



# SHOW DAILY

## 'THE SUN IS SMILING'

3 DEMO DAY WAS ALL THEY COULD ASK

## DAY OF THE CONCOR

SAN MARCO REVIVES A CLASSIC 25

## HAPPY ANNIVERSARY

4 EUROBIKE IS 20 YEARS OLD

## FAST, FUN AND FRIGHTFUL

MAKING FAST PEDELECS SAFER 28

## 'BRAKING' INTO THE BUSINESS

10 GERMANY'S SCHOOLBOY INVENTOR

## GERMANY CHARGES AHEAD

TAKES TOP SPOT FOR E-BIKE SALES 43

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All the available models and more info on our website [www.sellesanmarco.it](http://www.sellesanmarco.it)

# 'THE SUN IS SMILING' AS DEMO DAY TURNS FIVE

**"Everything is great!" exclaimed Dirk Sandrock, founder of O-Synce, as he took part in Demo Day yesterday. "The sun is smiling, the people are smiling—what more could you ask for?"**

For many attendees, Demo Day was about as good as it gets. Eurobike's fifth Demo Day, amid the green, tranquil pastures of Ratzenried, attracted 1,840 retailers and—almost as important for many exhibitors—more than 600 journalists from 24 countries. Some 116 companies and brands participated.

"We couldn't have a better trade show opener. EDD offers a unique mix of a trade show and a bike festival, and is well appreciated by our customers," said Klaus Wellmann, CEO of Messe Friedrichshafen.

One gauge of Demo Day's success was the empty exhibitor tents.

"The sun is shining, the bikes are out," said Arthur Gala of Kona, who stood amidst a completely empty tent except for a bike on a stand that a mechanic was prepping for its next customer. "Last year, because of the rain, it was not as good."

Nearby at Colnago, a nearly identical response. "Every bike is out. Everything is good," Colnago's Eugenio Conti said.

Not all exhibitors cared about having products for visitors to demo. Schoeller, the Swiss manufacturer of technical fibers and fabrics, attended Demo Day for the first time to spread the word about the technologies—such as ColdBlack, NanoSphere, Energear, and others—that its partners use in their apparel lines.

"Demo Day is new for us, and we thought we'd give it a try," said Ansgar Fritschle of Schoeller's marketing department.

"We want to keep people's attention with these new technologies. They are all relevant, and I think the target group's perfect. We will see after this day if there was a lot of interest or not." But for most exhibitors, Demo Day was about getting as much product on or under as many people as possible.

"It's fantastic. It's crowded. It's a great atmosphere. Everyone is excited," said Joshua Hon, general manager of new folding bike company Tern Bicycles. "It's good for us. The urban segment is big over here. Even if there are many sportive bikes around—the interest in the urban market is huge."

At Thun, which was exhibiting for the first time, "for us it was super," the company's Janine Neumann said. "And even if this test event is more focused on sports bikes, we were able to get some mountain and road bikers on our new pedelec system. We received a really good response for it."



MORE THAN 2,400 RETAILERS AND JOURNALISTS ATTENDED YESTERDAY'S DEMO DAY. © BW

"We are super happy," said Frank Stollenmaier, general manager of Brake Force One. "The weather here is much better than it was at Bike Expo's Demo Day. Over there we had a lot of rain," he said referring to an earlier show in Munich.

Retailer Hofmann Helmut, who owns Hofmann Bike Shop in Halblech, Germany, said he's been coming to Eurobike since it started 20 years ago. "Today the weather is perfect for bike testing," Helmut said, adding that he planned to try e-bikes and then some mountain bikes. ■ DM

## CONTENTS

FEATURED IN THIS ISSUE ...

**04 Eurobike Turns 20**  
German retailers ride out storms

**05 Vitus Signs**  
Chain Reaction meets the media

**07 Vox Pop**  
Has financial crisis affected you?

**10 The Force is With Him**  
Young designer brakes into field

**16 Aero Exercises**  
How far will aero road trend go?

**18 A New E-Bike Formula**  
Formula 1 driver helps JD

**24 Big Wheels Keep Turning**  
Europe shows big love to 29ers

**25 Day of the Concor**  
Selle San Marco revives classic

**28 Speed Thrills Fast pedelecs**  
need better safety

**30 Bold Statements New apparel**  
explodes with color

**32 Di2 Moves Downstream**  
Shimano makes Ultegra electric

**34 Painting Sundern Orange**  
SKS' new conference center

**40 DT Swiss is Going Places**  
Company expands globally

**43 A Charged-Up Market**  
Germany takes lead in e-bikes

**45 New Products**  
See the latest and greatest

ON THE COVER: SABRINA LAWSON, "MISS OBERSCHWABEN," AT DEMO DAY.  
© BERNHARD WROBEL

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POWER SUPPORT TECHNOLOGY

AGT EUROBIKE LAUNCH

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SHOW-STAGE IN FOYER EAST

# EUROBIKE CELEBRATES 20TH AS GERMANY'S RETAILERS RIDE OUT TURBULENT WEATHER

**Germany's bike business continues to do well despite economic turbulence, according to industry organizations and business leaders who spoke at yesterday's Eurobike press conference.**

It is the turbulence from real weather that has had the most impact on sales. Retailers in Germany experienced an exceptional start to the sales season, but poor weather in June, July and August largely erased the early gains. Overall, it's expected that 2011 sales will be on par with last year's numbers.

Messe Friedrichshafen CEO Klaus Wellman took a look back at the development of the world's biggest bike show, which started 20 years ago.

The original Eurobike began with just 268 exhibitors at the "old" fairground, much smaller than today's modern complex. This year the show welcomes 1,180 exhibitors from 45 countries, with over 300 products premiering exclusively at Eurobike.

Originally known as a mountain bike event, the show now covers every aspect of the bicycle business, attracting over 40,000 visitors from around the world along with 1,700 journalists from 35 countries.

The panel at the opening press conference traditionally includes two representatives from industry associations and two business leaders.

This year, Siegfried Neuberger, CEO of ZIV (Germany's Two-wheeler Industry Association) and Thomas Kunz, CEO of VDZ (association for the two-wheeler business) presented their takes on the state of manufacturing and sales in the German market. Neuberger said that total production in Germany rose slightly in the first half of 2011 to 1.73 million units—up 3 percent compared to the same period last year.

Bike imports rose by about 4 percent

in the first half, to 1.83 million units. The average value of imported units rose by about 10 percent compared with the previous year.

In terms of volume, Thailand has overtaken Taiwan as the largest bike exporter to Germany, thanks to shipments from Strongman and Bangkok Cycle. Domestic consumption (production plus imports minus exports) was 2.9 million in the first half, up about 2.1 per cent.

The trend towards e-bikes continues unabated, Neuberger said. However, rising e-bike sales have not led to overall market growth. Consumers instead are apparently deciding to buy an e-bike instead of a city or trekking model. The impact on sales value has of course been substantial, and ZIV expects this to continue.

Giving the perspective of Germany's bike retailers, VDZ CEO Kunz said turnover in 2010 was about €3.2 billion, with bicycles accounting for 53 percent of revenues. The remainder came from sales of accessories and services. Average bike prices rose from €446 in 2009 to €460 in 2010, an increase that is largely explained by the increase in e-bike sales.

Derby Cycle boss Mathias Seidler explained the reasons behind his firm's stock exchange listing earlier this year, including access to investment and the company's desire to remain independent. Derby is the market leader in e-bikes in Germany, and Seidler expects continued strong growth in the segment.

Specialized VP Bob Margevicius also spoke about his vision for the future of the industry, starting with a story about a young cyclist he met in Southeast Asia. "This kid was on a domestically made bike. His equipment was not the best, but he was well able to keep up with me and he had dreams of cycling in the Olympics," Margevicius said. "This is the future of cycling."

Pointing to double-digit sales growth for recreational bikes in China, he emphasized how important the markets in China, India and Southeast Asia were becoming for the industry. In the developed world, he stressed the need for education and advocacy to reverse the disastrous decline in bicycle use by school-age children over the last 40 years. ■ TK



## SUPPORT WILDCATS WITH VELO & GET A SENSO WILDLIFE T-SHIRT

**Velo Enterprise has partnered with South African Airways, South African Tourism, bike magazine aktiv Radfahren and the conservation organization Panthera, to support the preservation of wild cats.**



Since April 2011 a sweepstakes in which two winners are given a trip to South Africa has stirred interest for the Senso Wildlife campaign ending on October 20, 2011.

Throughout the promotional period, a portion of the proceeds from the sale of Senso saddles are designated for the conservation organization Panthera, a leader in advancing actions globally to preserve wild cats.

Take part in the Senso Wildlife contest by completing the form at Velo's booth and receive a free Senso Wildlife T-shirt.

## BE 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.



## 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.**



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.

# CHAIN REACTION COURTS THE PRESS AT DEMO DAY

**Chain Reaction Cycles of Northern Ireland is a big online bike retailer whose aggressive pricing, has long ruffled feathers, from its home market as far away as Australia.**

So Chain Reaction's presence at Demo Day turned some heads. Was the Internet bike store about to offer its house brand of bikes to brick-and-mortar retailers?

Not exactly. Chain Reaction came to Demo Day because it's also a great place to see journalists from around the world, not just retailers.

And the company is getting some help from former professional cyclist Sean Kelly.

"We're here at Eurobike to give the press a sneak preview of the new range," said Damien Duggan, Chain Reaction's marketing manager.

"Eurobike offers a huge opportunity to meet the world's bike media."

Vitus has been the house brand for Chain Reaction since 2010, when the family-owned business bought the brand name from its French owners.

Vitus was big in the 1970s and 80s and was noted for its lugged aluminum frames. In the early 1980s, Vitus was one of the first companies to start producing carbon bikes.

Professional rider Sean Kelly of Ireland won many of his sprint victories—and Tour de France green jerseys—on a Vitus aluminum bike. Kelly is now the "brand ambassador" for Vitus.



CHAIN REACTION'S DAMIEN DUGGAN (LEFT) HANDS A SEAN KELLY VITUS TO ... SEAN KELLY HIMSELF.

Chain Reaction is producing a signature Sean Kelly Vitus bike and will make 75 of them this year, retailing for £2,999 (€3,400.)

The carbon monocoque frame has geometry supplied by Kelly, including a shorter-than-usual top tube. The bike is equipped with Dura-Ace, but not Di2. Kelly said he prefers the feel of mechanical gears.

In 2010, CRC made 13 Vitus models; this year that expands to 23, including full-suspension mountain bikes and a 29er city bike.

■ CR

A5-411



## SELLE ROYAL INVESTS IN RETÜL BIKE FITTING FIRM

**Selle Royal Group has invested in Retül, a Boulder, Colorado company that invented a bike-fitting technology.**

Selle Royal, the Italian saddle and component manufacturing giant, says Retül fits with its focus toward helping riders find products that will work best for them.

"While we will all continue to develop and improve product, we should all be accountable for how people interact with their bike," said Nicola

Rosin, a sales and marketing director for Selle Royal.

Retül, founded in 2007, provides high-tech bike fitting, education and software that is designed to help bike fitters make objective and accurate fit decisions.

According to Retül, a proper bike fit is one of the single most important factors for optimal performance and efficiency, injury prevention, and comfort on the bike. ■ TK

A5-401

## EVENT GUIDE

### WHAT'S ON TODAY?

#### ALL DAY

**EUROBIKE AWARD 2011**  
Foyer West

**EUROBIKE VISION Aerodynamic bicycle construction**  
Foyer West

**Stars on stage**  
Foyer East

**11:00**

**EUROBIKE Fashion Show**  
Foyer East

**Corratec Event: Revolution & X-Bow**  
Hall B1-300

**13:00**

**Storck Bicycle GmbH**  
Hall A3 - 100

**14:00**

EUROBIKE Fashion Show  
Foyer East

**15:00**

**PowerBar Press Conference**  
Hall A1-206

**Taler Sports & Protective roll out the red carpet**  
Hall B5-503

**Corratec Event: Revolution & X-Bow**  
Hall B1-300

**16:00**

**EUROBIKE Fashion Show**  
Foyer East

**17:00**

**WFSGI Open Meeting: CSR for the bicycle industry**  
Room Schweiz, Conference Center West

**18:00**

**EUROBIKE AWARD - Awards Ceremony**  
Foyer East

**18:30**

**Lightweight Night-Ride**  
Powered by Sigma. For further info, call +49 (0)176 3811 5965. Meeting Point: Entrance West

Endura 18th Birthday Party  
B5-204

## THE SECRET TO GRUBER'S FEATHER-LIGHT E-BIKE? LOOK IN THE SEAT TUBE

**Austrian e-bike kit supplier Gruber Antrieb has joined forces with Steinbach Bike, another Austrian company that is equally fanatical about saving weight.**



GRUBER'S ULRIKE TREICHL WITH THE STEINBACH LODRON 29ER.

Together, the two have launched the "Steinbach Lodron," a 29er mountain bike that Gruber calls the lightest e-bike on the planet, weighing less than 10kg (22 pounds).

"Both Steinbach and Gruber are known for their lightweight products. We use our latest Gruber Assist motor control gear system named 'Vivax Assist' on this 29er," said Ulrike Treichl of Gruber.

"Vivax Assist is more quiet than before and moves on a smoother frequency."

FG-AK3

According to the company, the kit does not use sensors. It is powered by what the company describes as a helical, maintenance-free bevel gear-pair. Including the battery pack the kit weighs only 1.8 kg (4 pounds).

How did they do it? One clue is that you don't see a motor on the bike—not on the front, not in the rear, not in the middle. Instead, Gruber makes its kit invisible by mounting it in the seat tube.

Gruber says a fully charged 4.5 aH lithium ion battery will last at least 45 minutes, while an optional 6.75 aH battery will last at least 70 minutes. Production models should begin shipping in spring 2012.

■ JB

## DOWNHILL, UPHILL; IT'S ALL THE SAME WITH THE E-RIDER

**Conway is going after power-hungry downhillers who want to have as much fun going up the mountain as coming down.**

The new E-Rider Extreme is an electric bike married to a rugged downhill model. But this isn't a city pedelec. It boasts a 1kW motor (that's more than one horsepower) and a monster 695 Wh lithium-ion battery, said Andreas Banse, product manager. All of that fits within a relatively sleek 20-kilogram (44-pound) package. It's fitted with 26-inch wheels and a fork with 160mm of travel.

"It's a bike for a lot of fun," Banse said. "It's not only a downhill bike, it's a daily tour bike."

The E-Rider Extreme drew crowds at Demo Day. Development of the bike has been in the works since 2007, with well-known designer Thomas Kamm from GERMAN:A involved. Conway showed a prototype at last year's Eurobike, and now it's ready to take orders. Banse said product bikes would begin shipping by January or February 2012.

"We will start in the German market and Austria, and at the moment we are looking for distributors in other countries," he said.

Since the E-Rider Extreme isn't to be ridden like a standard pedelec, it's difficult to estimate a range for battery life. Instead, Banse said a cyclist should be able to ride with battery assist for about two hours before charging.

The E-Rider Extreme will retail for €6,999.95. The E-Rider Performance, with a 324 Wh motor, will retail for €5,499.95. ■ DM



B4-502

CONWAY'S ANDREAS BANSE WITH THE E-RIDER EXTREME.

## OLD NAME, NEW TRICKS — KREIDLER SEEKS A REVIVAL

**Boosted by a top test result for its Kreidler e-bike, the German bicycle group Cycle Union continues to breathe new life into the traditional brand.**

At Demo Day yesterday, Kreidler introduced a line of high-end mountain bikes to go with its award-winning e-bikes.

Its flagship mountain bike is the full-suspension, carbon Shutter Carbon 2.0 that will retail for €2,599, said Manuel Szech, Kreidler's product manager. "We hope other firms will see us and say, 'whoa, beautiful bikes,' what will we do in the future?" Szech said.

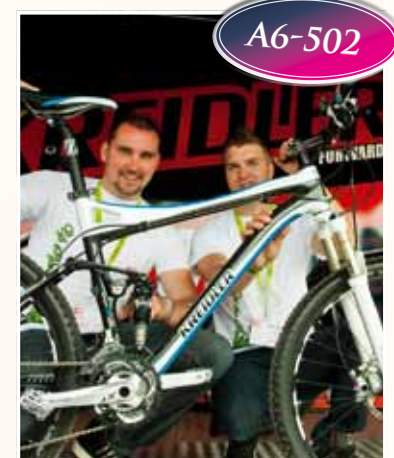
Kreidler assembles its bikes in northern Germany, near Bremen. Its main markets today are Germany, Austria and the Netherlands.

The rebirth began two years ago under Kreidler's parent company, Cycle Union, which also owns the VSF Fahrradmanufaktur, Epple and Rabeneik brands. "Our premium sports bike collection starts in the upcoming season with mountain bikes," Szech said.

The range offers hardtails, full-suspension and 29er models in aluminum and carbon. Retail prices will range from €1,299 up to the €2,599 for its flagship model.

Kreidler hopes to grow beyond the German-speaking market. "We want to create international awareness for our revived Kreidler brand. That's why we are here," Szech said.

Helping Kreidler's momentum is its recent top award in the Stiftung Warentest e-bike test for the Vitality e-bike, which uses a Bosch power system. ■ DM



A6-502

KREIDLER'S MANUEL SZECH AND BRIAN PARGMANN WITH THE NEW TOP-OF-THE-LINE MOUNTAIN BIKE

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WHOLE  
NEW  
ANIMAL

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# VOX POP HAS THE FINANCIAL CRISIS AFFECTED YOUR BUSINESS?

## HARALD TROOST

TEAM LEADER  
PROMOTION  
SHIMANO  
EUROPE  
(NETHER-  
LANDS)



**I think to a certain extent it has but overall for many people cycling is a hobby and even though there is a crisis many people are willing to spend money on hobbies.**

There are some markets that have been affected but overall I think we are in a really good, stable business and in the future it will only grow. It is a combination of environmental trends and more elderly people having money to spend on their hobby and they want to keep exercising, of course. These are all things that bode well for the future for the bike industry.

## TOBIAS SCHOENSEE

SHOP OWNER -  
RADSPORT  
SCHOENSEE,  
SOUTH  
GERMANY



SPECIALTY:  
RACING  
BIKES

**We've seen a lot of e-bike growth but more in the big cities and not so much in the countryside.**

## OLIVER KEBLER

BRAND MANAGER - FELT,  
EDEWECHT, GERMANY



**Not really! Everything is ok and we're not feeling any effect from the financial crisis.**

Some countries are better than others. Germany is a very strong market and we sell a lot of bikes while we're selling a little less in countries like Spain.

## GABRIELE BENEDETTI

SPORT MARKETING  
MANAGER FI'ZI:K, POZ-  
ZOLEONE, ITALY



**The cycling business for me is a little bit less affected by the crisis but we have to see what happens.**

However the first feedback for our new products is very good. So we hope that next year will also be good for the business.

## MARTIN HSU

GENERAL  
MANAGER -  
KIND SHOCK  
HI-TECH CO.,  
LIMITED,  
TAIWAN



**Our business continues to grow gradually rather than dramatically.**

We are very focused on new products like our adjustable seat post.

## PASCAL NAVARRO

SALES MANAGER - LOOK,  
NEVERS, FRANCE



**We have not been really affected by the financial crisis, and I think it is not just Look, but most of the bike business.**

People care about their health and about the environment and they're trying to use less gas. So, many people are coming into biking. Even if we have high-end bikes and this kind of consumer is not really in touch with us at the very beginning, when they start to get really involved we benefit as well.

## JOKIN DIEZ

ORBEA PRESS, MALLABIA,  
SPAIN



**At the moment we are not having any problems. We think that the bicycle market, and everything that is around the bicycle market, is different from other markets.**

With regard to people not having as much money as before, we are not having problems selling bikes. In fact, we are doing really well. Up to ten years ago we sold more road than mountain bikes. Nowadays we are more or less balanced between road and mountain bikes.

## DAMIEN DUGGAN

MARKETING MANAGER  
CHAIN REACTION CYCLES,  
NORTHERN  
IRELAND



I would say not. Like everything, the industry is affected to a certain degree. But because we are not relying on one specific economy, our reach is far greater. Thankfully we are in a position that we have seen growth year on year.



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**GALLERY**  
**DEMO DAY '11**  
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POWER SUPPORT TECHNOLOGY

# REDEFINING THE E-BIKE



## GROUNDBREAKING AUTOMATIC GEAR TRANSMISSION WITH COASTER BRAKE

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.



# THE FORCE WAS WITH HIM

## GERMAN SCHOOLBOY INVENTS 'MOST POWERFUL BRAKES'

**According to the German testing house Velotech, the Brake Force One disc brake outperforms all other hydraulic brake systems.**

But this isn't just another newer-faster-better story. That's because Brake Force One was designed by Jakob Wauhoff when he was just 14. By the time he was 15, the German schoolboy had developed a working prototype.

Now 18, Wauhoff has one more year of secondary school to complete. He plans to attend university to study mechanical engineering.

"After I graduate, I plan to work for Brake Force One," Wauhoff said at Demo Day. Odds are good that he'll be able to get a job with the company, in Tübingen: It's co-owned by Wauhoff's family and by Frank Stollenmaier.

Stollenmaier became involved through the classic, "I liked it so much, I bought the company" entrance into the bike trade.



**JAKOB WAUHOFF, THE TEENAGE INVENTOR OF BRAKE FORCE ONE.**

He was a customer in the bike shop owned by Jakob's father, where he saw the younger Wauhoff fitting prototype brakes on a mountain bike.

Wauhoff was able to put his ideas into solid form because his father's workshop had a CNC machine. The bike shop is now closed, as Wauhoff senior now works full-time for the company, working to commercialize his son's invention.

"I have always been a bike rider," Jakob Wauhoff said. "I couldn't find a brake that was good enough so I designed my own. I found it was better."

He added, matter-of-factly, "The first brakes were very basic. I machined the first prototypes myself. Frank bought a bike at our bike shop and saw me working with the brake boosters. We came together to create the business."

The Brake Force One system doesn't suffer from brake squeal and can be adjusted at the lever to stop pads and disc rubbing together. Its stubby, one-finger lever offers powerful, progressive braking for beginners and experts.

"The problem with standard disc brakes is that you have either a fast reaction time, or power, but you can't have both," Wauhoff said. "This is because of the diameters of the pistons. I thought it should be possible to push the pads to the disc fast with a big piston and then get a small piston to exert a lot of pressure. I built a brake booster to test this theory. It worked."

Brake Force One lever assemblies do not require an oil reservoir, making them lighter and less complicated than standard lever assemblies.

Pointing to a knob on one of the levers, Wauhoff said, "Space between the pads and the disc can be regulated with this wheel, so if you hear 'bling, bling, bling' you make a few turns and the rubbing noise disappears."

Wauhoff said the set-up on display at Eurobike uses Brake Force One discs and pads but added, "the system works with other company's discs too, and there's no problem with warranty, either."

The company is at Eurobike for the first time in order to appoint distributors worldwide. Brake Force One already has distribution in Australia.

Aftermarket product will be available in October. The brakes will be spec'd on OEM MTBs from Nicolai, Bionicon and FXX.

**B1-404**

■ CR

THE BRAKE FORCE 1 BRAKE BOOSTER.

## Departure at Dawn

It is just like a lamp, guiding you in darkness and helping you overcome obstacles on your way.

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**GALLERY**  
**DEMO DAY '11**  
ALL PHOTOS:  
© BERNHARD WROBEL



## SHIMANO XT GETS ICE BRAKE TECH

EVERYTHING IS COOLER, SMOOTHER & QUIETER

**With ICE brake technology, Shimano aimed to make the best brake possible for the market.**

For the rotor, Shimano built a three-layer sandwich structure of an aluminum core and two stainless steel outer layers.

A1-200

The higher heat dissipation of aluminum reduces the rotor surface temperature by around 100°C.

As for the brake pads, Shimano designed aluminum cooling fins that improve the heat dissipation and reduce the brake-pad surface temperature by around 50°C degrees. This latter feature is particularly important on trail riding applications.

The result of the Shimano ICE technologies solution is more or less zero brake fading and an increase of pad durability up to 100 percent.



ICE BRAKE TECH PREMIERES ON XT AT EUROBIKE.

An additional advantage is the substantial reduction of noise. Shimano applies its ICE technology not only to cross-country (the rotor) but also the trail brake (the rotor and brake-pads) systems with their different rotor sizes (160mm, 180mm, 203mm). The renowned German test institute Velotech.de has tested all XTR disc brakes (Cross-Country as well as the Trail version) with striking results.

In short: ICE brakes exceeds DIN EN 14766 and GS standards and withstand roughly three times the DIN+ requirements. The new XTR brakes work at much lower temperatures than do regular disc brake systems and have practically no fading. Shimano applied the ICE technology to the XTR groups last year and are debuting it on the XT group at Eurobike. The SLX group has been made ICE compatible for 2011 as well in case cyclists want to upgrade their brake system. ■ GE

## NOAH MAKES ITS MARK WITH SPLITS

**Aero road bikes are all the rage. For Ridley, designing an aerodynamic shape wasn't enough: The Belgian company wanted to do something streamlined but different, something standout.**

"They were really amazed at the power and sensitivity of the brakes. People said they did constant double-takes when they were riding along because they couldn't see a front brake caliper."

Three years in development, the Noah Fast has the all-important 'approved by the UCI' decal on the top-tube. It took a year to get through the Union Cycliste International's innovations approval process.

In effect, the front fork and rear stays – a patented feature – are almost double width compared to standard fork and stay widths. The splits are said to reduce the effect of air interacting with the spokes and wheels, cutting drag by seven percent over a leading competitor's aero fork.

The Noah Fast is equipped with F-Surface strips, as used on earlier aero bikes in the Ridley stable. When riding between 50 and 70 km/h, the strips produce an average of four percent less drag, claims Ridley. First deliveries will be in October. Retail for the frame only is €4,499. ■ CR



A7-300

The company's Noah Fast with F-Splitfork "jet foil" was the result. As the name suggests, the front fork and the rear stays are each cleft in two. Integrated brake pad assemblies are situated behind the splits, out of the wind. Ridden by the Vacansoleil-DCM team in this year's Tour de France (including the Tour's crash hero, Johnny Hoogerland), the Noah Fast was available to IBDs and media at yesterday's Eurobike Demo Day.

Jan Geudens, PR manager for Ridley, said those who test rode the Noah Fast at Demo Day came back "very excited".



WINORA'S JONATHAN SWEET WITH THE HAIBIKE EQ RACE.

## HAIBIKE TESTS WATERS WITH FIRST E-ROAD BIKE

**We've seen e-city bikes, e-trekking bikes and all kinds of e-offroad bikes. At Eurobike, Winora is testing an e-road bike which it presented at Demo Day yesterday.**

Jonathan Sweet, the Winora Groups manager of research and development, said the company is showing what it calls the "eQ Race" e-road bike to gauge retailer reactions. Winora wants "to see how the response is, and then it might go into production one day," he said. Haibike—Winora's high-end, international brand—is using the new 350W Bosch e-bike system that operates up to 45 km/h.

The "real revolution," Sweet said, is the so-called "Haibike Reverse Motor Angle Concept" (RAM in short) that the company has already introduced on its mountain bikes.

"We turned the engine 210 degrees into the inside of the frame and developed a special frame interface for it.

The goal was full ground clearance and maximum protection of the engine from blows from below," Sweet said. In other words, the motor is nearly upside down.

A version of the eQ Race with hydraulic disc brakes and a front suspension is in the offing. The entire bike weighs 17.5 kg.

■ JB

## LOOK DEBUTS 'INTEGRATED' FULL-SUSPENSION MTB

**Look's "integrated" road bikes have been joined by an "integrated" mountain bike, the 920. Designed by French designer Patrick Jouffret of Agency 360, the 920 is a dual-suspension bike aimed at the mountain marathon customer. Its sweeping, low-rise front-end makes for a striking bike.**

Look launched the bike in July. It will be available in September. Look is offering two models; the all-carbon version will retail for €7,370.

■ CR

The 920 features what the French company calls the A-stem, a machined aluminum stem, that is produced in a range of lengths. Elastomer steering bumpers within the A-stem help prevent crash-induced frame damage.

The rear suspension is single pivot/rocker arm design. The front triangle, swing-arm and rocker link are carbon fiber.

"After last year's introduction of the 695 integrated road bike we wanted to create a mountain bike with the same philosophy of having an integrated seat-post, stem, and crankset," said Arthur Espos, Look's PR manager.

"The 920 has a lower center of gravity and beefed up front-end. It's really stiff and responsive."

Responding to a question about backwards compatibility, Espos said, "Theoretically you could put a standard stem on the 920 but you'd lose some of the performance benefits."



THE A-STEM ON THE LOOK 920.

## LIGHTER AND MORE EFFICIENT SUNTOUR'S NEW E-BIKE KIT

**After launching its line of components for e-bikes and pedelecs last year, SR Suntour is bringing the next generation to market here at Eurobike.**

By offering a wider range of innovative e-bike components, "We want to give our customers the freedom to choose from various solutions. We will increase our engagement with this important market to meet the needs for the coming years," said Daisuke Kobayashi, president of SR Suntour. SR Suntour calls its line HESC, which stands for "Human Electro Synergy Components."

With the second generation, the Japanese-Taiwanese component maker is putting its focus on the fast-growing e-bike and pedelec market.

"We are constantly working to bring new and innovative ideas to the market," Kobayashi said. "We are offering components that are easy to assemble, with high quality sensors, at a reasonable cost."



SR Suntour designed its new TwinSensor groupset with three catchphrases in mind: "light," "high efficiency" and "rechargeable." The result was a highly efficient hub motor that is paired with a compact and light 6 Ah Li-ion battery.

### THE NEW SR SUNTOUR HESC TWIN SENSOR CRANKSET.

SR Suntour says the TwinSensor Crankset will solve most of the assembly and spec issues that manufacturers have had to cope with. It uses two sensor devices that are integrated

in the crank arm. A torque sensor measures the load that a rider applies to the pedals and sends a signal to the controller. The second sensor controls the rotation of the crank arm.

Once a user stops pedaling, the controller receives a signal to stop the power supply to the motor.

"This technology is equipped with

24 checkpoints inside of the crankset which makes the system very precise," said Tim Fisher, marketing manager for SR Suntour Europe.

The unit was designed with a "plug and play" philosophy as it is pre-set and does not require any further adjustment work.

It can be used with either external (42-tooth) or internal (38-tooth) derailleur systems.

For this new generation of hub motors, the keywords were "low cogging," "low rolling resistance," "high efficiency" and "rechargeable."

Fischer said the new motor has a state-of-the-art recharging system and a high performance controller. The low cogging design enables a high coefficient of the motor.

"With the combination of a compact and light 6Ah Li-ion battery, combined with a highly efficient recharging system, we are able to offer an extremely light—just 5 kg—and efficient e-bike system with a cruising range that is an average of 35 percent farther," he said.

■ JB

SR SUNTOUR PRESIDENT DAIKUE KOBAYASHI WITH THE COMPANY'S NEWEST SUSPENSION FORK AND AN HESC-EQUIPPED E-BIKE.



## ETRA, LEVA JOIN FORCES FOR EUROBIKE EVENTS

**After making their debuts last year at Eurobike, ETRA and LEVA have returned and will be on the mezzanine in Foyer West, opposite the meeting rooms. They will be sharing space with VSF.**

ETRA, the European Two-wheel Retailers' Association, is the umbrella association for European bicycle and motorcycle dealers.

LEVA, the Light Electric Vehicle Association, is a U.S.-based association that represents retailers, distributors, manufacturers and suppliers of e-bikes and other electric vehicles from around the world.

ETRA and LEVA hope their presence at Eurobike will help recruit members and educate showgoers about their organizations.

ETRA currently has nine "effective" and 25 associated members. Associated members are international companies that support ETRA's lobbying and promotional work. The newest member is ZEG, Europe's largest buying group in the bicycle industry, representing 960 retailers.

LEVA represents nearly 200 members from around the world. ETRA and LEVA now offer joint memberships, making it easy for potential members to join both organizations. At Eurobike, both organizations are hosting events.

LEVA's networking dinner, co-hosted by ETRA, takes place Thursday evening at the Hangar Zeppelin Restaurant on the fair grounds. For reservations and more information, email Sidney Kurochak: [sidneyk@levassociation.com](mailto:sidneyk@levassociation.com).



From 9:30 a.m. to 1 p.m. Saturday, ETRA hosts its annual seminar in Meeting Room Berlin on the first floor of Foyer East.

This year's session will focus on the European Commission's type-approval legislation, and the application of the Machinery Directive.

There also will be an exchange of ideas with Eurisy, a non-profit organization for European space agencies, on the use of satellite applications in the bike business.

For appointments or more information about ETRA, contact Annick Roetynck: Tel: +32 475 500 588. Email: [etra@pandora.be](mailto:etra@pandora.be).

For LEVA, contact Kurochak: Tel: +1-703-622-8891. Email: [sidneyk@levassociation.com](mailto:sidneyk@levassociation.com).

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# DON'T BE SHOCKED AT KIND SHOCK'S NEW BRANDS, LOGO

**There are noticeable changes at this year's Kind Shock display. The company has created two new brands under the Kind Shock umbrella and redesigned its logo.**

"We've updated our KS logo to be cleaner, sleeker and generally more discernable without deviating too far from our original logo that has taken us so far," said Kevict Yen, the company's new creative director.

The new logo reflects the more aggressive downhill mountain bike character of Kind Shock products. The company also decided to give its products names.

TAIWAN FACTORY  
MANAGER STEVEN  
CHENG. AN  
EXAFORM  
PRODUCT IS IN  
THE MIDDLE. © JB

"We wanted to get rid of these numbers," said Rick Taylor, the company's U.S.-based sales and service director.

The new Exaform brand represents Kind Shock's health and fitness line of bicycle products.

A6-306



ALL KIND SHOCK DAMPERS AND ADJUSTABLE SEAT POSTS LIKE THIS ONE ARE ASSEMBLED IN TAIWAN. © JB

"Exaform was not created simply for marketing reasons. Kind Shock has dedicated resources for Exaform products, beginning with company owner Martin Hsu himself," Yen said.

"His innovations are derived from a lifestyle and a passion for cycling that is carried through each product in the Exaform line."

With Exaform, Hsu is targeting the huge market for comfort and commuter bikes. That means the main target market for Exaform is Europe, where such bikes are most popular.

"Exaform aims at the commuter bike market such as city, trekking and fitness bikes," Hsu said. "The brand offers suspension forks for 28-inch/700c bikes, suspension seat posts, rear shocks and saddles."

For example, the Ergotwist seat post uses a leaf spring saddle. It allows the saddle and the top of the seat post to twist slightly from side to side while pedaling, easing pressure on the rider's sit bones. The second new Kind Shock brand is called KSpeed. Yen said the KSpeed brand is intended for OEM and private label customers. ■ JB



K.S. FOUNDER MARTIN HSU WITH A NEW ERGOTWIST SEAT POST. © JB

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slave



master

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A6-402

## CHOSEN HOPES ITS NEW 'CLOSE DRIVE SYSTEM' WILL BE HUB OF CHOICE

**Some business founders have a rags-to-riches story. For the founders of Chosen, the story begins with yarn.**

The Taiwan brand was created in 2000 when yarn maker Ching Shu Chen invested in his friend's new bicycle components factory. The friend, Tien-Chin Hsu, who also came from the yarn industry, was determined to build the best bicycle hubs possible.

"When investing in a business I want to make the best product. Otherwise, it makes no sense," said Chen, Chosen's president and still a yarnmaker.

Hsu said it wasn't easy to get the Chosen brand off the ground. "In the yarn business you work with raw materials. Unlike consumer products there is no need for marketing." With Chosen, he continued, "First we had to brainstorm how to promote our own brand. We had no experience and had to learn everything by ourselves."

Chosen employs 90 at its hub factory in Taiwan and 160 at a factory in Shenzhen, China. The company also sells brakes under the Winzip brand. Disc brake components are made in Shenzhen and assembled in Taiwan.

The biggest market for Winzip brakes is Brazil, officials said. Chosen's brake brand hasn't broken into the European market, which Chen attributes to "tough competition in the Western disc brake market."



CHING SHU CHEN (LEFT) WITH THE CLOSE DRIVE SYSTEM HUB, WITH TIEN-CHIN HSU.

At Eurobike this year, Chosen is highlighting a high-end hub line it calls the "Close Drive System."

"Hubs with this technology are quieter and more efficient. We redesigned the ratchet construction so that the ratchet only opens to drive the hub when the user is pedaling forward," Hsu said. "When pedaling stops, the ratchet closes, resulting in almost zero ratchet noise and friction, as well as greater efficiency due to better transmission of power to the hub."

The patented design is suitable for almost any kind of bicycle, whether they have one gear or multiple gears. ■ JB

# THE HARMONIC COMBINATION OF LOOKS AND LUST.

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# WILL AERO BECOME THE

**Light or fast: it's time to choose. We asked officials at Specialized, Scott and Cervelo whether aero road bikes will soon dominate the top end of the market.**

**How big a niche is the aero road bike category?**

**SPECIALIZED:** We will see, but the initial feedback and sales of the Venge has been very encouraging.

**CERVELO:** This year we're doing more aero road bikes than traditional because of the runaway success of the S5.

**SCOTT:** We've stopped producing round-tube bikes for the competition category and estimate that in the next few years

round-tube bikes will be extinct, and aero tube shapes will be the norm.

**Will the majority of top-end road bikes be aero any time soon?**

CERVELO CREATED THE AERO ROAD BIKE CATEGORY. THE COMPANY'S S5 IS FAST.



**SPECIALIZED:** There is still the need for our Tarmac bikes as they still offer the lightest weight and maximum stiffness. With our in-house engineering team, and the carbon materials expertise of the McLaren team, we will continue to evolve the aero segment, but there is good reason to think that there is a place for both bikes.

**CERVELO:** If you want to go fast, yes. But many cyclists are interested in aspects of cycling other than speed.

**SCOTT:** Yes they will.

**An aero shape for a bike is just a shape and could be on bikes far lower down the price range. Will this trickle-down come to the mid and even lower end of the road bike market?**

**SPECIALIZED:** What we learn and use in our high-end product over time helps us improve all our offerings Carbon allows the most advanced shapes, and aren't easily



WIND TUNNEL TIME: "THE LONGER THE BETTER."

recreated in more affordable alloy materials. But our aerodynamic knowledge that we gain, such as our cambered seatstays, can definitely inform future design aspects of all our bikes.

**CERVELO:** That's one of the beauties of aero: once you've got the shape it's sometimes no more costly than a 'bad' shape.

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A5-205

ALEX'S TUBELESS RIM EYELETS.

## ALEX PATENTS TUBELESS RIM EYELET SYSTEM

**At Eurobike, rim maker Alex is introducing a new eyelet system for tubeless rims. The Taiwanese company has patented the system.**

Called Tubeless Pro, the stainless steel eyelets enable the use of standard nipples and spokes on rims for tubeless tires.

Future generations of Alex tubeless rims will use the Tubeless Pro eyelet system.

■ GE





# NORM FOR ROAD BIKES?

There are exceptions, however. The best aero shapes aren't necessarily the best structural shapes, so clever engineering and more complex lay-ups are needed to avoid the bike weighing a lot or being weak and flexible. The best aero shapes might be difficult to form in aluminium. There is also a surprising degree of in-plane compliance that good engineering can design into a composite frame that can never be matched in aluminium.

**SCOTT:** For 2012 we have seven models of FOILs ranging from \$2,500-\$12,000. All of those are carbon, which is just a shape, so no extra cost. The higher end models use HMX fiber but we've built a full line because everybody can benefit from aero road.

**Without a personal wind tunnel how is a magazine, or a consumer, to trust what a manufacturer says about its aero road frames?**

**SPECIALIZED:** Most of the people that have ridden aero bikes can feel a difference as the speed increases. That's where the aerodynamics start to really play a part. We use several different wind tunnels, and make dozens of trips there each year. We're testing with people who do this for a living, alongside our own aerodynamic experts.

**CERVELO:** It's true that not every wind tunnel test result can be trusted. It's easy to make mistakes in wind tunnel testing, so it's important for consumers to consider how long a company has spent in the wind tunnel. Obviously, the longer the better. We've probably made (and corrected!) more mistakes than most companies have run tests.

**SCOTT:** There is a lot of data published on each bike, but these new bikes are also building desire and that's an important factor in a purchase.

**What would you say to a porky rider looking to buy an aero road bike?**

**SPECIALIZED:** Pros tend to be skinny whippets in general, but the aero advantage is there whether you are 100lbs or 200lbs.

Cavendish won the green jersey at the Tour de France on the Venge, so rider weight is not really the determining factor.



SCOTT'S AERO FOIL.

**CERVELO:** Thor Hushovd.

**SCOTT:** No matter who you are, you are going to cheat the wind by as much as 20 percent and save approximately 5 percent in wattage output, pork or not. **CR**

**ANSWERS PROVIDED BY:**

**CERVELO**  
Damon  
Rinard  
Race Engineer



**SPECIALIZED**

Nic

Sims

Global PR  
Manager



**SCOTT**  
Adrian  
Montgomery

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# E-BIKES SHIFT INTO AUTOMATIC MODE

## FORMULA 1'S CHRISTIAN DANNER JOINS TRANZX FOR LAUNCH TODAY

**Why shift gears when it can be done automatically? Engineers at JD's research and development division asked themselves that question. Their answer was the Automatic Gear Transmission (AGT) system. This technology, which JD is launching this afternoon for the bicycle industry, has already won over Christian Danner, former Formula 1 driver and current motor sports expert. Danner is an ambassador for JD's first fully automatic TranzX PST e-bikes.**

Since introducing the trend-setting Eagle e-bikes in March 2009, JD expects AGT to be at least as successful as the Eagle model, which nearly all major bicycle producers offer under their own brand names.



Today, JD is presenting mass-production-ready models of the TranzX PST e-bikes featuring AGT. AGT prototypes were first shown to members of the bicycle industry press at Bike Expo in Munich.

The automatic 7-gear shifter with a coaster brake is a cutting-edge development. The integrated AGT gear-shifting system easily controls the gear selection and gives TranzX PST e-bikes the most efficient electric support at all times.

This breakthrough for e-bikes is comparable to the introduction of automatic gear shifting for cars. It raises the overall capability of e-bikes while better exploiting their effectiveness.

"AGT is an outstanding innovation from our R&D division which enables us to maximize the potential of e-bikes. This is a logical and forward-looking development that will generate new impulses and opportunities for the e-bike market," said Johnson Cho, CEO of the JD Group.

With the automatic gear shifting, TranzX PST is bringing about a new generation of e-bikes that offer more comfort, enhanced performance and increased energy efficiency.

"Who can say no to increased riding performance and greater riding distances at the same time? We're anticipating a major demand for this from the industry. Numerous OEM clients have expressed interest while others have already placed orders to equip their own TranzX PST e-bikes with AGT," said Frank Surmann, JD's European sales manager.

"AGT will reach the consumer shortly and give another boost to the e-bike trend. The segment of TranzX PST e-bikes with automatic gear shifting will rapidly increase to about 80 percent in the next three years."

In addition to JD, several OEM clients including Winora, Hartje, Batavus, Matra M&S and Oxford are presenting TranzX PST e-bike models equipped with AGT in their 2012 product lines.

Two TranzX PST models featuring AGT are available to bike producers, the low-step "World Bike" and the Eagle e-bike. Additional models will follow. The computer-controlled gear shifting and coaster brake system is compatible with most bicycle types.

The AGT technology vastly increases an e-bike's energy efficiency. This is vital, as undershifting or overshifting undermines the electric system's effectiveness.

### TRANZX AGT LAUNCH

With Formula 1 Driver Christian Danner: today at 3 p.m. on the Eurobike Stage in Foyer East



WITH THE AGT OPERATING UNIT ON THE HANDLEBAR, RIDERS CAN SELECT FULL OR SEMI-AUTOMATIC SHIFTING. THE LED SCREEN DISPLAYS THE ACTIVE GEAR

By optimizing gear shifting, AGT ensures the cyclist always uses the most appropriate gear. It helps the rider avoid extreme torque levels, such as starting in a gear that is too high.

Eliminating intense torque levels that put unnecessary strain on both the drive system and a cyclist's joints enable the motor to operate more smoothly. This increased efficiency translates into more power, faster acceleration and longer riding distances.

The AGT system consists of a handlebar operating unit, an automatic switch panel and an Electronic Control Unit (ECU) with an integrated microprocessor and software.

The display unit on the handlebar allows for easy control of the gear shifter and offers a fully automatic or semi-automatic mode. With the semi-automatic mode, the rider can choose a gear that is electronically shifted up or down. With the fully automatic mode, the AGT system controls the shifting and selects the most appropriate gear depending on the driving conditions.

The ECU is connected to the drive system and analyzes the riding conditions, including rpm, speed, torque and tilt. It then determines the appropriate gear, which causes the shift cable to physically engage the gear.

A5-307

CHRISTIAN DANNER SHOWS OFF A FULLY AUTOMATIC TRANZX PST E-BIKE FEATURING AGT TECHNOLOGY.

## TAYA CHAIN LINKS SALES TO GREEN MANUFACTURING

**It may not be the world's biggest chain maker, but Taiwan's Taya Chain Co. is arguably the most environmentally sensitive.**

Taya's green image is helping it make gains in Europe. Its European agent is WM Trading in Winnenden, Germany, which is helping the brand gain traction in the German-speaking market.

At Eurobike, Taya has five top news items for the 2012 season: the Super Single Alpha, a chain for e-bikes and internal hub bikes; a new GST-coated steel crank; new, recyclable aftermarket packaging for its single, 7- and 8-speed chains; and a new line of DHT-coated chains for use with derailleurs. DHT stands for "Diamond Hard Tech." Taya introduced the coating in its 2011 product line.

"Our DHT treatment increases the hardness 3.2 times on pins and between 25 to 50 percent on other parts. It also increases chain life by up to 5,000 kilometers [3,100 miles]," the company's Jill Wu said. Taya uses DHT on its Onze 11-speed, Deca 10-speed, and Nove 9-speed chains.

Taya has concentrated on bicycle chains since 1985. In 1999 it opened a factory that focuses on coatings for rustproofing.

"This treatment make sense when using your chain in salty, polluted and acid or alkaline areas", Wu said. In 2009 Taya launched its "Greener Surface Treatment," or GST, coating that the company says is more environmentally friendly.

Wu said the GST process "is free of hexavalent chromium and provides up to 1,000 hours of rustproofing according to salt spray test ISO 9227." ■ JB



**B4-508**

TAYA CHAIN  
PRESIDENT  
HUA-TIEN WU  
WITH THE 2010  
EUROBIKE  
AWARD FOR  
THE SUPER  
SINGLE ALPHA  
CHAIN.

## SQLAB E-CHAIR HELPS IBDS FIND BEST SADDLES

**Ever felt numb or suffered other uncomfortable side effects after a long ride? Or perhaps you're not happy with the saddle, grips or shoes you're using?**

If any of these complaints sound familiar, then plan a visit to the SQLab booth here at Eurobike.

The German supplier of ergonomic bicycle products is offering a free measurement of your sit bones that can help you find the optimum saddle and seating position for your bike. The company's new measurement system is called "E-chair," and it is used in conjunction with its "e-gonomic profiler" software.

"This software helps IBDS not only find the best-fitting saddle, but also the best-fitting grips, insoles and handlebars for each customer," said Tobias Hild, general manager of SQLab. "This tool allows every dealer to serve his customers and help them find the exact right products."

The E-chair is a measurement stool with a gel bag on top and a scanner underneath. It scans a customer's sit bones, and the scans are fed into the SQLab "e-gonomic profiler."

"It offers our IBD partners a perfect Customer Relationship Management (CRM) system."



THE SQLAB E-CHAIR.

With all of this data collected for each customer, dealers can provide perfect customer service that no one can compete with. It's all about customer retention."

Along with the sit bone measurements, the software allows a retailer to add other information about the customer's seating position, type of bicycle, typical riding times, age and other data. The software then processes the information to suggest the best-fitting saddle for every customer. ■ JB

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## NUVINCI SYSTEM ALLOWS PERFECT HARMONY BETWEEN E-BIKE, RIDER

**Imagine an e-bike that lets the rider pedal at a constant cadence. The bike would upshift and downshift automatically, regardless of hills or other traffic conditions, without jarring jumps from one gear to another—just a smooth and seamless transition. The rider never needs to break pace.**



NUVINCI HARMONY ADVANCED AUTO.

That's the promise of NuVinci's new Harmony system, which marries an automatic electronic shifter to its N360 continuously variable planetary drivetrain.

"The human body likes to operate at a constant cadence, just like an electric motor operates at an optimum cadence," said Al Nordin, president of the bicycle products division of Fallbrook Technologies, the parent company of the NuVinci.

The latest NuVinci hub, the N360, has been on the market for less than a year and has been adopted by many OEMs in Europe. At Eurobike, NuVinci will debut its automatic shifter, which it calls Harmony.

Some brands have already decided to spec the Harmony system on their 2012 e-bike lines, and Nordin expects others to follow suit.

Many e-bike and pedelec riders don't like to shift gears on traditional geared bikes because of the interruption, so they often leave the bike in the same gear all the time. That hurts the efficiency of the e-bike and reduces its battery capacity, Nordin said.

With the Harmony system, the bike adapts to the rider.



NUVINCI N360 CONTINUOUSLY VARIABLE PLANETARY HUB

"Harmony has the unique ability to bring the rider and the bike together as one and really improve the system," Nordin said. "The name itself describes what's going on. The rider and the bike are in harmony."

Like the N360 hub, the Harmony controller is designed as an easy add-on for OEMs. It mounts inside the dropout and is about the size of a medium cage derailleur. The Harmony takes its power from the main e-bike battery, simplifying installation.

"We're launching it as an OEM product for e-bikes. No extra battery," Nordin said. "Instead of a mechanical shifting interface as you have on the N360, you have an electronic one. It can plug and play with any e-bike out there."

The Harmony controller will be offered in two versions: advanced and basic. Advanced, which allows the rider to set a cadence, will be first on the market.



HARMONY HUB CONTROLLER.

The basic system, for riders who don't want to bother with shifting, offers three programmable cadence settings—typically slow, medium and fast—that can be preset by the OEM.

The Harmony system will go into production in the fourth quarter of this year and is expected to appear on e-bikes retailing for about €2,000 (\$2,875) and up.

Fallbrook is a U.S. company, but the biggest market for the NuVinci bicycle hub has been Europe, where sales of e-bikes and commuting bikes far outpace North America, Nordin said.

"The more we can make riding the bike easier for people, the more adoption of bike riding happens," Nordin said.

■ DM

A7-312

A5-100

## MESSINGSCHLAGER BUILDS LOGISTICS CENTER, 'PLAYGROUND'

**The German distributor Messingschlager, one of Europe's leading importers of Asian bicycles and components, is building a new logistics center at its Baunach headquarters.**

"The positive development of our national and international business led us to expand our warehouse in 2003 and 2005," general manager Benno Messingschlager said.

"Nevertheless, during high season we had to add some external warehousing to serve the rising demand for our products," he added. "This problem increased in the last two years to a point where we had to make a decision for a longer-lasting and more suitable solution."

The company is investing millions of euros on the new logistics center, which it is building next door to its headquarters. Groundbreaking took place in May, and the new building is expected to open in early 2012. The new building will double the number of cargo bays for trucks, so the company should be able to speed its processing of incoming and outgoing shipments.

"Our net storage space will increase from approximately 8,000 square meters (86,110 square feet) to more than 10,000 square meters (107,600 square feet)," Messingschlager said.

The new storage space will include an automatic pallet stacking system that is more than 18 meters (59 feet) high, as well as an automated storage system for small quantities.



CONSTRUCTION OF THE NEW LOGISTICS CENTER.

"Lead times will be shortened and costs reduced," said Martin Buchta, marketing and product manager.

Messingschlager also is investing in new enterprise software. "Our old software would have not been able to support our switch of workflow. That's why we had to install a new and modern ERP and logistics program for the new logistics center," Messingschlager said. The additional room will allow the importer to expand its office space and create more attractive meeting rooms and showrooms.

The company also plans to recognize its community, along with the industry that has brought it so much success, by building a new "playground" on the property with cross-country trails. The 18-meter (59-foot) façade of the logistics center will accommodate an open-air climbing wall.

Benno Messingschlager credits his father, Rudolf, for thinking far ahead when he moved the business to its current location, on the outskirts of Baunach, in 1969. The family company was founded in 1924.

"My father bought enough land so this was not a problem for further expansion around our headquarters," the younger Messingschlager said.

■ JB

ARTIST'S RENDERING OF THE NEW LOGISTICS CENTER.

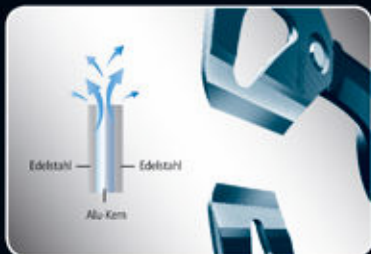




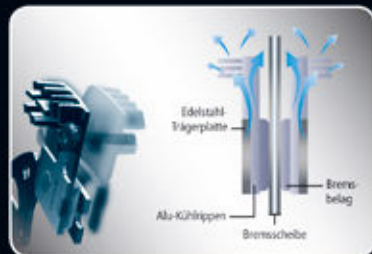
# ICE TECHNOLOGIES

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B4-210

SATORI'S TERCEL ADJUSTABLE STEM IS LIGHTWEIGHT AND STRONG.

## RIDING HELPS 'AWAKEN' SATORI STEM DESIGNERS

**Satori of Taiwan, part of the HL Corp., has been making bike parts for almost 40 years. Satori is Japanese for "awakening," a Buddhist term.**

Larry Hsu, senior sales manager at Satori, said Satori's most complex product is the adjustable stem.

He said, "We are proud to say Satori is the premier manufacturer of adjustable stems.

"It could be said to be the most complex bicycle component because every dimension like weight, strength, and outlook all should be considered," he added.

The secret to Satori's success, Hsu said, is its attention to detail, partly due to the amount of time its R&D employees spend on their bikes.

"Sometimes we don't do business in the office. Instead, we can be found riding, working out design details for our partners."

Hsu has been a cyclist for more than 20 years. He prefers mountain biking and said he has climbed almost every mountain in Taiwan (and there are lots of them).

He said aluminum still outperforms carbon fiber.

"Aluminum is still the best material for bicycle components. Satori's patented forging and tubing process make aluminum parts that have similar performance characteristics to carbon fiber but much better value for money."

Satori makes handlebars, seat posts, and stems, including a shock-absorbing stem. Satori also has a proprietary butted handlebar forming technique designed by its in-house R&D team.

AZ

## INFINI EXPANDS LED MINI-LIGHT RANGE

**Taiwanese LED lighting system producer Chance Good Enterprise is expanding the mini-lights in its private label Infini.**

Infini stands for "infinite vision." Last year saw the introduction of the Amuse, a small multi-light with two super bright LEDs and flexible body. This year sees the introduction of Wukong and Chiot.

Wukong, named after a Taiwanese comic book character, is made from an eco-friendly material and is equipped with two bright LED lights. It is available in eight colors. Chiot has five super-bright LEDs and is offered in three colors.

Chance Good offers Amuse, Wukong and Chiot lights with stand-alone POS displays. Company GM Susan Lin said these displays will be offered through Infini's international sales network.

The Taiwanese company is seeking to appoint importers in a number of countries.

JB

A5-305



CHANCE GOOD GM SUSAN LIN WITH THE EXPANDED INFINI LED MINI LIGHT RANGE TOGETHER WITH POS DISPLAY UNITS.

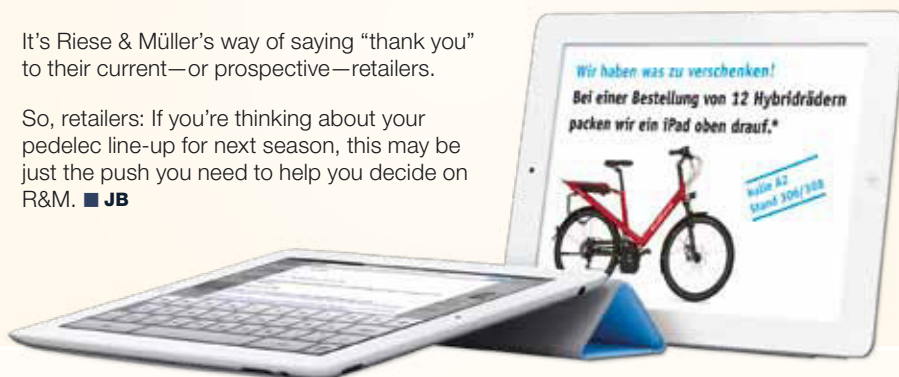
## ORDER R&M'S PEDELECS, TAKE AN IPAD2 WITH YOU

**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



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# BIG LOVE FOR BIG-WHEELED 29ERS

**The U.S. loves 29ers, yet the big-wheel MTB trend is just beginning to pick up in Europe. But 2012 could be a breakthrough year in the European market for 29ers, as more brands enter the fray and as coverage in more cycling magazines stokes the fire.**



SCOTT'S  
SPARK 29RC

"At the moment they're a niche product, but that's sure to change," said Volker Dohrmann, Stevens' product manager.

"I expect 29ers to grow to one third of the hardtail market in Germany," he added. "With full-suspension bicycles, I expect the market potential to be at around 15 percent."

In a much-discussed article, one of the big German magazines claimed to have proven scientifically that 29ers are faster than traditional mountain bikes when compared head to head on the same course.

More important, a growing number of professional riders are competing on 29ers in World Cup races—and winning, as Jaroslav Kulhavy has demonstrated repeatedly.

Because the trend started in the United States, American names starting with Gary Fisher dominate the young market. The U.S. company Niner offers only big-wheel models.

A few European brands launched 29ers at last year's Eurobike, but those numbers are expected to jump significantly this year.

Still, there is a wide range of opinions among brands about these bikes. It shows in the approach they are taking with their product lines.

For example, Scott and KTM offer a complete range of both hardtails and full-suspension 29ers for 2012. BMC and Stevens also are entering this market with both a hardtail and a full-suspension platform.

Others brands like Ghost, Mondraker and Wheeler are more cautious, starting with a just few hardtail models instead. Driven by the demands of their team riders, Simplon and Storck each are offering a high-end hardtail starting with the 2012 line.

The trend is clear. Not a single manufacturer we talked to is ignoring the 29er market for 2012, while brands that had a 29er in their line-ups for 2011 have multiplied their offerings.

The sheer number of 29er models in a brand's product line may not tell the entire story. For example, Lapierre has only three 29er hardtails in its 2012 line.



KTM'S R&D DIRECTOR THOMAS PRESSL WITH THE NEW CARBON MYROON 29ER HARDTAIL. © JB

But the French manufacturer is developing a full-suspension platform for the big wheels, so its offerings are sure to grow. The same goes for Mondraker and Wheeler.

Do European brands view 29ers as a niche market, or a full-fledged alternative to traditional mountain bikes that could eventually replace 26-inch models?

Opinions vary, but only one of 10 brands we contacted thought 29ers would remain a niche market. Even the skeptic, Ghost, is offering three 29er hardtails for 2012.

Several European brands are stepping into the 29er market with only hardtails, for two reasons. One is that the advantages of the larger wheels are most obvious on bikes without rear suspension. The second is that adapting an existing full-suspension design to the bigger wheel size is quite a challenge and takes time. Expect the number of full-suspension 29ers to grow as European brands become more comfortable with the platform.

Several brands expect the 29-inch platform to coexist with traditional 26-inch bikes for some time.

"29ers might well be the better choice for 90 percent of tall hardtail pilots," said Frank Proksch, Simplon's product



STEVENS  
COLORADO 401

manager. "But for smaller people and women, it's easier to fit on a 26-inch bike."

Scott's marketing manager Patric Schmidlin said each size offers benefits. "Depending on the terrain and the course's characteristics, a 29er is sometimes, but not always, the better choice, as a 26-inch bike is still lighter and more agile," Schmidlin said. "That's why our team riders have the choice, not only between hardtail and fully-suspended models, but also between the two wheel sizes."

Storck's marketing director, Mario Kuban, echoed Schmidlin's comments.

"As both concepts have their strengths and weaknesses, it's all about individual preference, really. For manufacturers that means having to offer a choice," Schmidlin said.

Markus Eggimann, BMC's brand manager, said, "In certain terrain, 29ers offer unique advantages, so they are more than just a niche product."

Eggimann added, "But if you want the handling to be spot-on, you have to do your homework properly. That's the reason BMC is only getting into this market for 2012 with a hardtail and a full-suspension platform each."

Lapierre and other brands also believe 29ers make sense for cross-country racing as well as casual riding, because they offer a stable and forgiving ride.

These are still early days for 29ers, and whether the big wheels will cannibalize sales of traditional mountain bikes—or whether they will give a boost to the overall mountain bike market—is unknown. But it's clear that 29ers are more than hype. These big-wheeled bikes are here to stay in a big way.

■ LVR

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# SELLE SAN MARCO BRINGS BACK A CLASSIC FLIGHT OF THE CONCOR

**The most popular bike saddle in the history of San Marco saddles is making a return. The Concor saddle has won world championships and classic cycling events, including the Tour de France. It has been the choice of champions such as Hinault, Saronni, Armstrong and Bettini.**

The Concor saddle was conceived in 1977 and delivered to athletes for testing the following year. Beppe Saronni used the Supercorsa; Lance Armstrong and Paolo Bettini used the Light.

The name Concor came from the Concorde supersonic airliner, a name suggested by the saddle's shape. The saddle was an immediate success and sold well all the way through the 1980s.

It was born from the ambition of Comm. Luigi Girardi, the intuition of his son Anthony and a stroke of genius of the designer Fabio Solini, who said:

"I made a prototype metal bar covered with padding. We went to the creation of a mold and there was a surprise. The model was not right for the road market but it was a real success in the United States in the BMX market."

Solini added: "A year later, after we reached three hundred grams (including steel frame and accessories), the road Concor was made with a sheet of nylon, tapered and raised in the back."



REAR VIEW OF THE CARBON-RAILED CONCOR CFX SADDLE.



SIDE VIEW OF THE CARBON-RAILED CONCOR CFX SADDLE.

"We added cushioning foam with high density polyethylene covered in suede. The idea came to me looking at the riders sliding on the saddle uphill to try to find a more comfortable position, a support to pedal with more power."

Now, after testing by professional riders, the new Concor saddle is back in the San Marco catalog for the 2012 season.

The new saddle is completely redesigned, but retains the Concor Light and Supercorsa iterations.

Now lighter, thanks to the use of innovative new materials, the new Concor has also benefitted from advanced ergonomics so it meshes with current bike geometry and today's style of racing.

The saddle has a "waved" profile, not flat, with a very slight uplift to the rear; the nose is flat, and wider than in the past, allowing riders to push hard in the saddle tip, yet increasing the saddle comfort.

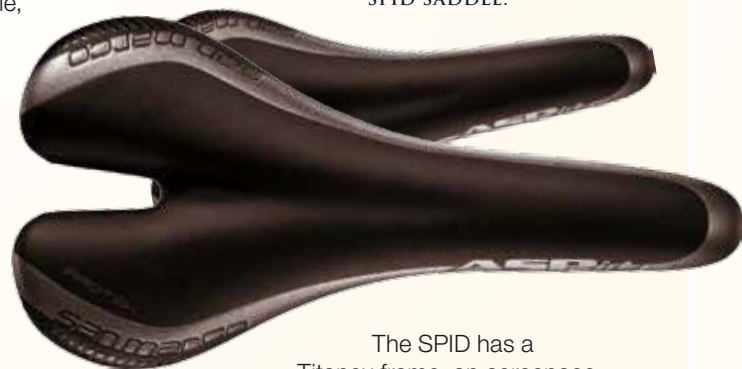
San Marco's 2012 collection includes several Concor versions. From the basic Concor Racing (190 gr) to the

version used by professional cyclists, the Concor Racing Team, also in a carbon frame option: the Concor Carbon FX Racing Team Arrowhead (160g).

There's also the intermediate Concor Racing Arrowhead (184 g).

This is also available in a cutaway style (154 g) to alleviate perineal pressure. On the CFX version can be found the DNA carbon frame, with an X shape for extra rigidity. The Concor Protek (190 g) is for mountain bikers, and the shorter Concor Sprint (186 g), is for TT bikes.

Also new from San Marco is the SPID, an ergonomically designed saddle with Biofoam padding. The SPID Glamour is for women.



THE ERGONOMIC SPID SADDLE.

The SPID has a Titanox frame, an aerospace material that provides strength and lightness. It is available in three variants: Protex (279x142 mm, 208 g), Racing (279x142 mm, 208 g) and Glamour (272x155 mm, 223 g).

■ EP

B3-407

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## CROPS PLEDGES TO HOLD LINE ON PRICING

**Crops is returning to Eurobike with a new design and an important message for visitors: no price increases for next year's products.**

"Due to this year's warehouse move to Taiwan, we are able to keep our prices stable," said Keiji Taiga, executive manager of the Japanese accessories company. Taiga said Crops is embracing Taiwan and China more closely to control costs. The company, which makes lights, locks and bicycle computers, is gradually moving its entire design team to Changhua, Taiwan.

"Fifty percent of our products are made in Taiwan, and the remaining half are made in nearby Shenzhen, China," Taiga said. "It makes no sense for us to ship all products first to Japan, and from there to the rest of the world. We save costs and cut lead times by being close to producers." Taiga said Taiwan would become a hub for Crops, while its Tokyo office will continue to serve as company headquarters and oversee sales in Japan.

Crops already has close ties to Taiwan and China. Through a subsidiary, Magic One, the company designs aftermarket packaging and



A6-208

KEIJI TAIGA WITH AN LTG TOP TUBE COVER AND AN ANTAREX BY CROPS LED LIGHT.

displays for Taiwan chain giant KMC. It also handles aftermarket and product design for VP One, the premium brand of Taiwan pedal maker VP Components; and Lotus Technology Gear (LTG), which makes backpacks. At Eurobike, the Crops stand will feature some new LTG saddle bags.

In May, Crops established a subsidiary in Taicang, China. "We want to concentrate first on OEM and later on the aftermarket business," Taiga said. He noted that Crops would produce an entry-level product line just for Chinese consumers. "First, it's important to have the Crops name out there," he said.

The company expects to employ 10 at Crops China, and 10 at Crops Taiwan. Meanwhile, Crops is working to put its brand name in the spotlight. Its LED lights, which have been sold under the name Antarex, will now be sold as "Antarex by Crops." **JB**

## VAUDE'S SEEKS TO BE EUROPE'S GREENEST OUTDOOR SUPPLIER

**"Green manufacturing" was a hot topic at the recent Outdoor show, but it is just one of several issues at Eurobike, along with such concerns as ecology, social responsibility, and sustainability.**

Vaude, the German producer of mountain sports products, has embraced the trend and is striving to become "Europe's most environmentally friendly outdoor supplier by 2015." To reach its goal, the company is expanding its "Green Shape" label, which denotes products that have been made in environmentally friendly ways, into its line of bicycle apparel and bicycle packs. "Over 70 percent of our apparel collection for summer 2012 carries the ecological Green Shape label," said Antje von Dewitz, general manager of Vaude.

To achieve Green Shape status, Vaude products must meet strict requirements. For example, only products made of at least 90 percent organic cotton or recycled materials qualify. They must be colored using Vaude's eco-friendly "ecolor" dyeing process, or conform with bluesign textile standards. Bluesign is an independent industry standard for textiles made and treated using environmentally friendly methods.

Throughout the entire summer 2012 product line, including hardware and apparel, Vaude has achieved Green Shape designation for more than 43 percent of its products. That includes its urban cycling apparel line, "Urban Life-Westway Line" and the Gravit mountain bike backpack line.

ANTJE VON DEWITZ WITH A GREEN SHAPE-CERTIFIED VAUDE BICYCLE PACK.

© JB

"It is more difficult to get an eco logo on hardware such as bike packs than on software such as apparel. A bike pack is made out of several different parts," said Stephanie Haid, a spokeswoman for Vaude's bike line.

Vaude boss Antje von Dewitz is proud of the high goals she and her team have set for the company. "Our corporate ecosystem is based on the Vaude sustainability philosophy. It includes the entire lifecycle of our products as well as our business decisions. Our entire ecosystem is integrated within Vaude's environmental management and is annually reviewed by an independent verifier for EMAS [Eco-Management and Audit Scheme] and ISO14001 certification."

Eco-friendly manufacturing is also good business. According to the Readers Digest Trusted Brands Survey 2011, some 68 of respondents said they would be willing to pay more for "environmentally friendly brands."

At Eurobike, Vaude is extending its emphasis on eco-friendly products to its first kids' collection.

"Ecology starts with the smallest ones. Therefore, our kids' bike pack, and the rain jacket from our Grody series, of bluesign-certified material," the company said.

**JB**



B5-400

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# SPEED PEDELECS FRAUGHT WITH

**Fast pedelecs are a lot of fun and will reach new groups of users. But are they safe? Dirk Zedler has some thoughts on what these bicycles need for the coming boom.**

Accomplished cyclists have little interest in pedelecs because they are no fun for someone who is fit and trained. Admittedly, pedelecs are somewhat amusing to ride when accelerating up to 25 km/h or going uphill, but they become distinctly tiresome on the flats or when going downhill. For a trained cyclist, it's simply faster to get there without the motor.

But the situation changes dramatically when the bike in question is a speed pedelec. Good drive units offer 500 watts of power, so speed pedelecs now become interesting to many avid cyclists.

For example, freeriders could go up the mountain by themselves instead of being towed. Commuters could get to work quickly without breaking a sweat.

With this kind of power, cargo bicycles could enjoy a renaissance. Imagine the benefits that speed pedelecs could offer postal, express and courier delivery services, or tool-laden craftsmen and tradesmen.

These powerful motors are already available, and it is simple to incorporate them into current pedelecs. However, more power, more speed, more load capacity and a more demanding load profile call for considerably more from a speed pedelec than from a normal pedelec. Compared to a normal bicycle, the stresses and loads can be many times greater.

Current pedelecs are typically built on city or trekking bike platforms. Traditionally, this type of bicycle has the least demanding requirements. The DIN-EN standard is too lax, if anything, and incomplete to boot. For that reason, these kinds of bicycles are most likely to suffer frame or fork breakages that can lead to serious accidents.

Consumer magazines, which often have a corrective function when it comes to mountain and road bikes, almost exclusively restrict themselves to subjective riding tests with these types of city or trekking models.



They don't do extensive measurements or other objective testing. Without valid measurements, they provide just basic riding reports with sanitized text.

While these types of reviews generate only "winners" that please manufacturers and retailers, they do nothing to raise the level of technology or point out problems for these types of bicycles, as more in-depth testing of mountain and road bikes tends to do.

For these reasons, city and trekking bike framesets provide a poor foundation for a fast pedelec.

If you travel fast, you also need to brake strongly and frequently. But this is not the only reason to insist on a no-compromise brake system for a fast pedelec.

The pedelec's drive unit and motor increase the base weight compared a normal bicycle.

# FAST, FUN AND PITFALLS

This extra mass requires more braking power and, above all, the ability of the brakes to withstand heat. This means that, from the start, the current assortment of coaster brakes,

Consider what happens if a rider hits a bump in the road, or a protruding manhole cover, while speeding along at 40 km/h. If the bike jumps into the air she has to contend with not just 7 or 8 kilograms (15-18 pounds), but at least 20 kg (44 pounds).

Even experienced riders have trouble handling such a situation. If the rider is not concentrating, she or he could quickly lose control.

Someone who rides a speed pedelec at 45 km/h has a lot to pay attention to, including the pedelec's own controls.

Yet many pedelecs have control units mounted in an uncomfortable or awkward position on the handlebars. They are difficult to operate, or require close attention because the control menus are poorly designed.

This is intolerable. While the rider is trying to operate the control unit he is distracted. Under certain circumstances he may be pedaling with only one hand on the handlebars. This is most definitely risky.

It should be a basic requirement that speed pedelecs be equipped with control units that can be operated intuitively, and directly from the handlebars with a flick of the thumb.

Unlike a bicycle or a standard pedelec, a fast pedelec or e-bike must comply with different licensing requirements or regulations, depending on the country it is ridden in.

Germany, for example, requires a fast pedelec to have a rearview mirror, a holder for an insurance plate, special tires with a minimum tread depth, and, if applicable, a kickstand that either folds up automatically when the bike is in motion, or prevents movement while it is in use.

A speed pedelec also must be equipped with a lighting system that meets traffic regulations.

But these requirements are in a state of flux and vary throughout the continent. They ought to have consistent regulations throughout Europe, and soon.

## ■ DIRK ZEDLER

IS MANAGING DIRECTOR OF ZEDLER – INSTITUT FÜR FAHRRADTECHNIK UND -SICHERHEIT GMBH. THE COMPANY PERFORMS TESTING SERVICES, RESEARCH AND DEVELOPMENT FOR THE BICYCLE INDUSTRY AND UNIVERSITIES AND DESIGNS TEST STANDS FOR ALL PHASES OF THE MANUFACTURING PROCESS.



DIRK ZEDLER.

roller brakes and cable-operated rim brakes found on typical city or trekking bikes can be tossed out the window.

Hydraulic rim brakes are better in certain areas than their cable-operated counterparts, but they still have the inherent weakness that their braking performance is reduced in wet conditions. They also cause wear on wheel rims.

That leaves us with only one choice for a speed pedelec: disc brakes, which are standard not only on mountain bikes but also on almost all motor vehicles.

Fast bicycles require suspension. This applies to speed pedelecs with no exceptions.

But wait! you say. What about expensive road bikes? They're very fast, but have no suspension. The difference between a road bike and a speed pedelec is the much higher weight of the pedelec.



SCHWALBE



"BRIGHT IS RIGHT," ACCORDING TO GONSO.

# BIKE CLOTHING

**Get ready for an explosion of colors at the ever-popular Eurobike fashion show, reports Ralf Stefan Beppler.**

"Bike clothing for summer 2012 will be loud and bright, and eye-catching designs will attract attention," promised Christina Wlodosch, bike product manager for the Swiss athletic sports brand Odlo.

## COLOR IS WHAT COUNTS IN 2012.

Meadow – "a very fresh and strong green" – is how Vaude describes the dominant color for its Race and the All Mountain lines.

There's also a splash of yellow in the mens' range, and a flash of pink for women. Why are so many bike ranges quite this colorful? Could it be due to the leaden skies of the recent lackluster European summers?

"Yes, it's a reaction to the summer blues," confirmed Christiane Schumacher, CEO of Fanfiluca.

While Fanfiluca is leading with meadow green and iceberg blue, Scott's palette is even brighter. The Sumita and the Mind collections feature bright coral mixed with turquoise and white.

Pearl Izumi is getting fruity: orange and lime for men, peacock and lime for women.

Even Ziener and Gonso – companies not noted for extravagant designs – are being bold: "Strong colors like a new red, a fresh green, a new blue and, of course, the classic lime," is the Ziener approach for 2012.

Gonso is giving alternatives to plain black: "The Teglio bib pants and the California breeches are not only available in black, but come in fire, new royal, kiwi and mandarin," explained Ludger Tabeing, PR and marketing officer for Gonso.

The women's Florida and Ronja models feature fire, berry and kiwi as alternatives to black.

Sugoi is no stranger to bright color, offering ocean, amethyst and pink for the new Ruby Jersey and the matching Ruby Skirt.

Going against the grain, Ciro Sport is staying classical: "Black and white combinations with only a few splashes of color," said Estel Talbi, export manager of the Spanish cycling brand.



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# GOES BOLD

**WHILE COLOR IS IMPORTANT, FUNCTION IS STILL FOREMOST.**

Ciro Sport uses the "latest generation of new fabrics"; Ziener wants "functionality and style on two wheels"; and Peter Thaler, CEO of Thaler Sports, acknowledges that moisture management "is, and will remain, the major issue in bike wear."

Brighter colors aren't a distraction from a lack of technical innovation. Bike clothing makers continue to pile on the functionality as well as the fashion appeal.



Vaude is featuring a thin but rugged three-layer Sympatex membrane.

Löffler, Sportful and Scott are launching the Gore-Tex Active Shell membrane – the lightest and most breathable Gore-Tex membrane W.L.Gore has ever presented.

Sportful's Survival Jacket was developed and tested by Pro Team Saxo.

Ziener has produced a rain jacket that weighs under 100g and fits into the back pocket of a bike jersey.

Gore Bike Wear has extended its Ultrasonic technology to jerseys and pants of the Xenon collection.

Less weight, less chafing and no ripping of seams are the arguments in favor of the expensive technology.

Two years after the launch of Hot Bond, Löffler is expanding the Hot Bond styles due to demands from retailers following numerous first places in magazine product tests.

Schoeller Textile's Cold Black technology to prevent overheating of black textiles is getting a foothold in bike business, with Löffler to begin with. Shimano's In-R Cool Technology does the same trick.

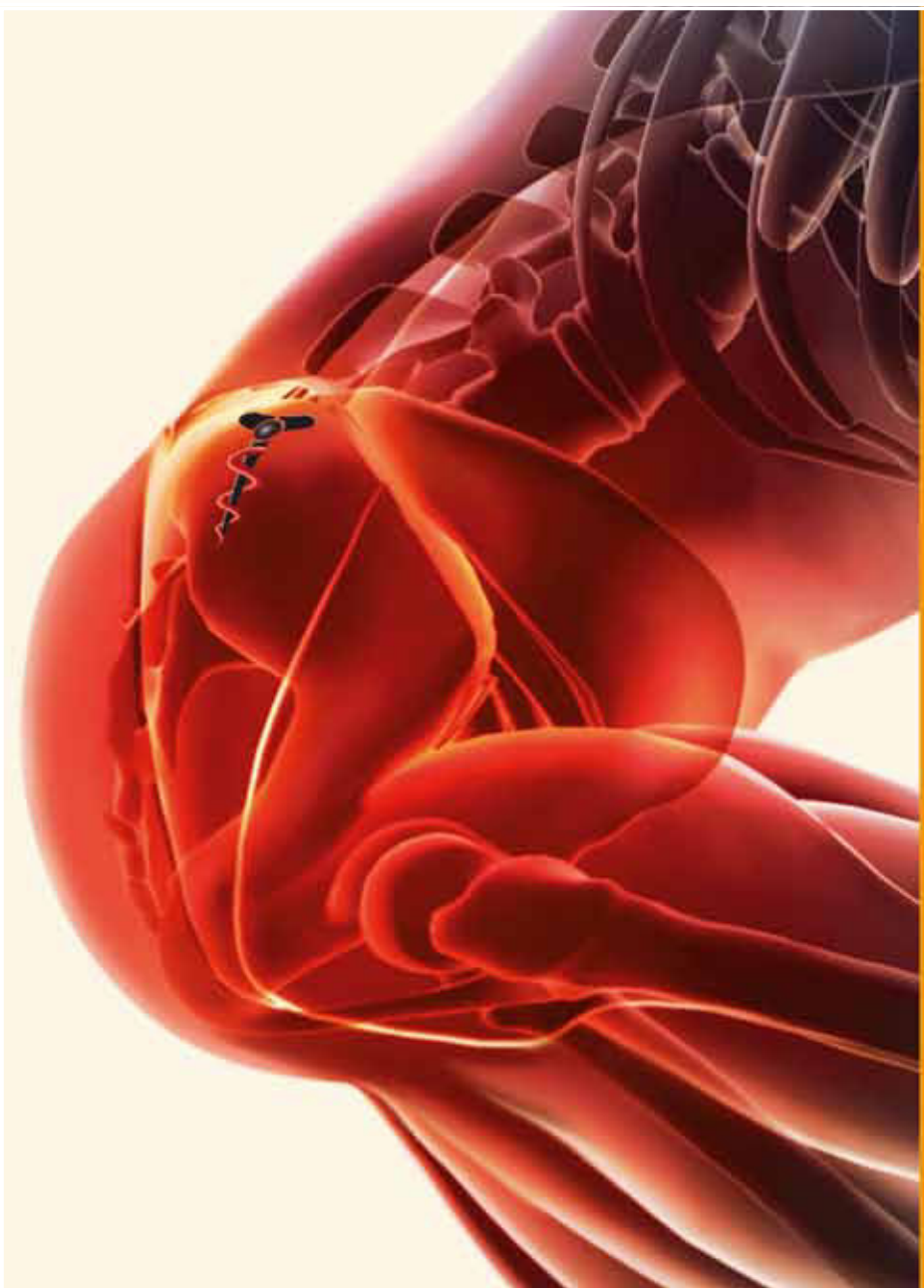
Bicycle-specific clothing may be becoming brighter but the business is not forgetting that functionality always comes first.

■ RB

**GONSO ISN'T NOTED FOR EXTRA BOLD COLORS BUT IS GOING BRIGHT FOR 2012.**



VAUDE SAYS MEADOW IS A "VERY FRESH AND STRONG GREEN"



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# ULTEGRA DI2 TEST DRIVE: ALL OF THE FUNCTION FOR HALF THE PRICE

**Earlier this month we went to Shimano's Ultegra Di2 press event in Switzerland to try out the company's new electronic groupset. Here's the big news: In terms of function, you really can't tell the difference between this and the twice-as-expensive Dura-Ace version.**



SHIMANO ULTEGRA DI2 IS A POTENTIAL GAME-CHANGER FOR BICYCLE COMPONENTS.

The Ultegra dual control levers are the same shape as the Dura-Ace ones and the shifting action is exactly the same, too. Shimano describes it as "Light and easy, like clicking a mouse," and that's about right. Upshifts and downshifts are each achieved by pressing one of the levers tucked behind the brake levers a matter of millimeters.

The rear mechanism is the same shape as the Dura-Ace version, and it comes with a crash saver function that disconnects the motor if you stack to prevent further damage. It can handle a maximum sprocket size of 28-tooth, and you can pair that up with a 52-39T or 53-39T chainset, or go for a compact 50-34T option for a low set of gear ratios to get you up the steep stuff.

The front mechanism offers quick, silent shifting. Despite our best efforts to make it misbehave, it proved to be perfectly accurate over two days of riding up and down the Swiss Alps.

Shift across the cassette and it'll automatically adjust to avoid any chain rub, even if you're on the big ring and big sprocket at the same time, or small and small... Not that you'd want to do either.

The Ultegra Di2 battery is the same as the Dura-Ace one, and it'll give you upwards of 625 miles (1,000km) of use per charge. That depends on how much shifting you do, of course, but in reality you're likely to get maybe three times that distance before you need to juice it up again from the mains.

There really is no reason for you ever to run out of power unexpectedly. Battery indicator lights tell you how much is left in the tank, and you get lots of warning before it actually runs out. Even then, the front mechanism stops working before the rear, giving you a sporting chance of getting home with your quads intact.



THE BRAINS OF THE OUTFIT CONTROLS FRONT AND REAR SHIFTS, FEELS THE FRONT RATCH AND WARNS YOU WHEN THE BATTERY IS RUNNING LOW.



WITH ITS AUTO-TUNE FUNCTION, THE FRONT MECHANISM IS THE STAND-OUT ITEM IN THE WHOLE PACKAGE.

Charge time is 90 minutes and Shimano guarantees the battery for a minimum of 500 charges.

The Ultegra Di2 system weighs a little more than the Dura-Ace but not significantly so: 2,482g (5 lbs, 7.5oz) complete, versus 2,219g (4 lbs, 14 oz).

For comparison, a Dura-Ace mechanical set-up is a little lighter again at 2,149g (4 lbs, 12 oz), while the mechanical Ultegra is 2,402g (5 lbs, 5 oz).

The other difference between Dura-Ace and Ultegra Di2 is the cabling. The Ultegra version uses what Shimano calls Etube cables. These have two core wires instead of Dura-Ace's four, a smaller diameter (5.1mm) and smaller connectors.

That means that Dura-Ace and Ultegra are not compatible; you can't run Dura-Ace shifters with Ultegra mechanicals, at least for now. The word from Shimano is that future versions of the Dura-Ace Di2 will adopt the two-core cabling.

The skinnier cables mean that manufacturers can use smaller holes in their frames for running them internally. But that's not required. Cyclists can fit them externally if they want to upgrade a mechanical bike to digital shifting.

In fact, Shimano believes that setting up a bike with Ultegra Di2 is easier than fitting a mechanical system. We didn't try it so we can't comment. They also say that the connectors are immediately waterproof—just plug them in. The weather in Switzerland was too nice to test that claim, but it's worth noting that the Dura-Ace Di2 system has proved its weather-beating credentials on the pro cyclocross circuit, including being ridden to the world championship. ■ **MAT BRETT**

**MAT BRETT** IS THE TECHNICAL EDITOR FOR ROAD.CC, A CYCLING WEBSITE BASED IN ENGLAND.

A1-200

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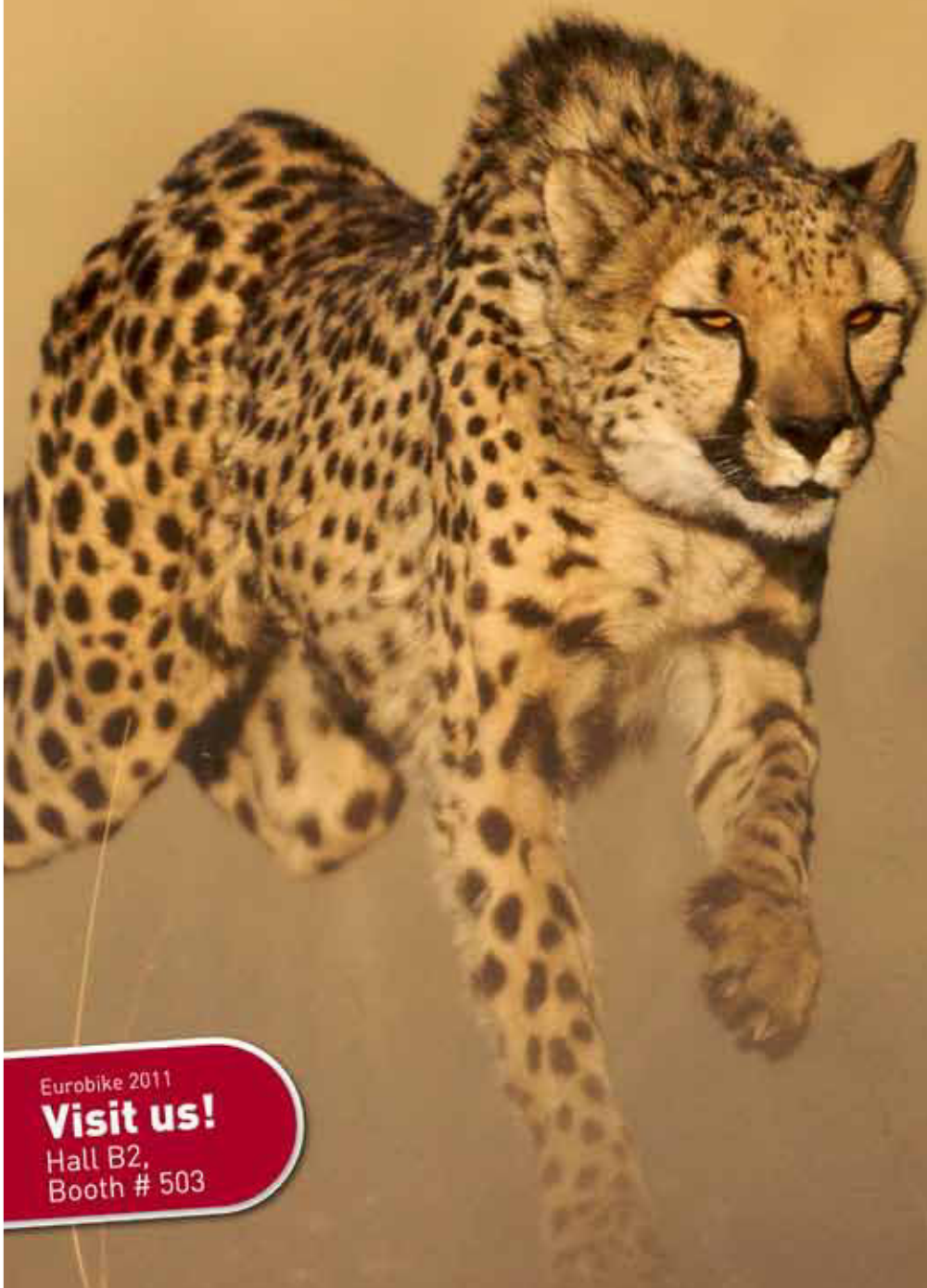
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# SKS PAINTS THE TOWN ORANGE WITH NEW MEETING CENTER

**Welcome to “Orange World”—SKS Germany’s new conference and training center. Best known for its fenders and bicycle pumps, SKS opened the new, state-of-the-art center and showroom next to its headquarters in Sundern, Germany. SKS is known for the use of orange in its logo and packaging.**



THE LOUNGE AT SKS ORANGE WORLD.

“With Orange World, we want to prove that in times of globalization and growing cost pressures it is still possible to produce competitive high-end bicycle parts in Germany,” said Sebastian Wedhorn, SKS product manager.

“More than 250 people and up to 30 trainees are employed by SKS here in Sundern. We produce several million top-quality air pumps, fenders and dirtboards every year.”

At Orange World, SKS’ business partners can learn about what the company calls its “felicitous mix of tradition and innovation.”

A former assembly hall, more than 800 square meters (8,600 square feet) in size, now houses a first-class showroom with dayrooms and meeting rooms, along with a small lounge for relaxing. SKS has also built a bicycle repair shop that can be used to train IBD staffers.

In addition to products, Orange World provides an overview of the company’s rich history. In 1921, Karl Scheffer-Klute started production under the SKS name (“SKS” stands for “Scheffer-Klute-Sundern.”) SKS first made pumps in 1932, and celebrated a breakthrough in 1956 with its first plastic pumps.

Until the early 1990s, SKS primarily mass produced pumps for the OE market—as many as 50,000 pumps a day at the company’s peak. Today, high-quality mini pumps and floor pumps as well as special pumps for ambitious bikers, dominate the SKS pump portfolio. The company now focuses mostly on the aftermarket.

In 1983, SKS took over the British brand Bluemels and made its entrance into the mudguard market. In 1988, SKS began large-scale production of extruded mudguards.

The company also launched the first quick-release dirtboard sets for mountain bikes in 1999 (“Shockboard” and “X-Tra Dry”).

In recent years, SKS has added compact bike tools and chainguards to its portfolio of innovative products.

Each photo and product presented at Orange World tells a story. For example, there is the original sample suitcase that former owner and general manager Wilhelm Blome—the father of current owner Willo Blome—carried in the 1960s when he traveled to meet with customers.

SKS plans to conduct training sessions and dealer meetings at Orange World.

“This is the best spot to explain to our visitors the successful and functional concepts behind our Made in Germany production,” Wedhorn said. “You can feel and smell it.”

■ JB

A5-400



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# T-ONE KEEPS INNOVATING

**T-One R&D Corp was founded in 2007 and is now available in eleven countries across Europe, USA and Asia. It makes innovative cycling accessories including bottle cages, grips and bags. This year it releases i-Home II, a smartphone case for iPhones and Android devices.**



T-ONE'S WIRELESS ANTI-BIKE THEFT DEVICE .

T-One's biggest-selling existing products include Anyway, a variable angle bottle cage that received an iF design award.

Jeremy Hsu, manager at T-One R&D Corp, said: "T-One has six types of bottle cages and

each of them has a different function. We get a lot of our ideas when we're riding."

Undercover is T-One's wireless anti-bike theft device that can be hidden underneath a bottle cage.

A 100 decibel alarm is activated on both master and slave once any vibration is detected on the slave. The master also has an indicator to track the slave with a range of 100 metres.

For 2012 is a high-end model that can transmit up to 200 meters (656 feet). Coming soon is a model that can transmit up to 500 meters (1,640 feet).



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HL CORP'S 3D FORGING EQUIPMENT.

## HL CORP FORGES AHEAD

**HL Corp, founded by Taiwanese business people and based in mainland China since 1972, specializes in forging handlebars, stems, seat posts and suspension forks. It manufactures for OE clients as well as for its own brand, Zoom, which makes up 35 percent of its business.**

HL has exhibited at Eurobike eight times. In 2009, HL Corp invested \$65m in a new, high-tech plant in Tianjin. This factory is based on the Tianjin Industrial Park and co-located with companies such as Giant.

Roger Lee, sales manager of HL Corp, said: "This factory occupies 214,500 square meters [2.31 million square feet], making it the biggest of our four plants in China."

"We are now ramping up production and by the end of 2011 the monthly capacity will reach about 1 million pieces and increase to 2 million pieces by the end of 2012", he added.

HL makes 100,000-plus stems a month. "We are focused on perfecting production and cutting costs," Lee said.

■ AZ



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# TERN MAKES EUROPEAN DEBUT FOLDING BIKES 2.0

**If Google and Apple made bikes, this is what the company and products would be like. Ross Ringham reports on the launch of new folding bike maker, Tern bicycles.**

There's an almost religious aura permeating folding bicycle company Tern not readily apparent from the press releases and shiny pictures.

The influence that companies such as Apple, Google and Facebook have had on the management's approach are clear from the moment company vice-president Josh Hon strides onto the stage to introduce the launch event, his plain dark t-shirt, jeans and headset microphone immediately drawing comparisons to Steve Jobs. Hon is addressing a mixed audience of bicycle press, distributors and dealers, assembled in June in Taipei, Taiwan, for the unveiling of the new company.

"My mother and I came to Taiwan 19 years ago to restructure Dahon and build the company into a global bicycle brand," he says in his American West Coast accent.

"We revolutionized the folding bike industry. But we're here to talk about the future. The question is, why? Why now, when you're on top of your game? It comes down to direction. We've spent months talking with family, friends and the team, and we've decided this is the best path—a clean start."

Hon's father, Dahon founder David Hon, is not present for the launch of Tern. The break in the company is mirrored by a break in the family, with Hon's mother assuming her maiden name and taking up the position of general manager at Tern.



The company's debut product range comprises 22 models based on five frame platforms. Retail prices are expected to be comparable with nearest competitors, ranging from \$400 to \$3,500 (although pricing is likely to be higher in the UK).

There will be a three-phase international rollout, with 35 distributors confirmed to date. The first bikes will be shipped in September. Details on pricing, products and distributors will be announced on the Tern website in the next few months.

It's a brave move, launching a new company for a niche product—braver still when there is well-established, direct competition. Beyond the motto that Tern is making "bikes which fold, not folding bikes," the three tenets that the company is building its ethos on are servicing, deliveries and execution.

Hon says that the company will be take "a responsible approach to servicing." A secondary supply chain, sourcing parts directly from Taiwan and a European service center in addition to a Taiwan parts warehouse will reduce both lead times and turn-around times. Spare parts will be delivered anywhere in the world within three days. "Tern is aiming for best-in-class servicing," Hon said.

"Several parts on the bikes are interchangeable and there are common technologies across the whole range," explained Matt Davis, director of sales and marketing at Tern. Shared components include the main hinge, the handle post, and several of small parts.

"We've found that sending a 'goody bag' of spare parts to distributors doesn't always work," Davis added. "By taking this approach, the spare part SKUs should be a lot smaller."

The servicing strategy takes into account the manufacturing approach too. The joints, for example, are made in the same factory that produces parts for Syntace.

The hinges are serviceable, with replaceable NorGlide bearings and no direct contact between the aluminium and steel parts, so a problem with the hinge won't automatically signal the end of the whole bike.

The designers have spent a lot of time strengthening the durability of the bicycles in their folded positions. A patented floating linkage removes any additional stress on the steel rod in the hinge clasp.

The edges of the hinges are rounded, not sharp, lessening the danger of tearing shopping bags or scratching bystanders on a bus or train. The safety catch itself is made from engineering plastic.

"We want the part to fail if it's caught on something, so it doesn't damage the frame," Hon said. "But we don't want it so weak it breaks as soon as you touch it."

To reduce lead times, Tern is reducing variations. Tern bicycles will only be available in three colors: black, white, and grey. Colored decals will add to the aesthetics of the bikes, and distributors will be able to choose from up to eight combinations.

Execution is the watchword of the day. Members of the Tern team use the expression in different contexts, to signify mobility concepts, quality control or engineering innovations. "Folding bikes are not a revolutionary new concept," Hon said. "But the fit and finish of our bikes will go far beyond anything currently available."

"Rebirth has been hard, but the right road is often hard," he added. "But it's amazing what you can do with the right team. We're here for the long tern."



B4-501

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A6-300

CANNONDALE HELMETS.

## CANNONDALE DEBUTS NEW LINE OF HELMETS

**The Teramo is a top-of-the-line 245g dual density EPS road helmet reinforced with composite and alloy internals. The helmet features 23 vents.**

★ The Ryker is an MTB helmet, with larger vents than the Teramo, said to be for better low-speed cooling. It also has alloy reinforcement struts.

★ Cannondale's entry level helmet is the Quick, featuring single density EPS foam in-molded to a polycarbonate shell.

★ The Radius an urban helmet with single-density EPS foam and internal composite reinforcements.

Cannondale calls the between-the-vent reinforcement system "SI Alloy Exoskeleton Reinforcement Bridge."

## S-SUN SHINES WITH SKULLY, ILLUMENOX BICYCLE LIGHTS

**S-Sun got its start 25 years ago with grips, but where the Taiwan manufacturer really shines is bicycle lights. S-Sun Enterprise owns the Illumenox and Skully brands, both of which will be sporting new products at Eurobike.**

The biggest news for 2012 is a new Illumenox dynamo front and back light, and Skully's first solar-powered light. Another notable product is the K1 mini-LED light.

The entire package can be ordered through S-Sun's worldwide distribution network.

The K1 is made of the same material as the original Skully mini-light, which is a kind of silicon material.

S-Sun still manufactures grips, but Pu said they are just for the OEM market. Making grips taught S-Sun a lot about the injection molding process, which it has been able to transfer to lighting.

The K1 is a versatile little light. It can also be charged by a laptop with an included USB connection. "And it also can be used when working at your laptop at night," said Yannick Pu, S-Sun's sales manager.

"Body housing and lenses are made in-house via injection molding at our factory in Taichung," Pu said. "Our headquarters and factory building also house R&D and our complete assembly operation." An outside supplier provides the LED lights. ■ JB

For both brands Illumenox and Skully, S-Sun has designed attractive aftermarket displays and packaging. "We deliver the complete sales package and believe we offer a great point-of-sale tool for each dealer," Pu said.

JILL FAN OF S-SUN WITH THE 2012 SKULLY AND ILLUMENOX LINE.



B2-507

# VELO ADDS EYE APPEAL TO ITS AFTERMARKET SADDLE LINES

**A product's visual appearance is what immediately catches a consumer's attention. For Velo, a leading manufacturer of saddles, grips and handlebar tapes, this concept underlies the new structured designs that emphasize the unique characteristics of each of its brands.**

For 2012, Velo has expanded its Senso performance line to include new and extra-light competition saddles, while Plush has added new saddles with sporty features.



The upgraded product lines, specifically created for the aftermarket, are now distinguishable through new, sleek designs that depict the overall focus of each brand.

For Senso the visual design has been fundamentally modified. With its expressive black-and-white composition, the saddle conveys an extremely athletic and dynamic look that further demonstrates Velo's direction for its performance line.

This athletic design has been added to the 2012 product range, which consists of competition saddles equipped with carbon-injected bases and carbon fiber rails.

While the brand has previously manufactured saddles in various colors and designs, the majority of its saddles will now depict the new black-and-white look.

Following the performance-based campaign launched at Eurobike 2010, the new design has been incorporated into the overall strategy.

It further complements the brand's focus as a technology-rich performance brand. Streamlining the brand's visual appearance should cause its brand recognition among aftermarket customers to increase.



Plush, Velo's comfort brand appealing to the largest range of consumers, has been refreshed without losing the saddle's three signature design elements:

- ★ a black and grey cover;
- ★ a yellow Plush label;
- ★ a yellow and white Velo logo.

The new design now features yellow and black curved lines on the seating area adding a timeless look and contributing to a high recognition value.

To better recognize the individual Plush models, model numbers have been incorporated into the design and are displayed above the Plush label.

The design's improvement will also extend the brand's appeal to include a younger generation.

Velo Enterprise, founded in 1979 by Stella Yu, is driven by the vision to create perfect saddles for all types of demanding cyclists.

Today, Velo is one of the world's leading designers and manufacturers of quality saddles, grips and handlebar tapes.

Last year, Velo manufactured more than 15 million saddles in its four factories in Taiwan and China.



Velo's mission is to support cycling enthusiasts who value a healthy and environmentally conscious lifestyle. Recognizing that comfortable cycling often comes down to the saddle, Velo is determined to create products that suit the personal preference of every rider.

All Velo products are manufactured with environmentally certified materials and processes. By renewing the aesthetics of the Senso and Plush saddles,

Velo creates a corporate design for each of its brands that will be communicated in the future while uniting the communication of the existing Plush and Senso brand campaigns with the new designs.

B2-503

## NEW RACE STYLE

### RRC DICUT® LINE

The RRC DICUT® (diamond cut) wheels like to spin fast and long. Aerodynamically optimized rims, perfect heat dissipation and the straight pull star ratchet DICUT® hubs make it possible. Available as tubular and clincher version in 32 mm, 46 mm, 66 mm and as disc wheel.



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# DT SWISS IS GOING PLACES, STARTING WITH NEW HQ

**Responding to business expansion, DT Swiss has built a new and bigger HQ and is in no mood to slow down, discovers Laurens van Rooijen.**

Within the last 15 years, DT Swiss has grown from a specialist spoke manufacturer to a supplier of an increasing number of high-end bicycle parts. Having outgrown its HQ in Biel, it had no choice but to build a new, and smarter, one.

The new HQ is still in Biel. But it's not just a bigger facility, it's a designed-for-the-purpose new build. While the old headquarters was situated in an ancient building confined on three sides by rock faces of the Jura mountain range, the new facility has been built from scratch in a recently opened industrial area outside the city, close to iconic Swiss watch makers such as Rolex and Swatch.

And where the old headquarters was filled to the brim with machines and raw and processed materials, forcing DT Swiss to open additional facilities for their rim production, the new HQ is spacious and flooded with daylight.

As it offers 20,000 square meters (215,275 square feet) of floorspace, there's plenty of room for the warehouse, production and assembly, administration and extras such as meeting rooms and spacious canteens. Along with increased comfort, there are productivity gains too.

DT Swiss used to be part of a big public company that was transformed into an enterprise of its own by a management buyout in 1994. It is now an international group with subsidiaries in Poland, the United States and Taiwan, offering wheels, spokes, hubs and suspension parts.

Frank Boeckmann, DT Swiss' director of sales and marketing, said there are logistical gains from moving into the new building: "The new headquarters is not about prestige, as great as it may look. This new facility was necessary to fully implement the SAP system and to keep our steadily growing production running flawlessly and our customers happy."

Two independent servers keep track of more than 20,000 different parts needed to handle 7,000 to 12,000 orders per month worldwide, depending on the season.

Two fully automated Kardex storage systems make sure that parts needed for the assembly of specific products are on hand when they're needed.

**DT SWISS MOVED INTO THEIR NEW HEADQUARTERS AT THE BEGINNING OF THE YEAR.**  
© LAURENS VAN ROOIJEN

That goes especially for products that have been customized for a bicycle manufacturer:

DT Swiss stores a large inventory of color-coordinated decals at its subsidiary in Poland so it can offer not only a replacement product of the same value, but an optically matching part.

The warehouse is secured by the Swiss aviation security authority BAZL.

By restricting access to as few employees as possible and tightly checking all incoming and outgoing goods, DT Swiss has qualified for an easier handling of their air freight. That not only means less hassle and handling costs, but also reduced lead times.

"The loading bay is another plus of our new facility," said Boeckmann. "Rather than having to turn trucks in a very limited space, the drivers simply enter the bay on one side and leave it on the other."

The Swiss headquarters is as much about production as it is about research, prototype building and service. The growth is set to continue.

"We have already added six machines to forge our butted spokes," said Boeckman.

This forging procedure is exclusive to DT Swiss and one of the secrets of the company's success. Forging is done in Switzerland, and the raw, butted spokes are then sent to either Poland, Taiwan or the United States where they are cut to length and threaded at one end.



**FRANK BOECKMANN, DIRECTOR OF MARKETING AND SALES AT DT SWISS.**

"At DT Swiss, we still consider butted stainless spokes as the best solution, and it shows all the more as nowadays performance wheelsets come with less and less spokes, putting more stress on each individual spoke," Boeckmann said.

When asked about the biggest challenges that DT Swiss faces, Boeckmann is clear. "The current instability regarding the exchange rates and the strong Swiss Franc are the big challenges, but that goes for all export-oriented companies operating from Switzerland," Boeckmann said.

"Luckily," he added, "at DT Swiss we have the chance to shift labor-intensive steps of our production to other regions to minimize the impact of our strong domestic currency."

■ LVR

A3-402





# THE NEW DAHON

## FOLDING BIKE LEADER SHAKES UP THE MARKET

**Dahon, a world leader in folding bikes, comes to Eurobike with a renewed interest in shaking things up. Aggressive innovation in product and marketing figure prominently in the company's 2012 plans.**



THE JIFO 16 FOLDS IN SEVEN SECONDS.

While this may seem unusual and unnecessary for a 30-year-old company that owns an absurdly high market share in its category, it is a trademark of Dahon's energetic leader and founder, Dr. David Hon.

New folding technologies, a completely revamped marketing strategy designed to expand the brand's appeal, and new distributors in some key markets all are part of the package Dahon brings to Friedrichshafen.

All of this comes on the heels of its announcement of a manufacturing partnership with a new, state-of-the-art bicycle factory, Maxcom, in Bulgaria, to complement Dahon's production in China. (Tomorrow's *Show Daily* will look at the Maxcom factory in detail.)

"Our company was founded on the philosophy of re-writing the rules, starting with our original irreverent folding bike 30 years ago," Hon said. "We are, by nature, relentless innovators and dedicated business partners."

The striking Jifo 16 bicycle marks a bold departure in Dahon's product range. Applying a longitudinal frame latch, the Jifo folds in about seven seconds into an ultra-compact package and is ideal for people who desire a chic folder.

DAHON'S NEW MARKETING MESSAGE TO CONSUMERS.



B4-304

A second new product platform, Flat Pack Technology, features bikes with full-size wheels. A proprietary quick-release pedal and a radical handlebar design allows even standard bikes to be quickly transformed into a flat and compact shape for efficient storage and reduced footprint.

In all, Dahon is offering a range of 34 bikes globally, including its familiar and affordable Boardwalk, Eco, Speed, Vitesse and Jack lines, along with the curvaceous Mu family.



THE FOLD-FLAT TARAZED.

On the marketing front, Dahon is initiating one of its most innovative and ambitious campaigns to date.

Distinctively targeting both B2B and B2C, the new campaign emphasizes a new visual identity that more clearly communicates Dahon's brand positioning.

**WHO KNEW MR. RIGHT WOULD TURN OUT TO BE MR. GREEN?**

Dahon also offers a reinvigorated series of hydroformed performance models, and one model with a continuously variable transmission, the result of a joint project with NuVinci.

A consumer campaign, themed "Express Your Personality," will feature eye-catching personalities and highlight Dahon's broad product range that allows individuals to express themselves through their bikes.

The campaign highlights the brand's competitive advantage in an emotional way and within the overall context of the brand message.

Aiming to expand the brand's appeal beyond the traditional cycling market, the campaign will run in newspapers, lifestyle and leisure magazines, as well as traditional cycling venues.

A second campaign, featuring a more functional approach and focusing on the newest product and technology, will communicate to the bicycle industry while explaining brand positioning and Dahon's future direction in the market.

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## CLEAN MOBILE GAINS INVESTOR, WILL EXPAND E-DRIVE OFFERINGS

**In April, Iwis Motorsystem GmbH & Co. of Munich, a global leader in mechanical drive control systems, acquired a 10 percent stake in Clean Mobile with other investors.**

The two companies announced a "strategic partnership in the growing market for electro-mobility" and plan to launch a drivetrain in 2012 for the 25 km/hour pedelec segment.

The investment allows Clean Mobile, from Unterhaching, Germany, to take advantage of Iwis' extensive manufacturing know-how. The companies said they would develop a variety of electric drivetrains for two-wheel, three-wheel and four-wheel vehicles.

"The strategy of entering the market with high performing and attractive drives for fast premium pedelecs paid off," said Ira Frankenberger, Clean Mobile's marketing manager.

"As a result, the first HCD drive trains were launched in the first quarter of this year. Now we will start addressing the considerable demand for trendier, attractive and longer-lasting pedelecs."

Clean Mobile's current HCD system, which stands for "Harmonic Chain Drive," targets the "fast pedelec" market with a speed of up to 45 km/h. These systems typically require a special license and insurance, like a moped. The planned 25 km/h systems are intended for the larger e-bike market because they don't require special licenses.

Clean Mobile plans to reduce the motor power, which will enable it to offer smaller batteries. A sensitive torque sensor will complete the package.

WERNER GRUBER, CHIEF EXECUTIVE OFFICER OF CLEAN MOBILE

The drives will comply fully with Clean Mobile's high quality standards. The integrated drivetrain system offers a vehicle efficiency of up to 80 percent, according to Clean Mobile. ■ **JB**

## NEW PEDAL TECHNOLOGY, SHOES READY AT XPEDO

**Xpedo is a well-known supplier of high performance pedals, backed by the resources of Wellgo, the world's biggest maker of quality pedals. At the Xpedo stand, you'll find the very latest technology, including the Thrust NXS for 2012.**

This pedal (245g per pair) uses NEP injection molding to form a stylish lightweight pedal body. The stainless steel contact plate increases durability, while cromoly spindles roll smoothly on three cartridge bearings.

Also new for 2012, the Xpedo SLN (Supreme Light Nylon) road shoe was designed to offer comfort and performance at an economical price.

Ideal for beginners and indoor cycling enthusiasts, the shoe features micro-vents in the sole and three trimmable Velcro straps.

Wellgo runs two Taiwan factories as well as a Chinese operation, which concentrates on parts of Wellgo's OEM production. In all, Wellgo produces about 10 million pairs of pedals every year. About 400,000 pairs are made in Taiwan for the high-end market, and 90 percent of those are made in-house. Wellgo has its QRD (Quick Release Device) for 2012 on display at its Eurobike stand.

Developed by Wellgo's founder and general manager John Chen, this quick release pedal system targets the growing folding and compact bike markets. Chen also thinks that these easily detachable pedals make sense for other bicycle categories. "Without pedals, bicycles are much easier to store in a limited space," he says.

The other innovation from Wellgo is the Auto Reset Positioner in the POSI-R168 pedal. A magnetic element allows the user to set the empty pedal to settle at a chosen angle. This allows the user to confidently step into the pedal without looking and without fear of missing the engagement. ■ **TK**

B2-501



SALES MANAGER  
JENNIFER CHEN  
WITH NRP SHOES.

## TAIWAN'S ECHOWELL DARTS INTO EUROPEAN MARKET

**Taiwan manufacturer Echowell Electronics has an interesting mix of businesses: bicycle computers and heart rate monitors and electronic dart games.**



ECHOWELL'S RICHARD LEE WITH HIS COMPANY'S "EASY-TO-USE" CYCLING COMPUTERS.

Richard Lee, Echowell's general manager, said the seemingly disparate product lines make good business sense. "That's how we utilize our production," Lee said.

"In the fall and winter, we produce mainly bicycle computers and heart rate monitors, and in the summer we produce dart games. All three product groups rely on detailed mechanic and electronic skills. Echowell is proud to have a core competence in both fields."

Unlike some competitors in the market, Lee said Echowell has complete control of its research and development and product manufacturing. Echowell's headquarters and R&D office in Taiwan employs 40, and its factory in China employs 415. "We have our entire production under our control," Lee said.

Approximately 70 percent of Echowell's total production is for bicycle computers and heart rate monitors. Around 25 percent of production is for the company's own Echowell brand, while the other 75 percent is for OEMs.

Sales representative Paul Lin pointed to Echowell's "easy-to-use" philosophy that lies behind all products. "We make more products for everyday people than for real experts," Lin said. Added Charles Chen, the company's sales and marketing chief, "We offer products with the most attractive price points in the market."

In Germany, Echowell is distributed by Messingschlagler, but the company is exhibiting at Eurobike to expand its reach in Europe. ■ **JB**

B2-113

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# MARKET REPORT

## GERMANS SURPASS THE DUTCH FOR LEAD IN E-BIKE MARKET

**E-bikes and pedelecs have been a significant motor for the European bicycle economy, especially in the leading e-bike markets of the Netherlands and Germany.**

People want quality bikes and good service and are willing to pay ever-increasing prices for them. Product variety is growing as e-bike makers target younger (and young-at-heart) buyers and those looking for something sportier. Extreme mountain e-bikes, speed pedelecs and stylish, high-end urban bikes have boosted the German market in particular.

The Netherlands, which has set the trends for the European pedelec market, has settled for comfort features and the distinctive Dutch bicycle style. Worldwide, electric bicycle sales are predicted to cross the 30 million unit sale mark this year. China skews the curve because it is expected to account for 29 million of those units.

The remainder of e-bike sales are concentrated in Europe, primarily the Netherlands and Germany. According to Electric Bike Worldwide Reports 2011 and the German industry association VSF, sales in Europe crossed the 1 million mark for the first time in 2010 and are expected to reach 1.3 million this year.

ALMOST EVERY E-BIKE BRAND NOW OFFERS AT LEAST ONE PEDELEC THAT SUPPORTS SPEEDS OF UP TO 45 KM/H (28 MPH), LIKE THIS SNAKY HARDTAIL WITH A GO SWISS DRIVE.

Per capita, the Netherlands is the leading market for e-bike and pedelec sales in Europe. By total units, however, Germany has taken the lead, according to EBWR.

The German government recognizes bicycles as an important part of the solution to several social issues, such as traffic congestion and pollution in inner cities and a lack of exercise, says Albert Herresthal, CEO of VSF.

According to the government, Germans own more than 73 million bicycles—twice the number of cars. Thanks to extensive government support, cycling's transportation share has grown to 13 percent of trips in Berlin and Hamburg and 14 percent in Munich. This means millions of new cyclists are buying state-of-the-art bicycles.

Driving the industry's success is, more and more, the pedelec. In 2010, between 200,000 and 240,000 pedelecs and e-bikes were sold in Germany. That doesn't seem very significant in a market with annual sales of more than 4 million bicycles.

Yet it is a big deal. The numbers mean that the volume of e-bike sales tripled between 2007 and 2010, making them the fastest growing segment of the bicycle industry.



THE 1.2 KW ELECTRIC MOTOR, FROM EGO-KITS: MORE ENJOYABLE UPHILL RIDES FOR MOUNTAIN BIKERS.

Leaving children's and sport bikes aside, experts predict that this year, nearly 10 percent of all bicycles sold for everyday urban use will be pedelecs.

Independent bicycle dealers continue to dominate the e-bike and pedelec market, accounting for 68 percent of unit sales and 80 percent of turnover. According to the VSF, high-end dealers have increased their turnover by 55 percent in the six years. Consumers want quality products and good service and are willing to spend an average of €1,700 (\$2,400) for a pedelec.

That's music to the ears of an IBD, because the average price for all bicycles sold at an IBD is €624 (\$890), including city and trekking bikes, according to the German bicycle trade magazine SAZ. At premium dealerships, where touring and everyday cyclists by their bikes, VSF has calculated an average price of €1,057 (\$1,505).

Even in the Netherlands, where overall bicycle unit sales fell 7 percent in 2010, pedelec sales continued to grow, although the market may be reaching a saturation point. According to *Bike Europe*, e-bike sales grew by nearly 8 percent to 165,000 units last year, the only bicycle category to mark an increase. Dutch consumers are realizing that quality models start at €1,500 (\$2,135) and that they need to buy e-bikes at specialized dealership to receive the necessary service package.

IBDs now account for more than 85 percent of the country's e-bike sales, while low-price e-bikes have almost disappeared from the Dutch market, according to industry organization RAI.

Instead, the "big three" of the Dutch bicycle industry—the Accell Group, Gazelle and Giant—all have gained market share and are among the nation's top 5 e-bike brands. Sparta still leads the market, followed by Batavus, Giant, Koga and Gazelle. All but Giant and Gazelle are Accell-owned brands.

Dutch consumers don't seem as interested in diversification in e-bike styles as their German counterparts are today. Industry expert Han Goes believes this is one reason why the growth in Dutch pedelec sales has slowed. ■ SB



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# NEW PRODUCTS

## GIANT WHEELSYSTEMS



**Don't call them "wheelsets." Giant calls its new wheel line a WheelSystem, because every component, from the hub to the spokes to the rims, has been designed and engineered to work together as a single unit.**

The WheelSystems, manufactured in Switzerland by DT Swiss to Giant's specifications, will appear throughout Giant's 2012 road line.

From the P-SLR1 Aero, a 1,575-gram wheel with ultra-light 50mm scandium-composite and internal locking alloy nipples for better aerodynamics, to the P-SL1, with 21mm deep 6061 alloy rims for enthusiasts or beginning road racers, there is something for all levels of road riders in the line.



**B3-302**

## CROPS LTG GINA BAG



**The LTG Gina Bag 02-S is an attractive, compact saddle bag made of reflecting, water-resistant material.**

Offered in several colors, the LTG Gina can be easily attached to the saddle rails and seat post without tools thanks to its Velcro straps.

The LTG Gina Bag 02-S also features an easy-access single zipper.

**A6-208**

## T-ONE R&D WAVE GRIP



**Wave is T-One's newly designed grip with multiple color options and the choice to use locking clamps.**

Color and style are the essence of the Wave design.

**A5-110**



## SQLAB 602 ACTIVE SADDLE

**With the Active 602 saddle, SQLab completes its Active series of saddles that are friendly to riders' lumbar spinal region.**

The new model is based on the long-proven 602 trekking saddle and integrates the Active Series' damping technologies, which allow the saddle to move slightly from side to side while pedaling.



This reduces unpleasant seat pressure and mobilizes the spinal discs. Active 602 comes in 14, 15 and 16 cm widths, with three different dampers (soft, medium, hard).

**A7-100**

## MING CYCLE HORA E-TRICYCLE

**Ming Cycle's Hora e-tricycle is equipped with a new power assistance drive that uses a 36V/250W motor to provide more power and cruising distance.**



A start-up throttle helps riders get moving from a dead stop on hills or while stopped at a traffic light. The throttle supports the rider until he or she reaches a speed of 4 to 5 km/h, then cuts off automatically.

The detachable display can be taken off to prevent theft. A differential gear device ensures that when making a turn, each rear wheel rotates at a different speed, so the power is evenly distributed. Disc brakes give the Hora more stopping precision.

**A5-507D**

## SCHWALBE HANS DAMPF

**Hans Dampf is as much at home on back streets as it is on tough trails.**



**A5-300**

Strong lugs, grippy TrailStar Compound and strengthened sidewalls (SnakeSkin) make it feel as comfortable on rugged terrain as on flowing single-track.

Weighing in at just 750 grams, Hans Dampf rolls relatively easily and tackles ascents with aplomb.

## SKS INJEX T-ZOOM

**The Injex T-Zoom is a top-level compact pump with a universal multi-valve head connection, ideal for trekking and mountain bikes.**

The grip is designed with optimum ergonomics in mind.

With its optional high-pressure level, the Injex T-Zoom achieves a pressure of up to 10 bar (145 psi). The high volume hand pump is made of aluminum.

**A5-400**



## VELO ATTUNE GRIPS



**B2-503**

**Velo's Attune grips were created to be durable, versatile and comfortable, fitting the anatomy of the cyclist's hand.**

This anatomical shape is supported with a special gel material that optimizes handling and reduces fatigue. The grips are available in black or white, and the patented G2 clamp locks from Velo allow for easy assembly.

# NEW PRODUCTS

## THUN BATTERYSAFE

**E-bikes bring unusual challenges for retailers and manufacturers—like the possibility of a destructive battery fire.**



Thun's BatterySafe protects those who stock and work with e-bikes from the risk of fire or explosion caused by storing and charging lithium batteries. These types of fires are dangerous as they cannot be extinguished with water or conventional fire extinguishers.

BatterySafe is certified to the strict EN 14470 standard, offering fire protection of 90 minutes. The system also can be customized for OEMs and retailers with the addition of fire and smoke sensors, automatic powder extinguishers and an emergency call interface.

FGO-503

## STORCK REBEL NINE 29ER

**Storck's XTR-equipped Rebel Nine 29er hard-tail has a tapered headtube, from 1 $\frac{1}{8}$ " to 1 $\frac{1}{2}$ ".**

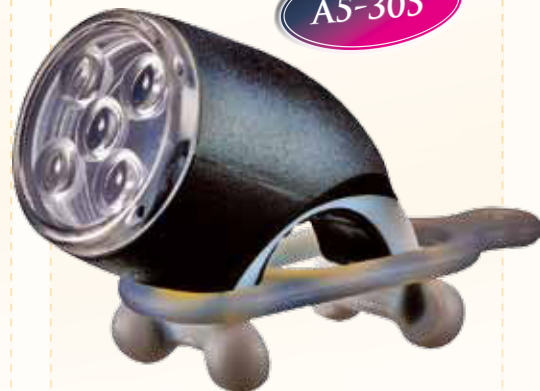
Its Crank Brothers Cobalt 29-inch rims – laced with twin-pair spokes – are tubeless-ready.

A3-100



## INFINI CHIOT

A5-305



**The 5 LED Chiot has four rubberized feet for gripping all handlebar widths and is held on with a flexible band.**

The body of the Chiot is made from an eco-friendly material.

## GHOST AMR PLUS SERIES

B1-400

**Ghost Bikes' new AMR Plus series offers all-mountain trail bikes that excel through several innovative solutions.**

A flat steering angle and steep seating angle guarantee perfect trail fun, uphill and downhill. A 1.5-inch head tube, X-12 through-axle, ISCG standard and remotely adjustable seat post guarantee riding fun in all terrains. Available with carbon or aluminum frame.



## HTCOMPONENTS AE01TPEDAL

**HT's new Evo pedal series is made of extruded, CNC optimized magnesium or aluminum with an 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-AE01T model is made of anodized aluminum with a CNC-machined titanium spindle. It weighs 315 grams per pair.



B2 507-23

## CLEAN MOBILE THIRD ELEMENT

**At Eurobike, Third Element is debuting a 2012 model pedelec powered by Clean Mobile. Due to high demand, Third Element's new model is a 25km/h version of last year's innovative—and fast—eSpire.**

Called the eSpire comp, the new version is a sports touring e-bike made for long distances and equipped with the new Clean Mobile drive system. Similar to its fast e-bike cousin, the stylist eSpire comp distinguishes itself with its striking tubular frame. Lighter battery packs and components ensure a natural biking experience.

A6-107



## DT SWISS FX 1950 TRICON

**The FX 1950 freeride wheelset from DT Swiss features TRICON technology, with special hubs, straight double-threaded spokes and Torx nipples.**

With a radial and crossed spoke pattern FX 1950 wheels "guarantee the best possible stiffness and weight ratio," says DT Swiss.

The wheelset is tubeless compatible.

A3-402



## O-SYNCE TRAINING LAB V3.0



**TrainingLab is the training software for O-Synce cycle computers and navigation devices.**

B3-502

Version 3.0 has an improved user interface including a new "favorite page," which displays the most important data on one screen. TrainingLab synchronises with www.trainingsplan.com and allows the user to generate a flexible workout plan using O-Synce products.

## LAS HELMETS INFINITO

**The Infinito helmet from LAS Helmets has an easy on-and-off visor, and integral bug-netting.**

Infinito is Italian for infinite, a reference to the never-ending comfort from the padding on this helmet, which was designed in Italy. The Infinito comes with a set of stickers for personalizing the look of the helmet.

B3-501



## SR SUNTOUR DURO DJ-RC AIR

**SR Suntour's new Duro DJ RC weighs only 2,000 grams.**

A4-102



The Duro RC is now equipped with alloy stanchions, cold forged alloy crown and a reinforced alloy steerer. SR Suntour has added its new progressive air chamber system and a new slim body RC damping cartridge, designed especially for the DJ fork line.

## TRIGON MQC10 CARBON 29<sup>ER</sup> FRAME

A7-317

**Trigon offers a new design for a 29er frame, which the company modestly calls a full carbon monocoque "performance masterpiece."**



It's made of Venus C8 advanced composite material. Oversized and trapezoidal tubing increases frame stiffness, as does a 1-1/8-inch to 1.5-inch head tube design.

An oversized BB for press fit system also boosts stiffness and improves power transfer.

## SELLE SAN MARCO BIOAKTIVE SADDLE

**City roads can be unpleasant for everyday cyclists. San Marco's Bioaktive saddles for 2012 can help.**

B3-407

The Bioaktive City offers a biodynamic structure that follows the movements of the pelvis while pedalling, with a wide, comfortable seat. The Sportive is for cyclists seeking a balance between comfort

and performance, and is intended for mountain bike, road and trekking bikes. Finally, those who most seek comfort above all can choose a Recreational saddle.



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## 'TIMEMACHINE' LAUNCHES BMC INTO RECORD BOOKS

**At the end of July, there were lots of grins on the faces at BMC's headquarters in Grenchen, Switzerland. In the span of just a few days, triathlete Andreas Raelert set a new world record at Challenge Roth, an iron-distance triathlon, followed by Cadel Evans' decisive time trial win that brought him the most prestigious victory in cycling: the Tour de France.**



B3-202

BMC'S HEADQUARTERS IN GRENCHEN, SWITZERLAND. © LVR

Both athletes won on BMC's futuristic new Timemachine TM01.

"These successes were no coincidence, but the result of meticulous preparations, first in the wind tunnel and then both in practice and competition," BMC's brand manager Markus Eggimann said.

"The close cooperation between sponsored athletes or race teams and our engineering team has become the core of our product development."

Successes like these have lifted BMC into the elite group of premium bicycle manufacturers. Now, BMC is applying its winning formula off-road as well with the creation of the BMC Mountainbike Racing Team this year.

The Swiss brand's factory team is already paying dividends. The first results of the program will be on display here at Eurobike.

The Trailfox TF 01 Carbon is a very light, all-mountain model. The Mountainbike Racing Team is also showing its influence with BMC's first 29er models. The company is showing two big-wheel platforms for 2012 at Eurobike for the first time.

■ LVR



BRAND MANAGER LENNART QUECKE WITH THE NAVI2MOVE X. © JB

## O-SYNCE ADDS ANT+

**After entering the GPS market with Navi2move, O-Synce is now introducing Navi2move X, which has ANT+ capabilities.**

O-Synce brand manager Lennart Quecke said, "Navi2move X is a completely new, slim navigation device for the ambitious cyclist including all the features needed by pro athletes."

The ANT+ chip in the Navi2move X is all about connectivity. "Various sensors, like heart rate, cadence, power as well as weight management, can be connected with the device," Quecke said.

The new product offers detailed training functions. "Use the workout function to know what to do exactly during your training session.

You are able to upload your training schedule even for several days when you go to a training camp," said Quecke.

Riders can see the track on the device's display and use arrow-waypoint navigation to find their way.

Navi2move X has a rechargeable battery that can be swapped out. It is compatible with O-Synce remote control. The retail price is expected to be under €200.

■ JB

B3-503



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**A5-305**

## KTM CREATES 29<sup>ER</sup> E-BIKE

**KTM Fahrrad of Austria has created a full line of 29ers, including an electric assist model. For 2012 KTM will offer more than sixty different mountain bike models.**

"25 are full suspension bikes," said KTM marketing manager Stefan Limbrunner. "Next season we will also have the first complete 29er series: three full suspension, five alloy hardtails and five carbon hardtails. We believe strongly that the 29er category will be the next hot trend in Europe."

Highlight of the 29er range is Myroon, a race carbon hardtail, and is the bigger wheel brother of KTM's Myroon 26-inch mountain bike.

The 29er Myroon has benefitted from an all-new frame design. KTM's head of R&D Thomas Pressl said: "The new carbon frame stands for stiffness, lightweight, comfort and, due to integrated cables, has a clean look." The 29er Myroon frame weighs 1.1kg (the 26-inch Myroon frame weighs a touch less than 1kg).

KTM is a pioneer with the offroad pedelec category. In 2009 the company sold 700 MTB pedelecs. Company president Carol Chen said the 2010 figure was 7000 units sold and "this season it will be more than 23,000 units."

KTM offers pedelecs with power units from Bionx, Bosch, Panasonic, or Clean Mobile. The company's 29er pedelec – the Macina – is equipped with the new Bosch e-bike kit.

Last year's Egnition, a concept downhill pedelec equipped with Clean Mobile's e-bike kit, is now available commercially. Eighty eight will be produced, priced at 8,888 Euros.

■ JB

A4-300



IS THIS THE WORLD'S FIRST 29ER PEDELEC? KTM'S STEFAN LIMBRUNNER POSES WITH THE BOSCH-EQUIPPED MACINA. © JB

## AMERICAN CLASSIC SHAVES ITS MAGNESIUM WHEELSET

**By changing the shape of the rim of his new magnesium wheelset, Bill Shook at American Classic has shaved about 20g off the weight.**

It now weighs in at an extraordinary 280g, lighter than most tubular rims. The whole wheelset tips the scales at a claimed 1108g.

The rim has a very rounded profile at the spoke face and is shallower than last year's wheel.

Its wide (22mm) section, Shook said, is ideal for tubeless tires, although for the most part he's been riding them with 135g Maxxis 20mm tires and lightweight tubes; the wide section means the 20mm tire rides more like a 22mm.

American Classic's other big news is that the wheelset is tubeless-ready. Shook is a big fan of tubeless in theory, but not of the current UST tubeless tires available.



BILL SHOOK WITH THE MAGNESIUM WHEEL © DAVE ATKINSON

"The road tire makers need to learn what the mountain bike tire makers did: Most people don't want a heavy UST tire," Shook said. "MTB racers don't use tubeless tires. They use standard tires and sealant."

Magnesium isn't the most durable of metals, and these aren't wheels that you'd dig out for salty winter training rides. But American Classic has changed the alloy to one that's more resistant to corrosion, and also a bit stronger. It's also more expensive, but Shook reckons the lower weight and greater longevity will outweigh the additional spend.

■ DAVE ATKINSON, ROAD.CC

A7-314

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# THE CATEYE INOU FILMS YOUR RIDE WHILE YOU PEDAL

**The Japanese company CatEye takes its name from high-efficiency reflectors, a business field its Western customers may be unfamiliar with. In the West, the Osaka company has built its reputation on high-luminance bicycle lights and cycle computers.**

Now there's a new product to add to the list. At Eurobike, CatEye is debuting what it describes as a "trip recorder with maps, camera and video," or, more simply, a GPS-enabled camera and video recorder.

It's called Inou, and is named for the first explorer to map the Japanese coastline.

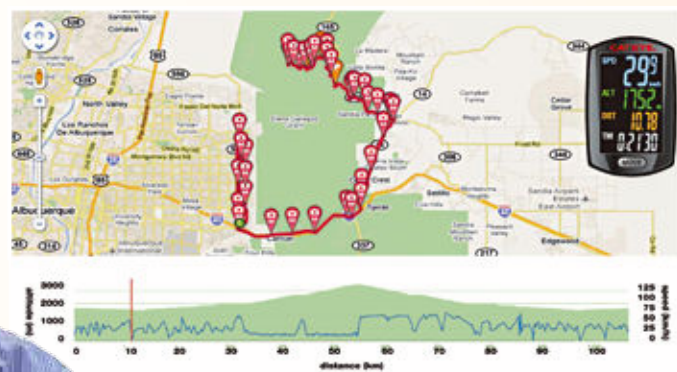
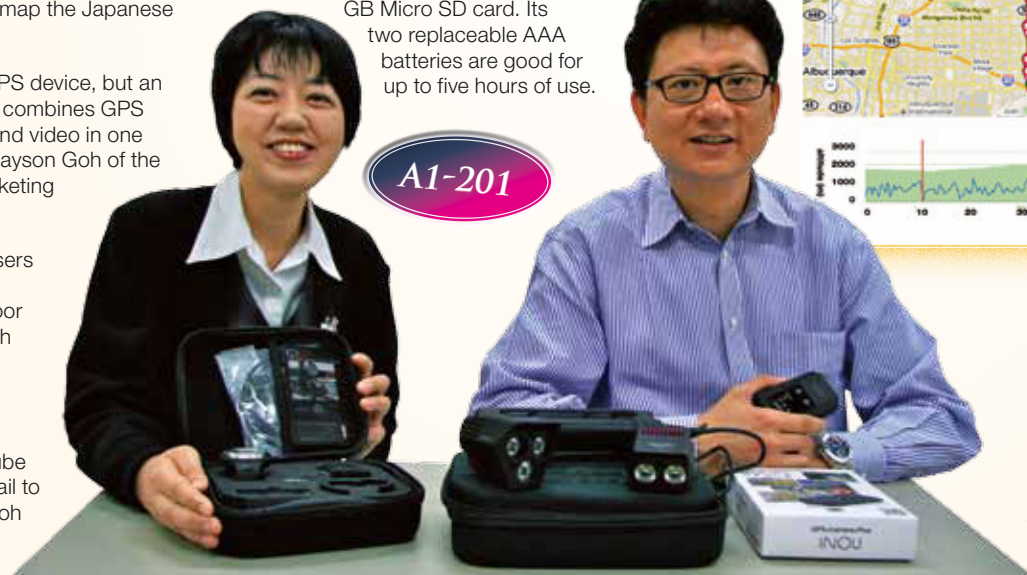
"Inou is not a GPS device, but an application that combines GPS maps, photos and video in one product," said Jayson Goh of the company's marketing department.

With an Inou, users can share their cycling or outdoor experiences with friends.

"You can share it on Facebook, Twitter or YouTube or send an e-mail to your friends," Goh said.

The Inou will be offered with a helmet and handlebar mount. With a programmable shutter interval (1, 2, 5, and 10 minutes), a manual photo button, and instant video recording, users can easily customize how they record their ride.

The Inou accepts up to a 32 GB Micro SD card. Its two replaceable AAA batteries are good for up to five hours of use.



INOU ATLAS SOFTWARE SCREENSHOT.

Inquisitive readers may wonder what happened to the Sumo1. That's a surprise CatEye is unveiling at the show.

■ JB

CATEYE'S MARI YAMAMOTO AND JAYSON GOH WITH THE Q3 WRIST COMPUTER (LEFT); SUMO2+3 LIGHTS AND INOU CAMERA WITH VIDEO RECORDER.

## MESSE Q&A CALL HER CARINA: EXHIBITOR LIAISON ENJOYS INFORMAL EUROBIKE

**Birgit Mattmann spent 10 years as Eurobike's project coordinator for exhibitor services. When she went on maternity leave after last year's show, some exhibitors were nervous—and so, perhaps, was Eurobike project manager Stefan Reisinger.**

Fortunately for everyone concerned, the duo that replaced her—Carina Blass and Julia Glaser—have handled the transition swimmingly. We talked with Blass, who many exhibitors know only through phone calls or e-mail exchanges, about the changeover.

**ESD: You started at Eurobike last October, and are now sharing the position of project coordinator for exhibitor services with Julia Glaser. Were you familiar with trade shows or the bicycle business?**

**BLASS:** Not at all. After studying marketing I worked for half a year as marketing assistant in another industry before coming to work for Eurobike.

My former job was very businesslike. For me it was a big change from a, let's say, "serious" job with suits and ties to working with casual bicycle people. I like it.

**ESD: What do you mean by "casual"?**

**BLASS:** In the past year I've talked with many exhibitors on the phone or communicated by e-mail. Everybody is friendly and easy to get in touch with. Even if you're not meeting face-to-face, you get to know each other very quickly. For example, I was surprised that most of the people immediately began to call me by my first name. I didn't expect this but am happy about it. It makes it easier to get in touch with.

**ESD: Which parts of the trade show do you oversee?**

**BLASS:** Julia is responsible for the A halls and the nearby Zeppelin hall. I am responsible for the B halls and the open-air exhibition ground, as well as Holiday on Bike.

**ESD: Have you met some of the exhibitors you've talked with by phone or e-mail?**

**BLASS:** We've had one meeting with some exhibitors. I also met some of the exhibitors who attended our OutDoor show in July.

They came by to introduce themselves. It's nice to see the faces of the people you've been talking to for the past year.

**ESD: Has working for Eurobike been what you expected?**

**BLASS:** The people in this industry are so nice and open. Yes, you get an idea of that when talking to them by phone or by e-mail. I'm looking forward to meeting all of them in person here at our 20th anniversary show.

It's our busiest time, but we should have at least a short meet-and-greet in person. I'm keen to meet all the national and international Eurobike exhibitors I've been working with.

■ JB

CARINA  
BLASS.  
© JB





Taipei International Cycle Show



TAIPEI CYCLE  
**25**

# TAIPEI CYCLE

**MAR. 7-10, 2012**

TWTC NANGANG Exhibition Hall

TAIWAN — Where Bikes Set the Future!



Asia's **BIGGEST** 4-in-1 Sports Expo!



Supervisor:



Bureau of Foreign Trade, MOEA

Organizer:



TAITRA

# GIANT'S BIG NEWS FOR 2012 MEASURES 1/8 OF AN INCH

**One-eighth of an inch. That small distance is a big deal in Giant's revamped lineup of 2012 road bikes. It underpins Giant's new OverDrive 2 standard, which uses a larger diameter tapered steerer tube. The top bearing is 1-1/4-inch—instead of the standard 1-1/8 inch—and the bottom bearings are 1½ inch.**



**B3-302**

RENDERING OF GIANT'S NEW OVERDRIVE 2 OVERSIZED STEERER TUBE.

"When it comes to OverDrive 2, we're able to achieve 30 percent increased steering stiffness," said Andrew Juskaitis, global product marketing manager for Giant. "When I say steering stiffness, I'm talking about that stiffness that a rider feels when a handlebar is in their hands and they're yanking up and down or sprinting up a climb. The overall feel of the front end will be 30 percent stiffer than with a standard inch-and-an-eighth steerer tube."

Giant is rolling out the new standard in many of its new 2012 models, and is inviting other brands to adopt the new standard as well.

"Yes, we hope that some of our fellow competitors and manufacturers will adopt the standard," he said. "Other than pride, and other than the initial headache of redesigning your steerer tube, there's just no reason not to do it. There aren't any drawbacks to having this new standard. We're able to make the steerer tube larger, but it doesn't add any weight."

Giant focuses on different segments of its bike line in different years and this year it's the turn of the road bike line, Juskaitis said.

"2012 is certainly the year of the road bike, with a entire new introduction," he said. "We're not just introducing a bike, we're talking our entire line of road bikes, which has been redeveloped almost entirely across the board."

The TCR line remains Giant's high-performance flagship, led by the TCR Advanced SL used by the Rabobank cycling team.

"We started this project with a complex goal, which was to reduce the weight of the existing TCR Advanced SL while enhancing the ride performance that our pro racers love," said Dennis Lane, Giant's global director for product development. The result was a medium frame that is 144 grams lighter than its 2011 counterpart.

Giant also revamped its line of endurance road bikes, in the Defy line for men and Avail series for women. These two lines are the heart of Giant's market and run the gamut from affordable alloy bikes to multi-thousand-dollar (and euro) composite wonders.

Another introduction is the company's new line of WheelSystems. Don't call them "wheelsets," Juskaitis said—Giant prefers the term "systems," to reflect the fact that Giant engineers have designed each component, from the hub to the spoke to the rim, to work as a single unit.

The wheels are manufactured in Switzerland by DT Swiss to Giant's specifications, he said. They will appear on several models in the new Giant road bike line from top to bottom.

■ DM



GIANT'S 2012 TCR ADVANCED SL.



HARRY ZHAO OF CONVIVA, WHICH HANDLES MARKETING AND SALES OF TRIGON BIKES.

## MANUFACTURER TRIGON LETS ITS PARTNER FOCUS ON MARKETING

**Taiwan bikemaker Great Go is an expert in carbon fiber production, producing just about everything on a bike except saddles, cables, brakes and groupsets. But marketing its Trigon brand was a different challenge.**

So Great Go partnered with Conviva Marketing, also of Taiwan, to promote the Trigon name with a "Made in Taiwan" mantra. "We do marketing and sales and Great Go concentrates on R&D and production. That's a very effective fit," said Harry Zhao, general manager of Conviva.

Eric Lee, general manager of Great Go, created the Trigon brand a few years ago but didn't have a clear strategy for selling it. Conviva has helped market the carbon specialist's label by offering carbon forks, seat posts and frames, framesets and complete bikes under the Trigon name. Conviva also handles international sales for Trigon, offering the "high-end brand at most attractive price points."

Lee said this division of labor has paid off. "Five years ago we did 90 percent OEM and 10 percent Trigon production," he said. "Today it is 60 percent OEM and 40 percent Trigon. In two years we want to reach 40/60."

Because Conviva focuses on Trigon marketing and sales, Lee said he and his 100 employees can concentrate on R&D and production. "That's what we are good at," he said.

At Eurobike, Trigon is putting its 29er carbon mountain bike range in the spotlight. "We offer a 29er hardtail and a full suspension MTB," Lee said. "The frame weighs a feather-light 2.2 kilograms (4 pounds, 14 ounces). And it's all made by Great Go in Taichung."

■ JB

**A7-317**



ERIC LEE, GENERAL MANAGER OF TRIGON.



### JUST ONE WAY

The brand new navigation & training device with **ANT+**.

Take your training to the next level!

CHECK OUT the new **navi2move x** at EUROBIKE Hall B3 Booth 502.

**navi2move x**



# NEW PRODUCTS

## 720ARMOUR SPEEDER RX SUNGLASS FRAME

**The Speeder RX is the latest evolutionary refinement to 720armour's popular sunglass frame, the Speeder. The wrap-fit design makes Speeder streamlined and comfortable to wear.**

Equipped with Rx-able gaskets, Speeder RX offers precise, clear vision and robust eye protection for outdoor exercise. The patented Compressed Venting System keeps you cool.

And the prescription gaskets are interchangeable with other Speeder sun lenses. The Speeder RX is recommended for prescription lenses under -4.00.



A5-105

## TAYA CHAIN TEFLON COLORED CHAINS



B4-508

**Bike chains have to be durable and of the highest quality.**

But who says they can't be colorful? Taya Chain has successfully applied color to its chains for derailleur systems without affecting durability. The chains use the friction-free features of Teflon with Taya's environmentally friendly anti-corrosion coatings, GST. The inner plates are blue, green, red or orange, while the heavily used outer plates are nickel-plated.

## ELECTRA AMSTERDAM ROYAL 8I FIELD GREY

**Electra's Royal 8i edition from its Amsterdam range is upscale and offers what Electra says is a "truly aristocratic ride."**

Based on a lightweight aluminum frame this bike is "stylish" yet "practical", says Electra. Featuring the Shimano Nexus 8-speed internal hub, and front and rear roller brakes, the Royal 8i is high-class enough to for royalty, a reference to the cycling royal family of the Netherlands.



A2-600

## VAUDE GRODY KIDS' BIKE WEAR

**Whether they're riding to school, taking a bike tour with the family, or going all-out on the trail, the youngest bike fans can take off with Vaude's new collection of bikewear for kids.**

B5-400

The colorful collection includes two series of pants and jerseys, as well as wind and rain protection with accessories and a kids' backpack to go along.

The highlight of the casually cut Vaude Kids' Grody Series is a bluesign-certified 2.5 layer rain jacket.



Bright color combinations and numerous large reflectors ensure your little ones can be seen in traffic and low light conditions.

The line includes rain pants that will let them handle mud puddles with ease. Bright Grody shirts are made from ecologically manufactured material, and matching shorts have stretch inserts and a padded inner liner.

## ECHOWELL U20 & U30



**Echowell introduces two new cycle computers, the U20 and U30. Both feature an exclusive and innovative transmission technology that is less susceptible to interference.**



Both models offer a wealth of functions: speed, trip distance, odometer, riding time, maintenance, speed pacer, RPM, trip pedal revolution, RPM limit pacer, temperature, trip CO2 savings, 12H/24H Clock, EL backlight, calendar, PC download and circumference. The U30 also offers lap and lap data review.

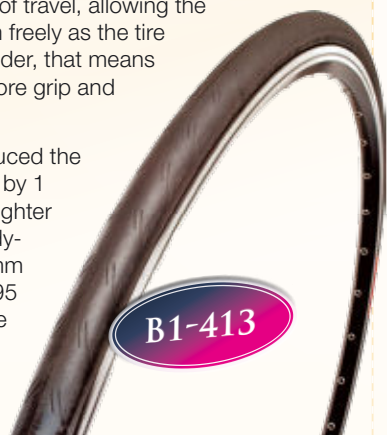
B2-113

## VITTORIA DIAMANTE PRO RADIALE BICYCLE TYRE

**Vittoria is launching a radial bicycle tire that it says comes far closer to a true radial than any other tire on the market.**

The cord plies of the radial casing in the new Diamante Pro Radiale are set at 85 degrees to the direction of travel, allowing the cords to deform freely as the tire flexes. For the rider, that means more speed, more grip and more comfort.

Vittoria has reduced the width of the tire by 1 mm to make it lighter and more aerodynamic. The 22mm width weighs 195 grams, while the 24mm width weighs 210 grams.



B1-413

## HT COMPONENTS AE02T PEDAL

**HT's new Evo pedal series is made of extruded, CNC optimized magnesium or aluminum with an 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 AE02T model is made of anodized aluminum that is extruded and CNC machined, with a CNC machined titanium spindle. It weighs 259 grams per pair.



B2  
507-23

## WELLGO POSI-R168 AUTO RESET PEDAL

**New for 2012, Wellgo introduces innovative Auto Reset Positioning in the POSI-R168 pedal.**



B2-502

A magnetic element allows the user to set the empty pedal to settle at a chosen angle. This allows the user to confidently step into the pedal without looking and without fear of missing the engagement.

# THE BOTTOM LINE ON FSA'S BB386EVO BOTTOM BRACKET

**The evolution in bottom brackets offers potentially far-reaching changes in the capabilities of bicycle frames. Full Speed Ahead, which has been one of the biggest promoters of new bottom bracket standards, has introduced a new version called the BB386EVO.**

While critics wonder why the bicycle world needs yet another bottom bracket standard, FSA officials say the BB386 is a response to requests from Wilier and BH, both of which were exploring wider versions of the BB30.

The BB386 inherits technical aspects from its predecessors, the BB30, which was originally developed by Cannondale, and the Press Fit 30 (PF30) developed by SRAM, while adding some new wrinkles.

From the BB30 comes the 30mm diameter alloy spindle, which is formed in a high-pressure, low-speed extrusion process.



K-FORCE LIGHT  
BB386EVO  
CRANKSET.

From the PF30, FSA borrowed the concept of press-in plastic cups, which have looser manufacturing tolerances than bearings directly pressed inside the shell.

To those inherited qualities, the BB386 adds a wider box, increasing the width from the 68 mm of a standard BB shell to as much as 86.5 mm.

From a framemaker's perspective, the new BB386 allows more flexibility for adjusting a frame's performance and stiffness. With a standard BB shell, a down or seat tube can have a diameter of no more than 63 mm. With a BB386, this diameter can be as large as 83 mm.

Meanwhile, adapters allow the BB386 to be used with 24mm integrated spindles, or with threaded shells and BB30 frames.

That means riders can get the benefits of the latest BB30 designs—greater stiffness and lighter weight—without having to upgrade their frames, FSA says.

"FSA will offer BB adapters that will allow this crankset to have the widest range of adaptability of any crankset we produce. Thus, the 386EVO crankset can eliminate the need to offer multiple different crank set models for the different BB standards," the company says.

Brands now using BB386EVO frames include Wilier, BH and Litespeed, and FSA says it expects others soon will join the list.

To support the BB386EVO, FSA has launched four new cranksets. In its SL-K line, FSA has added the **SL-K Light 53/39 BB386EVO** and **K-FORCE LIGHT 50/34 BB386EVO**.

In its top-of-the-line K-Force Light line, FSA has added the **K-Force Light 53/39 BB386EVO** and **SL-K LIGHT 50/34 BB386EVO**.

FSA says the BB386EVO could appear on cyclocross and MTB frames, because it shaves weight from the bike, increases stiffness and allows for better clearance between the chain stays.

According to the company, the BB386 permits an optimized chainline and a new crankarm geometry.



SL-K  
BB386EVO  
CRANKSET.

■ EP

A1-402

## ENJOY THE CITY

**E**motion NEO

The revolutionary RDS system integrates the motor on the rear wheel and the battery onto the frame of the Neo.

>> Its 250W, limited to 250W, compact motor produces a really smooth drive and entirely eliminates noise under extreme conditions of use.

>> Removable LCD display.

>> 32Ah/36V - 9Ah up to 90 km.

>> It includes a regeneration function.

3 models

NEO City, NEO Xtrem, NEO Cross



**E**motion  
find your emotion

**LYNX**

BH presents the revolutionary LYNX. The new full suspension platform based on the SPLIT PIVOT technology.



**Split Pivot**

Developed by Dave Weagle, this patented suspension system is based on traction pedal efficiency, maneuverability and bicycle stiffness.

**Starlink**

Designed and patented by BH, Starlink is an improved tilting system with a serrated through axle which enables the force from the rear wheel to be transmitted to the shock absorber. The torsional stiffness between the axle and the bicycle increases by 175%.

**BH**  
BIKES & TRICYCLES  
2012







# EAT LIKE A LOCAL AT EUROBIKE DINE IN STYLE WITHOUT FIGHTING SHOW TRAFFIC

**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 three days. Thanks to the City of Friedrichshafen for providing the information. Today: Three restaurants within easy reach of the Eurobike fairgrounds.

## RINGHOTEL KRONE, SCHNETZEN-HAUSEN

**This family-run hotel offers warm-hearted hosts and lots of charm. It's in the Friedrichshafen suburbs amidst apple orchards, yet close to the city center, the Eurobike fairgrounds and the Friedrichshafen airport.**



RINGHOTEL KRONE,  
SCHNETZENHAUSEN.

The restaurant has several rooms, each of which has an individual style with comforting warm wood, pleasant colors, and many details.

Ringhotel Krone's kitchen serves regional and seasonal specialties, game from local hunting grounds, fish from Lake Constance, and wines from the region. A highlight of the September menu is fish from Lake Constance and other nearby waters. A satisfying companion for these dishes are wines from the Margrave of Baden.

Guests can enjoy warm sunny days at the rose garden terrace or in the air-conditioned "Tessiner Stube" (Ticino room). Start the evening with an aperitif at the piano bar, or choose from more than 100 cocktails at the "Kronenbar," which opens at 9:30 p.m.

## RINGHOTEL KRONE

Untere Mühlbachstrasse 1  
(West of Eurobike, drive without going through downtown traffic)  
SCHNETZENHAUSEN

Tel: +49 (0)7541 4080  
Email: [info@ringhotel-krone.de](mailto:info@ringhotel-krone.de)  
Web: <http://ringhotel-krone.de>

## ZEPPELIN HANGAR FN RESTAURANT

**Eurobike visitors don't have far to go for fine dining. Right next to the trade show grounds is the Zeppelin Hangar FN restaurant, operated by Föhr Gastronomie. The Zeppelin Hangar offers a range of delicacies from regional to Asian dishes.**

The restaurant is a popular meeting place for zeppelin passengers. But guests don't have to take flight to enjoy down-to-earth dishes.

The summer menu includes a salad with fig mustard dressing and fried fillet of whitefish, a specialty of the Lake Constance region. Other regional dishes include Swabian "Maultaschen" (large ravioli) and "Käsespätzle" (cheese spaetzle) from the Allgäu region with fried onions. Other choices include a fine fillet of Angus beef with pepper-cream sauce, and Viennese "Schnitzel" of veal with lingonberries.

Business guests and Eurobike visitors enjoy a changing lunch menu with such offerings as turkey steak with Thai vegetables, meat loaf fresh from the oven with cream mushrooms, or chicken legs with vegetable-red wine sauce.



ZEPPELIN HANGAR,  
RESTAURANT & LOUNGE, FN.

The atmosphere is unique. Guests can sit at a table that shaped like a zeppelin gondola—and, like the real thing, seats 12. For entertainment, diners can watch the zeppelin take off and land while they enjoy their meals.

## RESTAURANT & LOUNGE ZEPPELIN HANGAR

Allmannsweilerstrasse 132  
(on the other side of FN Airport)  
FRIEDRICHSHAFEN

T: +49 (0)7541 7005868  
W: <http://zeppelin-hangar-fn.de>  
(online reservations available)



GASTHAUS GERBE, AILINGEN.

## GASTHAUS GERBE, AILINGEN

**Hospitality is a tradition at this comfortable restaurant, a favorite for those who enjoy regional specialties. The restaurant focuses on "fine food" made of top-quality, fresh ingredients.**

From fine starters, soups, salads, Swabian and vegetarian meals, meat and fish and snacks to ice cream and dessert, there is something for everyone on the extensive menu. Specialities include a saddle of lamb with a mustard-and-herb crust, "sauerbraten" (braised beef) marinated in red wine, and fillet of beef on rocket salad with balsamic vinegar. Vegetarians need not feel left out at Gasthaus Gerbe. Meatless dishes include a pie made of zucchini, thyme, and crème fraîche with port wine shallots, and

fresh vegetables of the season served with hollandaise sauce and boiled potatoes.

For those who want to venture beyond traditional dishes, the chef recommends grilled scallops with chanterelle risotto and fine raw ham. Fish lovers might enjoy a crispy roasted gurnard with chanterelle ragout or a fillet of whitefish fried in almond butter. Gasthaus Gerbe is located five kilometers from the center of Ailingen.

## GASTHAUS GERBE, AILINGEN

Hirschlatte Strasse 14  
(a 7-minute drive or 20-minute walk from Eurobike at Messe FN)  
AILINGEN

Tel: +49 (0)7541 5090  
Email: [info@hotel-gerbe.de](mailto:info@hotel-gerbe.de)  
Web: <http://hotel-gerbe.de>

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Aug. 31 – Sept. 03**



# 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 32622. 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 (STADTBANNHOF)

Trains and busses.

## 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.

**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.rundfahrtschiff-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- & GESCHÄFTS-SHAUS)

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.

**INFO:** Lake Constance Boating Companies Travel Centre

(Bodensee-Schiffsbetriebe Reizezentrum):

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 (HAFENBANNHOF)

Ferries and busses.

## 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.

## WORLD'S TWO TOP CYCLE SHOWS

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Book an advertising package for both the 2012 **EUROBIKE & TAIPEI CYCLE** Show Daily, and get a **15% DISCOUNT**. For details, contact [sales@bikeshowdaily.com](mailto:sales@bikeshowdaily.com).



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26	720armour	19	HL Corp. Taiwan	31	SQ Lab
55	BH	41	Hsing Ta Ind.	17	SR Suntour
37	Cat Eye	35	Innova	48	Storck
50	Chance Good/Infiniti	43	Joy/Dienatronic	50	Super B
26	Chosen 26	42	Joy/Novatech	14	T-One
15	Clean Mobile	19	LAS Helmet	52	Taipei Cycle Show
13	Crops	35	Ming Cycle	25	Taya Chain
59	Dahon	57	Neco	60	Tern
39	DT Swiss	53	O-Synce	28	Thun
24	Echowell	32	S-Sun	16	Trigon
23	Fallbrook Tech	29	Schwalbe	30	Vaude
47	Ghost bikes	21	Shimano	33	Velo
27	Giant	49	Sigma	22	Wellgo
44	HL China	34	Smart	38	X-Fusion



# SHOW DAILY

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Please join us for the  
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