



SHOW DAILY

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Please join us for the *Tern. Here. Now.* Kickoff Event on Thursday, Sept. 1st @ 18:00 in the Foyer East.

Attn, Dealers: Talk to your Tern distributor for VIP Passes. EB 2011 : Hall B4 Booth 501

THE MOST REVOLUTIONARY* WAVED SEAT IS BACK IN THE PELOTON !

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1978

CONCOR SUPERCORSA The first saddle in the world with a Bio-Anatomical shape is born. Its name is Concor and because of its revolutionary shape, this model was an epoch-making turning-point in the production of bicycle saddles.



1992

CONCOR LIGHT First Evolution. The Concor Light version with titanium rail and then also carbon rail - that American magazines said to be "super seats" of the year 1993. Legendary victories have been taken with this model: the glorious successes of Armstrong, Bettini and Milar.



2011

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WHAT'S NEXT?
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CARBONFX

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WEIGHT: 160 gr
DIMENSIONS: 278 X 134 mm
SHELL: CARBON FIBER REINFORCED
RAILS: DNA CARBON WAIST / 9.8 x 7 mm

DISCOVER THE NEW CONCOR BOOTH B3 -402

CLICK AND WATCH THE VIDEO

DISCOVER THE NEW CONCOR AT THE EUROBIKE SHOW IN THE BOOTH OF THE BEST BIKE MANUFACTURERS



All the available models and more info on our website www.sellesanmarco.it

WELCOME TO


**DEMO
DAY 11**

Eurobike's Demo Day, now in its fifth year, is better than ever. This year's test fest again takes place in the foothills of the Alps, in the town of Argenbühl in the Allgäu region.

Surrounded by a stunning natural landscape, this area offers ideal testing conditions for all types of bikes — from mountain bikes to racing models and recumbent bicycles.

Its many narrow, largely untravelled roads not only offer cyclists an athletic challenge, but the setting is a real treat for the senses. Even for e-bikers, it's a fantastic experience.

Hidden in the shaded woods are superb singletrack trails for mountain bikers, featuring every level of difficulty in terms of challenging climbs, daring descents and laid-back cross-country tours.

Messe Friedrichshafen welcomes you to enjoy the bikes, the buzz and the natural beauty at Eurobike Demo Day 2011.

PLEASE NOTE: THE STAND NUMBERS GIVEN INSIDE TODAY'S SHOW DAILY (EXCEPT THOSE STARTING WITH "DD") REFER TO THE COMPANIES' STANDS AT THE FLOOR SHOW STARTING TOMORROW IN FRIEDRICHSHAFEN. IF SOMETHING CATCHES YOUR EYE, NOW YOU KNOW EXACTLY WHERE TO GO. THERE'S AN **A-Z GUIDE** TO COMPANIES SHOWING THEIR PRODUCTS AT **DEMO DAY ON PAGES 22 AND 23.**

**DEMO DAY SHUTTLE
BUS TIMETABLE:**
Tuesday, August 30th 2011

Aug. 30: Exhibition grounds / Messgelände – DEMO DAY			
Bus Stop / Haltestelle	From/Von	To/Bis	
EUROBIKE Entrance West / Eingang West	8:50	every 15 min	17:50
DEMO DAY – Ratzernried, Argenbühl	9:30		18:30
Aug 30: Memmingen Airport - DEMO DAY- EUROBIKE			
Bus Stop / Haltestelle	From/Von	To/Bis	
DEMO DAY – Ratzernried, Argenbühl	9:30	every 15 min	18:30
EUROBIKE Entrance West / Eingang West	10:10		19:10



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Travel 120 / 130 / 140 / 150 mm (26")

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Remote Lock Out

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ULTEGRA Di2

THE ELECTRONIC DRIVE TRAIN FOR (MORE OF) THE REST OF US

A1-200

changing the shifting order.

According to Shimano, the Ultegra Di2 battery lasts for about 2,000 km of riding compared with about 1,600 km for Dura-Ace Di2.

COMPETITION

Campagnolo is close to having its own electronic groupset on the market, which it has been testing for some years. The Spanish Movistar road team has been racing with nearly final Campy electronic components since January. Campy's group likely will be priced at the level of Dura-Ace Di2.

NEW COLORS & CARBON PEDALS

Ultegra Di2 consists of Dual Control Levers, electronically operated front and rear derailleurs, a lithium ion battery and electric cables. The crankset, brake calipers, cassette and chain are from the mechanical Ultegra 6700 component group. In theory, a cyclist with Ultegra Di2 components could mix and match with Dura-Ace mechanically-operated parts.

The new Ultegra groupset (6770 with 6700 components) has gotten a facelift and a glossy gray color. There are also Ultegra-branded wheels and aluminium SPD-SL pedals.

Shimano also supplies a new carbon Ultegra pedal, which is 50g a pair lighter than the alloy version. **GE**

Shimano's Dura-Ace Di2 electronic drivetrain is top-of-the-range kit, and has a top-of-the-range price tag to match. There's now an Ultegra version at half the price, and it is specified on lots of road bikes at Eurobike. Ultegra Di2 has been much anticipated because it brings electronic changing within reach of many more consumers.

While Ultegra Di2 (Ultegra 6770) still costs more than the non-electronic group, it costs less than the mechanical Dura-Ace. Many product managers believe it can be a game-changer.

The two electronic groups are not interchangeable: they use different wiring. Ultegra Di2 uses two-core cables; Dura-Ace Di2 has four. The Dura-Ace connectors are smaller, too.

The Ultegra Di2 cables and connectors are thinner and neater looking. Frame holes for Ultegra's cabling do not need to be as big as those for the Dura-Ace Di2 group, an aesthetic advantage. With the correct rubber grommets, Ultegra Di2 is fully compatible with frames designed for Dura-Ace Di2.

The shape of the battery and the bottle cage battery mounting options are the same on both groups.

Ultegra Di2 doesn't have many of the refinements of Dura-Ace Di2.

Where Dura-Ace Di2 has composite parts, Ultegra has aluminium. Ultegra's Dual Control Levers feature alloy lever blades, but the shape is the same as Dura-Ace Di2.

The substitution of aluminium on all components adds a touch of weight. The lever set weighs 313g a pair (Dura-Ace is 258g). The front derailleur is 162g (Dura-Ace is 120g) and the rear derailleur is 270g (Dura-Ace is 222g). All in all, the Ultegra Di2 weighs just 145g more than Dura-Ace Di2.

Ultegra Di2's front and rear derailleurs share the same features as Dura-Ace Di2. The front derailleur trims automatically according to the position of the chain on the cassette to avoid the chain touching the cage at any gear combination. The rear



ULTEGRA Di2.

derailleur will disconnect the motor should it sense a crash impact. Shimano calls this the "saver function."

Just as with Dura-Ace Di2, Ultegra Di2 can be hooked up to a PC for diagnostics, and if desired, for

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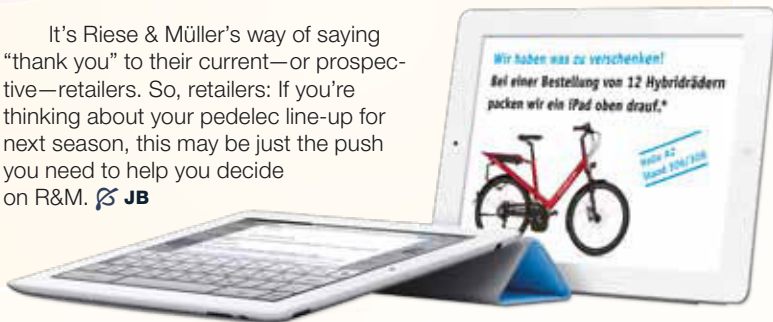
EuroBike Hall B2, No.507-37138,
Aug. 31 - Sept. 03

ORDER R&M'S PEDELECS, TAKE AN IPAD2 WITH YOU

Here's an enticing offer: Order at least 12 Riese & Müller hybrid bikes (the name they give their pedelecs) for 2012, and get a new Apple iPad2 for free.

A2-306

It's Riese & Müller's way of saying "thank you" to their current—or prospective—retailers. So, retailers: If you're thinking about your pedelec line-up for next season, this may be just the push you need to help you decide on R&M. **JB**



QUICK, GRAB A FREE C-BOLT!

The first 25 IBD visitors to the Cratoni booth will walk away with a free C-Bolt helmet. This offer is first come, first served and is for today only.

The C-Bolt was the winner in a *Roadbike-Magazin* helmet test report. Cratoni's general manager, Günter Krauter,



promises that if the correct size of C-Bolt isn't available at the booth, the company will mail one after the show.

B2-102

STRETCH YOUR LEGS, CHILL OUT AT 'NIGHT RIDE' THIS WEDNESDAY

After a hard first day at Eurobike, there's nothing better than a leg-stretching ride to chill out. Once again, the crew at Carbon Sports is organizing the "Lightweight Night Ride, Powered by Sigma." The ride starts at 18:30 Wednesday evening at Entry West. Look for the Lightweight banners.



CARBON SPORTS SALES MANAGER JOERG LUDEWIG WITH LIGHTWEIGHT WHEELS.

The 55 km (34 mile) ride will last about two hours and this year will make its final stop at the Carbon Sports offices, just across the Friedrichshafen airport from the Eurobike halls.

Carbon Sports, which makes the brand Lightweight, will be serving up food and drinks and giving factory tours to anyone interested.

The Night Ride organizer is Roland Hecht, a member of a local cycling club and the co-founder of Stoppomat (see <http://stoppomat.de>), a timing system that lets riders test their times against others who have come before them. Joining him as a Night Ride guide is former professional cyclist Joerg Ludwig, now Lightweight's sales manager.

All riders will be provided with Sigma lights, so no one has to worry about getting stuck in the dark. Cyclists who don't want to take the Stoppomat challenge, or aren't interested in riding the entire route, can jump into the sag wagon and take it easy. **JB**

For further information, call Roland Hecht. Tel: +49 (0)176 3811 5965.

THE DUKE SPRAYS HIS WAY THROUGH HIRZL'S DEMO DAY

Fun and color rule the Hirzl booth at this year's Demo Day. Starting at 1 p.m., the talented Swiss airbrush artist George Duke will skillfully enhance the beauty of a new BMC Road Racer SL01 frame set.

Duke began his career as a graffiti artist, evolving a decade ago into a fan of, and expert in, the airbrush method. Numerous assignments for well-known bicycle and frame manufacturers have gained him a great reputation.

Duke is a passionate downhiller and a big fan of the Swiss glove maker. "The Hirzl Gripp Tour absolutely is my favorite glove, as it offers incredible grip," he said.

For this event at the Hirzl booth (number 300, behind Shimano), BMC has provided one of its new Road Racer SL01 frames.

This cutting-edge M-size carbon frame with a clever Stream Post 73.5 seat post and a full carbon fork, has aerodynamically profiled tubes with an enlarged side surface—perfectly suited for airbrush design. Hirzl will auction this one-of-a-kind frame on eBay after Eurobike.



B5-511

GEORGE DUKE.

Proceeds from the auction will be donated to Irene Pfab, a multiple world champion and winner of several 12- and 24-hour races, who was severely injured in a recent accident. **TK**



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undercover

BOOTH A5-110

Wireless bicycle burglarproof device

- Not easy to be seen.
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- Volume : master 95db, slave 102db.
- Weight : master 14g, slave 17g.



slave



master

NUVINCI'S HARMONY

MAKES E-BIKE SHIFTING SEAMLESS

The NuVinci Harmony is the first shifting system that is customized for e-bikes and pedelecs. It chooses the ideal gear ratio automatically and seamlessly.

The Harmony is a controller that works with NuVinci's N360 continuously variable planetary hub. The rider can manipulate the system at any time. With the Basic Controller option, the rider chooses one of three preset cadences, typically slow, medium and fast.



NuVinci also offers the Advanced Controller option, which allows the rider to set a preferred cadence simply by twisting the shifter on the handlebar. The system measures the speed and pedaling cadence and automatically downshifts or upshifts depending on terrain and riding conditions, allowing the rider to maintain the cadence.



A7-312

THE HARMONY HUB INTERFACE.

The cyclist can also switch to a manual mode and choose the gear ratio, just like with a mechanical gear hub. Unlike a mechanical gear hub, however, the NuVinci system does not have discrete gears but shifts smoothly along a continuum.

NuVinci says the Harmony will increase the range of an e-bike because it allows the motor to work at an optimal rate. Combined with the N360's ability to shift under a full load, this system works well with any e-bike.

NuVinci is offering the Harmony system to OEMs, because the Harmony controller obtains its power from the e-bike battery, and the manufacturer has to adapt the control to the mechanical primary gearing.

Several brands have already announced plans to spec' the Harmony system in their 2012 product lines, including Raleigh, Merida, Gepida and Hercules. **UR**

TRY OUT AN E-BIKE, HUNT FOR TREASURE!

Take a spin on Thun's Velo Comfort electric bike on the e-bike test track at Demo Day and you could win one of 50 prizes. But first you'll have to find the winning tickets, which have been hidden close to the test

To locate them, borrow a GPS device and follow the given coordinates. (One prize per person, please.

Don't go looking for all 50 tickets!). GPS-enabled smartphones can also be used. Sign up at the Velo Comfort booth. **JB**

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FGO-503



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BIG BUSINESS CYCLE TOURISM

Ulrike Saade explains why this year's Eurobike Travel Talk, the tenth anniversary of the congress, is a must-attend event.

The tenth Eurobike Travel Talk takes place on Friday. It provides an insight into current and continuing trends in cycle tourism.

The main focus of this year's presentations will be cycle tourism products and target groups, e-bike tourism, sports-minded families, and innovative attractions and products in the cycle tourism sector.

The congress starts with talks by Frank Simoneit and Uli Stanciu.

★ Simoneit will present the results of a study in cycling tourism by the University Westküste in Heide, Germany.

★ Stanciu, a mountain biking pioneer, will give a presentation on cycle tourism developments in the Alps. He will also reports on his Alps crossing on an e-bike.

The e-bike theme is continued in the afternoon.

One presentation will look at different approaches to the implementation of e-bike rental systems.

The managing director of e-bike manufacturer Biketec, Kurt Schär, will talk about opportunities and risks in e-bike tourism.

After the Travel Talk congress, there is the possibility of an e-bike tour to the new E-Bike Tower in Meckenbeuren, close to Friedrichshafen.

Karen Eller, a provider of mountain bike tours and mother of two active children, will lead a discussion on catering for the athletic family.

The congress also features a number of workshops which take a practical look at current issues such as GPS, the Open Street Map project, and social media.

The Travel Talk congress is free to all Eurobike visitors. There's no obligation to attend every presentation. After the congress, visitors can browse the Eurobike Travel Talk Cooperation Exchange at: <http://eurobike-traveltalk.com>.

***ULRIKE SAADE**, GENERAL MANAGER OF VELOKONZEPT IN BERLIN, HAS BEEN IN THE BICYCLE BUSINESS FOR 30 YEARS, FIRST AS FOUNDER OF A BIKE STORE, THEN AS CO-FOUNDER & GM OF THE GREEN IBD COOP., VSF, IN 2000 SHE FOUNDED CYCLING PROMOTIONS COMPANY VELOKONZEPT: [HTTP://VELOKONZEPT.DE](http://velokonzept.de).

ULRIKE SAADE (LEFT) WITH THE VELOKONZEPT TEAM.
COMPANY MISSION STATEMENT:
"WE WANT TO BRING PEOPLE AND BICYCLES TOGETHER."



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EUROBIKE Hall B4 Booth 508
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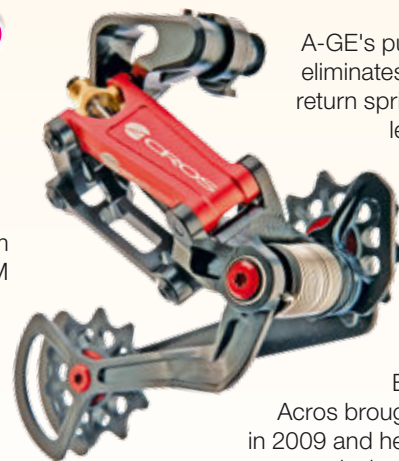
Acros, the German company that produces seat posts and other CNC'ed MTB components, has branched out into the derailleur business and is doing it in style, introducing a lightweight hydraulic shifting system.

Many years in gestation, the A-GE system is now out of the prototype stage and will be available to the aftermarket for an eye-watering €1,599. Comprising front and rear derailleurs, right and left shift paddles and hoses filled with mineral fluid,

the system can shift three gears with one touch in both directions. The shifters have a single thumb paddle that shifts up or down the gearing range. Encapsulated, protected and without friction, the A-GE system is maintenance-free.

A2-100

Machined from aluminium, the Acros A-GE transmission system is lighter than SRAM X.0 and Shimano XTR, the top-end shifting set-ups, which rely on steel cables and steel-wrapped cable housings.



A-GE's push-pull hydraulics eliminates the need for steel return springs on both derailleurs.

The system was developed by engineer Christoph Muthers, who presented an early prototype at Eurobike in 2006.

Acros brought Muthers on board in 2009 and he is now part of the company design team.

NINER INTRODUCES CARBON FULL SUSPENSION BIKE



JET 9 RDO BIKE TANG.

The carbon Jet 9 RDO CVA full suspension 29er (RDO stands for Race Day Optimized) comes in four sizes: small, medium, large and XL. It has 100mm rear travel and a custom-valved Fox Float RP 23.

Niner's patented CVA suspension is said to have the advantages of 29-inch wheels combined with pedalling efficiency across all chainrings, including when climbing.

The small bump compliance of a system with no chain growth, means MTBers can ride faster and smoother, claims Niner.

A7-311

The Fox fork has a Kashima coating, a molybdenum disulfide treatment applied by electrical induction which leads to longer lasting suspension units, due to both better lubrication and better wear and tear resistance.

The company is confident in the bike: it comes with a five-year warranty, which also includes racing use.

CAMELBAK GOES LIGHT & BRIGHT

Hydration on the bike is brighter than ever thanks to Camelbak's new packs, many of which have been reduced in weight compared to similar models from the 2011 lineup.

The new packs – including a new light-weight lumbar pack – are eye-blazingly bright, with vivid, solid colors, most with tone-on-tone buckles and straps.

The Agent and Asset packs replace the Don, Capo and Consigliere freeride line.

The Agent features a 100 oz bladder, overflow storage for full-face helmet and armour, and a vented back panel called NVis (pronounced "envious").

B5-500

CAMELBAK'S SETH BEIDEN SHOWS OFF THE NEW PACKS AT PRESSCAMP IN DEER VALLEY RESORT.



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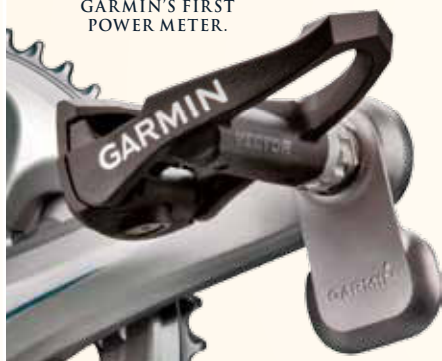


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WEIGHT: 172g per pair

GARMIN UNVEILS TOP-SECRET VECTOR POWER METER

THE VECTOR IS GARMIN'S FIRST POWER METER.



While browsing the hot new products at Demo Day, you might notice rather unusual pedals on the latest Ghost, Cervelo and Specialized bikes.

These are Garmin's first power meter system, a pedal-based technology called Vector. This top-secret product was announced just days ago and can be seen for the first time at Eurobike.

According to Garmin the system measures the direct forces of the rider "precisely where they are being applied – at the pedal."

Vector uses a custom piezo-resistive sensor module that is sealed and protected inside the spindle of the pedal.

This precisely measures the deflection in the pedal spindle, hundreds of times every second, as the rider pedals, thus determining the direct force the rider is applying.

A5-201

It also determines the rider's cadence. Combining these vital pieces of information, Vector reliably, consistently and accurately calculates the rider's power.

With sensors in both pedals, Vector reports power for each leg separately, helping a rider identify imbalances in power output between legs. It transmits the information wirelessly via ANT+ to a compatible bike computer, including Garmin's Edge models.

JB

ONE GOOD TERN: NEW FOLDING BIKEMAKER IN EUROPEAN DEBUT

Tern, a specialist in portable bicycles, is showcasing its folding bike lineup for the first time in Europe at Demo Day.

With a range of 22 models and with price points to meet the needs of urban commuters, Tern provides style, durability, and excellent handling to people riding to the market, the office, or the center of the city.

"We combine the handling and ride quality of traditional bicycles with the convenience and ease of folding bikes," said Joshua Hon, vice president of Tern. "We're confident that people will quickly pick up on the quality of our engineering and manufacturing and the great ride and handling that these give."

Tern bicycles will be available at retailers worldwide by year's end.

Also on display at Tern's Demo Day booth are the latest BioLogic cycling accessories, including its popular free iPhone cycling app, BikeBrain. BikeBrain logs many common features like speed, distance, and altitude but allows for customizing of how you display that data.

Purchasing an in-app upgrade unlocks high contrast screens and the German-language version of BikeBrain, and allows users to share ride data through Google Maps, Facebook, and Twitter.

Visitors can also check out the BioLogic ReeCharge Case, a hard, protective case for the iPhone that has an integrated battery to keep your iPhone running longer.



The case can be charged through any electrical wall outlet, or during a ride through any bicycle dynamo hub. The ReeCharge Case, in conjunction with the ReeCharge Case Bracket, Dynamo Kit, and BikeBrain, functions as a complete on-board navigation/ training platform for two-wheel journeys.

A HARMONIOUS COMBINATION NUVINCI'S HUB GETS AUTO-SHIFT

Here at Demo Day, Fallbrook Technologies is introducing the first continuously variable shifting system to seamlessly shift automatically or manually.

The NuVinci Harmony intelligent drivetrain, an intuitive shifting system that leverages the benefits of the NuVinci N360 CVP internal gearhub, will be available to test on several e-bikes.

The new Harmony system is designed for e-bikes and pedelecs.

The weather-sealed Harmony system monitors pedal cadence and bicycle speed, then automatically adjusts the drive ratio to maintain the rider's preferred cadence.

"When designing the Harmony system, it was clear that we wanted to bring a new level of performance to bicycle shifting, while keeping it simple and intuitive," said Alan Nordin, president of Fallbrook's bicycle division.

He added: "E-bike manufacturers now have the ability to offer customers exactly what they want—a smooth and organic interaction between rider and bicycle that works automatically and seamlessly with the NuVinci N360 drivetrain." TK



NUVINCI DEMO DAY
PROMO 2011.

A7-312

Booth No.: B2-113

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REDEFINING THE E-BIKE



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New 7-speed AGT e-bike technology is a world first. The electronically controlled gear shifter precisely selects the correct gear at the right moment to increase the cyclist's riding pleasure. Exact shifting continually assures optimal power support to improve energy efficiency and riding agility. Easy-to-use automatic and semi-automatic modes and coaster brake adaptability make AGT perfect for all riders.

21 YEARS LATER, BIANCHI RETURNS TO 29ER MARKET

Not everyone knows that Bianchi was the first manufacturer to introduce a mountain bike with 700c wheels. Called Project 7, the bike was introduced in the U.S. market – 21 years ago!



BIANCHI JAB 29ER.

So it's no surprise that Bianchi is returning to the 29er theme for its 2012 lineup with the new Methanol 29 SL and the Jab 29. The Methanol 29 SL is the big wheel version of Bianchi's established, top-of-the-line, 26-inch Methanol.

The carbon frame uses Triple Wall Tube technology, embedded reinforcement construction, an integrated seatpost and PF30 bottom bracket. Bianchi has upgraded the 26-inch Methanol as well for 2012, giving it a full carbon post-mount, carbon top tube cable guides, a tapered headtube and stainless steel chainstay protection.

BIANCHI IS NOT IGNORING ROAD

A4-304

Its new Impulso is positioned as an entry-level bike. The 6061 aluminum frame is not a standard design, but uses what Bianchi calls Triple Hydroformed Technology. In other words, the top and head tube are hydroformed, welded and "fused" together into a monocoque structure, and then subjected to another round of hydroforming. According to the company, the primary advantage of this process is creating a frame that looks like carbon but has the affordability of aluminum. Bianchi says it is also able to increase the stiffness of the front steering axle by about 10 percent, compared with a hydroformed frame that is assembled with traditional TIG welding. **EP**



BIANCHI IMPULSO.

ICONS COLNAGO & FERRARI TEAM UP ON NEW CITY BIKE

The latest creations of the longstanding partnership between two Italian icons—Ferrari and Colnago—are the CF8 and CF9 bikes, which Colnago debuted at the EICA Milan show in July.



COLNAGO-FERRARI CF9.

B3-105

Instead, the geometry of the flat-bar CF9 composite frame is intended to be more comfortable than a traditional road bike. Colnago plans to build only 200 CF9s (and the same number of CF8s, with 100 in white and 100 in black). The CF9 will be available in eight sizes and will include a Shimano Ultegra 10-speed drivetrain and Shimano RS30 wheels.

These are the newest products to come from a 24-year relationship between the two brands, and are designed to celebrate the 25th anniversary of that partnership.

The limited edition CF8 is based on Colnago's well-known C59 frame. It uses the Shimano Di2 electronic drivetrain, but Colnago has streamlined the look by mounting the battery inside the seatpost. As with the C59, the CF8 frame uses carbon lugs, allowing Colnago to offer some 20 different frame sizes with a sloping top tube or with traditional geometry.

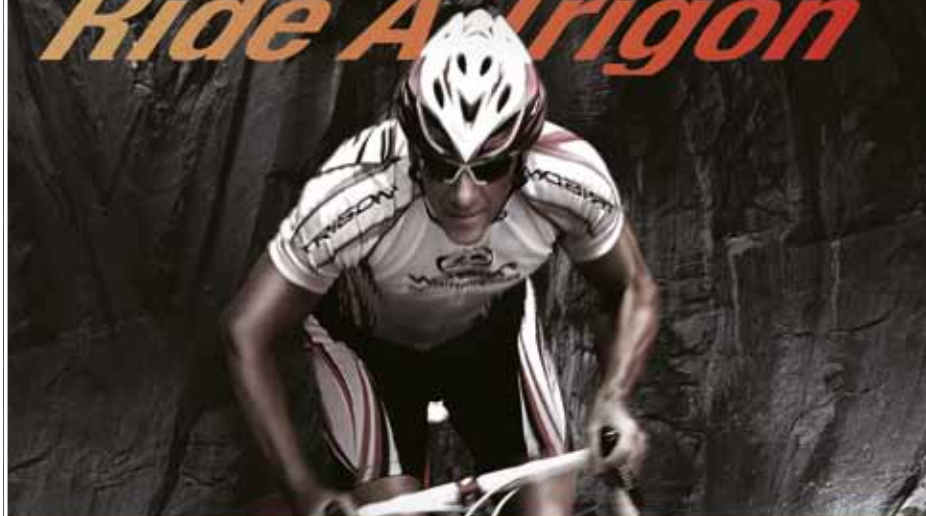
The CF9, which has been described as "the world's most exclusive and expensive city bike" is the first Colnago-Ferrari product that is not designed for road racing.



COLNAGO-FERRARI CF8.

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Stand 306/308



Aus
Überzeugung.

*Abgabe der Bestellung und Abholung
des iPad 2 auf der Eurobike 2011



riese und müller

SUGOI SPONSORS DEMO DAY '11 T-SHIRTS

The official 2011 Eurobike Demo Day (EDD) Shirt is proudly sponsored by Sugoi for the fourth year. This year's jersey in grey and white with colored details will speed up your ride at Argenbühl.



Made of breathable, functional FinoTech fabrics, the shirt is available to all visiting media representatives and Eurobike staff working at EDD.

To learn more about FinoTech fabrics visit the Sugoi team at their Demo Day Booth (#106) and they'll explain it to you.

JB

GIANT BREAKFAST EVENT

Be among the first to get inside information on the latest product and technologies directly from the Giant product marketing team at the Giant Demo Tent.

After a brief breakfast presentation starting at 9 a.m.

Giant invites you to test ride a selection of 2012 road and mountain bike models (included 29ers) on the Demo Day off- and on-road courses.

JB



HIRZL'S GRIPP TOUR SF PREMIUM GLOVES.

JOURNALISTS: GRAB GLOVES AT HIRZL!

Attention journalists: Get your hands on primo schwag at the Hirzl Demo Day booth. The Swiss glove maker will give up to 600 pairs of Gripp Tour SF Premium gloves to media representatives for testing.

Journalists will receive a voucher for the gloves when they pick up their credentials at the Demo Day check-in. The vouchers can be redeemed at Hirzl's Demo Day Booth (#300).

Hirzl asks that participating journalists share their impressions about the Gripp on Hirzl's Facebook page: <http://facebook.com/Bike.Hirzl> JB



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Booth No. A6-402

UNITED NAVIGATION LAUNCHES AN OUTDOOR VERSION OF IBEX

United Navigation has expanded the functionality of its first outdoor GPS model, the Falk Ibex 30. The new Falk Ibex Cross contains a routable hiking and bicycling map.



The Ibex Cross also includes expanded track navigation functions, individual speed profiles, an adjustable energy-saving mode and optional paperless geocaching.

Moreover, car navigation is now included, with maps of Germany, Austria and Switzerland; text-to-speech capabilities; advanced lane guidance; speed camera warnings; and Traffic Message Channel service. Price and availability have not been announced. **TF**

A1-303A

POWER TO THE IPHONE WITH A WAHOO ADD-ON BATTERY

NC-17, the European distributor of Wahoo Fitness, is offering a powerful add-on battery that allows iPhones to run power-intensive navigation apps like Komoot, Cycloastic or Navigon.

Wahoo Fitness also offers a dynamo charger, designed for the iPhone 4, that fits most hubs and works perfectly with USB power.

"At our Eurobike booth we are showing the first e-bike that can combine GPS data on the iPhone with information about the bike,

like the battery level," said Udo Ochendalski of Wahoo Europe. "For example, riders can see if they can reach their destination with the current battery capacity." **TF**

B4-409



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Hall B3 – Stand 501



GARMIN'S NEW MONTANA SPORTS A 4-INCH SCREEN FOR HIKING.

GARMIN'S ANDY SILVER: HOW SMARTPHONES INCREASE DEMAND FOR SPECIALIZED GPS

While the automotive industry generates the most revenues for navigation companies like Garmin, the outdoor and fitness markets are their most profitable segments, as shown by their quarterly reports.

However, they are facing competition from the tremendous growth of GPS-equipped smartphones, like the popular ruggedized model of the Android-driven Motorola Defy.

Is this the end of GPS devices? Or is it just the beginning of a new wave? For example, some bicycle retailers report that customers who are introduced to GPS through smartphone apps often seek to move up to "real" GPS units that are made for their bikes.

Garmin has enlarged its product offering in the outdoor segment with new crossover models like the Montana, and with the relaunch of its eTrex line. Meanwhile, while some competitors have quit the navigation market, new players like Falk/United Navigation are stepping into the market. Falk offers the easy-to-use, outdoor-routable Ibex 30.

Content suppliers like the German cycling club ADFC are licensing their approved bicycle routes to more device manufacturers, including Garmin, Falk and VDO. How does Garmin view these changes in the GPS market? We interviewed Andy Silver, Garmin's European product manager for recreation and fitness devices, at a recent press event that the company sponsored in Sölden, Austria.

Q: How do you expect the new Montana to be used in different markets?

SILVER: The use of the Montana will be very different from country to country. If you take Scandinavia, for example, they would adopt that product more as a portable marine handheld navigation device. In Spain, it would be used more as an off-road automotive device, and in Germany more as a handheld navigation device.

Q: Which countries are most developed in outdoor navigation?

SILVER: For the uptake, appreciation and acceptance of digital navigation, the Alpine region is way ahead of anywhere else in terms of the amount of digital cartography, content and tracks that are available and can be incorporated into our products.

The U.K. is more raster-map oriented, while Scandinavia requires navigation that is more marine-based, for small boats, and hunting-related devices.

Q: Will Garmin Connect be a database for Garmin devices?

SILVER: If you take the explore capability, you can download routes from wherever you are, but we don't have a plan to create maps from it. The concept of user-generated content is getting better and expanding at a very fast rate.

As an example, every day 125,000 to 150,000 new activities are being uploaded to Garmin Connect.

Q: What is more important for a GPS device: technical functions or usability?

SILVER: If you want to take GPS to a mass audience like with geocaching, you need to get to a point where the devices are more friendly and simple to use, but still deliver the kind of functionality we are already providing. Improved digital content like routable tracks gives the devices great potential.

Q: What do you think about the competition between smartphones and GPS devices?

SILVER: We consider it an opportunity in the sense that [smartphones] are giving more people access to entry-level GPS usage.

Our goal has to be to make products that deliver specialized capabilities. But my general view is that [smartphones] open GPS to more people and are a gateway to Garmin devices.

TF

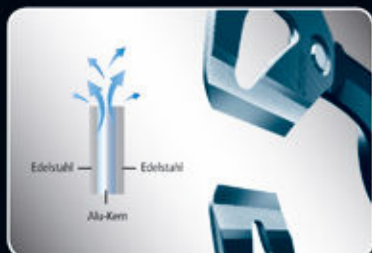
A5-201



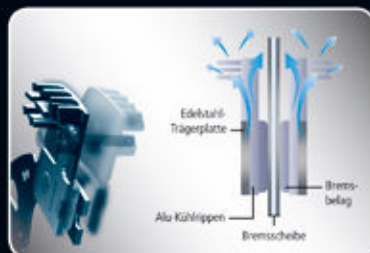
ICE TECHNOLOGIES

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Shimano Ice-Tech Bremsscheiben haben eine 3-lagige Sandwich-Struktur: Alu-Kern, eingebettet in Edelstahl. Die bessere Hitzeableitung des Aluminiums reduziert die Oberflächentemperatur der Bremsscheibe um rund 100 Grad. Ice-Tech Bremsbeläge mit Alu-Kühlrippen können die Oberflächentemperatur der Bremsbeläge um weitere 50 Grad senken. Das Ergebnis: Ice-Tech Scheibenbremsen weisen praktisch kein Fading auf!



Schnitt durch die Ice-Tech Bremsscheibe



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NO GEARS ALLOWED

FIXATED ON FIXIES? RIDE THE 1ST EUROPEAN FIXED GEAR CHAMPIONSHIPS AT EUROBIKE

On Friday through Sunday at Eurobike, a fixed gear contest will take place at the parking area in front of halls A1 to A3. Organized by Traffic Distribution of Germany, 5th Floor of the UK, and Soundtrack of France, the 1st European Fixed Gear Championships will feature a sprint race, a lake ride and a trick jam.



RUDY MELO OF LONDON-BASED FIXED GEAR COLLECTIVE 5TH FLOOR.

ESD: In recent years there has been an explosion in demand for fixies. Are fixed gear bikes now more mainstream or are they still part of an 'alternative' scene?

TOMY PUNK, SOUNDTRACK: Today's scene is mature. There are many brands who make stuff for how we ride, especially in freestyle. There are fixed-gear-only companies; stuff made by riders for riders.

RUDY MELO, 5TH FLOOR: Fixed gear riding has always been part of the alternative scene, kick-started by messengers. It's only relatively recently that mainstream companies have woken up to the potential of the scene and started investing. Some people don't like this commercialization but I think there are many positive aspects. It's helping the growth and evolution of fixed riding.

At 5th Floor we are more about riding our track bikes on the road, through traffic and on long distance rides, but enjoy all forms of fixed gear riding and want to progress and contribute to the scene. That's why we teamed up with Soundtrack and Traffic Distribution to create this event at Eurobike.

MANUEL SCHÜRHOLZ, TRAFFIC DISTRIBUTION: The fixed gear scene can be considered much more stable than merely a fashion fad. It's not just a subculture any more.

ESD: Tell us more about EFGC, the European Fixed Gear Championships.

PUNK: EFGC is an event which will bring together some of Europe's top fixed riders. We want to make the best event we can for all the fixed gear riders who will be there. We will organize a sprint race on Friday and a fixed gear freestyle jam on Sunday so everybody can have fun.

TOMY PUNK OF PARIS-BASED FIXED GEAR COLLECTIVE SOUNDTRACK.



ESD: How international is the European Fixed Gear Championship?

MELO: This will be one of the biggest fixed gear events to date. We were at the successful Red Bull Ride+Style event in San Francisco, and that confirmed that the scene will keep getting bigger.

EFGC will combine the two types of fixed gear riding, track/street and freestyle. The competition is open to all disciplines of fixed riding and suitable for both types of riding.

ESD: Why stage the event at Eurobike?

SCHÜRHOLZ: Because Eurobike is the biggest bicycle trade show in the world. There will be a lot of fixed gear people at the event anyway, so we expect a lot of entries.

Red Bull will send their sound truck as well as their finish bow for the race. There will be great prizes and no entry fee. EFGC will be a fun event.



MANUEL SCHÜRHOLZ OF TRAFFIC DISTRIBUTION.

ESD: Will the event help raise bike industry awareness of the fixed bike category?

MELO: More companies and shops are aware of track and fixed gear freestyle bikes each day, so the event can only be a further positive step. It will also get riders from around the world to compete in one place. The plan is for it to become an annual event.

SCHÜRHOLZ: Eurobike is the perfect venue for an event like this. All the best fixed gear related companies are here. The European Fixed Gear Championship could become a focal point for fixed gear riders and for the companies that supply the products.

ESD: What are the entry requirements?

PUNK: Everybody is welcome; the main thing is to be ready to have fun.

MELO: Bring your bike, and your swim shorts and expect some good times.

For further details:

[HTTP://EUROBIKE-FIXEDGEAR-CHAMPIONSHIP.COM](http://EUROBIKE-FIXEDGEAR-CHAMPIONSHIP.COM)

[HTTP://THE5THFLOOR.CO.UK](http://THE5THFLOOR.CO.UK)

[HTTP://SOUNDTRACK-PARIS.COM](http://SOUNDTRACK-PARIS.COM)

[HTTP://TRAFFIC-DISTRIBUTION.COM](http://TRAFFIC-DISTRIBUTION.COM)

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HPV COMPANIES DON'T TAKE MARKET CONDITIONS LYING DOWN — THEY SIT!

RECUMBENTS MAY BE A NICHE, BUT THEY OFFER FAT MARGINS AND GROWING SALES

Because they are low to the ground, reclining recumbent riders are more aerodynamically efficient than riders on standard bicycles. This makes recumbents fast. So fast, they were banned from competition by the Union Cycliste Internationale . . . in 1934.

Recumbents consequently split from traditional cycling and faded into near obscurity. In the 1970s, thanks to the work of American innovators, they made a return. With fairings attached, and often in trike format, the modern recumbents returned in a new category: Human Powered Vehicles.

In the 1980s and early 1990s, HPV enthusiasts predicted recumbents would be the Next Big Thing: even Cannondale had a 'bent. Mainstream market acceptance never happened. The boom may never have happened but, today, sales remain steady.

Selling recumbents may be a niche, but it's a high-value-per-bicycle niche. And there are now more commercially available HPVs than ever before. In addition to 'velomobiles' (3-wheel, fully-faired recumbents) some companies have developed machines for niches within the HPV niche, including arm-propelled recumbents.

There are also electrically assisted HPVs, including cargo trikes which can carry enormous loads and aid getting up the steepest hills. The hotbed of recumbent design is Germany, but there are also thriving HPV scenes in the Netherlands as well as in America, the U.K., Denmark and Australia.

HPV COMPANIES AT EUROBIKE 2011



HP VELOTECHNIK

[HTTP://HPVELOTECHNIK.COM](http://hpvelotechnik.com)

PICTURED BELOW:

GECKO DEVIDABLE

FW-300

HP Velotechnik produces 20- to 26-inch recumbent trikes. The new Gecko divides to save space (recumbents need more storage space than standard bicycles). HP Velotechnik also produces the sport-oriented Scorpion fully-suspended trike models as well as a series of 20- to 26-inch two-wheel recumbents.

TRAI X CYCLES

[HTTP://KMXXKARTS.DE](http://kmxkarts.de)

PICTURED ABOVE:

TRAI X FLASH

FW-306

The Flash models from Traix Cycles are 20-inch, front-suspended two-wheel recumbents. The Phantom models are 26-inch fully-suspended recumbents. Some in the range have over-seat steering, others feature under-seat steering.



TOXY

[HTTP://TRIMOBIL.NET](http://trimobil.net)

PICTURED BELOW:

TRIMOBIL

FW-315

The innovative Trimobile has three 20-inch wheels that can be used as a cargo trike or converted to seat multiple riders. Toxy produces various 20-inch fully-suspended recumbents, the sport-oriented Toxy-ZR recumbent and the foldable Toxy-Flite.

FLEVOBIKE

[HTTP://FLEVOBIKE.NL](http://flevobike.nl)

PICTURED ABOVE:

ORCA VELOMOBILE

FW-316

The ORCA velomobile has an enclosed drivetrain, 20-inch composite wheels, LED lights, full suspension and electric power assistance. The new electric GreenMachine recumbent features a fully enclosed drive train, 20-inch composite wheels, rear suspension and electric power assistance.



D.E.T.T. GMBH

[HTTP://RUDER-RAD.DE](http://ruder-rad.de)

PICTURED BELOW:

RUDER-RAD CITY

FW-309

D.E.T.T. supplies the Ruder-Rad. This 26-inch semi-recumbent 'rowing bike' allows for arm and leg propulsion at the same time. Fully adjustable suspension keeps riders comfortable.

ICLETTA GMBH

[HTTP://WWW.ICLETTA.COM](http://www.icletta.com)

PICTURED ABOVE:

VORTEX

FW-306

Icletta distributes ICE trikes from Inspired Cycle Engineering UK. The full suspension Sprint & Adventure models are foldable. The Vortex is a race-oriented trike recumbent with 20- and 28-inch wheels, carbon front boom, one-piece handlebar and stem. ICE recumbents can be converted into fully-faired velomobiles.

FLUX BIKES

[HTTP://FLUX-FAHRRADER.DE](http://flux-fahrraeder.de)

NOT PICTURED.

FW-302

Some Flux vehicles are semi-recumbents with 26-inch wheels. All Flux recumbents have either over-seat or under-seat steering, wheel sizes varying from 20 to 28 inches, and rear suspension. Some models also have front suspension.



RADIESCHEN

[HTTP://RADIESCHEN-CO.DE](http://radiessen-co.de)

NOT PICTURED.

FW-308

Radieschen distributes HPVs from different suppliers including Anthrotech, Van Raam, Zox, USED, Nazca, Hase, Flux, Flevobike, Catrike, Fizus and ICE.



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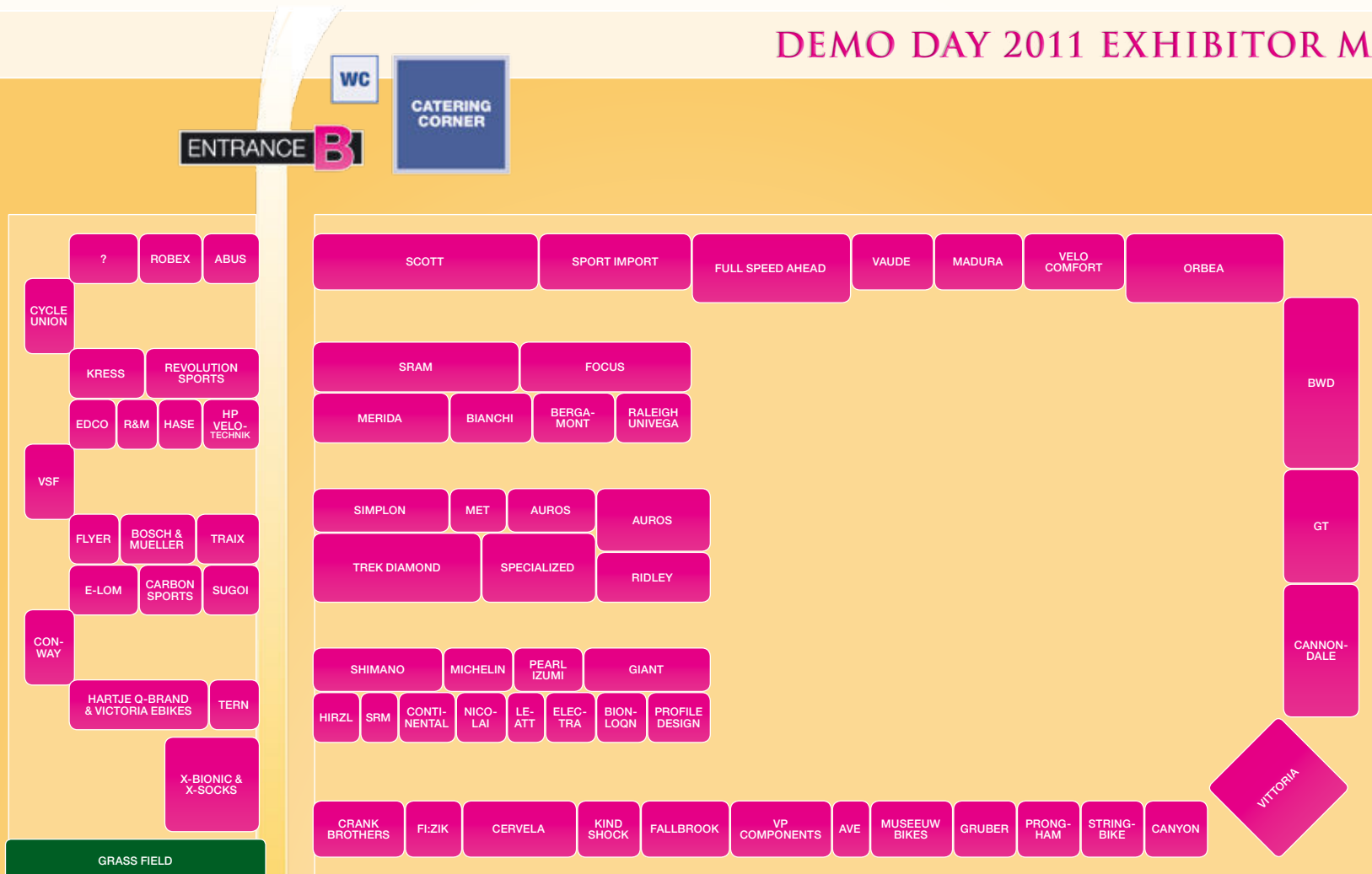
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06 American Classic**
07 ave
08 ax-lightness
09 BBB**
10 Bergamont
11 Bianchi
12 Bionicon
13 BMC
14 Busch & Müller
15 Camelbak**
16 Cannondale
17 Canyon
18 Carbon Sports
19 Casco**
20 Centurion**
21 Cervélo
22 Colnago
23 Continental
24 Conway
25 Crankbrothers
26 Cratoni
27 Cycle Union
28 Dahon
29 Delius Klasing

Hartje Q-Brands
Abus
Alex Global
Acros Sport GmbH
Alex Global
Revolution Sports
Development Engineering
ax-lightness GmbH
Sport Import, Felt
Bergamont Vertrieb GmbH
Bianchi
Bionicon Inwall GmbH
BMC Trading AG
Busch & Müller KG
Hartje Q-Brands
Cycling Sports Group
Canyon Bicycles GmbH
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Hartje Q-Brands
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42 Ghost
43 Geax**
44 Giant
45 Gruber
46 GT
47 Hase
48 Hirzl
49 Holmenkol
50 HP Velotechnik
51 Ibis cycles
52 ICE Trikes**
53 Kettler
54 Kind Shock
55 KMX Karts**
56 Koga
57 Kona
58 Kross

Trek, Diamant
DT Swiss AG
edco engineering
Electra Bicycle Co. GmbH
Fallbrook-Nuvinci Tech
Sport Import, Felt
Selle Royal
Biketec
Derby Cycle Werke GmbH
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F.S.A. s.r.l.
Nicolai
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Cycling Sports Group
Hase Spezialräder
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Paul Lange
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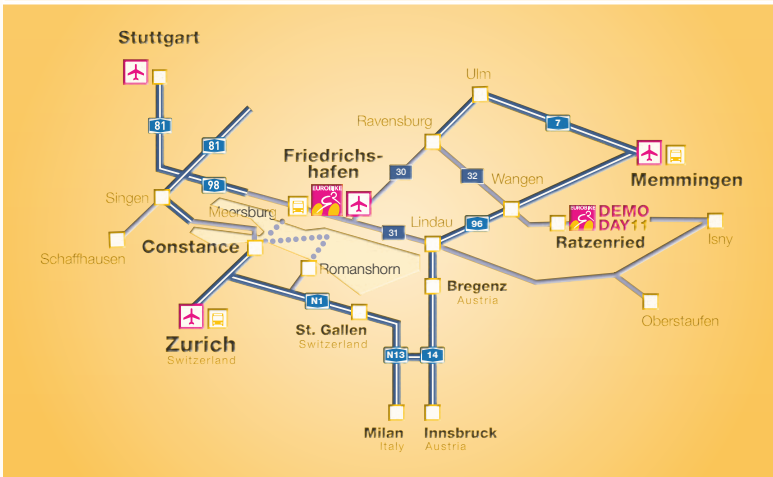
59 Leatt
60 Liteville
61 Look
62 Magura
63 Merida**
64 Met
65 Michelin
66 Museeuw bikes
Leatt Corp.
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Look Cycle International
Magura
Merida & Centurion
Met SPA
Paul Lange & Co.
Museeuw bikes Deutschland

67 Nicolai
68 Niner Bikes**
69 Norco
70 Nuke Proof**
71 Nutcase
72 Orbea
73 Pantherwerke
74 Pearl Izumi
75 Profile Design
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77 Ragley**
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98 Traix
99 Trek
100 UMF**
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102 Velo Comfort
103 Victoria**
104 Vittoria
105 Vitus**
106 VP Components
107 VSF
108 Westfalia
109 Winora Steiger
110 X-Bionic / X-Socks
111 Ziener
112 Zipp**
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GETTING TO RATZENRIED



RATZENRIED AREA MAP

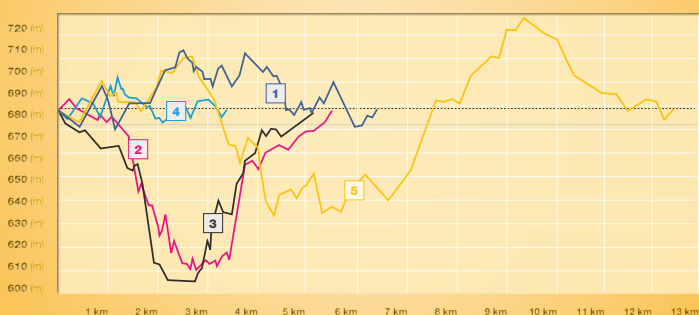


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*Abgabe der Bestellung und Abholung
des iPad 2 auf der Eurobike 2011



riese und müller

X-CELLENT

HOW A SWISS PROFESSOR USED 'SOCKS APPEAL' TO CREATE A 300-PATENT POWERHOUSE

Professor Bodo Lambertz is the brains behind X-Technology of Switzerland, the company that created X-Socks and X-Bionic sports underwear.

These products have a cotton ancestor: an Italian stocking. At the end of World War II, Guido Redini started working in the hosiery sector when stockings were still woven on looms.

His son, Luigi, joined him in the profession, and they created a business out of making stockings. In the 1990s the company, based in Asola, was renamed Trerè, and the long-established Redini family stocking firm decided to specialize in socks.

With price competition from Asia, the hunt was on to add value to their socks. Enter professor Bodo Lambertz. The industrial engineer, who grew up in South Africa, is also a marketing expert. The Redinis challenged him to reinvent the humble sock. He did so with science and business acumen.

BODO LAMBERTZ.



Lambertz observed that marathon runners wearing the best shoes struggled with blisters, yet barefoot runners did not.

For Lambertz, the answer was simple: Dry skin is more resistant than moist skin. This insight led to the development of X-Socks, which as well as being anatomically shaped, and with padded zones, have air channels to keep feet dry. Pithily, Lambertz calls this "air conditioning for the feet."

In 1997, Lambertz created X-Technology Research and Development and licensed the X-Socks name to Trerè. Trerè's factories in Italy and Bosnia have since grown to 100,000 square meters (1,075,000 square feet).

X-Technology works for multiple clients around the world, and not only in apparel. The company also designs products for the aviation industry. Lambertz based X-Technology in Wollerau, Switzerland, by Lake Zurich, because of a skilled workforce and business inducements from the canton.

Trerè started production of the high-tech socks. Even though X-Socks cost twice as much as competing products, sales took off. There are now X-Socks for cyclists, runners, motorcyclists, equestrians, and snowboarders.

Lambertz protects his ideas. "While other brand sell on color, we sell on technology," he said. "We have more than 300 international patents and there are many more to come."

According to Lambertz, X-Technology spends approximately 1.2 million Swiss francs (€1.06 million, \$1.5 million) each year to protect its brand and technology. Through companies that use his company's ideas, Lambertz said, "The developments of X-Technology reach a turnover of around a billion euros [\$1.4 billion] a year worldwide."

Lambertz studied sports clothing in the same way he studied socks: by focusing on temperature and relative humidity.

"As sweat is regarded as disagreeable, clothes manufacturers try to remove it from the body as fast as possible," Lambertz said. But he doubts the effectiveness of such a widely held belief. "If sweating wasn't useful, this bodily function would not have evolved," he said.

"As proved by scientific studies, endurance athletes need to expend a great deal of energy trying to keep their body temperatures down," he said.

"Sweating plays an important role in this temperature regulation."

He deduced that the cooling of the body should be supported by sports clothing so that energy can be saved and expended instead on increased performance.

Working for a sportswear brand, Lambertz created a line of undergarments. But the brand deemed them to be too high-tech—and too expensive. So X-Technology launched the range instead, bringing X-Bionic into being.



REVIEWING DESIGNS FOR NEW PRODUCTS.

The name of his clothing brand is derived from his source of inspiration. "Bionics wants to find out how nature meets challenges and tries to transfer the solutions to technology," he said.

X-Bionic has won design prizes and multiple magazine test reviews.

"Numerous iF, red dot and Plus X design awards on our packaging confirm the quality of our products," the company says. "Buoyant sales are confirmation of the success of our marketing approach."

X-Technology employs 24. Lambertz, 62, controls strategy, product development, and even packaging. He is the creative center of X-Technology.

"I can't do fashion," the inventor admits, frankly. This does not trouble him, because he assumes that his ideas prevail because of performance, not looks. Echoing the well-known architectural principle, Lambertz says his mantra is: "Fashion follows function."

UR

B5-602



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POWER TO THE PEOPLE

E-BIKES ADD OOMPH TO YOUR BUSINESS, ARGUES EDWARD BENJAMIN

With all of the difficulties in the world today, it is a pretty special job to be selling bicycles. By doing so, we are providing part of the solution needed for so many parts of life.

Bicycles used as transportation help with population density, traffic congestion, parking congestion, air pollution, physical fitness, personal responsible behavior towards the environment. They save money and increase one's personal time and quality of life. And – to boot – they're great fun.

Electric bikes expand this to a wider group of users, increase the user's range, and make the bicycling experience more comfortable.

Even better, many people, worldwide, who may have little interest in physical fitness or environmental responsibility, find electric bikes are practical and cost effective. European retailers – and the bike brands that supply them – have benefitted from the rapid

growth of e-bike sales. The success of the EU pedelec market has been based on the supply of high quality bikes at high prices.

In China, sales have been made up of low-priced, lower-performance bikes. Any observer of the two markets learns that there is a sizeable niche for both sorts of e-bikes. EU standards, and attention to detail, have greatly improved the e-bike experience for the entire world market. There are even proposals that e-bikes sold in China should meet EU requirements.

Today, new markets are opening up globally for e-bikes. Sales are increasing in India, Turkey, Brazil, Southeast Asia, and the United States.

Each market has some special requirements – such as extra rugged bikes for India.

The companies involved include many highly-respected brands of:

- ★ auto makers;
- ★ motorcycle companies;
- ★ auto parts makers;
- ★ bicycle brands;
- ★ bicycle component makers;
- ★ specialists in electric bikes and components.

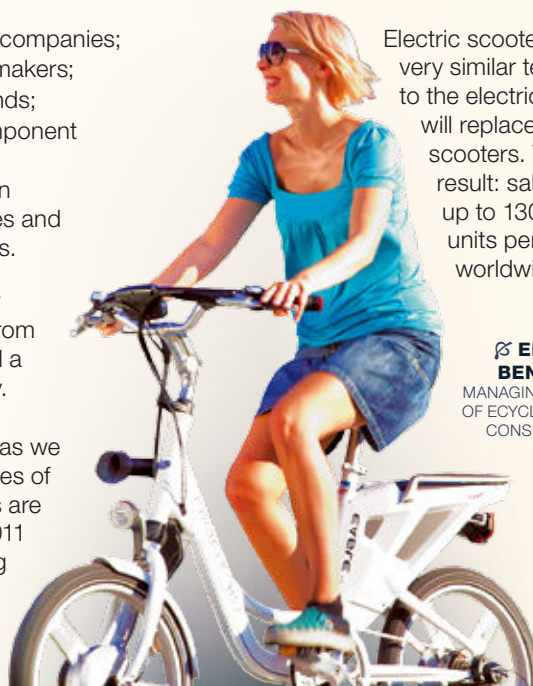
The market for e-bikes is far from mature. It's still a young industry.

As successful as we are today – sales of 31 million units are expected in 2011 – we are a long way from any sales peak.

So here is my prediction for the world markets: half of all bicycles sold worldwide soon will be electric bikes. More powerful e-bikes (S-Class and more) will replace mopeds and many light motorcycles.

Electric scooters, using very similar technology to the electric bike, will replace gasoline scooters. The result: sales of up to 130 million units per year, worldwide.

✉ **EDWARD BENJAMIN**
MANAGING DIRECTOR
OF ECYCLE ELECTRIC
CONSULTANTS



VAUDE Bike Sports

Whether on the trail, a cycling trip with the family or on the daily commute to work, responsible cyclists display their personal conviction with Bike Gear from VAUDE.

73% of our Spring/Summer 2012 apparel collection is in "GREEN SHAPE": manufactured according to the most stringent eco criteria in the outdoor industry.



THE SPIRIT OF
MOUNTAIN SPORTS



NEW PRODUCTS

BMC MASSCHALLENGE MC0

BMC's Masschallenge MC0 is sporty, reliable and suitable for everyday use. It's the perfect tool for commuting, getting around the city or relaxing on a leisure ride.

And since nothing is more detrimental than a squeaky chain to cutting a fine figure as you negotiate city streets, the Masschallenge uses a Gates Carbon Drive System.

The drive belt runs silently, needs no maintenance and is extremely efficient.

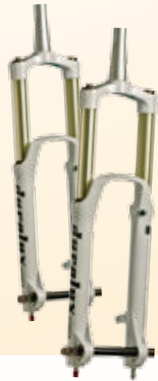


B3-202

SR SUNTOUR DUROLUX TA RC2

You've got your downhill and your freeride. And then you've got your ... megavalanche? That's what you call it when you ride a big mountain from the glacier at the top to the bottom of the valley.

It's less aggressive than a World Cup downhill, with more diversified terrain. Which brings us to the SR Suntour DuroLux fork. The TA RC2 is the top of the DuroLux line, and it's ideal for endeavors like a megavalanche, with high and low speed compression adjust and a rebound adjust.



A travel adjust lets you choose between 120-160mm or 140-180mm. It can handle a megavalanche—along with whatever else you're planning to ride.

A4-102

720ARMOUR DART RX

A5-105



From jogging in the park to urban marathon racing, and mountain trekking to beach volleyball, the Dart delivers vital eye protection.

The prescription version of this versatile new style in 720armour's A-Trak series, Dart RX, allows customized prescription lenses to fit securely flush against the comfy wrap-fit frame. With no inner holders or outer gaskets, they're the stealthiest prescription

sports glasses made. Equipped with patented Compressed Venting System, maximizing airflow to keep you cool and prevent fogging, they're interchangeable with the full selection of Polarized, polycarbonate smoke, and photochromic lenses available with the Dart.

CATEYE INOU GPS CAMERA

A1-201

CatEye's Inou, named for the first explorer to map the entire Japanese coastline, is a GPS-enabled camera and video recorder that mounts directly to your bicycle.

With a programmable shutter interval (1|2|5|10 mins.), a manual photo button, and instant video recording, you can easily customize your ride experience. The Inou accepts up to a 32 GB Micro SD card. With two replaceable AAA batteries, the Inou allows you to expand your adventures as you see fit. Sharing your ride is easy with the Inou Atlas website that allows

to share rides on Facebook/Twitter, and post videos to YouTube. The free InouSync software can be downloaded at <http://inouatlas.com>.



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NEW PRODUCTS

DT SWISS RRC 46 DICUT C

The new RRC Dicut aero wheel line from DT Swiss comes in 32mm, 46mm, 66mm, and disc wheel variants.

Dicut hubs with their fine-tuned flange geometry and straight-pull spokes give the wheels what DT Swiss calls a "balanced stiffness."



With a heat-dissipating braking surface, an aerodynamic rim profile, the Star Ratchet System and waterslide decals, these wheels are race-ready and available in tubular and clincher versions.

A3-402

TERN ECLIPSE S11i

The Eclipse S11i was built to be the ultimate in two-wheeled urban transport. Fenders, integrated lighting, and bosses for front and rear racks/luggage are standard on this machine.

A BioLogic Joule HG hub dynamo powers the integrated Valo light and can be turned off to eliminate drag when you don't need power. The Andros adjustable stem can accommodate riders short or tall and

the FreeDrive chain cover protects you from chain grime and grease. The best thing about this bike? Though it has 24-inch wheels, the Eclipse collapses to the folded size of many 20-inch folders.

B4-501



ICE INSPIRED CYCLE VORTEX



A5-105

Recumbent trikes are consistently proving to be a popular sector of the specialist recumbent market, as IBDs recognize the opportunity for additional sales of these high-value products.

For 2012, Inspired Cycle Engineering is refining its range with models more focused on different riding requirements within the trike world. That focus is clear in the new 2012 ICE Vortex performance trike. It introduces weight-saving features such as an advance custom composite seat, carbon front boom, one-piece handlebar/stem construction and Ti front wheel axles.

CRANK BROTHERS PICA PREMIUM TOOLS

Pica is a new line of premium tools from Crank Brothers. The line includes the Pixel Premium Tool, Pica Premium Tool and Pica+ Premium Tool.

The stainless steel tools include an indexing feature that clicks each tool into place.



The Pica Premium Tool has 14 functions and includes a chain tool.

Pica Premium Tool weighs 166 grams and will cost €59.90. It comes with a five-year warranty.

A5-401

CANNONDALE TERAMO HELMET

Pavé. Tarmac. County Lane. Highway. Whatever you call it and wherever you ride pavement—in any time zone, in any hemisphere—Cannondale's Teramo will help you keep your cool when the riding heats up.

Unmatched fit, outstanding function and a bevy of safety features back up the good looks.

A6-300



ABUS IVEN LOCK SERIES

The Iven lock series brings innovative technology into the market. The synthetic fibre sleeve is extremely durable, UV-light resistant, hydrophobic and is highly flexible.

The lock body is covered by an EVA material which is highly impact-resistant and smooth in handling. The Iven is available as Steel-O-Flex and cable lock.



A5-500

GIANT DEFY/AVAIL ROAD BIKES

B3-302



As part of its top-to-bottom road bike overhaul, Giant has revamped its endurance road bikes with the 2012 Defy and Avail series. Defy, for men, and Avail, for women, are made for long-distance rides.

Models in each line range from affordable alloy to premium composite. The top-of-the-line Defy Advanced SL was designed in collaboration with the Rabobank cycling team. It uses continuous fiber technology, which allows the front triangle to be formed with fewer composite sections, reducing weight and increasing strength.

SUGOI BOA CLOSURE SYSTEM

Sugoi launches the Boa Closure System — a global first for mountain bike shorts! With the Boa mechanical closure system, make on-the-fly micro adjustments without interrupting your ride.

Fine-tune the exact fit you want without fussing with hook and loop closures. Enjoy the unequalled advantage of durable simplicity, so you can stay focused on the trail ahead. The Gustov, Sugoi's favorite shorts, now come with the Boa one-handed adjustment. Sugoi has also added the Elsa Short, a women's Baggy version, so all can dial in the perfect fit.



B5-501



Taipei International Cycle Show



TAIPEI CYCLE
25

TAIPEI CYCLE

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TAITRA

SWITCHED-ON BIKES

ELECTRONIC REVOLUTION MAY SHOCK RETAILERS, BIKEMAKERS

Pedelecs and Ultegra Di2 are just the tip of an iceberg. The bicycle industry is on the threshold of an electronics revolution that will lead to the biggest change in its history. Yet these changes threaten the established network of bicycle retailers and manufacturers.

You do not need to be a psychic to foresee that 10 years from now, mechanical gearshifts may be as rare as new rotary telephones. Shimano will launch more electronic groups after Dura-Ace and Ultegra.

NuVinci is debuting an automatic gear shifting system for pedelecs, one that can automatically choose the most efficient gear. The rider becomes little more than a passenger, but the system lengthens the life of the battery.

An electronic motor and gear changer are just the beginning. A host of sensors soon will monitor the rider and the bicycle.

Performance measurement, now almost exclusively the preserve of the professional due to its high price, will become standard—almost a by-product of the torque measurement used to control the electric motor.

Altimeters and GPS units also will become standard. Instead of a welter of displays for tachometers, heart rate

monitors and navigation devices that now clutter handlebars, riders will be able to mount a single smartphone which will offer a centralized platform for all measurements—as well as start the code-locked motor on a pedelec.



THE SHIMANO ULTEGRA DI2.

Dealers will be able to read the error memory of the customer's bicycle with a smartphone loaded with the appropriate app to pinpoint the problem before they get their fingers unnecessarily dirty. This sounds like a pipe dream. But in fact it presents a huge danger for everyone who works in the bicycle industry.

The traditional industry skills, such as mastering frame geometry, suspension kinematics, stiffness, material and design, will become a less important part of a larger whole.

Global players such as Bosch, Panasonic, Magna (BionX), Sanyo and others are entering the industry and taking a serious interest in it.

Bicycle makers and retailers must prepare themselves now for this attack. Anyone who does not stay up to date will be left behind. For example, it can hardly be in the best interests of bicycle retailers when automobile mechanics begin taking over the business of performing fault analysis on pedelecs, and servicing those e-bikes and bicycles.

There is more danger from another direction. Because of the motor and the battery, organizations that had formerly shown little interest in bicycles have suddenly woken up and smelled the potential in bicycles. Organizations such as TÜV and Dekra see vast business opportunities in a permitting process that requires testing.

Not only will this increase costs for pedelecs, but many organizations also are proposing legislation that they believe is needed.

These testing organizations do not necessarily have the interests of the bicycle, and of the rapidly growing trend towards meaningful electro-mobility, at heart.

In some cases they suffer a lack of knowledge of the bicycle industry and its products, often leading to a literal interpretation of laws and regulations and sometimes absurd demands.

These action then result in headlines about bad products or threatened hazards, such as a recent report from Stiftung Warentest [German Consumer Product Testing] with its "Frame Breaks, Brakes Fail" report, or the UDV/GDV [German insurance organization] comments on the accident risk of e-bikes a few weeks ago.

The bicycle industry must commit itself to lobbying and PR work, development, testing and training measures. It does not have much time to prepare for this adequately.

DIPL.-ING. DIRK ZEDLER

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INTERBIKE SHOW

DATE: September 14~16
BOOTH: **7079**

2011

ALEX GLOBAL TECHNOLOGY, INC.

XCR 29Pro

29" ist die Race Kategorie der nächsten Jahre. Dank unserer langjährigen Erfahrung mit **Scandium Legierungen** und unserer patentierten **ASE (Aluminium special eyelet)** Ösen konnten wir die neue XCR 29Pro für richtige Racer entwickeln.

VED2 29ER

Wenn Engineering und Design perfekt aufeinander treffen entsteht etwas besonderes. Aus der Idee etwas einzigartiges zu schaffen und dem Know-How unserer Ingenieure, haben wir den neuen 29" VED2 Laufradsatz entwickelt. Die neuen **superlight centerlock™ Naben** mit geraden Speichen und unsere neue **geschweißte 29" Felge** machen den 29" VED2 einzigartig. Sie sollten ihn persönlich kennenlernen.

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MESSE Q&A

THE CARE & FEEDING OF DEMO DAY JOURNALISTS

Journalists who attend any of Messe Friedrichshafen's shows become very familiar with its two press centers, Press Center East and Press Center West. But there's more to the Messe's press operation. Because Eurobike now operates a Demo Day, the show sets up a satellite press center for journalists who need to file a quick story on-site.

Managing the Demo Day press center is Wilma Bayer, Messe Friedrichshafen's press coordinator since 2004. We asked Wilma to describe the challenges of setting up and operating a satellite press center that exists only for one day.

ESD: This is the Eurobike's fifth Demo Day, and the fourth one at Ratzenried. What does managing a off-site press center involve for you and your team?

BAYER: First of all, it's a full-time job for all of us. The complete press center moves into the Ratzenried school auditorium.

We have to plan the seating and the electronic data processing system. Four employees in our press division come over to help get it done.

ESD: Not to mention catering for hungry journalists...

BAYER: That is in the hands of the people of Ratzenried. The entire Argenbühl community is proud to have the international bicycle community from all over the world here for one day.

They support us not only with their catering. The entire Argenbühl community is totally hooked. They are so excited.

ESD: How many journalists do you expect at Demo Day?

BAYER: Last year it was 567. This year it will be about the same.

While around 50 percent of them have registered online, the other half will get their credentials at the school auditorium.

ESD: Apart from the job itself, what's special for you about Demo Day?

BAYER: It's definitely the festival character. Everyone is really excited to see the latest hot products. I can't explain the atmosphere. There's something special in the air. Imagine the number of people from so many different countries and from so many magazines.

They are not only Europeans. It's a most international get-together. For me, it's nice seeing so many familiar faces year after year. They come back with the same enthusiasm they had last year.

What I frankly miss is a fair amount of women. Men dominate this industry. But when looking at cyclists—it doesn't matter if it's in urban areas, off the beaten track or on country roads—there are many female riders. There should be more female testers at Demo Day.

ESD: What was the most memorable experience you have ever had at a Demo Day?

BAYER: It was definitely the first Demo Day, in Eichenberg, Austria. It poured all day. I felt really sorry for our visitors. But they made the best of it.

They rode through the mud and then right into a bicycle washing station that had made its introduction at this event. I bet that guy had the best traffic ever at his stand!

JB

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fig. IX. INOUE

EUROBIKE BOOTH: A1-201

BIKE APPAREL WITH PLANET APPEAL

ARE BICYCLE CLOTHING COMPANIES CATCHING UP TO THE RECYCLING-FOCUSED OUTDOOR INDUSTRY?

Cycling is famously eco-friendly, but what about cycling apparel? Not so much. Most bicycling apparel is still produced in a less-than-sustainable way.

But things are changing, led by a raft of small companies who believe being kind to the planet is also good for profits.

"Do you want to wear clothes that pollute the earth?" asks the owner of Triple2 Eco Bike Wear. "No, neither do we," said Matthias Dreuw.

Other company principals concur. Just as leaders in the outdoor industry have become far more eco-conscious, so some bike apparel company executives are urging others to do the same.

Michael Spitzbarth of Bleed, Dominik Kronauer of Local, Peter Rauber of Maloja, and Christine Schumacher of Fanfiluca all have increased their emphasis on sustainable production methods and the use of eco-friendly fabrics and treatments.

The use of recycled fibers and fabrics is on the increase, including the collection and recycling of used garments.

American brand Pactimo uses polyester from recycled PET for all their bike jerseys.

"Sustainability is a major issue for our company," said Stefan Weiss of Pactimo's German distributor. At Eurobike, Pactimo is launching a return-to-recycle program for its products.

Sugoi of Canada manufactures a number of garments using recycled PET yarns.

"We work closely with our vendors to reduce the use of water in the production process, and to recycle as much as possible," said Sugoi product manager Pascal Wehr. "We also aim to optimize the supply chain, and fabric and trim sourcing."

Vaude has ambitions of

polyester fibers from PET bottles throughout the whole collection of polyester garments, including their waterproof range with a Sympatex membrane.

All fabrics and fibers used by Bleed are certified by the Global Organic Textile Standard, or can feature the Eco Logo issued by Eco Sustainable Textile. Bleed also uses Kapok, a fiber made from the seeds of the kapok tree.

Triple2 blends its recycled polyester with hemp. Its aim is to "combine super functionality with a casual look...for nature trails and urban paths," Dreuw said.

Triple2 works with soft, functional fabrics to avoid what Dreuw calls the "plastic sports look." The company uses organic hemp, organic cotton and Merino wool as well as recycled polyester.

Making sustainable apparel isn't all about sourcing eco fabrics. It's also about reducing the transport-related carbon footprint and steering clear of sweatshops.

Fanfiluca, Bleed and CEP have production facilities in Italy, Switzerland and Germany.

To date, cycle apparel sustainability seems to be a concern of smaller, niche players. But in time, consumers may start asking why the bigger companies aren't doing their part, too.

✂ **RALF STEFAN BEPLER.**

becoming "Europe's most environmentally friendly outdoor supplier."

Right now it has just three jerseys made from recycled polyester in an apparel collection of nearly 130 pieces. However, 61 of these use Bluesign-certified fabrics. Bluesign is a sustainable fabrics certification and education scheme that is popular in the outdoor industry.

Triple2 and Bleed use recycled



TRANSPORT GUIDE

EUROBIKE COMMUTER SERVICES

Whether you're arriving in Friedrichshafen by plane, ship or train, Eurobike offers many shuttles that bring you to the international hub of the bicycle world at Messe Friedrichshafen, and back again.

HOTEL SHUTTLES

NO STRESS AND NO COST

Take your time at breakfast. The Eurobike hotel shuttle will pick you up at your hotel, or close by. Ten shuttle lines connect the region between Bregenz, Austria, in the east; Überlingen, Germany, in the west; and Ravensburg, Germany in the north. There's no easier way to get to the show!



Bus Stop / Haltestelle	Tour 1	Tour 2
Meersburg Kirche*	7:33	9:03
Meersburg Sabaheim*	7:35	9:05
Hagtau Mitte*	7:39	9:09
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:00
Sat/Sa 03.09.	18:30	

Bus Stop / Haltestelle	Tour 1	Tour 2
Salem Hotel Schwanen*	7:11	8:41
Salem Hotel Recks*	7:16	8:46
Salem Hotel Apfelbüte*	7:18	8:48
Bematingen Markdorferstraße*	7:23	8:53
Markdorf Bahnhofstraße (Reisebüro Lippmann)*	7:28	8:58
Markdorf Hotel Wirthshof*	7:33	9:03
Markdorf Hotel Letze*	7:35	9:05
Oberteuringen Hotel Adler*	7:41	9:11
Ailingen Hauptstraße*	7:49	9:19
Ailingen Rathaus*	7:51	9:21
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:05
Sat/Sa 03.09.	18:30	

Bus Stop / Haltestelle	Tour 1	Tour 2
Weingarten Post*	7:17	8:47
Weingarten Charlottenplatz*	7:20	8:50
Weingarten Linse*	7:21	8:51
Ravensburg Marienplatz*	7:30	9:00
Meckenbeuren Hotel Wiesental*	7:42	9:12
Meckenbeuren Buch*	7:43	9:13
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:00
Sat/Sa 03.09.	18:30	

Bus Stop / Haltestelle	Tour 1	Tour 2
Wangen Hotel Waltersbühl*	7:00	8:45
Wangen Bahnhof*	7:05	8:50
Neukirch Rathaus*	7:23	9:08
Tannau*	7:30	9:15
Tettnang Bärenplatz*	7:35	9:20
Tettnang Seestrasse*	7:37	9:22
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:45
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:20
Sat/Sa 03.09.	18:30	

Bus Stop / Haltestelle	Tour 1	Tour 2
Überlingen / Andelshofen Hotel Johanniter Kreuz*	6:54	8:39
Überlingen ZOB*	6:59	8:44
Mühlhofen Hotel Kreuz*	7:12	8:57
Oberruhlingen Marktplatz*	7:18	9:03
Unteruhldingen Meersburgerstraße*	7:21	9:06
Immenstaad Rathaus*	7:37	9:22
Immenstaad Dornier*	7:40	9:25
Fischbach Hotel Maier*	7:43	9:28
Friedrichshafen Hotel Föhr / Albrechtstraße*	7:49	9:34
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:45
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:20
Sat/Sa 03.09.	18:30	

Bus Stop / Haltestelle	Tour 1	Tour 2
Nonnenhorn Hotel Zum Torkel*	7:25	8:55
Nonnenhorn Hotel Haus am See*	7:30	9:00
Kressbronn Strandhotel Nonnenhorner Straße*	7:32	9:02
Kressbronn Hauptstraße*	7:35	9:05
Gohren Langenargenstraße*	7:40	9:10
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:00
Sat/Sa 03.09.	18:30	

Bus Stop / Haltestelle	Tour 1	Tour 2
Lindau Bahnhof (Island/Insel)*	7:17	8:47
Lindau Casino/Spielbank*	7:20	8:50
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:00
Sat/Sa 03.09.	18:30	

Bus Stop / Haltestelle	Tour 1	Tour 2
Neuravensburg Schwarzenbach*	6:59	8:34
Neuravensburg Gasthof Hirschen*	7:02	8:37
Weißensberg/Rehlings B12*	7:09	8:44
Lindau-Reutin Rathaus*	7:12	8:47
Lindau Berlinerplatz/Lindaupark*	7:14	8:49
Lindau Aeschacher Hof*	7:17	8:52
Bad Schachen Kreuzung Schachenstr./Badstr.*	7:25	9:00
Wasserburg Bahnhof*	7:35	9:10
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:35

Departure Zurich Airport	8:00	9:00	10:00	11:00	12:00
30.8.	7:30	8:00	8:30	9:00	10:00
31.8.	7:30	8:00	8:30	9:00	10:00
01.9. - 02.9.	7:30	8:00	8:30	9:00	11:00
03.9.	8:00	9:00			
Departure Eurobike (Entrance West)					
30.8.		16:00	17:00	18:00	19:00
31.8.					
01.9. - 02.9.	14:00	15:00	16:00	17:00	18:00
03.9.	14:00	15:00	16:00	17:00	17:30

Departure Memmingen Airport	08:30	10:30	15:30	17:00	
31.8. - 03.9.					
Departure Eurobike (Entrance East)					
31.8. - 03.9.	07:30	09:30	13:00	16:00	18:30

18 Airport Express AIRPORT FRIEDRICHSHAFEN	From/Von	Time/Takt	Till/Bis
Airport / Flughafen	8:15 (8:47)	15/47	19:15 (18:47)
EUROBIKE Entrance East/Eingang Ost	8:23 (8:55)		19:23 (18:55)
Departure / Abfahrt			
EUROBIKE Entrance East/Eingang Ost	8:25 (8:57)		19:25 (18:57)
Airport / Flughafen	8:33 (9:05)	25/57	19:33 (19:05)

FREE RENTAL BIKES

During Eurobike a total of 300 rental bikes will be available at various locations – and they're free!

Visitors and exhibitors can make their way to the exhibition center easily and quickly. And what could be a more fitting way of arriving at the world's biggest bicycle show? In the evening, it's easy to get back to their starting point. Get in the Eurobike mode before you even reach the center. And the best thing about the bike rental service: it's free. For more details, see <http://eurobike-show.com/eb-en/travel-accommodation/travel-bike.php>.

RENTAL PROCESS

Call the Rental Hotline (24-hours daily from Aug. 31 to Sep. 3): **+49 30 69205046**. A credit card is required when booking. You'll receive a code to open a bicycle's lock. Off you go!

RENTAL STATIONS

- Exhibition Grounds Entrance West (staffed, open all day);
- Hymer City;
- Camping Park;
- Exhibition Grounds Entrance East;
- City Centre Train & Bus Station;
- Harbour Ferry & Bus Station;
- FN Airport at DB-Stop;
- Several hotels

FRIDAY: AFTER-PARTY SHUTTLE

Why worry about how to get back to the hotel when you'd rather be partying?

Relax. On Friday, Sept. 2, Eurobike organizes a free After Party Shuttle Service. There will be four bus routes: Überlingen, Oberteuringen, Weingarten and Bregenz, Austria. Shuttles start at 0:30 from Entry West.

AIRPORT & TRAIN/ FERRY SHUTTLES

At left is a table for bus shuttled running from Memmingen Airport, Zurich Airport and Friedrichshafen Airport to Eurobike and back.

FERRY SERVICES

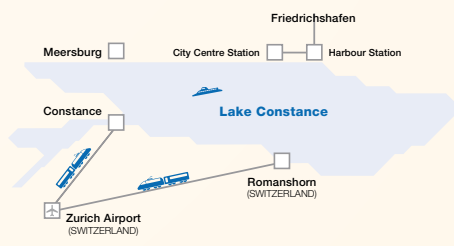
You can also reach Eurobike by ferry across beautiful Lake Constance.

The Lake Constance ferry ("Bodenseefähre") connects Konstanz, southwest of Lake Constance, with Meersburg, east of Friedrichshafen. Or you take the catamaran from Konstanz directly to Friedrichshafen. Finally there is also a connection between Romanshorn, Switzerland, south of Lake Constance, to Friedrichshafen. Below are the schedules.

Departure Constance / Abfahrt Konstanz	From/Von	Till/Bis
Mon - Fri / Mo - Fr	00:05 every/alle 60 min 05:35 every/alle 15 min 21:05 every/alle 30 min	05:05 20:50 23:05
Sat - Sun / Sa - So	00:05 every/alle 60 min 06:35 every/alle 30 min 07:35 every/alle 15 min 21:05 every/alle 30 min	06:05 07:35 20:50 23:05

Departure/Abfahrt Romanshorn	From/Von	Till/Bis
Mon - Fri / Mo - Fr	05:36 every/alle 60 min	21:36
Sat / Sa	07:36 every/alle 60 min	21:36
Sun / So	07:36	20:36

Bus Stop / Haltestelle	Tour 1	Tour 2
Neuravensburg Schwarzenbach*	6:59	8:34
Neuravensburg Gasthof Hirschen*	7:02	8:37
Weißensberg/Rehlings B12*	7:09	8:44
Lindau-Reutin Rathaus*	7:12	8:47
Lindau Berlinerplatz/Lindaupark*	7:14	8:49
Lindau Aeschacher Hof*	7:17	8:52
Bad Schachen Kreuzung Schachenstr./Badstr.*	7:25	9:00
Wasserburg Bahnhof*	7:35	9:10
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:35





Updated: 2011/06

FRIEDRICHSHAFEN TOURIST GUIDE

01 PALACE CHURCH (SCHLOSSKIRCHE)

The palace church - with two 55m high domed towers made from Rorschach sandstone - is the city's landmark. **VISITING HOURS:** Easter to mid Oct. 09:00-18:00. Closed: Wed. from 14:30, Fri. until 11:00, mostly Sat. & Sun. mornings and during wedding ceremonies.
INFO: Tel. +49 (0)7541 21308.

01 PALACE (SCHLOSS)

The palace is now the residence of Friedrich Duke of Württemberg (no inside viewing possible).

02 DUKE ZEPPELIN HOUSE (GRAF-ZEPPELIN-HAUS)

Culture and Congress Centre. **INFO:** Tel. +49 (0)7541 2880. Web: www.gzh.de.

03 SCHOOL MUSEUM (SCHULMUSEUM)

From convent schools to modern schools - more than 1,000 years of school history. **OPEN:** Apr. to Oct. Mon.-Sun. 10:00-17:00. Nov. to Mar. Tue.-Sun. 14:00-17:00. **INFO:** Tel. +49 (0)7541 32822. Web: www.schulmuseum-fn.de.

04 LAKESIDE PROMENADE (UFERPROMENADE)

Attractive lakeside promenade looking out on Lake Constance.

05 POST OFFICE (POSTAMT)

06 ZEPPELIN MEMORIAL (ZEPPELIN-DENKMAL)

Monument created by the sculptor Prof. Toni Schneider-Manzell.

07 CITY CENTRE STATION (STADTBAHNHOF)

Trains and buses.

08 TOURIST INFO (TOURIST-INFORMATION)

OPEN: Apr. & Oct. Mon.-Thu. 09:00-12:00 & 14:00-17:00. Fri. 09:00-12:00. May-Jun. & Sep. Mon.-Fri. 09:00-12:00 & 13:00-18:00. Sat. 09:00-13:00. Jul.-Aug. Mon.-Fri. 09:00-18:00. Sat. 09:00-13:00. Nov.-Mar. Mon.-Thu. 09:00-12:00 & 14:00-16:00. Fri. 09:00-12:00. **INFO:** Tel. +49 (0)7541 30010. Web: www.friedrichshafen.info.

09 ZEPPELIN FOUNTAIN (ZEPPELIN-BRUNNEN)

In the year 2000 (the 100th anniversary of the Zeppelin), the fountain was reconstructed according to the original one built in 1909.

10 MUSIC PAVILION (MUSIKMUSCHEL)

Venue for promenade concerts during the summer months, mostly Wednesdays at 20:00 and Sundays at 10:30. **INFO:** Duke Zeppelin House (Graf-Zeppelin-Haus). Tel. +49 (0)7541 2880. Web: www.gzh.de.

11 BOAT OF SOUNDS (KLANGSCHIFF)

After its long journey to Sarajevo (the twin town of Friedrichshafen), the Boat Of Sounds (created by the Breisgau artist Helmut Lutz) finally dropped anchor here.

12 BOAT RENTAL (BOOTSVERMIETUNG)

Rent electric boats, motor boats, rowing boats and pedal boats.

12 BOAT RENTAL (BOOTSVERMIETUNG)

INFO: Boat Rental Christiane (Bootsvermietung Christiane): Tel. +49 (0)160 2501606. Web: www.bootsvermietung-christiane.de. Boat Rental Fluck (Bootsvermietung Fluck): Tel. +49 (0)171 6509249. Web: www.bootsvermietung-friedrichshafen.vpweb.de.

13 PANORAMIC DISPLAY BOARD (PANORAMATAFEL)

The alpine panorama at a glance. On a 4-metre viewing board along the promenade you can see a panoramic view from the Rätikon mountains all the way to the Bernese Alps.

14 NICOLAS CHURCH (ST.-NIKOLAUS-KIRCHE)

The Nicolas Church was first mentioned as a chapel in 1325. Destroyed during in 1944 at the end of World War II, the church was reconstructed between 1946 and 1949. The present interior design is from 1987.

15 TOWN HALL (RATHAUS)

Right in the centre of town, the Town Hall was newly built between 1953 and 1956 by the architects Tiedje & Kresse.

16 BUCHHORN FOUNTAIN (BUCHHORN-BRUNNEN)

Designed by the artist couple Rumpf, the stylized beech tree (together with a horn lying in the fountain basin) symbolizes the word "Buchhorn", the former name of Friedrichshafen.

17 BOAT TRIPS (RUNDFAHRTEN)

From May to September. **INFO:** Seeschwalbe Boat Trips (Seeschwalbe Rundfahrten): Tel. +49 (0)170 3457430. Web: www.rundfahrtenschiff-seeschwalbe.de.

18 VIEWPOINT TOWER (MOLETURM)

Enjoy the unique panoramic view over Lake Constance and the Alps from the 22-metre viewpoint tower at the boat harbour. A panorama display board gives you a detailed overview.

19 K42 MEDIA & BUSINESS HSE. (MEDIEN- & GESCHÄFTSHAUS)

Town library with focus on new media, cabaret stage.

20 BOATS, FERRIES & CATAMARAN HARBOUR (HAFEN FÜR SCHIFFE, FÄHREN UND KATAMARANS)

Round trips and regular routes during the season. Ferry service to Romanshorn and Catamaran service to Constance all year round.

20 BOATS, FERRIES & CATAMARAN HARBOUR (HAFEN FÜR SCHIFFE, FÄHREN UND KATAMARANS)

INFO: Lake Constance Boating Companies Travel Centre (Bodensee-Schiffsbetriebe Reisezentrum):

Tel. +49 (0)7541 9238389. Web: www.bsb.de.

Catamaran Operator Lake Constance (Katamaran-Reederei Bodensee):

Tel. +49 (0)7541 9710900. Web: www.der-katamaran.de.

21 ZEPPELIN MUSEUM (ZEPPELIN MUSEUM)

The world's largest exhibition on the history of airship navigation as well as an important collection on art in Southern Germany.

OPEN: May. to Oct. Mon.-Sun. 09:00-17:00. Nov. to Apr. Tue.-Sun. 10:00-17:00.

INFO: Tel. +49 (0)7541 38010. Web: www.zeppelin-museum.de.

22 HARBOUR STATION (HAFENBAHNHOF)

Ferries and buses.

23 ADULT EDUCATION CENTRE (VOLKSHOCHSCHULE)

Further addresses (not indicated on town centre map) ...

A. Lake Constance Centre & Cinema (Bodensee Center & Kino):

Meistershofener-Str. 14. Web: www.bodensee-center.de.

B. Dornier Museum Friedrichshafen (Dornier Museum Friedrichshafen):

100 years of fascinating aviation and aerospace industry.

Claude-Dornier-Platz 1. Tel. +49 (0)7541 4873600. Web: www.dorniermuseum.de.

C. Lake Constance Airport Friedrichshafen (Bodensee Flughafen Friedrichshafen):

Am Flugplatz 64. Tel. +49 (0)7541 28401. Web: www.fly-away.de.

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HARTJE Hermann Hartje KG
e-mail: info@hartje.de

EAT LIKE A LOCAL AT EUROBIKE WHERE TO FIND LIP-SMACKING AND LEISURELY LAKESIDE DINING

Friedrichshafen offers many excellent hotels and restaurants. The city of about 58,000 inhabitants is located at the border triangle, where Germany, Austria, and Switzerland meet. Eurobike visitors have no shortage of great restaurants for dining out.

The Eurobike Show Daily will highlight several of these places over the next four days. Thanks to the City of Friedrichshafen for providing the information. Today: Three by the lake.

BEST WESTERN HOTEL GOLDENES RAD

At the heart of the city center, the Best Western Hotel Goldenes Rad offers cuisine that goes far beyond basic dishes.

The menu ranges from chanterelles, Thai vegetable curry, and Spanish turbot to Senegalese red snapper on garlic spinach. Of course there are many Lake Constance fish specialties as well.



HOTEL GOLDENES RAD.

Those who like good, solid food will enjoy the Swabian ox muzzle salad.

For lunch, hungry tourists and busy showgoers will be spoiled with homemade "Kässpätzle" (cheese spaetzle) or boiled beef Viennese-style in horseradish sauce. The restaurant's owner, Philip Jehle, who operates the Goldenes Rad with his brother,

Kasimir, welcomes his guests personally with a friendly "Enjoy your meal." The place is known for its fine wines such as Château Lafite or bio-pinot blanc from Hagnau. It pays to dive deeper into the wine list for hidden treasures.

The charming hotel is only 30 meters from the lake, the waterside promenade and the harbor and has offered comfort, professionalism and friendliness for three generations. A big breakfast buffet completes this restaurant's ability to care for visitors' well-being. The Goldenes Rad is an oasis at the heart of the city, right on Lake Constance.

ADDRESS/CONTACT

Karlstrasse 43
(in downtown pedestrian zone)
Friedrichshafen

Tel: +49 (0)7541 2850
Email: info@goldenes-rad.de
Web: http://goldenes-rad.de

HOTEL TRAUBE AM SEE

Not far from Friedrichshafen at the lakeside in Fischbach is Hotel Traube am See. Here you can enjoy a special seasonal treat, the "Sommer-Sonne-Grillgenuss" (Summer-Sunshine-Barbecue).



HOTEL TRAUBE AM SEE.

Starting at the end of July, the hotel hosts this famous evening barbecue on the restaurant terrace. The menu includes regional and international barbecue specialties. The main restaurant is located in the historic half-timbered hotel building. Adding atmosphere to the comfortable restaurant is big, natural-stone fountain, oak timbers and a brick floor. Cozy corner benches invite you to stay and relax.

Culinary choices leave nothing to be desired. Diners can choose between:

- ★ Whipped lobster soup with lime ravioli;
- ★ Fine Argentinean beef fillet;
- ★ North German green cabbage with "Kassler" (smoked pork chop), and "geraute Kohlwurst" (strongly smoked sausage);

★ Other regional delicacies.

Near Lake Constance, the Hotel Traube am See also has a winter garden and a rustic parlor.

ADDRESS/CONTACT

(100 meters from waterfront)
Friedrichshafen-Fischbach

Tel: +49 (0)7541 4741
Email: info@traubeamsee.de
Web: http://traubeamsee.de

FAMILY HOTEL MAIER

The Family Hotel Maier, also in Friedrichshafen-Fischbach, offers a choice of international cuisine and rustic meals. Guests can find exquisite dishes including many regional specialties.



FAMILY HOTEL MAIER.

Comfortable seats in the winter garden invite diners to linger, while a hearty breakfast buffet helps guests start the day. Those who prefer a lighter cuisine will find it on Hotel Maier's menu with such dishes as:

- ★ Lake Constance whitefish fillet, marinated in radish vinaigrette with potato-cucumber salad;
- ★ Chanterelle risotto with king prawns;
- ★ Grilled scallops in basil butter served with zucchini carpaccio.
- ★ Traditional breaded pork chop with potato-cucumber salad.

ADDRESS/CONTACT

Poststrasse 1-3
Friedrichshafen-Fischbach

Tel: +49 (0)7541 4040
Email: info@hotel-maier.de
Web: http://hotel-maier.de

Whether you're hosting a business meal, feasting on barbecue or indulging in a romantic gourmet dinner, Friedrichshafen's restaurants offer something for everyone. Information provided by the City of Friedrichshafen.

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www.cleanmobile.com



clean mobile

Forthright

NEW PRODUCTS

VAUDE GRAVITY BACKPACKS



B5-400



Vaude has developed a line of tough mountain biking packs under the motto "Performance Meets Ecology".

From the Gravit 10+3 daypack to the full-featured, trans-mountain Gravit 30+5 backpack, all models bear the Green Shape label, which means they meet Vaude's highest ecological manufacturing standards. All Gravit Series packs are made from top quality material certified in accordance with the bluesign standard.

HAIBIKE GREED 29

The Haibike "Greed 29" combines race technology with the ideology of 29ers in a novel way. While giving the rider good control in aggressive maneuvers, the Greed 29 offers comfort which is unknown in the high-end segment.

A4-100



The TwentyNiner follows the design language of Haibike: the flowing dynamic of the carbon frame, the tense lines and sporty graphic accents. The Haibike Greed 29: High-end meets BigFoot.

SELLE SAN MARCO PROTEK



San Marco's new "collezione" presents a new category of saddles: the Protek, for riders who spend many hours off-road in the saddle.

San Marco has boosted the saddle's resistance and its capacity to withstand wear and tear. Silicone supports on the sides protect against friction. Although the Protek is intended for off-road use, it is also suitable for road rides.



B3-407

ACROS A-GE HYDRAULIC SHIFTING SYSTEM



Acros presents its new hydraulic shifting system, Acros A-GE.

The made-in-Germany product is currently the lightest gear shifting system on the market.

A2-100



KTM MACINA 29 MTB PEDELEC

A4-300

KTM is expanding its MTB pedelec range with a 29er. The Macina 29 is equipped with the new Bosch e-bike kit, featuring a 250W drive unit and a 36V battery pack.



Fitted with a Shimano Alfine internal hub, with eleven gears, the Macina 29 is available in 43, 48, and 53cm frame sizes.

R&M CULTURE HYBRID

Rohloff, Bosch and Riese & Müller. There's not much more one can add in terms of quality, function and precision from these icons of German bicycle engineering.



A2-306B

The Riese & Müller's Culture Hybrid Rohloff pedelec combines these three brands in one bike. R&M have used this design in an un-electricified version. For the new electric version, engineers sought to design a classy system with the best integration of the drive system possible.

HT COMPONENTS ME01T

HT's new Evo pedal series is made of extruded, CNC-optimized magnesium or aluminum with extra wide platform.

Twenty adjustable pins per pedal allow the rider to find the perfect adjustment, while a proprietary and durable HT Evo bearing allows the pedal to spin smoothly.

The HT-ME01T model is an ultra-thin, very lightweight magnesium pedal that weighs only 234 grams per pair and has 10 replaceable grip pins on each side of the pedal.



B2 507-23

GHOST BIKES PEDELEC LINE

B1-400



Experience a new way of cycling with Ghost Bikes' pedelec line. With an electric Ion technology drive system, the new bikes provide silent transportation while saving energy.

Redefine riding fun by choosing between three 26-inch models, each in a men's and women's version.



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SPECIALIZED POOLS EUROPEAN DESIGN TEAM IN SWITZERLAND

After two years of preparation, Specialized has opened its latest office in Cham, Switzerland, where the U.S. bicycle brand is concentrating a large portion of its European activities.

Cham sits near the transition from the Alps to the flatter Swiss midlands, and is less than 50 kilometers (31 miles) from the Zurich airport. Specialized employs 20 people in the Cham office, 10 of them in development and the rest in administration. The office oversees distribution and finances for Specialized importers and distributors in Europe, Africa and the Middle East.

The Swiss development team designs special models for the European market. The company said the group would adapt city and trekking bikes to fit European tastes, as well as mountain bikes and road bikes.

Europe's significance to Specialized is illustrated by the list of well-known names that the company has hired to work in Cham.

THE SPECIALIZED SOURCE ELEVEN, DEVELOPED IN SWITZERLAND BY MARK FAUDE.



SPECIALIZED PRODUCT MANAGERS MARCO SONDEREGGER (RIGHT) AND MARK FAUDE INTRODUCE THE NEW EUROPEAN MODELS AT THE CHAM, SWITZERLAND, OFFICE.

In addition to flagship designer Jan Tavalasek, Marco Sonderegger, product manager for trekking bikes, has relocated to Cham from Specialized headquarters in Morgan Hill, California.

Amber Lucas, the Globe developer, and Rob Meyer of the road bike division also provide support.

Marc Faude, the former city and e-bike developer for Trek brands Villiger and Diamant, has worked in Cham for a year and helped develop Specialized's 2012 line.

His influence is most apparent in the new Source and Crossover series, which Specialized is hoping will help establish its name in the sporty everyday bicycle segment. **SR**



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