the e-bike business with the Selene and Helios models, fitted with an alloy frame, a front hub motor and a rear carrier lithium battery.



The company also unveiled the Strida 5.0 folding bike. The 700c e-bike models Selene and Helios are for women and men, respectively. They feature an aluminum frameset with front suspension fork. The drivetrain comprises a Sanyo brushless DC motor, while a 24V/11AH lithium-ion battery charges in less than five hours. The bikes weigh 23.5kg (51 pounds, 13 ounces). The electric power assist comes in three modes: Eco, Mid, and High. The system features traction control, a gear position assist adjust function and an error message function.

PACIFIC CYCLES IF MODE

George Lin, president of Pacific Cycles, presented another product that won a top Eurobike award this year. The IF Mode is a fully integrated folding bicycle. Lin said the design and engineering process was complex to ensure a comfortable and simple function.

Avoiding oily chains, complex tubes and other traditional bicycle features, the IF Mode is targeted at commuters who want a folding bicycle with a simple and clean design. "It can be used by commuters who do not want to look like road warriors," Lin said. As demonstrated by Pacific Cycles' head designer, the IF Mode even looks smart when folded, and it's easy to transport in the subway or into an office. After 18 months of development, the first IF Mode bicycles were delivered in June.

STAND NO.
B1/106





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