



SHOW DAILY

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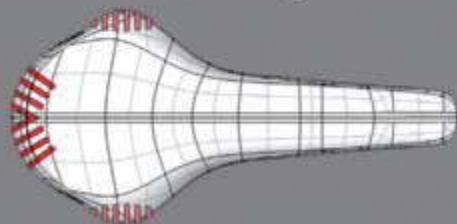
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Welcome to Demo Day!

Now in its sixth year, Eurobike's Demo Day is more exciting than ever. This year's test fest again takes place in Argenbühl in the Allgäu region. In the foothills of the Alps and surrounded by a stunning natural landscape, this area offers ideal testing conditions for all types of bikes — from mountain bikes to road models and recumbents. Its many narrow, largely untravelled roads offer cyclists an athletic challenge as well as a real treat for the senses. Even for e-bikers, it's a fantastic experience. Hidden in the shaded woods are superb singletrack trails for mountain bikers, featuring every level of difficulty in terms of challenging climbs, daring descents and laid-back cross-country tours. Messe Friedrichshafen and the Eurobike Show Daily encourage you to enjoy the bikes, the buzz and the natural beauty at Eurobike Demo Day 2012.



What's On Today

Demo Day August 28

09.00 Giant breakfast, Demo Day headquarters, 1st floor (schoolhouse)

Join Giant for breakfast and a look at its new off-road and MTB technologies, followed by test rides of some of Giant's hottest 2013 models.

Zipp breakfast and press presentation, Gasthof Ochsen in Argenbühl

After Zipp's presentation, participants will have the opportunity to test ride and experience its new products first hand.

09:30 Eurobike Industry Discussion Panel & Press Tour Berlin Room, East Conference Center, Messe Friedrichshafen

Join Eurobike and industry officials for the annual presentation of facts and figures from the German and international bicycle industry. Afterwards is a tour of the exhibition grounds, including a look at product premieres. Shuttles will then take participants to Demo Day in Argenbühl.

10.00 Vittoria and Geax

These Italian tire brands offer a day of fun, high quality MTB and road racing tires, top technologies, new ideas — plus free (and real) Italian pasta and red wine.

11.00 Fox, Demo Day headquarters (in one of the school classrooms near the press office)

Fox Racing Shox demonstrates its new iRD smartphone app, which helps consumers go through the necessary steps to find the optimum setup of their suspension systems (see related story, page 8).

Noon and 15.00 Haibike- Join Sabine Spitz, winner of Olympic gold in Beijing and silver in London, and Kathrin Stirnemann, an up-and-coming cross-country champion, for a quick loop around the test track with Haibike's new e:i shock system.

14.00-16:30 Bioracer- Triathlete Marino Vanhoenacker, winner of the 2012 Ironman in Frankfurt and the world record holder for the Ironman at Klagenfurt in 2011, appears at the Bioracer stand.

All Day O-Synce - O-Synce is giving away a free chest strap to any customer who orders its new training and navigation cyclometer, the Navi2Coach.

Crankbrothers- Test ride a pair of Crankbrothers pedals, and take a set of pedals of your choice home for 45 (\$56).

Ghost- Test ride one of Ghost's new bikes and get a free pair of Ghost's 2013 gloves.

SEND US YOUR EVENT LISTINGS

We must receive them by 3 p.m. for inclusion in tomorrow Show Daily. Include time, description, and booth number and email to: EurobikeShowDaily@gmail.com.

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A quick guide to stand numbers at Eurobike

It's easy to find an exhibitor located in one of the main **A** or **B** halls. But where are **E1**, **FG**, **FW** and **ZH**? **E1** is a mobile hall built mainly for German Derby Group in the inner open air ground between hall **A5** and **B3**. **E1** divides the open air ground into **FG** (**Freigelände** = open air ground) into **FGW** (**open air ground west**) with mtb and BMX courses as well as exhibitor stands and **FGO** (**Freigelände Ost** = open air ground east). For example, if you are looking for Karbon Kinetics, you'll find the stand number **FGO-119** — which means they are located at **Freigelände East, stand number 119**. **FW** and **FO** stand for "Foyer West" and "Foyer Ost" (= Foyer East). **ZH** stands for "Zeppelin Hall" which houses mainly e-bike suppliers as well as an e-bike test track.

Cover photo courtesy of **Giant Bicycle**



EUROBIKE SHOW
DATE: Aug. 29—Sep. 1
BOOTH: **A5-204**

2012

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DATE: September 19—21
BOOTH: **7079**

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Accell's smart e-suspension



The Accell Group is rolling out a "smart" electronic mountain bike shock across three of its brands, and Demo Day visitors can try it out on any of them.

Called the "e:i shock," it's the result of some five years of development involving the Dutch bike conglomerate and RockShox, Trelock and Ecole Centrale Lyon, a French engineering school.

Accell is spec'ing the shock on 21 high-end models of its Haibike (5 models), Ghost (7) and Lapierre (9) brands for 2013.

The company says the e:i shock automatically regulates damping by using several sensors. A cadence sensor is mounted in the bottom bracket spacer; a pair of accelerometers is mounted on the fork leg and the steerer cap/computer mount; and the brains are also in the steerer cap. Components are fed by a rechargeable battery pack.

The system knows if the rider is pedaling and what kind of terrain he is going over. If the fork hits a bump, the system immediately decides whether the rear shock should open fully or not.

RockShox integrated the servo into its shock, while Trelock created the software, and Ecole Centrale Lyon helped the system work together. ■ JB

O-Synce gives away chest straps at booth

Here's an Demo Day offer to make your heart beat faster: O-Synce is giving away a free chest strap to any customer who orders the company's new training and navigation cyclometer, the Navi2coach.



The seamless "heartzfeel x" chest strap "is soft and feels like a second skin," said Dirk Sandrock, O-Synce's general manager and product manager. It's valued at €60 (\$73).

Sandrock and his team also invite Demo Day visitors to learn about O-Synce and its products. The company is giving a product presentation every hour on the hour.

"Our main focus is on training information," he said. "Navigation is the cream on top of all the [training] info you get through our product range." ■ JB

Coffee, Croissants And Cruising With Giant

It's become a Demo Day tradition. Be the first to get the scoop on Giant's latest products and technologies, directly from the company's product and marketing team.

Today's press breakfast starts at 9 a.m. in one of the classrooms on the first floor of the school that Demo Day uses as its headquarters.

Giant this year is highlighting its off-road and MTB technologies. After

a brief breakfast presentation, Giant invites visitors to test ride some of its hottest 2013 models, including 29ers, on the Demo Day roads and trails.

■ JB



Ride with an Olympic medalist for a Shockingly good time

Ride with Olympic gold medalist Sabine Spitz and another top pro at Demo Day and test the new electronic suspension system.

Spitz and Kathrin Stirnemann, the 2010 U23 vice world champion for cross-country, will be riding and talking about Haibike's new "e:i shock" system.

Spitz, from Germany, is fresh off of winning a silver medal in women's cross-country at the London Olympics. She took gold in Beijing and bronze in Athens. Stirnemann, from Switzerland, is one of the sport's young up-and-coming stars.

They will leave from Haibike's Demo Day stand, 505, at noon and 3 p.m. today for a quick loop around the test track. ■ JB



Sabine Spitz

Try Indonesia, says Insera Sena

For European brands hassling with anti-dumping duties and ever-rising labor costs from Asian manufacturers, one Demo Day exhibitor has a suggestion: try Indonesia.

P.T. Insera Sena, one of Indonesia's top three bike manufacturers, is offering itself as an OEM production alternative to China. Insera Sena also produces the Polygon brand of aluminum-frame bikes.

"No anti-dumping duties on bicycle exports to Europe, free trade in Asia and — compared with China and Vietnam — still low labor costs are the key to Indonesian production," said Yustian Nimara, international marketing manager for Polygon.

Insera Sena is making its second appearance at Eurobike and is putting its Polygon brand in the spotlight. In fact, Polygon bikes are available for test rides here at Demo Day. Insera Sena is the first Indonesian company to exhibit at the demo.

Meanwhile, the company is also touting its new, state-of-the-art factory, which has given it the capacity to serve new OEM customers. With the new plant, Insera Sena can produce 750,000 units a year, up from 600,000.

The new factory is located on 100,000 square meters (24.7 acres) of land and has 25,000 square meters (269,000 square feet) of office space. It is near Surabaya, Indonesia's second-largest city on East Java.

The new plant has allowed Insera Sena to upgrade its entire production process. Several divisions including painting and assembling have already moved in. Company president Soejanto "Yanto" Widjaja is proudest of the new

fully automated high-bay storage area.

"Otherwise we won't be able to compete on the international market," Nimara said.

The company plans an official grand opening ceremony by year's end. ■ JB

STAND
A3-705



Polygon's Yustian Nimara (right) with Zandy Renan (left) and Wenson (who goes by one name in the Indonesian style) pose with an XT-equipped, Indonesian made mountain bike.

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Dahon's 30th is a colorful affair

Dahon, the folding bike brand, is making its 30th anniversary a colorful affair. Its 2013 folding bike line adds splashes of color and dashes of artistic design.



David Hon

The company is also paying homage to its founder and leader, David Hon, with a new line of accessories it calls "Dr. Hon." Hon has a doctorate in physics and was an expert in lasers. He worked for a large defense contractor before turning his attention towards renewable resources that would lessen the world's dependence on oil. The 1975 U.S. oil crisis planted the seed that led to Dahon's founding in 1982. The first bike was the Hon Convertible.

"The new line goes beyond standard accessories. Folding bicycles need special considerations for component and accessory designs and functionalities, which is why the new Dr. Hon accessory brand is designed to specifically target and compliment folding bikes," said Eddie Eccleston, the company's global director of marketing and sales.

The Dr. Hon line includes a selection of bags and lights, a waterproof smartphone case and unique bicycle tools.

New Dahon bikes for 2013 include the two-toned Visc P18, an 18-speed performance bike with a Neos 9-speed rear derailleur. Also featuring alloy V-brakes and double-walled Vuelta rims, the bike weighs less than 12kg (26 pounds, 7 ounces) for leisure and fitness riding.

On the urban chic side is the affordable Vybe City D2, with a kickback coaster hub from Sturmey-Archer for easy shifting.

Dahon has partnered with TranzX on the new Ikon Electric, a folding e-bike. A 36V, 250-watt brushless motor is concealed in the front wheel and the 36V battery is hidden in the rear carrier.

"Technology and innovation remain at the forefront of our design standards, but this year we've brought a renewed focus on aesthetics into our 2013 product range," Hon said.

Dahon is launching a competition called the "Green Award," and will give a €10,000 (\$12,295) prize to the individual,

STAND
A3-704



Dahon Visc P18

group, company, organization or city that demonstrates a greener difference in getting from point A to point B.

Since the Hon Convertible was released in 1982, Dahon has sold more than five million bikes in 60 countries, acquired more than 220 patents, and opened more than 1,100 Dahon retail outlets in China. ■



Dahon Ikon Electric

Crankbrothers pedal offer isn't for cranky pants

Crankbrothers, the U.S. premium component maker, wants you to give their pedals the ultimate test at Demo Day. And if you like what you're riding, Crankbrothers will let you take a set of pedals home for the killer price of €45 (\$56).

Choose from the Eggbeater, Candy, Mallet or any of their other pedals that are available here in Argenbühl.

To find your ideal Crankbrothers pedals, turn right at the main Demo Day entrance (next to the school building), where you'll find the Crankbrothers booth. Now you have another reason to crank it up at Demo Day. ■ JB



Get gloves from Ghost

While you're here at Demo Day, don't forget to pass by the Ghost Bikes booth. Ghost has its latest e:i Shock, Cagua 650B, AMR29 and HTX29 models available for testing. Even better, if you take a test ride, you can take home a pair of Ghost 2013 gloves for free! ■ JB



3 e-bike business seminars on tap

Once again, ETRA (European Twowheel Retailers' Association) and LEVA (Light Electric Vehicle Association) are joining together at Eurobike. They are sponsoring three business seminars on electric bikes and other events.



Raise your hand if you're attending the ETRA e-bike seminars this week.

The two organizations will have a presence throughout the show at the stand of ETRA member VSF (FWO-100). The stand is on the first floor of Foyer West, in front of the meeting rooms.

On Thursday is the LEVA-ETRA networking dinner, at the Hangar Zeppelin Restaurant on the fairgrounds. It runs from 6:15 to 9 p.m. Admission for LEVA and ETRA members is €40 (\$49.50); all others pay €50 (\$62).

Please register on-line in advance through the LEVA website: <http://www.levassociation.com>.

On Wednesday, Thursday and Friday, ETRA is hosting three morning seminars for the e-bike business. Members of ETRA, two-wheel and the press can attend for free. LEVA members who are not associated with ETRA pay €25 (\$31) per seminar; for all others, admission is €50 (\$62).

On Wednesday, Dutch e-bike dealer Jeroen Verbakel will explain why and how bicycle retailers should enter the e-bike business.

On Thursday, Jean-Pol Wiaux, the secretary general of Recharge, will discuss the new European WEEE directive (waste electrical and electronic equipment), which now covers e-bikes.

On Friday, Tim Schäfer, head of strategic coordination and safety advisor for Li-Tec Battery GmbH, will discuss the U.N. rules on the transportation of li-ion batteries.

The Wednesday and Thursday seminars begin at 8:30 a.m.; the Friday session begins at 8 a.m. For more details on the seminars, visit the ETRA website at <http://www.etra-eu.com>.

For information, call Annick Roetyncq, secretary general of ETRA, at +32 (0) 9 233 60 05, or email her at etra@pandora.be. ■



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A1-409



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Fox makes setup less suspenseful

Fox Racing Shox is releasing a smartphone app to help consumers dial in the optimum suspension setup. The app is a development of Fox's Intelligent Ride Dynamics division and is free to download.

The iRD app takes riders through the necessary steps to tune sag and rebound on their forks and shocks. Users type in their weight and use an ID code on the fork and shock to identify the suspension components requiring set-up.

The app asks the user to take a video of the suspension setup. The video is overlaid with outlines of the correct setup. By aligning the overlay with the fork or shock, the rider can measure sag and identify the proper air pressure. When successfully completed, the app allows users to save and name their suspension settings.

The app is available for Android and iPhone smartphones as well as the iPad and iPod Touch.

Fox said the app is easy to use,

requires minimal suspension knowledge and allows riders to get the most out of their suspension.

Owners with multiple bikes can create separate profiles for each one, whether full suspension or hardtail.

The iRD app is part of Fox's new CTD system: Climb, Trail and Descend, which the company says removes the guesswork out of suspension setup and ensures a better riding experience.

CTD offers three levels of compression damping on the fork and shock, and three height adjustments on the post. Fox said CTD is easy to use, works on the fly and offers better performance and control. ■ CR

STAND B1-503

Niner demonstrates that steel is still real

Standing for "Steel is Real," the S.I.R. 9 from Niner was the company's second bike and made its debut in 2006. Proving that steel is still real, Niner has updated the S.I.R. 9 to meet current standards such as BB30.

STAND B3-110

And while the material for this 29er might be "heritage," the frame — with a front triangle of triple-butted Reynolds 853 — has a slew of not-so-heritage features, including a 142/12mm Maxle rear axle and a through-axle rigid composite fork.

Niner has bent the heat-treated Reynolds 853 down tube, which it says adds strength to the head tube junction. Cast stainless steel inserts in the rear dropout allow conversion from a single speed to a geared bike.

According to George Parry, Niner's engineering and production manager, the S.I.R. 9 is a "quiver bike": one that belongs in a rider's stable of bikes.

Founded in 2005, Niner has 25 employees in three U.S. offices and an office in Taiwan. The dispersed group works on projects through cloud computing, desk scanners and iPhones. ■ CR



Lazer helmets are easy to top

Lazer's 2013 helmet line makes it easier for riders to incorporate accessories on top of the shell.

The Belgian company's redesigned Oasis MTB helmet incorporates an integrated mounting block for a GoPro video camera. The mount can be switched out if not required.

Lazer's Helium road helmet features a LED light slotted into the Rollsys tensioning barrel adjuster on top of the helmet.

Owners of existing Helium helmets also will be able to fit the new LED barrel adjusters. The new Helium has also been upgraded with a new gel "Aqua Pad" at the front of the helmet. The

pad is designed to reduce pressure on the forehead, while grooves help riders channel and shed sweat.

Lazer also is introducing an expanded line of sunglasses. ■ CR

STAND B2-204



Lazer helmet's new GoPro camera mount



A screen from the new FOX smartphone app

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hall A4 - booth 100

No stopping Magura

German brakes, made in Taiwan

Magura's motto may be "the brake people," but it isn't putting on the brakes when it comes to international expansion.

The company has opened a new factory at its headquarters in Hengen, Germany, near Bad Urach and earlier this year invited some 200 customers, friends and media members for a tour.

Halfway across the globe, Magura has also boosted production at its subsidiary, Magura-Asia Limited Co., in Taichung, Taiwan. Founded in 2002, Magura-Asia has been a wholly owned subsidiary since 2006, but until recently it served more as a trading company than a manufacturer.

"In those days it had more to do with motorbikes than bicycles", said Lily Kuo, manager of the administration department. "This changed when Magura decided to produce over here."

Like many Western brands, Magura has begun manufacturing in Taiwan to be close to its customers. Taichung is the heart of the global bicycle industry, and all international premium brand producers are located in and around the city.

Magura-Asia moved into a 2,000-square-meter (21,527 square-foot) building at the Taichung City Industrial Park in January 2011 and has steadily boosted production for the Asian market.

The company employs 32, of whom about 10 work in the assembly division.

The other employees handle sourcing, sales, quality control, administration and aftermarket service

for the prospering Asian market. Magura-Asia's general manager is Bernd Herrmann, a German who speaks Chinese.

Magura-Asia began an assembly line for suspension forks in April 2011. Kuo said the company plans to expand to two assembly lines for suspension forks and four for brakes. However, problems have delayed the start of brake assembly to 2013.

But Magura isn't moving all of its production to Taiwan. The company notes that its Taichung plant is only for nearby OE customers. And it also has invested heavily in its Hengen headquarters.

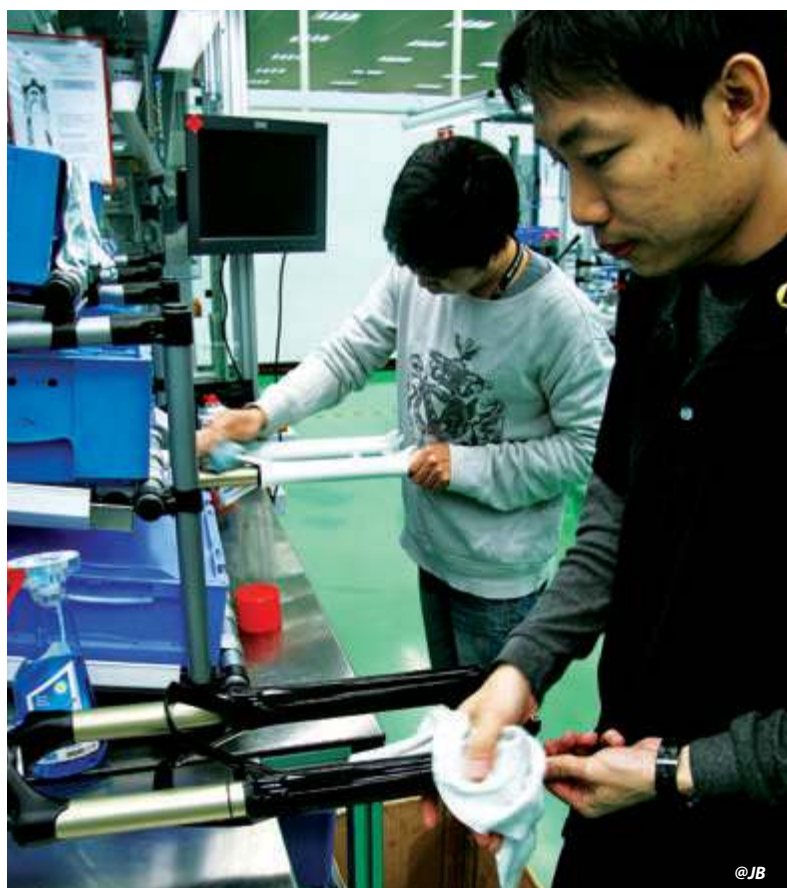
"It's all about service improvement," Kuo said. Magura will keep promoting its valuable "German made" image, and Taiwan employees often train at the company's headquarters in Germany.

Magura-Asia also handles cable assembly as another service for the Asian aftermarket. In fact, all of Magura's packaging and mail order for Asia is done from Taichung.

That allows Magura to cut delivery times to three weeks from six.

"Our warehouse is close to the airport," Herrmann said. He noted that Magura is focused on high-end producers, not the mass brands. "These premium brand producers are our customers," he said. ■ JB

STAND
A2-204



Workers assemble high-end forks at Magura Asia in Taichung.

@JB

Stop and go

How disc brakes could accelerate road sales

Better brakes mean faster bikes, which is why disc brakes are poised to become the next trend in road bikes. Many believe disc brakes — already standard for mountain bikes and becoming so for 'cross bikes — will feature in many 2014 road lines.



Colnago showed a road bike with Formula disc brakes at the Taipei show.

Disc brakes are more powerful than standard caliper brakes. But to harness that power, riders need better modulation at their fingertips — the ability to more finely control the amount of braking pressure applied to the discs. Better braking modulation lets riders go faster.

Disc brakes could also provide a solution to common problems involving carbon rims, standard on today's high-end road bikes.

Excessive friction from hard braking can cause the sidewall of a carbon rim to get so hot that brakes suddenly "clamp."

Wet weather causes other issues. If rain starts falling on a ride — especially downhill — it can be a nightmare because braking power with a carbon rim is almost nil.

For issues like these, disc brakes could be a great solution.

Early experiments

Bike brands are starting to experiment with

road disc brakes. At the Taipei Bike Show in March, Colnago and Taiwan brake maker Formula debuted a road bike with Di2 and hydraulic disc brakes.

Stevens partnered with Tektro, another Taiwan bike supplier, for a bike similarly equipped with Di2 and hydraulic disc brakes.

By using Di2 and disc brakes, both bikes eliminate mechanical cables that have been around for a century (although they add hydraulic brake cables.)

Disc-brake-equipped road bikes should be more visible at Eurobike. One is on display at Shine Wheel, a Taiwan exhibitor.

Seeking standards

Because disc brakes are an emerging technology, the industry has not yet settled on technical details and standards.

Disc size is a crucial issue, because that defines the position of the caliper on the frame and fork, and the mounting system for

the calipers.

If the brakes are too powerful, cyclists will skid out too easily. So 160mm discs are probably too large, given the relatively low friction of road tires on the road surface.

Discs of 140mm, the smallest common size for mountain bikes, may be the best choice for road bikes as well. Brake makers could opt for discs of 130mm or smaller.

One advantage of the 140mm disc is that the caliper position has already been standardized for mountain bike forks and frames, so it provides a good starting point for road bikes.

Weight is another issue, although it may not be as significant as some believe. Demands from cross-country riders have already driven the weight of disc brake systems down to around 300g for rotors, calipers and cables, which is similar to current road bike rim brake systems.

Wheels will also have to be redesigned. Because of the disc, the front wheel is no longer centered in relation to the hub

flanges. This means spokes on the disc side are shorter. One possible solution is to mount asymmetric rims, so that the spokes on the disc side have a greater inclination to better handle brake power.

However, the rear wheel becomes almost symmetrical because the space needed for the disc on the left side of the hub compensates for some of the distance occupied by the sprockets on the right side. Current 130mm rear hubs are probably long enough to accommodate disc brakes, but that must be confirmed through long-term use.

Finally, the adoption of road bike disc brakes is political — namely, whether they will receive the blessing of the UCI (the International Cycling Union). The UCI has the power to stop this trend in its tracks by withholding approval. Signs are good, however, because the UCI has already accepted disc brakes for 'cross bikes.

The disc brake market for road bikes is poised to take off. And with better stopping, road bike sales could really go. ■ GE



Stevens joined with Tektro for a disc-brake-equipped road bike in Taipei.



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Pumped Up: Airace wins Red Dot award

Airace, a Taiwanese manufacturer of high-quality pumps, has been chosen as a winner of the coveted Red Dot product design awards for 2012.

An international expert jury chose the Airace Turbo Road/CO2 mini-pump from thousands of designs submitted from around the world. The 2-in-1 pump offers high-pressure inflation and can also use CO2 cartridges for fast, controllable inflation. The model also won an iF design award for 2012 and was also honored with a Taipei Cycle Awards earlier this year.

Professor Dr. Peter Zec, initiator and CEO of the Red Dot design award, said the competition drew applications of the highest quality.

"The most distinguished products of the respective branch of industry faced up not only to the tough competition this year again, but also to the critical eye of the jury," Zec said. "The experts thoroughly examined, tested and evaluated each individual entry applying the highest standards."

Zec added, "With their performances, the laureates did not only demonstrate an extraordinary design quality but also showed that design is an integral part

of innovative product solutions. At this high level, the winners are able to increase their potential for success on the market considerably by purposefully using our design prize."

The Airace Turbo Road mini-pump joins more than 1,500 award-winning products on display at the Red Dot Design Museum in Essen, Germany, which covers an area of more than 4,000 square meters (43,055 square feet). ■



STAND
A5-108

Taya's 3rd generation updates logo, identity

Now run by the third generation of the founding Wu family, Taya, the Taiwan bicycle chain specialist, has freshened up its logo and brand identity.

TAYA

"A new logo was needed because we wanted to highlight the development and success of Taya in recent years. We are a dynamic, go-ahead family," company director Jill Wu said. Wu and her brothers Jasper and Sean are the third generation to run the bicycle chain factory.

Taya changed its logo and shortened its brand name. The company in recent years has specialized in environmentally friendly anti-corrosion coatings, particularly its Greener Surface Treatment, or GST, rust protection coating. It also developed Diamond Hard Technology, or DHT, a surface treatment that enhances the durability of bicycle chains.

Qiu-Lai Wu founded Ta Ya Chain Co., Ltd. in 1969. The

company originally produced bicycle, motorcycle and industrial chains. By 1984, production has risen from 400,000 to 2.6 million bicycle chains under the leadership of Hua-Tien Wu, who now serves as president.

The bicycle chain business was so successful that in 1985 Taya ceased production of all other types to focus exclusively on bicycle chains. ■



Colored chains from Taya.

STAND
A2-314

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From here to Infini

Lighting brand heads into outdoor market

For the first time, Infini's parent company, Chance Good, is exhibiting twice in Friedrichshafen in one season. The Taiwan manufacturer of LED lights has had a stand at Eurobike for years.



The marketing muscle behind Chance Good's Infini line of lights includes (from left) Kirsty Chen, Uturn Chang and Jessica Lin.

But this July it debuted at Eurobike's sister show, OutDoor. It's part of Chance Good's expansion into the outdoor market with its Infini premium brand.

Entering a new market has led to some restructuring at Chance Good.

"We have been very fortunate to expand

into an existing building on the opposite side of our headquarters in Shiushui.

Since May it has housed our plastic injection molding division," said Kirsty Chen, Infini's marketing manager.

Chance Good had subcontracted out its injection molding, but has invested in five CNC machines.

The company has sold lights for the outdoor market as an OEM supplier to other brands. Now it wants to put its Infini brand front and center.

For the outdoor market, Chance Good has expanded its range of tiny LED lights, sold with names like "Amuse," "Chien" and "Wukong." Marketing specialist Jessica Lin said that was a "must before moving from our existing bicycle market into a second market."

The bicycle market remains important for Chance Good. Susan Lin, the company's general manager, said Chance Good is still in need of "reliable and exclusive importers from the bicycle business" in some European countries. ■ JB

STAND
A5-305



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View from the top

With its 2013 Dura-Ace group, Shimano turns it up to 11-speed

Shimano has revamped its top-of-the-line Dura-Ace group for 2013, for both its electronic and mechanical versions.

The new groups share many new features: They are now 11-speed, lighter than their predecessors and offer more powerful brakes.

The electronic Di2 version is programmable, allows a hidden battery, and supports ANT+ wireless connections. Here are highlights of the new group:

Crankset

The mechanical Dura-Ace crankset looks very different from its predecessor. Instead of five arms, it features four asymmetric arms spaced unevenly.

Shimano says the design accounts for the difference in power applied to the pedals depending on the position of the cranks. The most strength and rigidity is needed when the cranks are between the 2 and 4 o'clock positions, while less power is applied when the cranks are at the 12 and 6 o'clock positions.

The new Dura-Ace simplifies matters for cyclists who swap out chainrings. Compact, traditional and time-trial chainrings now use the same bolt circle diameter (BCD), instead of the usual 130mm for standard BCD and 110mm for compact BCD.

That means it is possible to swap between compact, standard or time trial rings without buying additional cranksets.

It's also notable that the new 11-speed chainrings are the same thickness as Shimano's existing 10-speed rings. The main difference is in the shape of the teeth.

Shimano's chainring options are 30-34T for compact; 52-36T and 52-38T for mid-users; 53-39T for standard; and 54-42T and 55-42T for time trial. Crank lengths are 165, 170, 172.5, 175, 177.5 and 180mm.

Shimano has improved the seal on the bottom bracket, which it says cuts drag by 50 percent. The bearing size has been reduced to save weight.

Cassette

The new 11-speed cassette is available in a wide range of sizes (11-23T, 11-25T, 11-28T, 12-25T, 12-28T), with the 11-28T option providing an interesting year-round option. As with the chainrings, the width of the sprockets is the same as on 10-speed Di2 sprockets.

The freehub width is 1.8mm longer and is the same width as for the Campagnolo 11-speed. However, Shimano and Campagnolo use different splines, so wheels for the different systems need different

freehubs.

While an 11-speed cassette can't be mounted on a 10-speed hub, a 10-speed cassette will work on an 11-speed hub with the use of a spacer.

To reduce cassette weight, Shimano uses a carbon mid spider carrier for the sprockets. The larger sprockets (16T and up) are made of titanium. The result is

sprocket teeth are the same width as the Di2 10-speed system. (Note that the 11-speed chain is not compatible with the 10-speed version.)

Shifters and Derailleurs

On the 10-speed Dura-Ace Di2, it was difficult to distinguish between the shifters, particularly when wearing winter gloves. Shimano addressed the problem by adding wider buttons for shifting gears.

for upshifting, one for downshifting) for maximum aero efficiency.

Both derailleurs for the 11-speed Dura-Ace Di2 are smaller and lighter than before. Although a bit larger than the mechanical versions, the size is acceptable and the design is esthetic. The rear derailleur is designed for a 28T cassette instead of 27T on the Di2 10-speed system.

Di2 Electronics

Instead of four wires used by the previous Dura-Ace Di2 generation, the new group uses thinner cables and just two wires. It's notable that the new Dura-Ace E-tube wiring is exactly the same as the former Ultegra Di2 system. That makes life easier for bike assembly and maintenance, and also means 11-speed Dura-Ace shifters can be used with the Ultegra Di2 system. This should help with compatibility and standards for future cables and connectors.

The lithium-ion battery can now be mounted externally or internally, allowing bike manufacturers the option of hiding the battery in the down tube, seat tube, seatpost or elsewhere.

The junction box is where the handlebar cables meet the main system. It has a charging port, which is necessary when the battery is placed inside the frame.

Junction box versions include either three or five ports, with the latter allowing more accessories to be connected.

A highlight of the five-port box is the inclusion of an ANT+ wireless connection, ostensibly for the new SC-R770 FlightDeck cycle computer.

However, an ANT+ connection also opens the Di2 system to a completely new world. Third party devices such as iPods, Garmin computers, GPS systems, and power meters should be able to connect directly to the 11-speed Di2 system. This should spark the development of many applications from other companies.

Shimano's own R770 FlightDeck has a touch screen. It serves as the user interface for such functions as adjusting the Di2 gears, programming multi-shift settings, displaying the battery level and running system checks.

Dura-Ace on a Diet

The new Dura-Ace Di2 system shaves weight from the previous version. It's 1,957g without wires. Compare that with the 2,219g weight of the 10-speed Dura-Ace Di2 and the 2,482g for the current Ultegra Di2.

The new Di2, in fact, is lighter than the new mechanical Dura-Ace, which weighs in at 1,978g without cables. Although the 11-speed Di2 derailleurs are heavier than the mechanical ones, lighter levers give the electronic system a 23g advantage. ■ GE

STAND
A1-200



Components of Shimano's new Dura-Ace group for 2013.

that the 11-speed cassette weighs the same as the 7900-series 10-speed cassette.

Chain

The new 9000 Dura-Ace chain is multi-directional (symmetrical) and can be mounted in either direction. The pins are hollow. The chain has a new PTFE coating for smoother shifting and increased durability. Additionally — and this will be welcomed by many cyclists — the 11-speed chain should be even more durable than the 10-speed because the chainrings and

The 11-speed Di2 now has a multi-shift function for the rear derailleur. It can be programmed to move as many gears as desired when the rider holds the lever.

The system offers different options for satellite shifters, e.g. for time trials, triathlons, and sprints. There's even an option for single-button control (one

'The Happy Medium'

Is 650B the Goldilocks of mountain bike wheel sizes?

After a few years of touting 29ers as a speedier alternative to traditional 26-inch wheels, mountain bike brands are starting to embrace a new, middle-of-the-trail alternative: 650B wheels, also known as 27.5-inchers.

"The 27.5-inch wheel size is the happy medium, combining the agility of the classic 26-inch format with the speed and the capability of 29ers to roll over obstacles," said Reto Aeschbacher, marketing division manager for Scott Sports.

Scott has embraced the new size, building on team rider Nino Schurter's four World Cup victories this season on a prototype 27.5-inch model.

Scott's revamped Genius line for 2013, in fact, skips a 26-inch size. Instead, the Genius 900 will be a 29er with 130mm of travel, while the Genius 700 will offer 650B wheels and 150mm of travel.

KTM is also launching several 650B models. For 2013 it is offering three versions of its Lycan trail bike, plus an aluminum hardtail and an e-bike hardtail.

It seems like only yesterday that 29ers were the rage. In fact, it was only last year that European brands finally embraced the big-wheel trend. There was hardly a booth at last year's Eurobike that did not have a 29er on display. This show is not much different.

Several brands are presenting full-suspension, carbon 29ers as their big news for 2013. According to retailers, 29ers are selling well with the main problem being availability. But the big wheels have not convinced more fun-oriented mountain bike riders.

Enter 650B: not too big, not too small, but — brands hope — just the right size for a considerable market of mountain bike

enthusiasts.

Even though they are also called 27.5-inch wheels, ETRTO (European Tyre and Rim Technical Organisation) measurements show that a 650B rim's diameter of 584mm (23 inches) is closer to the 559mm (22 inches) of the 26-inch rim rather than the 622mm (24.5 inches) of a 29er

By calling them 27.5-inchers, the industry shows what it is expecting from this wheel size.

"The best use [of 650B wheels] is for all-mountain and enduro bikes," said Jörg Schmidt, Rotwild's sales and marketing manager. "With less than 140mm of travel, 29ers are likely the better choice, and for gravity-based platforms classic 26-inch-wheels are stiffer and more agile."

Rotwild is presenting a race-oriented enduro bike with 160mm of travel at Eurobike.

Bergamont will show two models of its Threesome SL 650B, featuring 140mm, and Ghost is launching its Cagua enduro model, also with 650B wheels.

Haibike is presenting two platforms. The Q FS 27.5 is an aluminum all-mountain model with 150mm of travel on both axles, while the Big Curve 27.5 is a race-oriented hardtail.

The 650B size offers a secondary benefit: it can serve as a "small 29er" for smaller riders and women.

"Short people want to ride bigger wheels as well, and for them 650B is a good



Scott's new 650B Genius



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**Bergamont
Threesome**

solution,” said Stefan Pahl, Magura’s product manager for bicycles. No wonder Beijing Olympic champion Sabine Spitz was enthusiastic after test rides.

650B may sound like a pretty European trend that will have trouble gaining traction in other markets. However, Norco showed prototypes of burly 650B bikes at Sea Otter, the big California cycling event, last April and is debuting two 650B models at Eurobike.

“The Sight, with 140mm of travel, continues to exist with 26-inch wheels as well,” Norco’s Pete Stace-Smith said. “The Range is turning into a pure 650B platform.”

global marketing manager for Giant.

Marin and Commencal are working on prototypes as well, but say Eurobike is too early to present something to the public.

Merida is another big manufacturer that is holding back.

“At the moment, we feel that the choice of parts is still too limited, namely regarding forks and wheels. But it will be different for 2014, and we are intensively testing the 650B wheel size,” said Jürgen Falke, Merida’s head of product development.

Component makers are hurrying to ensure that 650B parts are not in limited supply for long.



KTM Lycan

For 2013, Rocky Mountain’s all-mountain Altitude will be offered only as a 650B, with 150mm of travel and aluminum or carbon frames. Intense Cycles will show its Tracer 27.5 and Carbine 27.5 platforms in Friedrichshafen.

Some brands, including Specialized and Trek, are skeptical of the 650B trend.

“We have built some prototypes and tried them, but we feel that the difference is too small to justify a third wheel size with all the consequences that come with it,” said Sebastian Maag, marketing manager for Specialized Europe.

Giant and Cannondale are not offering 650B bikes for 2013, but say 2014 is another story.

“We are currently investigating the 650B wheel size and yet have to determine where it makes the most sense for our business,” said Andrew Juskaitis,

Fox, Rock Shox, X-Fusion, Magura, White Bros, SR Suntour and Saso are all offering 650B-compatible suspension forks, while SRAM, DT Swiss, Alex, Stan’s, Syntace, Pacenti and Ritchey, among others, are offering wheels or rims.

For tires, Schwalbe will have the biggest selection for 2013 models, but Hutchinson, Vee Rubber, Kenda and WTB will have products available as well.

Officials disagree whether 650B will make obsolete the classic 26-inch size or the adolescent 29er. Some believe 650B will cannibalize the 26-inch market, while others think the three sizes can coexist peacefully.

Ultimately, it will be up to consumers to decide whether, like Goldilocks and her porridge, the 650B size proves to be neither too small nor too large, but just right. ■ LVR

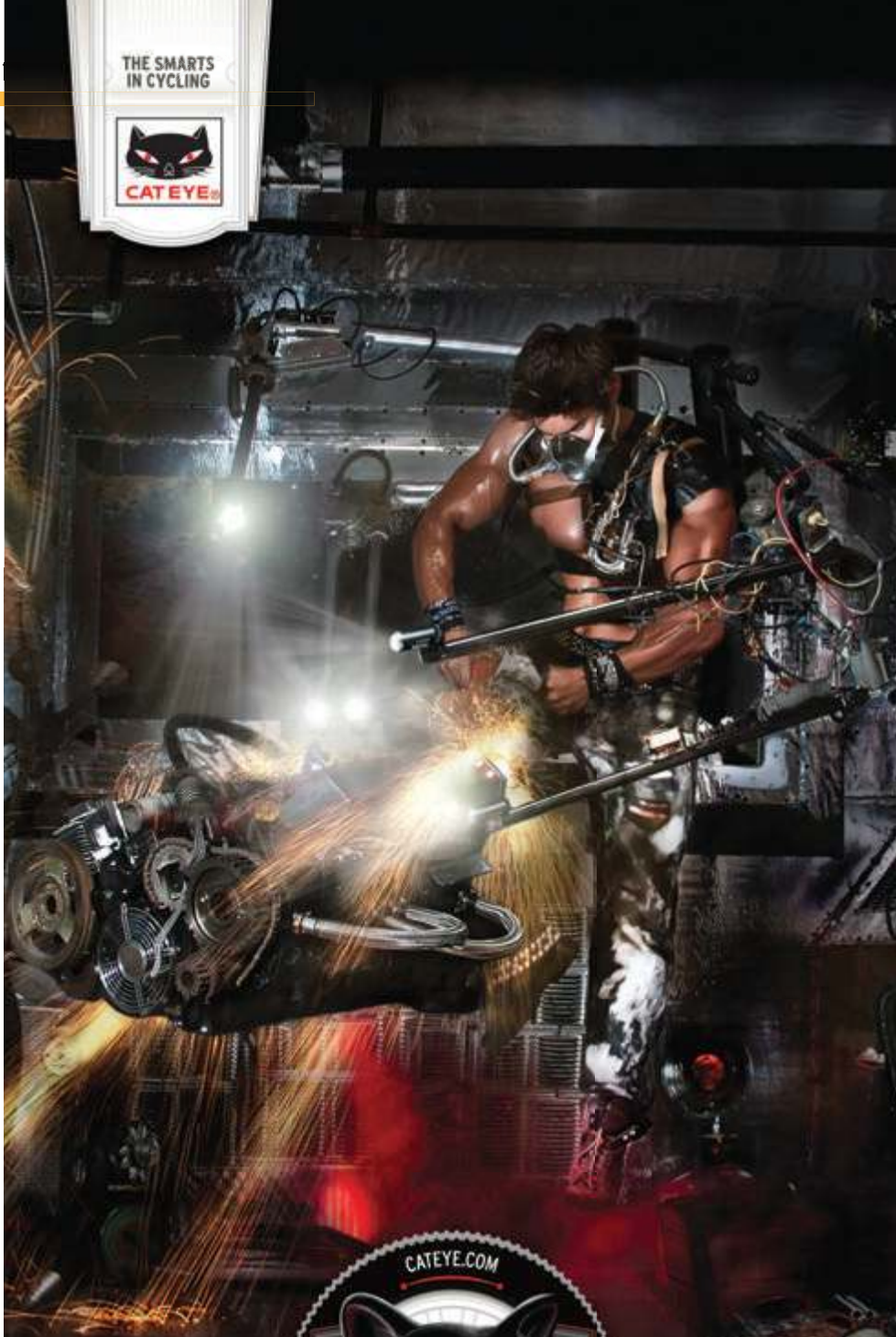


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EUROBIKE BOOTH: A1-201



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fig. XI
NANO SHOT+

Altered Vision

Sunglasses make it easy to change your outlook on life

Cyclists embrace change, especially when it comes to their sunglasses. And Eurobike exhibitors are happy to oblige. Lots of new sunglass models on display have lenses that can be quickly swapped out, or that adjust automatically.



Oakley
Radarlock LX



Alpina
Twist Four



Shimano EQX2



720armour
Tattoo

Even though some helmet makers are adding built-in visors, sport glasses remain the obvious choice to protect a cyclist's eyes from wind, dust, dirt and insects—and, of course, sun. Tough, and UV-resistant composites such as Grilamid allow for lightweight frame designs in many shapes, and most manufacturers include polycarbonate lenses with different tints at delivery.

Oakley and Adidas are leaders of a highly competitive market. Specialized stopped production of its eyewear two years ago, but new brands such as Gloryfy and Assos have entered the market with unique products

This year, 720armour might be the most visible up-and-coming eyewear brand at Eurobike, although this company is big in Asia-Pacific. It has quite a pedigree as part of Taiwan's Hwa Meei Optical Group, one of the world's biggest producers of sports eyewear. Having started in the watersports industry, 720armour is now targeting the cycling market in Europe and America.

One frame, many lenses

One big trend at Eurobike is the use of innovative ways for eyewear users to swap out multiple lenses.

Oakley's Radarlock, which got a lot of

airtime during the Tour de France, uses a mechanism behind the hinges that allows riders to change lenses. It's available with several lens sizes to fit different faces and uses.

The new Uvex sgl 104 has a nearly invisible push mechanism built into the frame to facilitate lens changes. It's sold with three lenses.

Rudy Project incorporates its own quick-change mechanism into two new lightweight models, the Spaceguard and Stratofly. With their half open frames, each model weighs less than 30 grams.

With the Podium, Tifosi Optics has managed to create a frameless model with changeable lenses. 720armour, meanwhile, opts for hidden magnets built into the frame rather than hinges or snap mechanisms. It's built into all A-Trak series models including the Dart.

Let the lens do the work

A second eyewear trend runs counter to the first: the increased use of photochromic lenses. Photochromic lenses automatically adjust to varying light conditions, so users don't have to change them manually.

Shimano is entering the fray for 2013, offering photochromic lenses as an option on its top S70 and S60 models and its new, top-of-the-line Equinox 2.

Uvex offers photochromic lenses in a grey and an orange-brown tint. The company claims these two colors cover the largest range of light conditions faced by cyclists.

With its Varioflex+ concept, Alpina combines photochromic lenses with its FogStop treatment to prevent fogging during aerobic efforts or in humid conditions. For 2013, three of Alpina's Twist Four models feature this system. Two models are half-open and one uses a sturdier closed frame.

Rudy Project makes photochromic more affordable with its Photoclear lenses, made of polyamide rather than polycarbonate (although it also offers polycarbonate in its line). 720armour also offers photochromic lens options, as does Cratoni on selected models.

Keeping fashion in the frame

So much for eyewear that performs. What about eyewear that's fashionable?

BBB has taken looks into account with its Select Team model. These shades come with interchangeable temples and nose pads in seven colors, and lenses in six. For fickle consumers, BBB packs the full variety of options into its Select Giftbox.

The 720armour Tattoo is made for casual use in the city or at the beach. A nice detail is the floral pattern printed on the inside of the temples. The shades look clean from the outside but the pattern is visible to the wearer.

Oakley's loud Big Taco and retro Garage Rock Woodgrain models combine striking looks with full UV protection. And almost as important, they show that the person wearing them is into sports. ■ LVR

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As the all-rounder in Cratoni's 2013 collection, the Samurai is an ideal companion for cyclists, not only racers but also hobby bikers. It comes with a functional and adjustable nose pad, one additional set of spare lenses in orange and a polarized set of lenses in smoke, to allow distortion-free sight. 100% UV-Protection. The lenses stay fog free

thanks to the ventilation slits between the frame and lenses. The high-flex temple guarantees a perfect fit and prevents the glasses coming off. Additionally, the Samurai pack includes a sports band and hard case to underline its high quality standard.

Cratoni.com

STAND
B2-102



GIANT

TRANCE

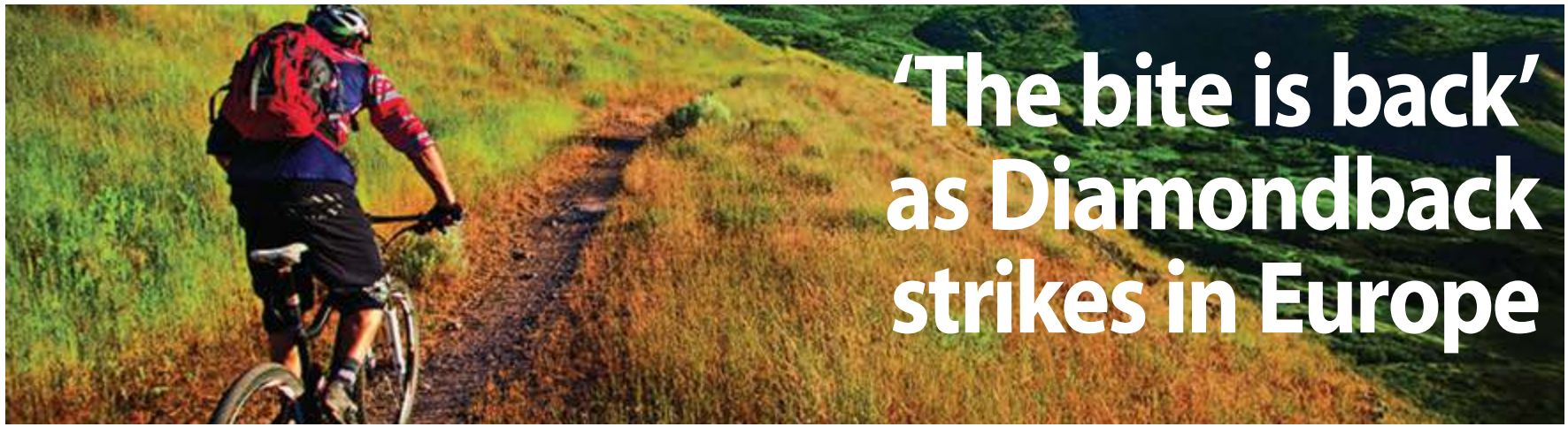
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'The bite is back' as Diamondback strikes in Europe



A5-108

Diamondback is back. The California BMX and mountain bike brand is making a large-scale return to Europe this year after its acquisition by the Accell Group. Diamondback will display a full range for Europe at its own stand at Eurobike.

STAND A4-702

It's part of the Raleigh Cycle Group, which was taken over earlier this year by Accell, the Dutch owner of a dollop of bicycle brands. The tie-up has already provided Diamondback with the backing it needs for a European relaunch.

Another distributor had represented Diamondback in countries outside of the U.K. and Ireland. European sales have been only about 30,000 units a year, compared with more than 300,000 in North America.

This year, Raleigh assumed Diamondback distribution rights for all of Europe. It launched a new international range in May at Raleigh's head office in Nottingham, England.

"It's fair to say that Diamondback's status and sales had fallen in the last years, in complete contrast to the situation in other parts of the world," said John Macnaughtan, managing director of Raleigh International. "So the distributors who came to Nottingham from around Europe were amazed at the new range, the aggressive prices and sharp marketing."

Diamondback's stand at Eurobike marks the full-fledged start of this European distribution and marketing push.

Duncan McCann, the brand's new European development manager, said he expects to more than double European sales in the first year based on reactions to the new line in Nottingham. Accell is already providing a boost for distribution; Accell companies in Turkey and Finland are now carrying Diamondback bikes.

"We have managed to revive many of the old Diamondback distributors and with some new ones on board we should have product available all around Europe," McCann said. "We'll show our American cousins that the European bite is back in their Californian rattlesnake."

Accell chiefly bought Raleigh to acquire more brands with strong consumer recognition. With sizeable business in Britain and North America, Raleigh chalked up sales of about \$260 million last year. It sold some 850,000 units under the Raleigh, Avenir and Diamondback brands.

Beyond the support for Diamondback, Accell and Raleigh are eyeing synergies in development and production.

"Accell still manufactures in Europe and it has technical expertise that could be most useful for Raleigh," said Geoff Giddings, marketing director at Raleigh. "This particularly applies to electric bikes, which we are trying to introduce on a larger scale in the U.K." **BS**



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Messingschlager opens €10 million complex



Messingschlager, one of Europe's largest importers and distributors of bicycles and components, opened its new logistics center in May to better serve its many European and Asian customers. Benno Messingschlager, grandson of the founder, now runs the business, which was founded in 1924.

"We offer our customers direct access to Asian suppliers," Benno Messingschlager said.

STAND A5-100

"Our experience with production in Asia goes back more than 50 years. Clients can take advantage of our knowledge how to work with our Asian partners."

The company built the new facilities at its headquarters in Baunach, Germany, to meet growing demand for its vast product range from OEMs and wholesalers. According to Benno Messingschlager, the addition means shorter lead times and an increase in storage area from 8,000 to 10,000 square meters (86,110 to 107,640 square feet).

The €10 million (\$12.4 million) investment includes a major expansion of its warehouse and a fully automatic rack storage system that rises 18 meters (59 feet). There are twice as many truck docking stations as before and 8,000 new storage positions.

The company has also implemented a new Enterprise Resource Planning (ERP) system and logistics program to go with the new warehouse. Messingschlager believes in offering parts and component manufacturers in the Far East a large warehouse located in the center of Europe, which he says has advantages in terms of logistics as well as product testing and development. Outside Europe, Messingschlager also has storage facilities in the USA, Australia and Asia.

"As we work with large volumes we have to think globally and not in niche markets. It gives us a lot of inside information about the market," Benno Messingschlager said. "This is an important aspect for us so we can help our customers and it's a major reason for them to contact us."

The company acts as an intermediary between suppliers and customers in several ways, the CEO said. It helps clients customize the product they buy. The company also oversees quality control, which he said is essential when dealing with so many different suppliers.

"In the past 50 years we have built our own network in Asia to handle quality control on the spot or to make cast-iron agreements," he said.

The building includes a showroom and bicycle retail shop. Outside is a new "playground," which includes a single-trail track, a dirt practice course and a climbing wall. All are open to the community. ■

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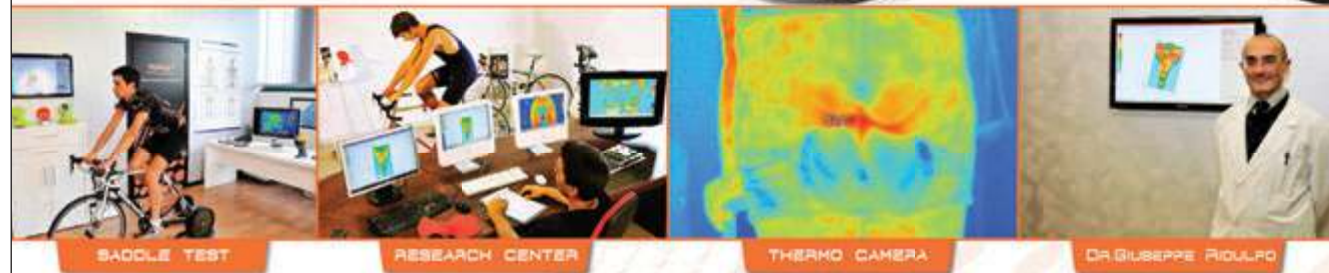
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Eingang / Zufahrt B
Entrance/Access B



DEMO
DAY

2012 Exhibitor Map



Press Centre, Catering,
Showers, Office

Eingang / Zufahrt A
Entrance/Access A

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- Bergamont Fahrrad Vertrieb GmbH
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- ElliptiGo
- E-LOM
- Schwinn
- Fallbrook-Nuvinci Tech

- Fa. Konstantin Henschen
- Fritz Wippich GmbH
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- Intelligent Mobility GmbH
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- Pro Activ Reha-Technik GmbH
- Thorsten Frahm Sporting
- Sport Import
- Thorsten Frahm SportingThors
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- Intelligent Mobility GmbH
- Intelligent Mobility GmbH
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- Race Productions Ridley Bikes
- riese und müller GmbH
- Ritchey International
- Rotor Bike Components
- Salko Bisiklet Sanayi
- Schoeller Technologies AG
- Ralf Bohle GmbH
- Scott-Sports
- Paul Lange & Co
- Simplon
- Specialized Europe
- Sram Europe
- SRM Schoberer Rad Messtechnik
- Stevens Vertriebs GmbH
- Schwinn
- BMC Trading AG
- Sugoi Performance Apparel
- Mobility Holdings
- Third Element
- Thosten Frahm Sporting
- Traix Cycle
- Tri-cycles GbR
- Ultrasport
- Merida & Centurion Germany GmbH
- VauDe Sport GmbH
- Veloboy UG
- Hermann Hartje KG
- Vimtech LTD
- F.S.A. s.r.l.
- Vittoria Spa
- Hotlines Europe Ltd.
- Winora Staiger GmbH
- X-Technology/Trère
- Fa. Konstantin Henschen

The Beauty and the Beast



teamelite TE01 29 One could say, the TE01 29 convinces with its beauty. But the outstanding handling and traction is where the teamelite 01 29 really benchmarks: The beauty turns into a beast, once released on the trails. Its composite frame with BWC (big wheel concept) Geometry ensures the best traction and outstanding handling characteristics. With an extremely low weight, the beast directly converts energy into bestial propulsion. Information and dealer directory at www.bmc-racing.com

BMC
SWITZERLAND 

The U.S. e-bike market sits poised for a high-end boom

Not long ago, the pedelec was an "old person" or "handicapped" vehicle as far as European bike retailers and brands were concerned.

That was until they discovered that pedelecs are attractive to consumers — and very profitable for retailers, brands, factories and component makers. The market has grown from "maybe 200,000" in 2004 to "more than 1.5 million" in 2012.

Today, it's no secret that pedelecs are the big profit drivers for the European bike business.

In the United States, the conversation is where it was nearly a decade ago in Europe. Many say the U.S. lacks Europe's bicycle culture; and therefore, e-bikes and pedelecs will never catch on in the United States.

The common wisdom is wrong. The U.S. market is quickly latching on to e-bikes.

Americans buy about as many bicycles every year as the EU does. But we buy mostly sport, recreation and fitness bikes.

This is changing, as many U.S. consumers are now buying bikes for transportation.

The U.S. e-bike industry is following the pattern of Europe: The first bikes were heavy, poorly made, problem-ridden, and cheap. Only recently have U.S. e-bike brands realized that their sales growth is at the high end of the price spectrum.

Like Europeans, Americans are proving that they will pay well for a good bike, and

they're starting to understand the value.

Today, more than 40 brands of electric bikes are sold in the United States. All major bicycle brands offer something electric.

At least one U.S. brand, Prodeco, assembles its bikes in the United States.

Pedego is setting an example of how to market to the U.S. consumer. The iZip brand, owned by Currie, continues to be the dominant brand in the market, with strong sales through mass merchants.

New electric bikes are appearing at Polaris retailers, a brand best known until now for snowmobiles, all-terrain vehicles, and other non-bicycle recreational vehicles. Another new brand, eMoto, is selling through a variety of channels.

Corporate activity also demonstrates the growing interest on the U.S. e-bike market.

The Accell Group recently acquired Currie. Pon Holdings says its Gazelle e-bikes would soon be offered in the United States.

BMC is about to open a flagship Stromer retail store in New York City. Ultra Motor (now of India) has a strong presence in the U.S. And several hundred retailers now call themselves "electric bike dealers."

There is little opportunity left in the EU for new suppliers. But in the United

States, a handful of component makers and OEM/ ODMs are calling on U.S. brands and cultivating the budding American market.

Demographic and cultural factors ensure that the U.S. e-bike market will be at least as large as Europe's. America's baby boomers have bought more, and more expensive, bicycles than any humans in history. They are aging, but still like to ride. E-bikes are perfect for this affluent, older and, frankly, overweight group. Combined with younger

commuters, rising gas prices, and the increasing density of U.S. cities, an e-bike boom is inevitable.

Still thinking about entering the U.S. e-bike market? The time to get established as a supplier to the USA is — now.

Edward Benjamin

Edward Benjamin is managing director of eCycleElectric and chairman of the Light Electric Vehicle Association. ed@eCycleElectric.com.



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Casual, cool — and compelling

MTB apparel brands keep the fun blended with performance

Mountain biking isn't typically about training or mobility. It's about plain having fun—and there's nothing wrong with that. Mountain biking is generally for younger participants, even if they're only young at heart. The clothing is relaxed, casual and cool. And that hasn't changed for 2013.

While cycling is becoming more important for urban and sustainable lifestyles, it's growing in the mountains as well as in the cities.

"We are seeing investments in overland cycle tracks as in MTB resorts, bike parks and events," said Hannu Haslach of Gore Bike Wear. Haslach cited the SellaRonda Hero, a mountain biking marathon in the Dolomites that opens its course to recreational cyclists. Mountain biking is the most important apparel category for Gore, although it sees growth in all segments. "We focus on the sport-minded cyclist," Haslach said.

It's a similar story at Vaude. The company, based near Lake Constance, believes the all-mountain MTB category offers the most growth potential.

"Most mountain bikers wear shorts and a casual jersey," the company's Stephanie Herrling said. But the company sees growing demand for rainwear and windproof jackets with a more casual fit than its body-clinging race cut pieces.

Fabrics and technologies used in mountain bike apparel are similar or the same as those used for road apparel, but cut and fit are often very different.

Craft also offers several cuts, from narrow to wide, but emphasizes other features specific to mountain biking wear.

"Cyclists who wear a pack don't need or want back pockets on their jerseys," said André Bachmann, Craft's sales manager for Austria, Germany and Switzerland.

A few brands, including Zimtstern, offer only mountain bike apparel.

"We position our brand very clearly as a mountain bike company, but we focus on two lines: Freeride, which includes downhill, enduro and dirt; and Trail, including all-mountain and technical trail riders," spokeswoman Barbara Mayer said.

"Mountain biking is constantly appealing

to more and more people and is developing into a mass sport that not only appeals to young adrenaline junkies but grown-ups, too," Mayer added.

Mayer says mountain bike wear is influenced by contemporary streetwear. Current trends include colors that are strong but not too bright, clever designs, a love for detail and an emphasis on sustainability.

For 2013, Zimtstern gave all of its jerseys a facelift. New pieces include an extremely lightweight Diagonal Mesh with A+ Scent anti-bacterial finish. Wicking pulls moisture to the surface where it dries quickly. A new Sympatex 2.5 Layer laminate guarantees pieces will be waterproof.

Consumers expect freeride and downhill apparel to be exceedingly tough, and brands use a number of ways to build in durability.

Protective is celebrating a relaunch with a focus on mountain bike lines. It uses abrasion-resistant Keprotec trim on shoulders and elbows to protect riders from branches and bushes. Its Keprotec line that includes a small assortment of jerseys, pants and warmers.

For 2013, Fanfiluca is making protection fashionable. With leg warmers that are colourful instead of black, the brand aims to cover more female legs.

"Our colorful legwarmers are the fashion statement for all stylish female freeriders, that, at the same time, offer warmth and protection against thorns, shrubs and slips of the pedal," Fanfiluca CEO Christiane Schumacher said.

Bike shorts for mountain bike riders are the equivalent of tights for road racers — the one piece of essential gear.

While road cyclists know fairly well what level of padding they prefer from their chamois, the wider variation of mountain biking terrain often requires compromises.

Gore is launching its "Mix & Match"



sponsored by



PEARL IZUMI

The next level of mountain biking: X-PROJECT 1.0

"The stiffer the sole the better the shoe" — that's a common belief that Pearl Izumi called into question with a new approach to MTB footwear. Result: the X-Project 1.0 — the first high performance MTB-shoe that features a flexible sole and is convincing both on and off the bike. A tuned carbon

sole that's stiff on the ball of the foot ensures maximum power transfer to the pedals, while being flexible at the toes and from the midfoot onwards for great off-the-bike performance. Additional benefit of this unique construction: X-Project weighs in at only 300 grams, firmly among the absolute lightweights on the market.

STAND
A1-401



Fanfiluca



Vaude



Sugoi RSX short with BOA

concept, which lets consumers choose inner tights separately from the shorts. Its "Inner Tights+" and "Inner Tights Pro+" give men and women two options that can be combined with a variety of outer shorts.

Sugoi, the Canadian cycling apparel company, this year adapted the Boa Closure

System from shoes for use on its premier high performance MTB short.

"The BOA L5 dial closure system offers a secure and comfortable waistband fit to make on-the-fly micro adjustments without interrupting your ride," Sugoi spokeswoman Stephanie Müller said. ■ RSB

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STAND
B2-404



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Sales falter in Europe, America

Pacific Cycles may give up on Eurobike, focus on Pacific Rim

The maker of the Birdy may soon be saying bye bye to Eurobike. This could be the last Eurobike for Pacific Cycles, company founder and chairman George Lin said.

"After all these years we have to realize that we might have to give up our big-scale ambitions for small-wheel, premium bicycles in the European market," Lin said. Pacific has already pulled out of Interbike, the main bike show for North America.

Pacific's own brands have failed to establish themselves in Western markets, although they are succeeding in the growing Asian market for premium brands.

"Only those survive that have their own R&D, brand and distribution," said Lin, who is an elder statesman of the Taiwan bicycle industry. "Otherwise there is no more chance."

Lin said Pacific has been deemphasizing its own name in favor of its four brands: Birdy, Carry Me, If and Reach. (The Birdy, a full-suspension folding bike, was created by the German company Riese & Müller

STAND NO.
B1-108



George Lin

and is manufactured by Pacific. Riese & Müller has no plans to stop selling the Birdy. Pacific has sales and distribution rights to the Birdy in Asia.)

"We had to realize that the Pacific name stands between us and the market," he said. "For the market it is easier to realize individual products than the company name. The Pacific name will remain on our products' chainstay, but that's all."

He said sales of Pacific's small wheel bicycles have seen great success in established Asian markets as Japan and South Korea as well as emerging markets including China, Hong Kong, Singapore, Malaysia and Thailand.

"With the exception of the Philippines we are reaching increasing sales all over Asia," Lin said.

Retail stores are a part of Pacific's Asian marketing strategy. The company has five retail stores in China and is opening new outlets in Singapore and Hong Kong. The company aims to open five "Pacific Stores" each year in China.

"They should have an average sales space of 90 square meters (970 square feet)

and present up to 50 Pacific models," Lin said. Instead of franchising stores, Pacific is seeking IBDs with an "outstanding affinity" for small-wheel bikes.

Lin believes small wheels have a big future as city dwellers continue to embrace bicycles. "With our Reach compact bicycle line, we can easily cover riders who are between 1.4 and 2 meters [4'7" and 6'7"] tall," Lin said.

For Western markets, Pacific will rely more on direct-to-consumer sales.

"For us, as a small niche producer, the Internet is a blessing. It offers us a global market. We reach bicycle enthusiasts all over the world," Lin said.

About 60 percent of Pacific's business is for OE customers while the rest is for its four brands. By focusing on the Asian mobility market, Pacific hopes to increase the share of its business dedicated to its own brands to 70 percent.

The company currently makes about 10,000 Birdies and 1,000 Reach bicycles a year, marketing manager Max Yeh said. He said Carry Me production is soon expected to surpass the Birdy. ■ JB

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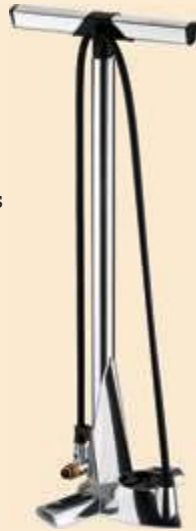


New Products 2012

Airace Veloce

STAND
A5-108

This high-polish aluminum floor pump features the Clever Twin Valve, which fits Schrader, Presta, Dunlop and E/V valves. The Presta valve is securely sealed and won't pop out until reaching the pump's maximum pressure of 240 psi. The Veloce is also available in a white piano coating.



Giant Anthem X Advanced 29er 0

STAND
B3-300

Handcrafted with an advanced-grade composite front triangle and ALUXX SL aluminum rear swingarm, the 2013 Anthem X Advanced 29er is engineered for competitive cross-country riders. Developed with input from Giant pro racers, it's the lightest full-suspension 29er Giant has built. The frame is 165 grams lighter than the same size Anthem X alloy 29er. It also has higher front-end stiffness and pedaling stiffness.



Selle San Marco Aspide Carbon Fx Protek

STAND
B3-404

Known for its unique design, the Aspide now comes in an off-road version. The Aspide Carbon Fx Protek mixes carbon's strength and lightness with Protek technology for a comfortable, well-performing ergonomic saddle. Silicone supports in the cover are placed in areas that receive the most wear, offering protection and control. Available in black/grey and white/grey.



Taya '5' Series

STAND
A2-314

Taya's new "5" series for 11-, 10- and 9-speed chains marks a new era of durability. A new material allows these chains to last twice as long as regular chains — up to 6,000 km (3,700 miles). Outer and inner plates are made with alloy steel. Plates and pin are treated with Diamond Hard Technology for superior hardness. Taya redesigned the structure of the plates for better performance.



3T Cycling Aduro Tribar

STAND
A1-426

The Aduro TT tribar is engineered for maximum adjustability, with easy configuration and assembly. Fully UCI-compliant, the multi-part aerobar is suitable for triathlon and is raced by teamTBB triathletes. Internal cable routing improves aerodynamics. The Aduro Tribar launched as original equipment on the Cervélo P5 and is now available for all.



BioLogic PostPump 2.0

STAND
B4-501

The PostPump 2.0 is a bicycle seatpost that incorporates a high-capacity floor pump. Invented by Philip Robinson, the PostPump has a higher stroke capacity than standard hand pumps. The ergonomic flip-out foot stand uses the saddle as a handle so riders can stand while using it. A flip-to-fit adapter switches quickly between Presta and Schrader valves. The PostPump 2.0 recently won a 2012 Red Dot product design award.



Cannondale Trigger 1

STAND
A6-300

Pull the Trigger for cross-country speed with all-mountain capability. The speedy little brother of the OverMountain clan, the Trigger offers shorter travel with a more XC/Trail-oriented geometry. Trigger is designed for fast, fluid cross-mountain riders whose riding style and terrain require less travel and aggressiveness than the Jekyll.



Geax Saguaro

Because Geax is exhibiting only at Demo Day this year, it's the only place at Eurobike to check out the new Geax tires. For 2013, Geax is launching its Saguaro (pictured) and Aka cotton tubular tires in the trendy 650B (27.5-inch) size. The new tire sizes are as fast as 26-inch models and ride without resistance on all terrains, even those that are highly uneven. And they ride well without suspension.



New Products 2012

MET 20 Miles

STAND
B4-306

Whether commuting to work or going out for the day, the 20 Miles offers low-stress head protection. MET's in-mold Intelligent Fusion construction fuses together two parts of the shell in the molding process. A Safe-T e-Twist dial at the back of the helmet allows one-hand adjustment and uses a press-on LED light for better visibility at night or in tunnels.



Scapin Oraklo 29"

STAND
A1-218

Ideal for marathon races, the Oraklo is a 29er frame made of UD Toray T700 carbon fiber. It features a 100mm fork, 71.5° steering angle and 73° seat tube. Cables run inside the frame, and the rear brake cable is smartly riveted to the down tube. The bottom bracket is a PressFit Shimano type. The Oraklo weighs 1190g in a medium size.



Riese & Müller Load Hybrid

STAND
A2-308

This cargo e-bike is fun to ride and easy to handle. The full-suspension Load is made for the entire family, and fits riders from heights of 1.5m (4'11") to 1.95m (6'4"). A low step-through, flat seat tube angle and height-adjustable stem adds comfort. The Load features a seamless NuVinci shifter hub. And it has a break-apart frame, so the section in front of the handlebars can be removed for storage.



Dahon Formula S20

STAND
A3-704

Weighing a light but solid 12.2 kg (26.9 lbs.), the Formula combines high-powered components, a sleek frame design and high portability. At the heart of the Formula lies a Shimano Tiagra 10-speed rear derailleur and cassette, Vuelta Highku Alloy 53/39 tooth crankset, thumb tab shifter from Microshift and Clarks mechanical disc brakes. Its frame is custom drawn, double-butted Sonus tubing of Dalloy aluminum from Dahon, as well as an integrated lattice forged hinge at the bike's center.



Serfas Thunderbolt

STAND
A3-604A

Offering endless mounting options, the Thunderbolt LED light puts out a 90-lumen, non-directional beam to help you safely arrive at your destination. The USB-rechargeable light mounts anywhere on the front of your bike, from the handlebars to the fork. Switch between high and low beams and two flash modes. One charge lasts from 1.5 hours on high beam to 9 hours on low blink. Available in seven colors.



KS LEV

STAND
A6-403

Well into its first season on the market, LEV has quickly risen to the top of the dropper post list. With features like zero cable movement, up to 150mm of travel, a carbon fiber remote and sub-450 gram weight (excluding remote and cable), LEV levitates above competitors. Travel options are 100, 125 and 150mm, and available post diameters are 30.9 and 31.6mm.



Tern Swoop D7i

STAND
B4-501

The ultra-low-step Swoop frame design from Tern offers convenience to urban cyclists. The top tube is 28cm (11") off the ground, making it one of the lowest step bikes on the market. Its low center of gravity enhances stability, especially for less experienced cyclists. The Swoop is good for riders who need to navigate stairs and curbs, may have lost some flexibility, or simply want to wear short skirts. The Swoop folds in 10 seconds. It comes in two models: the D7i and the Swoop Duo.



Vittoria Corsa SR

Available in tubular and clincher, the Corsa SR is made for professionals and advanced amateurs. It features a 320 TPI cotton casing. A new compound, ISOGrip, is designed for maximum grip and smoothness in all conditions—wet or dry, smooth or uneven, uphill or downhill.



New Products 2012

Seatylock

STAND
A7-507

Seatylock is an innovative answer to a common problem: How do you lock your bike and protect your saddle at the same time? The Seatylock is a bicycle saddle that transforms into a solid 1-meter lock in a few simple steps.

It's always with you, so you'll never forget your lock. Seatylock comes with adapters for compatibility with all bikes in the market and can accommodate a variety of saddles. It's designed for OEMs or after-market sales, for e-bikes and city bikes.



Gocycle G2

STAND
FGO-119

The next-generation Gocycle G2 combines electric power, portability and style for a no-effort, no-emission, and low-cost commute. The front and rear PitstopWheels are detachable for storage, and torque-sensing pedals drive a three-speed, maintenance-free, patented Cleandrive. The manufacturing process, called Thixomolding, is environmentally friendly because it produces no ozone-depleting emissions of sulfur hexafluoride. The recyclable frame and wheels are made of injection-molded magnesium.



Velo Senso Miles VL 1133 Carbon

STAND
B2-503

The Senso Mile VL 1133 is one of the lightest saddles in the Competition category, thanks to its carbon injection component base and carbon rail system. The streamlined form and extremely shallow saddle base allow for maximum flexibility of movement and riding comfort, further supported by Velo's patented ArcTech suspension technology. The microfiber saddle cover and O-Zone Airflow system ensure comfort at any temperatures.



Haibike eQ Xduro Allmountain

STAND
A4-100

With 140mm of travel, the eQ Xduro Allmountain masters every type of terrain using a special frame geometry. It's powered by an e-mountain bike system that makes a trans-Alp crossing a breeze.



O-Synce navi2coach

STAND
B1-502

O-Synce's navi2coach ticks every box for athletes on the go. It offers navigation, training control and geocaching. The navi2coach is the only GPS-based bike computer that comes with a standard, interchangeable battery. Use it for multi-day trips without access to a computer or a charger.



Italwin Logic Pedelecs

STAND
A1-513

The seven pedelec models in Italwin's Logic range are flexible, customizable, convenient and pleasant to ride. Models boast such options as iTorq or "speed" systems, 26-inch or 28-inch wheels, internal or external gears, and different batteries. All Logic bikes use 36V motors and a unified battery case that can house either Li-ion or lead acid cells. The iTorq system, previously available only on Ducati models, is now available in the new Italwin line. It provides electric assist at a touch of the pedals.



Shimano Dura-Ace 9000

STAND
A1-200

The new 2013 Dura-Ace group is the result of 40 years of development and innovation. Dura-Ace, Shimano's flagship group, now has an 11-speed cassette with numerous gearing options. More compact lever hoods offer improved comfort and control, while an asymmetric four-arm crankset optimizes power delivery. The new Dura-Ace Di2 system uses single-wire connections for simpler installation and a cleaner look. A new range of wheels includes deep-section aero rims.



Zimstern Spin Women's Jersey

STAND
B5-409

This figure-hugging Zimstern race jersey wins every challenge in terms of weight, breathability and elasticity — and it absorbs odors. The Spin features a high collar, extended back and anti-slip tape on the bottom hems. The back pouch consists of three open compartments and one zip pocket to hold everything important.



THE NEW HEARTBEAT OF E-BIKE ENERGY



TWO SOLUTIONS FOR GREATER FLEXIBILITY

M07 - POWERFUL CENTRAL MOTOR CHOICES FOR YOUR RIDE

Whatever your heart desires! The M07 central motor range from TranzX PST offers two powerful choices for the newest e-bike generation: the M07 features high performance and smooth support with extremely low noise and vibration levels. Equipped with a convenient coaster brake, the M07HC combines the M07 benefits with higher torque and more powerful output. Strategically integrated into the bottom bracket, the M07 series assures a low center of gravity and an enjoyable, well-balanced ride.

From Switzerland to the world

BMC Group says technology will help it double bikes sales

Cadel Evans' victory in the 2011 Tour de France was a global coup for his bike sponsor, the high-end Swiss brand BMC. But BMC's parent company has been busy on several fronts, not just involving the BMC brand.

The company says it intends to double the number of bicycles sold by the entire group in the next couple of years.

In November, the parent company bought Stromer, a fast-growing Swiss manufacturer of electric bicycles, and named Stromer's founder, Thomas Binggeli, as CEO. Earlier this year, the parent company renamed itself as the BMC Group. It had been known as International Sports Holding.

Meanwhile, the BMC Group also continues to invest in its third line, the German brand Bergamont.

With three brands under its umbrella, the BMC Group has focused on differentiating each of them clearly in the market.

"BMC positions itself as a premium brand for sports bicycles that caters to professionals and enthusiasts. Swiss quality is an important part of the brand image. BMC products are cutting edge, even at a higher cost," said Frank Schreiner, BMC Group's marketing manager.

"Bergamont is clearly a value-oriented brand with a lot of interesting models for people who are not into endurance racing but want to have fun on two wheels," Schreiner continued. "Stromer is a Swiss-based electric bicycle that offers a lot of options for customization."

Stromer has been an important acquisition for BMC. It was founded in 2008 by Binggeli, a farmer's son and shrewd businessman who started selling his first bicycles when he was 17.

Binggeli continued to grow as a bicycle retailer through the 1990s and started the brand Thömus in 1998. The brand is independent and is overseen by Thomas' brother, Markus Binggeli.

The acquisition made sense because BMC

did not make e-bikes. And Stromer has a factory in Switzerland that offers the ability

"Either you offer the cheapest of the 'me-too' products, or you seriously invest in technologies that set you apart from your competitors." —

Thomas Binggeli



Thomas Binggeli, CEO of the BMC Group, with bikes from the three brands under the group's umbrella.

for customers to customize their orders. One of the BMC Group's goals has been creating jobs in Switzerland.

Bergamont fits into the BMC Group umbrella because it has been strong in mountain bike categories that BMC was not active in, particularly the gravity and dirt jump segments.

Now, the BMC Group is aggressively promoting all of its brands and seeking to expand internationally.

"The success of the road team has led to a growing demand in the Benelux countries,

the United States, Japan, Spain and France. These are the markets that we intend to expand to," Schreiner said.

"In Manhattan we are about to open a flagship store for the Stromer brand, and in Belgium we opened a concept store in May,"

chosen the second course. Its Impec factory in Grenchen, which features automated production of carbon fiber frames, is the company's showcase.

Although the robot-stuffed factory has had problems getting up to speed, BMC claims it is now ready to run at full capacity.

Automating the production of carbon fiber frames — a process that typically requires a large degree of manual labor — is a major goal of BMC Group founder Andy Rihs. By minimizing the amount of human labor involved to produce a frame, the BMC Group can sidestep Switzerland's high labor costs and ensure a consistent build and quality.

Because the Impec frames are lugged, BMC can also offer custom sizes.

"Once customers understand all of the advantages of our way of producing carbon frames, a significant number of them will be ready to pay the extra cost for them," Schreiner said.

Impec is only a small part of the group's output, however. Some 98 percent of the BMC Group's frames still come from Asia.

The group recently hired industry veteran Christian Müller to oversee Stromer's export business. Müller is a former head of Manitou Europe, and later oversaw the suspension products for DT Swiss.

Stefan Berkes remains in charge of operations at Bergamont, and Rolf Singenberger was promoted from head of development to lead the BMC unit.

To further boost its image, the BMC Group has been investing in road and off-road teams and has partnered with the Velodrome Suisse, which is now under construction across the street from BMC's headquarters.

Next spring the Swiss cycling federation is expected to move its offices to the velodrome, putting BMC even more in the spotlight. ■ LvR

STAND
B3-400a

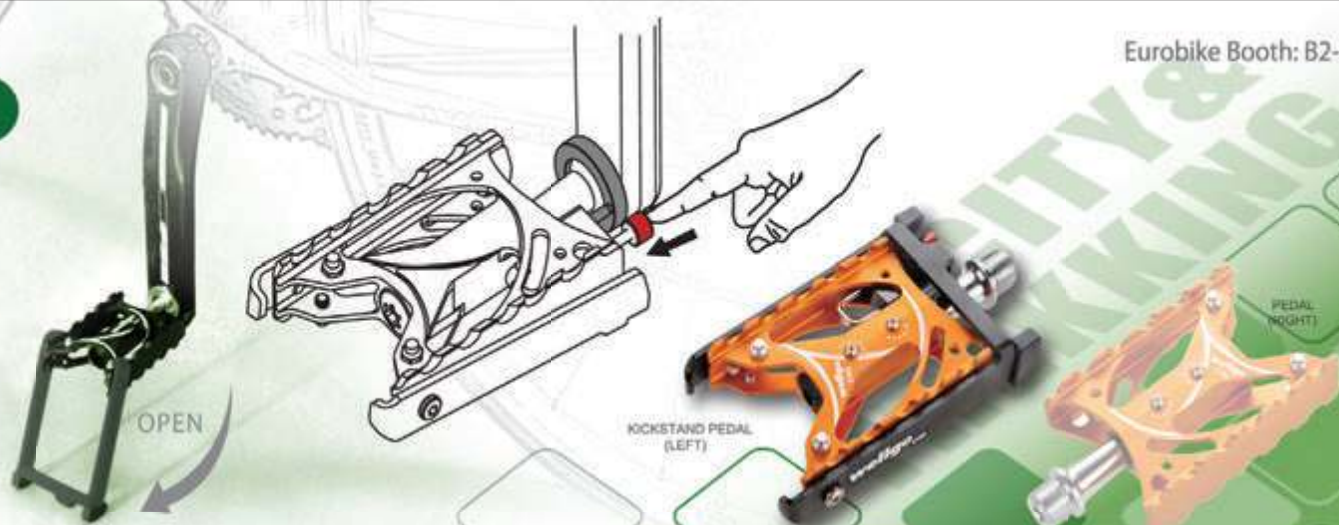
wellgo

C193 KICKSTAND PEDAL

Wellgo launched a new concept pedal which combines traditional pedal with kick stand.

WEIGHT : 280g/pr

www.wellgo.com.tw



Eurobike Booth: B2-502



Updated: 2011/06

Friedrichshafen Tourist Guide

01 PALACE CHURCH (SCHLOSSKIRCHE)

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

01 PALACE (SCHLOSS)

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

02 DUKE ZEPPELIN HOUSE (GRAF-ZEPPELIN-HAUS)

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

03 SCHOOL MUSEUM (SCHULMUSEUM)

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

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.rundfahrtenschiff-seeschwalbe.de.

18 VIEWPOINT TOWER (MOLETURM)

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

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

Town library with focus on new media, cabaret stage.

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

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

INFO: Lake Constance Boating Companies Travel Centre (Bodensee-Schiffsbetriebe Reisezentrum). Tel. +49 (0)7541 9238389. Web: www.bsb.de.

Catamaran Operator Lake Constance (Katamaran-Reederei Bodensee). Tel. +49 (0)7541 9710900. Web: www.der-katamaran.de.

21 ZEPPELIN MUSEUM (ZEPPELIN MUSEUM)

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

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

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

22 HARBOUR STATION (HAFENBAHNHOF)

Ferries and busses.

23 ADULT EDUCATION CENTRE (VOLKSHOCHSCHULE)

Ferries and busses.

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.

Visit us at Eurobike 8/29-9/1 ZH-203

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Rethink the ebike

The vertex of the V-frame contains a visually striking through-hole design which focuses the eye on the center of the eBike.



20" | 26" | 28"

Motor: 500W/250W DC Brushless Hub Motor
Battery: 36V 11Ah Lithium Battery

Design by ROBRADY design

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TWTC NANGANG Exhibition Hall
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Eurobites

Eat like a local in Friedrichshafen

Looking for good food, fresh beer and great spots to relax after a busy day at the show? The Eurobike Show Daily profiles local restaurants in every issue. Check out these local favorites—including two near the Demo Day grounds.

Hacienda Hotel Restaurant Lounge



The Hacienda

In the Friedrichshafen district of St. Georgen, The Hacienda welcomes its guests with southern cheerfulness and a Mediterranean atmosphere. Jana and Thomas Neukamp have recreated the Mediterranean “art of living” at their restaurant, lounge and hotel.

In 2010, the Hacienda was fully renovated and modernized. The Neukamps are committed to the highest quality standards and prefer first-class, fresh regional products, refined with herbs and other flavors.

Try the linguine with a savory basil pesto and let yourself be spoiled by the classic beauty of an Andalusian fish platter. The entrecôte is grilled on a lava stone and arranged harmoniously with a fine red wine sauce, thyme, and red onions. A salad dish is where beef strips rendezvous with rocket, fried mushrooms, and parmesan cheese.

Finger foods represent Iberian food culture, while such North African specialties as couscous and tajine also play an important role on the menu. Couscous is made of durum wheat semolina and is served with lamb and vegetables. Thanks to its variability, couscous can also be offered with the Hacienda’s famous tajine dishes.

Tajine with chicken and honeydew melons, apricots, and rosemary is served in a traditional tajine pot and is enriched with chili, honey, and ginger.

Spanish and Italian wines complement any menu selection, and an attractive dessert selection caps a meal in style.

Am Seewald 36, 88046 Friedrichshafen
Phone: +49 7541 / 72440
Internet: www.haciendalounge.de
Hours: Daily from 6:30 p.m., except Sunday and Monday

Steaks

For a great steak, visit **Steakhaus Tiffany** in Friedrichshafen. A favorite with locals, the restaurant welcomes international guests

for its legendary “Dinner at Tiffany.” (Friedrichstraße 73, phone 07541/23392)

Jonesing for a really big burger or a grilled steak? Head for the **Spicy Grill Tavern**, minutes from the center of Friedrichshafen on the B31 (direction Meersburg). Owner Jannis Michalis blends his own special hot sauces — and we do mean hot! (Zeppelinstraße 140, 88045 Friedrichshafen, Tel: 07541-31077)

Italian

Italian food is popular in Friedrichshafen. One of the best ristorante/pizzerias is **La Scala** in the Bodensee Center close to the Arena (Tel. 07541/953999). Open every day from 11:30 a.m. until midnight.

Or, try the Italian offerings at **Kapela la Mezzaluna** (Teuringer Straße 16/1, Tel. 07541/589441), or **San Marino Pizzeria** (Ailinger Straße 50, Tel. 07541/74130).

Another locals favorite is just a short trip outside of Friedrichshafen in Langenargen: **La Rosa Due** (Marktplatz 22, Tel. 07543/912103).

Other Options

Greek food is served in Friedrichshafen at **Athen Restaurant** (Friedrichstraße 65, Tel. 07541/32107), and at **Delphi**, lakeside at the viewing platform (Seestraße 20, Tel. 07541/22160).



Bangkok is the name of two Thai restaurants. One is in the atrium of the bank headquarters and the other is on Uferstraße. Tel.: +49 (0)7541 378022, Charlottenstraße 12/1

Dining near Demo Day

Demo Day takes place in a region known as the Allgäu. If you want to get to know the Allgäu better, drop into **Enzianhütte**, hosted by Marianne and Rainer Alt in Weissach near Oberstaufen. He is a faithful devotee of the Bavarian royal dynasty, and a host who catches his own trout. The restaurant is open every day from 3 p.m., except on Wednesdays. On Tuesdays, Enzianhütte offers a cottage night, and on Thursdays is a live band. For more information email info@enzianhuette.de

Most cyclists don't need an excuse to drink beer, but here's an excellent one anyway: The Allgäu is a major hops-producing area, and it's worth trying the beer from local brewery **Farny**, near Kisslegg. Celebrating its 175th anniversary this year, Farny is known for its “Kristallweizen” clear wheat beer. The brewery's water is from its own water source and their hops come from Tettngang and Hallertau. The special brewer's

yeast is also cultured in-house. Sample Farny's brews at the **Bäumle** in Tettngang and the **Yachting Club** on Uferstrasse in Friedrichshafen. For more information, visit www.farny.de.



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Eurobike Hall A4 No.803
Aug. 29 - Sept. 01

Transport Guide

Eurobike Commuter Services

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

Hotel Shuttles

No stress and no cost

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



| 2 Hotel Shuttle Meersburg - Hagnau | | | |
|---|--------|--------|--|
| Bus Stop / Haltestelle | Tour 1 | Tour 2 | |
| Meersburg ferry station / Fähranleger* | 7:30 | 9:00 | |
| Meersburg Kirche* | 7:33 | 9:03 | |
| Meersburg Sabahem* | 7:35 | 9:05 | |
| Hagnau Mitte* | 7:37 | 9:07 | |
| Arrival Entrance East / Ankunft Eingang Ost | 8:00 | 9:30 | |
| Departure Entrance East / Abfahrt Eingang Ost | Tour 1 | Tour 2 | |
| Wed - Fri / Mi - Fr 29.8. - 31.8. | 18:30 | 20:03 | |
| Sat / Sa 1.9. | 18:30 | | |

| 3 Hotel Shuttle Salem - Bermatingen - Markdorf - Oberteuringen - Ailingen | | | |
|---|--------|--------|--|
| Bus Stop / Haltestelle | Tour 1 | Tour 2 | |
| Salem Hotel Schwanen* | 7:11 | 8:41 | |
| Salem Hotel Recks* | 7:16 | 8:46 | |
| Salem Hotel Apfelblüte* | 7:18 | 8:48 | |
| Bermatingen Markdorfstraße* | 7:23 | 8:53 | |
| Markdorf Bahnhofstraße (Reisebüro Lippmann)* | 7:28 | 8:58 | |
| Markdorf Hotel Wirthshof* | 7:33 | 9:03 | |
| Markdorf Hotel Letze* | 7:35 | 9:05 | |
| Oberteuringen Hotel Adler* | 7:41 | 9:11 | |
| Ailingen Hauptstraße* | 7:49 | 9:19 | |
| Ailingen Rathaus* | 7:51 | 9:21 | |
| Arrival Entrance East / Ankunft Eingang Ost | 8:00 | 9:30 | |
| Departure Entrance East / Abfahrt Eingang Ost | Tour 1 | Tour 2 | |
| Wed - Fri / Mi - Fr 29.8. - 31.8. | 18:30 | 20:04 | |
| Sat / Sa 1.9. | 18:30 | | |

| 4 Hotel Shuttle Weingarten - Ravensburg - Meckenbeuren | | | |
|--|--------|--------|--|
| Bus Stop / Haltestelle | Tour 1 | Tour 2 | |
| Weingarten Post* | 7:17 | 8:47 | |
| Weingarten Charlottenplatz* | 7:20 | 8:50 | |
| Weingarten Linse* | 7:21 | 8:51 | |
| Ravensburg Marienplatz* | 7:30 | 9:00 | |
| Meckenbeuren Hotel Wiesental* | 7:42 | 9:12 | |
| Meckenbeuren Buch* | 7:43 | 9:13 | |
| Arrival Entrance East / Ankunft Eingang Ost | 8:00 | 9:30 | |
| Departure Entrance East / Abfahrt Eingang Ost | Tour 1 | Tour 2 | |
| Wed - Fri / Mi - Fr 29.8. - 31.8. | 18:30 | 20:00 | |
| Sat / Sa 1.9. | 18:30 | | |

| 5 Hotel Shuttle Wangen - Neukirch - Tannau - Tettnang | | | |
|---|--------|--------|--|
| Bus Stop / Haltestelle | Tour 1 | Tour 2 | |
| Wangen Hotel Waltersbühl* | 7:00 | 8:45 | |
| Wangen Bahnhof* | 7:05 | 8:50 | |
| Neukirch Rathaus* | 7:23 | 9:08 | |
| Tannau* | 7:30 | 9:15 | |
| Tettnang Bärenplatz* | 7:35 | 9:20 | |
| Tettnang Seestraße* | 7:37 | 9:22 | |
| Arrival Entrance East / Ankunft Eingang Ost | 8:00 | 9:45 | |
| Departure Entrance East / Abfahrt Eingang Ost | Tour 1 | Tour 2 | |
| Wed - Fri / Mi - Fr 29.8. - 31.8. | 18:30 | 20:20 | |
| Sat / Sa 1.9. | 18:30 | | |

| 1 Hotel Shuttle Überlingen - Uhlingen - Immenstaad - Fischbach | | | |
|--|--------|--------|--|
| Bus Stop / Haltestelle | Tour 1 | Tour 2 | |
| Überlingen / Andelshofen Hotel Johanner Kreuz* | 6:54 | 8:39 | |
| Überlingen ZOB* | 6:59 | 8:44 | |
| Mühlhofen Hotel Kreuz* | 7:12 | 8:57 | |
| Oberuhlingen Marktplatz* | 7:18 | 9:03 | |
| Unteruhlingen Meersburgerstraße* | 7:21 | 9:06 | |
| Immenstaad Rathaus* | 7:37 | 9:22 | |
| Immenstaad Dornier* | 7:40 | 9:25 | |
| Fischbach Hotel Maier* | 7:43 | 9:28 | |
| Friedrichshafen Hotel Föhr / Albrechtstraße* | 7:49 | 9:34 | |
| Arrival Entrance East / Ankunft Eingang Ost | 8:00 | 9:45 | |
| Departure Entrance East / Abfahrt Eingang Ost | Tour 1 | Tour 2 | |
| Wed - Fri / Mi - Fr 29.8. - 31.8. | 18:30 | 20:20 | |
| Sat / Sa 1.9. | 18:30 | | |

| 6 Hotel Shuttle Nonnenhorn - Kressbronn | | | |
|---|--------|--------|--|
| Bus Stop / Haltestelle | Tour 1 | Tour 2 | |
| Nonnenhorn Hotel Zum Torkel* | 7:25 | 8:55 | |
| Nonnenhorn Hotel Haus am See* | 7:30 | 9:00 | |
| Kressbronn Strandhotel Nonnenhorner Straße* | 7:32 | 9:02 | |
| Kressbronn Hauptstraße* | 7:35 | 9:05 | |
| Gohren Langenackerstraße* | 7:40 | 9:10 | |
| Arrival Entrance East / Ankunft Eingang Ost | 8:00 | 9:30 | |
| Departure Entrance East / Abfahrt Eingang Ost | Tour 1 | Tour 2 | |
| Wed - Fri / Mi - Fr 29.8. - 31.8. | 18:30 | 20:00 | |
| Sat / Sa 1.9. | 18:30 | | |

| 7 Hotel Shuttle Lindau Island/Insel | | | |
|---|--------|--------|--|
| Bus Stop / Haltestelle | Tour 1 | Tour 2 | |
| Lindau Bahnhof (Island / Insel)* | 7:17 | 8:47 | |
| Lindau Casino / Spielbank* | 7:20 | 8:50 | |
| Arrival Entrance East / Ankunft Eingang Ost | 8:00 | 9:30 | |

| 8 Hotel Shuttle Neuravensburg - Weillenberg - Lindau - Wasserburg | | | |
|---|--------|--------|--|
| Bus Stop / Haltestelle | Tour 1 | Tour 2 | |
| Neuravensburg Schwarzenbach* | 6:59 | 8:34 | |
| Neuravensburg Gasthof Hirschen* | 7:02 | 8:37 | |
| Weillenberg/Rehlings B12* | 7:09 | 8:44 | |
| Lindau-Reutin Rathaus* | 7:12 | 8:47 | |
| Lindau Berlinerplatz/Lindaupark* | 7:14 | 8:49 | |
| Lindau Anschacher Hof* | 7:17 | 8:52 | |
| Bad Schachen Kreuzung Schachenstr./Badstr.* | 7:25 | 9:00 | |
| Wasserburg Bahnhof* | 7:35 | 9:10 | |
| Arrival Entrance East / Ankunft Eingang Ost | 8:00 | 9:35 | |
| Departure Entrance East / Abfahrt Eingang Ost | Tour 1 | Tour 2 | |
| Wed - Fri / Mi - Fr 29.8. - 31.8. | 18:30 | 20:20 | |
| Sat / Sa 1.9. | 18:30 | | |

Airport Shuttles

Zurich, Friedrichshafen, Memmingen



| ZURICH Airport / Flughafen - EUROBIKE | | | | | |
|--|-------|-------|-------|-------|-------|
| Arrival & Departure Entrance West | | | | | |
| Departure Zurich / Abfahrt Zürich | | | | | |
| 28.8. | 8:00 | 9:00 | 10:00 | 11:00 | 12:00 |
| 29.8. | 7:30 | 8:00 | 8:30 | 9:00 | 11:00 |
| 30.8. - 31.8. | 7:30 | 8:00 | 8:30 | 9:30 | 11:00 |
| 1.9. | 8:00 | 9:00 | | | |
| Departure EUROBIKE Entrance West / Abfahrt EUROBIKE Eingang West | | | | | |
| 28.8. | | 14:00 | 17:00 | | 19:00 |
| 29.8. | | 14:00 | 17:00 | 18:00 | 19:00 |
| 30.8. - 31.8. | 14:00 | 15:00 | 16:00 | 17:00 | 18:00 |
| 1.9. | 14:00 | 15:00 | 16:00 | 17:00 | 17:30 |

| FRIEDRICHSHAFEN Airport / Flughafen - EUROBIKE | | | | | |
|--|--------------|-----------|----------------|--|--|
| Arrival & Departure Entrance East | | | | | |
| August 29 - September 1 / 29. August - 1. September 2012 | | | | | |
| 18 Airport Express AIRPORT/FLUGHAFEN FRIEDRICHSHAFEN | | | | | |
| Bus Stop / Haltestelle | From/Von | Time/Takt | TiU/Bis | | |
| Airport / Flughafen | 8:15 (8:47*) | 15/47 | 19:15 (18:47*) | | |
| EUROBIKE Entrance East/Eingang Ost | 8:23 (8:55*) | | 19:23 (18:55*) | | |
| Departure / Abfahrt | | | | | |
| EUROBIKE Entrance East/Eingang Ost | 8:25 (8:57*) | 25/57 | 19:25 (18:57*) | | |
| Airport / Flughafen | 8:33 (9:05*) | | 19:33 (19:05*) | | |
| * Saturday, September 1 / Samstag, 1. September No need for booking. Buchung nicht notwendig. | | | | | |

| MEMMINGEN Airport / Flughafen - EUROBIKE | | | | | |
|---|-------|-------|-------|-------|-------|
| Arrival & Departure Entrance East | | | | | |
| Departure / Abfahrt Memmingen | | | | | |
| 28.8. - 1.9. | 11:00 | 13:00 | | | |
| | 10:00 | 11:00 | 14:30 | 16:30 | |
| Departure EUROBIKE Entrance East / Abfahrt EUROBIKE Eingang Ost | | | | | |
| 29.8. - 1.9. | 07:30 | 09:30 | 12:30 | 15:30 | 17:30 |

Free Rental Bikes

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

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

Rental Process

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

Rental Stations

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

Friday: After-Party Shuttle

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

Relax. On Friday, Sept. 1, Eurobike organizes a free After Party Shuttle Service. There will be four bus routes: Überlingen, Oberteuringen, Weingarten and Bregenz, Austria. Shuttles start at 0:30 from Entry West.

Airport & Train/Ferry Shuttles

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

Ferry Services

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

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

| FERRY BODENSEEFÄHRE Konstanz/Konstanz - Meersburg | | | |
|---|----------|-------------------|---------|
| Departure Konstanz / Abfahrt Konstanz | From/Von | Time/Takt | TiU/Bis |
| Mon - Fri / Mo - Fr | 00:05 | every/alle 60 min | 05:05 |
| | 05:35 | every/alle 15 min | 20:50 |
| | 21:05 | every/alle 30 min | 23:05 |
| Sat - Sun / Sa - So | 00:05 | every/alle 60 min | 06:05 |
| | 06:35 | every/alle 30 min | 07:05 |
| | 07:35 | every/alle 15 min | 20:50 |
| | 21:05 | every/alle 30 min | 23:05 |
| Departure / Abfahrt Meersburg | From/Von | Time/Takt | TiU/Bis |
| Mon - Fri / Mo - Fr | 00:35 | every/alle 60 min | 05:35 |
| | 22:05 | every/alle 30 min | 23:35 |
| Sat - Sun / Sa - So | 00:35 | every/alle 60 min | 06:35 |
| | 07:05 | every/alle 30 min | 07:35 |
| | 08:05 | every/alle 15 min | 21:35 |
| | 22:05 | every/alle 30 min | 23:35 |

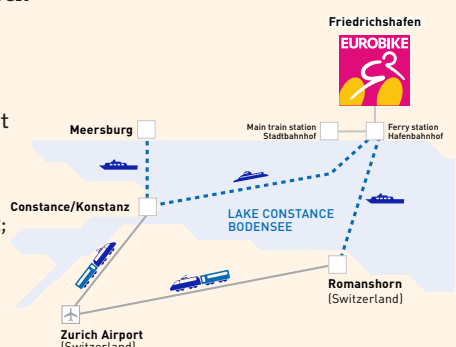
Duration of the journey approx. 30 min. Subject to a charge. | Fahrzeit ca. 30 min. Kostenpflichtig. www.bsb-online.com

| CATAMARAN KATAMARAN Konstanz/Konstanz - Friedrichshafen Ferry Station / Hafen | | | |
|---|----------|------------|---------|
| Departure Konstanz / Abfahrt Konstanz | From/Von | Time/Takt | TiU/Bis |
| Mon - Fri / Mo - Fr | 06:02 | every/alle | 19:02 |
| Sat - Sun / Sa - So | 08:02 | 60 min | 19:02 |
| Departure / Abfahrt Friedrichshafen Ferry Station / Hafen | From/Von | Time/Takt | TiU/Bis |
| Mon - Fri / Mo - Fr | 06:02 | every/alle | 19:02 |
| Sat - Sun / Sa - So | 08:02 | 60 min | 19:02 |

Fri and Sat additional departure FN | Fr and Sa zusätzliche Abfahrt FN: 20:02 / 22:02
Duration of the journey approx. 48 min. Subject to a charge. | Fahrzeit ca. 48 min. Kostenpflichtig. www.der-katamaran.de

| FERRY BODENSEEFÄHRE Romanshorn - Friedrichshafen | | | |
|---|----------|------------|-------------|
| Departure / Abfahrt Romanshorn | From/Von | Time/Takt | TiU/Bis |
| Mon - Thur / Mo - Do | 05:36 | every/alle | 20:36 |
| Fri / Fr | 05:36 | every/alle | 21:36 |
| Sat / Sa | 07:36 | 60 min | 21:36 |
| Sun / So | 07:36 | | 20:36 |
| Departure / Abfahrt Friedrichshafen Ferry Station / Hafen | From/Von | Time/Takt | TiU/Bis |
| Mon - Thur / Mo - Do | 05:41 | every/alle | 20:41 |
| Fri / Fr | 05:41 | every/alle | 20:41 22:41 |
| Sat / Sa | 07:41 | 60 min | 20:41 22:41 |
| Sun / So | 07:41 | | 20:41 |

Duration of the journey approx. 40 min. Subject to a charge. | Fahrzeit ca. 40 min. Kostenpflichtig. www.bsb-online.com



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