



SHOW DAILY

Cinelli's new chapter

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What's On Today — Event Guide

Thursday, August 30

All Day Events

Foyer West
EUROBIKE AWARD WINNERS
 The Eurobike Award is the highest award for bicycle innovations, encompassing functionality, design and innovative features. The award is held in cooperation with iF Design.

Hall A3
BMX MINI RAMP SHOW
 Felt-Mellowpark puts on a show in front of hall A3

Zeppelin Hall and the Open Air Grounds East
HOTSPOTS FOR E-BIKES AND PEDELECS
 Eurobike is the largest trade show for e-bikes and pedelecs. The Zeppelin Hall and the Open Air Grounds East are dedicated entirely to electric power-assisted systems.

Foyer West
EUROBIKE VISION
 Eurobike Vision looks at the limits of what is possible in aerodynamic bicycle construction. Rounding off this exhibition is a book presentation with a focus on special bikes.

Hall ZH-216B
AGOGS drink give-away
 The e-bike brand is giving away a free can of an anti-energy drink, Zenonade, to all who take a test ride (since the energy is in the bike).

08:30 - 10:00
 Meeting Room 5A, Administrative Building (close to Main Entrance West)
ETRA/LEVA Electric Bike Business Seminars
 Today's Topic: "WEEE Directive now includes electric bicycles." Open to the Press (free). Non-members of ETRA or LEVA: €50 fee per seminar.

09:00
 Foyer East, Room Rom
ADFC TechTalk: Mandatory labeling for bicycles and pedelecs — the less well-known world of standards and legislation
 The new German Equipment and Product Safety Act (ProdSG) took effect Dec. 1, 2011. It requires manufacturers to provide their name and address and identification markings on their products.

10:00
 Foyer East, Room Rome
E-biking keeps you fit! Service concepts for innovative specialty retailers
 Can e-biking really keep you fit? Emphasizing fitness and safety are ways specialty retailers can keep customers and attract new ones.
 Speaker: Dr. Achim Schmidt, Deutsche Sporthochschule Köln

11:00 & 14:00
 Foyer East
EUROBIKE FASHION SHOW
 Cycling is in. The Fashion Show demonstrates what is cool to wear in the saddle next season.

14:00
 Foyer East, Room Prague
Lobbying for cyclists
 The bicycle leads the trend toward economical and environmentally friendly transportation. Riding a bike reduces traffic jams and exhaust emissions while promoting a healthy lifestyle.
 Speaker: Albert Herresthal, VSF und Konrad Weymann, Paul Lange & Co.

16:00
 Foyer East
EUROBIKE FASHION SHOW
 Cycling is in. The Fashion Show shows what's cool to wear in the saddle next season.

17:00
 A1-426
3T HAPPY HOUR PARTY

18:00
 Lake at Main Entrance West
EUROBIKE LAKE JUMP
 Acrobatic jumps into Trade Fair lake

18:30
 West Entrance — Rapha Mobile Cycle Club
Rapha Evening Invitational Group Ride
 Eurobike and Rapha invite visitors on a two-hour group ride around Lake Constance. Food and drink will be provided en route. A limited number of Focus road bikes will be available.

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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 Messe FN

Eurobike honors 8 with Gold Awards

The winners of the eighth Eurobike Awards were announced last night from the fashion show stage. There were 84 winners in all, with the top eight taking home the Gold Award. A jury of experts including Olympic medalist Sabine Spitz chose the winners from 439 entries.

Apparel and footwear accounted for three Gold Awards: Protective's biking shoes, lightweight shirts and shorts from Scott Sports, and a casual bike jacket by Pedelec.

Four complete bikes secured the top award: the Air 9 RDO racing model by Niner, the Supersix Evo by Cannondale, the Silkroad Xplore by Tout Terrain, and the eShopper by KTM.

Rounding off the list was the RT8 TT hydraulic brake from Magura. (For full details on the top award winners, see story on page 47.)

"E-bikes were at the top of the list as far as the topic of mobility was concerned. This is an encouraging development with lots of potential for innovative products. There's still room for improvement in

technology and design," said designer Nils Holger Moormann, a jury member.

Spitz, a first-time jury member, said, "This is my first time as a judge at a competition like this. It was a great experience. Some of the design was really remarkable. But I'm sorry to say that I didn't find any real highlights in the parts category."

The Eurobike Green Award was not presented this year. Jurors said products entered were unconvincing in terms of environmental friendliness and sustainability.

The competition is hosted by Messe Friedrichshafen and conceived and organized by iF. All award-winning products will be on display during the show in a special exhibition in Foyer West.



From left: Thomas Harter, Kai Bendixen and Oliver Römer with Tout Terrain celebrate their Eurobike Gold Award at last night's ceremony.



Continental shows belt-drive prototype

Continental is best known for its tires. But the German company is now drawing on the skills of a sister division, ContiTech, to develop a belt-drive system that it claims is more consumer-friendly than existing counterparts.

The Conti Drive System will not be compatible with existing belt-drive systems, notably the Gates Carbon Drive. The Gates system has an 11mm pitch while, the Conti version employs a belt with teeth 14mm apart.

"The advantage is that with a 14mm pitch you can install the complete system at a lower tension. The teeth can be bigger, which gives a higher safety factor by stopping the belt jumping off the sprockets" said Christian Scholz, head of application engineering at ContiTech.

"It's for high-end consumers and bikes," Scholz said. "The advantage is the lifetime, and it's maintenance free. It's very good for

e-bike systems."

The belt is made with a polyurethane outer coating, an aramide or carbon middle, and a proprietary polyethylene fabric covering the teeth. In addition, Scholz highlighted the sprocket system ContiTech has developed, with shaped holes around periphery of the sprockets that help keep the belt clean and free of water, mud or snow.

ContiTech claims the drive, which is still in prototype form, ran trouble-free for 20,000km (12,427 miles) when tested on an e-bike. The company expects to have a finished system to present to potential partners by the end of this year. ■ ML



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What's On Today — Press Events

Thursday, Aug. 30 — PRESS EVENTS

08:30 - 10:00

Meeting Room 5A, Administrative Building (close to Main Entrance West)

ETRA/LEVA Electric Bike Business Seminars

Today's Topic: "WEEE Directive now includes electric bicycles." Open to the Press (free). Non-members of ETRA or LEVA: 50 fee per seminar.

08:45 - 10:00

Foyer East, Room Berlin

Press Conference, Hutchinson Tires

Product Presentation. Speakers: Pascal Boutru, General Manager
Jerome Dumartin, Sales and Marketing Manager
Fabien Coussinet, HUR Team Manager.
Language: English

10:00 - 11:00

Foyer East, Room Paris

SRAM Press Conference

25 years of SRAM.
Language: English

11:00 - 12:00

Foyer East, Room Berlin

Press conference Greendonkey GmbH

Presentation Pedelec Akkukonzept, Skycell, Greendonkey/VARTA

11:00 - 12:00

Foyer West, Room Liechtenstein

DAHON PRESS CONFERENCE

Leading folding bikemaker introduces new products for 2013. Highlights include the award-winning EEZZ, a look at Dahon's future plans and corporate developments as well as the launch of a design and innovation award as part of the company's 30-year celebration.
Language: English

11:00 - 12:00

Hall A5-503

Q & A SESSION at TranzX

Learn about the latest developments at leading electric bike system supplier JD Group.

12:00

Limar B2-100

Press event at LIMAR s.r.l.

New products, new technology, new design.
Language: English

13:00 - 14:00

Foyer East, Room Berlin

TAITRA PRESS CONFERENCE

"Ride the Future with Taiwan Bike"

As one of the world's leading bike-producing nations, Taiwan is a major trendsetter in the industry. The Taiwan External Trade Development Council (TAITRA) invites journalists to attend an exclusive press conference that reveals the latest industry statistics and highlights the newest technologies and products from five leading Taiwan bicycle companies.
Language: English

13:00 - 14:30

Hall A5 - 501

Nick Heidfeld

Nick Heidfeld presents the innovative new GAADI bicycle tube.

13:30 - 14:30

Foyer East, Room Moskau

Press Conference ZIV / ZVEI

Language: German

14:00

Foyer East, Room Prague

Lobbying for cyclists — who, what, and why?

It goes without saying that the bicycle is heading the trend toward economical and environmentally-friendly transportation. Not only does riding a bike reduce traffic jams and exhaust emissions in cities, but also promotes a healthy lifestyle.
Speaker: Albert Herresthal, VSF und Konrad Weymann, Paul Lange & Co.

15:00

Hall A1-113

Press Conference GIST s.r.l.

GIST presents the acquisition of a new brand

15:00 - 17:00

Hall B5-602

Ironman-Champion Timo Bracht X-BIONIC

X-BIONIC welcomes you to the press conference with the multiple Ironman-Champion Timo Bracht.

Organizer: X-Technology Swiss research & development AG

16.30-18.00

Foyer East, Room Berlin

Advocacy Summit ADFC + ECF

The bicycle industry could unlock billions of dollars of funding for cycling if it supported government-focused campaigning. Top CEOs from the bicycle industry will discuss how advocacy can increase sales at the ECF's inaugural Advocacy summit. Speakers: Kevon Mayne (ECF Development Director), Burkhard Stork (ADFC CEO), Stan Day (SRAM).
Language: German / English

17:00

A1-426

3T HAPPY HOUR PARTY

17:00 - 18:00

Hall A1-102

Danny MacAskill, Martin Söderström, Richie Schley at Continental Reifen Deutschland GmbH

Meet the stars from Conti at a special signing hour.

18:00

Hall B4-501

Tern / Hartje: Booth Party

You're invited to the 20+1 Anniversary Booth Party featuring Tern and its German distributor, Hartje. Celebrate 20 years of the Conway brand and toast the successful first year for Tern. Register at booth B4-501 to ensure your name is on the guest list.

18:00

Location: Lake at Main Entrance West

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Chainless folding e-bike is unique in any language

What happens when two Korean automotive engineering experts get together with one of the world's leading designers of folding bikes?



Mando Footloose (Photos: JB)

The result is the Mando Footloose, an electric chainless folding bike.

The Korean companies, Meister, Inc. and Mando Corp., are launching the bike in Korea. Officials said they are considering a European launch next year.

Meister President Yoon Son Park says the bike allows a "longer distance ride with less energy."

The designer behind the Mando Footloose is British designer and university professor Mark Sanders, who invented the Strida (now manufactured by Ming Cycle) and the iF (made by Pacific Cycles.)

"I love to design bikes for the 'blue ocean,' especially in the world of folding bikes," Sanders said, referring to the idea of reaching the "blue ocean" of people who do not ride bikes, estimated at 80 percent of the population.

Sanders said he was introduced to the e-bike project a year ago, and was amazed at the Korean companies' engineering skills, and by their idea for a chainless electric bike.

"I just gave the automotive design a more human touch," Sanders said. For the Mando Footloose, Sanders said he was inspired by seagull wings.

By eliminating the chain, the Mando Footloose offers certain benefits, officials said.

"Clean trousers are an advantage," said Kim Ju-Sin, a vice president of Mando who is in charge of the company's global R&D.

He explained the way the system operates:

"Another plus is that the hybrid drive system brings the power directly to the drive wheel with its high performance dual winding motor, while at the same time also serving as a generator," Kim said. "When you pedal, mechanical energy transforms into electricity and feeds the e-bike battery. To a certain extent it is self-generating. By adding energy, the standard range of 30 kilometers can be increased even more. Using a throttle, the motor drive can be controlled and you can ride the Mando Footloose even without pedaling."

Dutch bike consultant Hans Goes was also involved in the project.

"Without pedaling, one battery charge is good for 30 kilometers [18 miles]," Goes said. "With pedaling, this range can be extended to 45 to 50 kilometers [28-31 miles]." ■ JB



The Korean-European team behind the Mando Footloose.

STAND A4-703

Samsung SDI, a big name in batteries, makes debut

A big name in electronics that is active behind the scenes in the e-bike industry is making its debut at Eurobike.



Dennis You (left) and Sarah Jin. Photo: JB

Samsung SDI Co. is a "green giant" that describes itself as "an energy company within the solar, battery and energy storage business."

"Not many people know that we are a leader in battery cells and battery packs.

Since 2010, we have been the No. 1 supplier of battery technology," the company's Sarah Jin said.

Samsung SDI supplies battery cells and packs to major e-bike system suppliers including TranzX and Bosch, according to Dennis You, who is the marketing manager for the European e-bike market.

"That's why we are here," You said. "We want to show Eurobike visitors that we are the ones delivering the finest battery technologies to the e-bike market." ■ JB

STAND ZH-206

Campy's electronic group is now more affordable

Campagnolo has launched a more affordable version of its very costly electronic road group, the Athena EPS, at Eurobike.

"Both systems are basically the same but they use different materials," said Lorenzo Taxis, Campagnolo's communications manager. "Technical performance is practically the same."

The Athena is similar to its higher-priced sibling, the Super Record EPS, except it relies on less expensive materials (more aluminum and less carbon fiber) and doesn't include all of the fine technical details of the Super Record.

Both systems use the same operating system and programming, but the Athena version uses different wiring. That means the Athena EPS is not compatible with the Super Record EPS.

The front derailleur of the Athena has the same design as the Super Record EPS, but a special aluminum alloy has been used instead of carbon fiber. The automatic re-alignment function is also available on Athena EPS. The geometries and design of the rear derailleur are the same as in the top versions of the Super Record EPS and Record EPS range. A battery charge lasts up

to 2,000km (1,240 miles) or 6 months on standby.

The Athena group — levers, derailleurs, battery, cassette, chain, compact crankset and brakes — is heavier than the Super Record: 2,284g compared with 2,052g for Super Record.

The Movistar team has been racing on Super Record EPS for the past two years. The system has been on the market for nine months.

Shimano this year also released a less expensive version of its Dura-Ace Di2 electronic system in its Ultegra line. ■ GE

STAND A1-306



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A1-409



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Cinelli writes a new chapter in its history

At the Gruppo stand, Antonio Colombo, the company head, is celebrating the release of a new book on Cinelli. It's fitting that the book is from New York art publisher Rizzoli, since Cinelli and Columbus, the design-focused brands controlled by Gruppo, have always seemed akin to art projects.

Cinelli Mash CXSS: Catering to the single-speed cyclocross craze



Yet there's also a sense that, since moving to a new factory near its historic home near Milan, the company is ready to start writing the second volume.

It is using Eurobike to present new products across the complete range of frames and components.

"The Laser is a very big step for us," Colombo explained, talking of the Laser Viva, the carbon road-bike reincarnation of Cinelli's highly successful '80s track and road bikes. A limited edition steel version was released last year, but the carbon Viva will go into full production. "It's the same people as 20 years ago, but with new concepts," he said.

Cinelli is continuing to benefit from the resurgence in interest in steel frames in the urban and the road bike markets, and has released a men's and women's version of its Gazzetta urban frames.

"This is a standard way to make a quality bicycle, an idea that makes a lot of sense. It's the first time that Cinelli is going into the mainstream market — but with some Cinelli feeling," Colombo said. However: "I don't want to go on big numbers, since when you do, people want it at \$50 less, and the concept changes.

People say, do it for \$50 less and I'll buy 10,000; I say, buy 100 for this price!"

Cinelli's single-speed Mash cyclocross frame is attracting a lot of cult interest, but, although the "urban" scene may predominate, significant change is coming in its road lines. All components have been completely revamped.

There's a new flagship carbon frameset for Cinelli, and, for the first time, two branded Columbus framesets. "The word 'Columbus' means 'frame' generically speaking to many people, so we're looking to enter into that market," he said. ■ ML



Antonio Colombo at the Gruppo stand at Eurobike yesterday

STAND B3-403

The Kona booth will have you singing 'Desperado'

The backdrop to Kona's booth is a panoramic scene of the Swiss Alps. But you may miss it when you enter Jake's Saloon and you're slapped on the back by folks wearing checkered shirts and shotgun chaps and offering to make you into a cowboy, too. Booth visitors are roped into the Wild West theme with cowboy hats and stick-on bandolero mustaches.

STAND B4-500

Left to right: Dan Gerhard; Alexey Madzhuga of the M.A.G. Group of Moscow; Jim Holmstrom and Andreas Hofmann of Kona Europe. Photo: Joonas Vinnari



Booth photographer Joonas Vinnari uses a fisheye lens to take dramatic shots of your new desperado look and, before you mosey on out of there, you'll find your face has been printed on a wanted poster you can take home for the household authorities. (See photo for an example of his work.)

Kona is based in Vancouver, British Columbia, and got its name because the owners love Hawaii. So why the Wild West

theme?

For an answer, co-founder Dan Gerhard put on his best surf-cowboy groove and drawled, "Vancouver was on the Klondike gold rush trail, baby."

2013 products on display include new Abra Cadabra and Cadabra enduro MTBs; improvements to the urban line; new road bikes; and a new cromoly Rove cyclo cross/commute/touring bike. ■ CR

Lake offers custom-built shoes

The Lake cycling shoe brand has been around since 1982, and when it came up for sale, Bob Maas and Christian van Asten were eager to buy.

STAND B2-404



Aiming to lead the Lake brand to new heights: Lake Cycling International GMs Christian van Asten and Bob Maas. Photo: JB

Lake Cycling International BV, the company they founded at the beginning of 2012, is at Eurobike with a line-up of 19 high-end cycling models. The new company is a 100 percent subsidiary of BC Holding BV.

The new owners have distributors in nine countries, and the company is searching for further distributors. The

high-end cycling shoe range for 2013 goes up to a retail price of 450 euro.

"The brand's heritage is definitely in the mountain bike segment. But now we're focusing more on road bike shoes. We see more chances within this segment without giving up the MTB category. We also have some touring cycling shoes," van Asten said. Both van Asten and Maas are proudest of their custom program: "Customers can choose color, graphics and what leather. If possible we deliver within 45 days."

While Maas worked in the bicycle business with Manfred Krikke, van Asten is a newcomer to the industry. "We've partnered with a Korean-owned shoe factory in China," says Maas. ■ JB



SHIMANO

HALL A1



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VOX POP

What is the future of the fast pedelec [speeds up to 45kph/28mph]?



Bjorn Soenen

Motorparts nv, Wevelgem, Belgium

They are actually problems already. Take, for example, New York City. Fast e-bikes are already forbidden there. The main problem is that they are silent and people don't hear them coming. 25-30kph [15-18 mph] is not so bad, but 45kph [28 mph] plus?

Then there is the issue of helmets. Compulsory or not? At present the big advantage of an e-bike is that you don't require insurance, petrol, or need to wear a helmet. You are totally free. For speeds of 45kph, these insurance and helmet [requirements] are likely to be imposed. It would still be fun, but with safety and helmet legislation, the freedom will be totally gone. Each country will make its own legislation and we will have to wait for the future to see how it works out.

I reached the 26kph limit and the motor cut off! I then suddenly had this 40-pound bike to push and the experience was not so pleasant.

However I think that with current bikes, the way they are made, in some cases the speed limit is a good thing because I don't think the bike is quite ready yet to make that jump to the next speed limit. So I think that the two things have to be done in concert!



Emeric Minier

Ciclopedia, Stiegengasse, Austria

There is a speed limit of 25kph on the cycle paths in Austria, so riding fast e-bikes on them is not allowed. The fast e-bike would have to be ridden on the open road and this is likely to put people off.

I think that people will stick to the original, slower pedelec for short distances. We had two fast pedelecs in a previous shop that I worked at, and they created a lot of interest! However I believe they are still there.



Warren & Jerry Anderson

The Endless Group, Victoria, Australia

I think that in the next 10 years no one will be selling pedal bikes that haven't got a motor in them. The e-bikes are only starting to take off in Australia at the moment, but it will come slowly and we feel that it will be a progression from a bike to an electric bike, and eventually kids and everyone else will want electric bikes. There will however be a problem with legislation in Australia, because we are restricted to 200 watts, so we have a problem already, but I hope that can be worked on. Bikes have to be approved and 200 watts is the max we can have at present.



Benjamin Rapp

Fahrrad Rapp, Kehl, Germany

The main buyers in the e-bike market for us at present are from the older age group. The first generation e-bikes (up to 25kph) sell to this generation, but I feel that 45kph models would be a little frightening for them. Younger people of course would like the fast option for fast commuting. However we are not finding that much interest in the fast pedelecs at the moment.



Jay Clark

Cycling Sports Group, Connecticut, USA

I would say they will definitely take off, I feel that as the technology develops, and in conjunction with the bike manufacturers, you will see better integration between the bike and the motor. This will not only allow the rider to go further with smaller batteries, but also the speeds will open up so the bike will be far more useable. A faster pedelec will open the market up to a wider spectrum of potential buyers, i.e., those who cycle faster than 26kph under their own steam. I rode an e-bike for the first time ever yesterday at Demo Day and was immediately shocked when



Joseph Xu

Tianjin Yingjierli Bicycle Co. Ltd., Tianjin, China

I think the future of the e-bike lies in transportation rather than leisure, as I think the e-bike concept is more suited to shorter trips than it is to the longer distances. Also high price continues to be a limiting factor to sales of all e-bikes. The Euro exchange rate especially is having an influence at the moment. Hopefully the price will come down to a reason amount that most people could afford soon. However I think this could take another 10 years or so.



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Putting more cyclists in seats

Dawson hopes Bikemore's products will turn heads

Backed by the manufacturing assistance of Ideation Industrial of Taiwan, industry veteran Krien Dawson has created his own accessories brand, Bikemore.

"Once the range is complete it will be a collection of products not entirely like anything shops have seen before, with a few

quirky products that will, hopefully, turn heads," he said. ■ CR



Krien Dawson

The Bikemore line includes brightly colored saddles, bells, grips, rotors and pedals — and the brighter and more unusual they are, the better chance they have of catching a consumer's eye, Dawson said.

STAND
A5-409

"The most important step between factory and the consumer is the retail environment," Dawson said.

He added, "We have to help shops sell more product and provide something unique to their customers."

Dawson, a former product manager for Madison of the UK, has been in the bike industry for 16 years.

Bikemore, his first startup company, is based in his home near Grenoble, France. The first Bikemore products will ship in the fall.

Dawson is showing the Bikemore line on plumbing pipes at the Ideation stand.

The Bikemore products are functional, but many are also have a striking appearance, such as a minimalist plastic saddle punched with holes.

"These kind of saddles used to be gimmicks. They can now be made to be comfortable, especially if you're wearing a good pair of shorts," Dawson said. "The saddle looks extreme but the Bikemore range isn't for the 'cycle fetishist.' I don't want to fall into the style-over-substance mindset of random generic product with a pretty sticker."

Dawson said he's trying to appeal to all types of cyclists.

"I'm hoping to position the brand in the middle ground, tailored towards the needs of non-cycling-cyclists but also appealing to the experienced — and valuable — enthusiast customer."

Most of the Bikemore line will be launched at the next Taipei Cycle Show in March. But enough products were ready for Dawson to take up Ideation's offer to share booth space at Eurobike.

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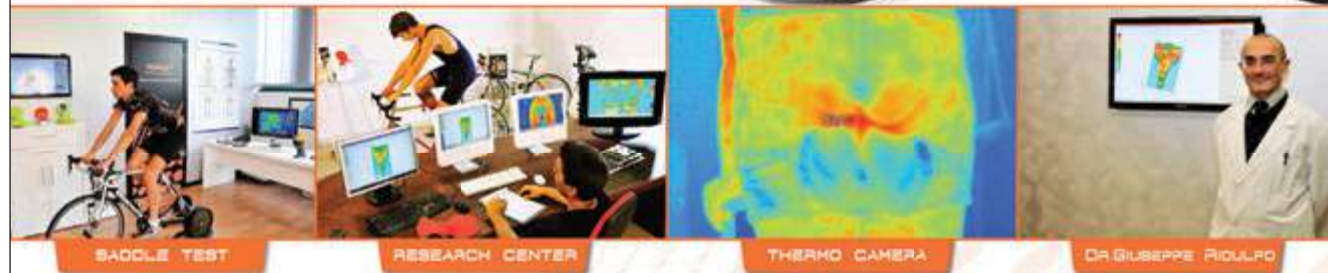
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After its rescue by Mifa, Steppenwolf cuts prices

Steppenwolf, the German bicycle brand, has cut its prices after it was rescued from bankruptcy last week by Mifa, a public German company that makes bikes for the mass market.



Mifa's Peter Wicht (left) with Andreas Liertz of Steppenwolf.

"Steppenwolf has always been a good brand with good marketing and good products but with bad production," said Andreas Liertz, sales manager and former owner of Steppenwolf. "With a volume of just 15,000 units per year, it was getting more difficult each year to get good margins, and we could not be competitive."

Mifa has no such issues with volume: It assembled more than 640,000 bicycles last year at its plant in Sangerhausen, in eastern Germany.

The company achieved a gross margin of 30 percent on a turnover of €100.5 million (\$126 million) in 2011, about 76 percent of that generated by the German market.

In March, Mifa bought a majority stake in Grace, a German manufacturer of e-bikes. It acquired Steppenwolf to further diversify its business and to build up contacts with specialty bicycle retailers.

"We wanted to get the most efficient bicycle production in Germany and we have achieved that. Nobody can do it in as little time as we do, due to our fully automated facilities," said Peter Wicht, Mifa's chief executive.

He added, "Steppenwolf is a complementary business. It enables us to come to the dealer market."

Liertz, who established Steppenwolf with his brother Roland in 1995, said that the acquisition had enabled the brand to reduce its wholesale prices by about 15 percent compared with its German rivals.

The price adjustment was hastily made in the last few days between the acquisition and the beginning of Eurobike.

The new range will be assembled on a dedicated production line in Sangerhausen. Mifa says it intends to invest generously in Steppenwolf and aims to boost sales to about 100,000 units in five years.

This could be achieved partly through an increased focus on international sales, as nearly all of the brand's sales are in Germany.

One priority is to build up sales in the neighboring countries of Austria, Switzerland and the Benelux, where the Steppenwolf brand has some recognition.

Mifa did not disclose the acquisition price. ■ BS

STAND
B1-201

Campagnolo refocuses on components & wheels

Campagnolo has decided to close down its sportswear business in order to invest more resources in its core product categories.



The unit employed nine people in a dedicated facility in Vicenza, the northern Italian town where Campagnolo is based.

"We felt that the business opportunity was not good enough, and that it would be better to redirect our resources to components and wheels, which could

give us a better return on investment," said Lorenzo Taxis, marketing director of the Campagnolo group.

Established in 2003, Campagnolo Sportswear made up less than 5 percent of the group's turnover, which reached just over €100 million last year. Led by Alessandra Grolla, who has left the company, it had its own building and warehouse. Campagnolo Sportswear was one of three units in the group, along with Campagnolo itself and Fulcrum Wheels.

Campagnolo's last apparel range will be delivered soon. Taxis stressed that it would not abruptly disappear, and said the company was holding talks with distributors to avoid interruptions. ■ BS

STAND
A1-306

Eurobike is the show for us, says Hydrapak

Hydrapak is a U.S. brand, headquartered in the San Francisco Bay area, but its main trade show is Eurobike.



Company principal Matt Lyon said this was not only due to Germany's Thaler Sports being its biggest international distributor, but also because Eurobike is where the US company can meet with most of its 34 other distributors.

"We've been coming to Eurobike for four years and it's our number one show. We scaled back on Interbike," he said.

Hydrapak originated as the hydration division of Bell Sports. When Bell Sports decided to divest the business Lyon jumped in to buy the stock and intellectual

property. "I was president of Marin Mountain Bikes at the time and wanted to get out of bicycles and into accessories," Lyon said.

Hydrapak has four patents for its products and last year successfully defended itself against an infringement claim by Source Vagabond Systems.

Lyon added: "Each brand has its own intellectual property and prides itself on being unique. We hope our four issued patents will soon be joined by patents for the features we've introduced in the last year."

Hydrapak, which has sales of under \$10m, produces aftermarket reservoirs and backpacks but its main business is the supply of reservoirs to others.

Hydrapak-branded reservoirs can be found in the backpacks of 40 other major brands, including packs from Shimano, Scott, Vaude, and Ergon. ■ CR

STAND
B2-504



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Fitness equipment brands pay more attention to GPS market

Traditional fitness equipment manufacturers are paying more attention to the GPS market. Polar has debuted its first sports watch with integrated GPS, while its competitor Suunto can point to its first sports watch, the Ambit.

Navigation pioneer Garmin is crossing over from the opposite direction. Its Fenix sport watch features even more navigation features. It displays a trail of "bread crumbs" so users can easily backtrack if needed, and it shares information with smartphones via a Bluetooth connection.

In part 2 of our GPS roundup (see yesterday's Show Daily for part 1), we wrap up more of the new products on display at Eurobike:

Garmin

STAND
A5-201



The GPS pioneer's well-known Topo maps get a new feature: ActiveRouting, which calculates routes depending on whether the user is cycling by road or mountain bike or hiking. Map contents, including routes recommended by biking and hiking clubs, have been completely updated.

Garmin changed its road map supplier to Navteq from TeleAtlas. To accommodate ActiveRouting, Garmin updated its GPS devices and its software, BaseCamp. Following updates to its Topo Germany 2012pro and TransAlpin 2012 pro maps, Garmin has updated more ActiveRouting maps, including Austria V3 Pro, France V3 Pro and TrekMap Italy.

Polar

STAND
B1-500



The Finnish company Polar now equips its training units with integrated GPS modules. Last year, Polar's top-of-the-line RCX5 Tour de France special edition had an additional GPS receiver, like other devices in its RCX and X series. Now Polar has integrated the positioning system with a SIRF Star IV-chip in the body of the watch.

Its new RC3 model is ultra light (58g, or 2 ounces), 1.37 cm high, and has an integrated battery that lasts up to 12 hours and can be recharged with a USB cable. The RC3 also incorporates Polar's "Smart Coaching" philosophy, which offers individual training for athletes with ergonomic, easy-to-operate design offering several monitoring functions based on heart rate monitoring.

A "Back to Start" function leads the user back to the starting position. Add-ons include a speed and cadence sensor for bikes and a stride sensor for running shoes. The RC3 (€229.95) will be available in September.

Navad

STAND
B2-504



A new company from Cyprus offers products made for cyclists. The 142g (5 ounce) GPS devices have 3-inch touchscreens. They are based on bodies made by Holux, a Taiwan manufacturer, and work with OpenStreetMap maps, so users can upload routes from around the world.

Navad has models for mountain biking, road racing and touring. The replaceable li-ion battery lasts up to 12 hours. The base Trail model (€329.95) includes an altimeter and digital compass. 2GB of internal memory can be expanded with a micro SD card up to 32GB. The Race edition (€399.95) adds a heart rate monitor and pace monitoring, including ANT+ sensors. The Tour model is intended for bike shops, hotels and other businesses that cater go bicycle tourists.

Navad is seeking distributors.

or moving slowly. It's the next generation of Busch & Müller's original E-Werk device. The body of the USB-Werk is protected from water and dust. The USB-Werk will be available this fall and retails for about €99.

Bryton

STAND
A1-302



Bryton makes GPS products for cycling, fitness, training and outdoor. For cyclists, the Bryton Rider series offers several models with an increasing number of features. The top model, the Rider 50 CR, includes a preloaded map of cycling routes. Although the maps are based on those from OpenStreetMap, they have been modified for Bryton devices and can be downloaded for free from Bryton's website.

New for Eurobike is the Rider 20, a light GPS/cycling computer that records tracks, laps, speed, distance and calories burned. It's compatible with ANT+ heart rate monitors and speed/cadence sensors. Also new is the Cardio 35 GPS sports watch for casual activities and professional training.

— Thomas Froitzheim

Journalist and navigation consultant Thomas Froitzheim has specialized in GPS systems since 1999. He is the founder of Naviso Outdoornavigation (www.naviso.de).

Busch & Müller

STAND
A4-401



The German bicycle light company expands its line of devices that can be powered from a bicycle's dynamo. The new USB-Werk relies on just one voltage level, the 5-volt USB standard. It also offers an integrated buffering system, so the constant power supply works when the bike is stopped



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Pondering Pon's rapid rise as a bicycle brand powerhouse



The Sahel Compact is a new e-bike model from Kalkhoff, one of Derby Cycles' brands. It uses the new Xion drive, a rear-wheel motor made in Germany. A light version weighs just 21kg (46 pounds, 5 ounces)

After storming the bicycle industry last year — rapidly buying control of Gazelle, Cervélo and Derby Cycle — Pon Holdings is making its presence felt for the first time at Eurobike.

It becomes the second Dutch bicycle conglomerate after the Accell Group.

The investments are so fresh that Pon, a huge family-owned car importer with sales last year of about €5.9 billion (\$7.3 billion), has yet to formulate a detailed strategy for its bicycle business.

However, Pon officials say the company wants to explore synergies among the brands, and among bicycles and other types of mobility products.

"We have seen in the Netherlands that

people increasingly mix and match their means of transport for daily commuting," said Jacques Geijsen, corporate affairs manager at Pon. "It's not a coincidence that we decided to become active in the bicycle business, and we are staying active."

For example, Geijsen said, Dutch people increasingly drive or cycle to the train station, take the train and then pick up another bike at the destination.

As a company that is involved in several types of transportation, there could be

overlaps. For example, Pon expects to receive its first delivery of Volkswagen electric cars in the next few months.

Geijsen also indicated that the deep-pocketed group remains interested in complementary acquisitions in the bicycle industry.

Jaap Merkus, a former Philips executive who became Gazelle's general manager in May, said Pon is taking a different approach than its previous owners, Gilde Buy Out Partners. The current owners, he said, "are strategic partners who are responsible for a going concern, its employees and its brand," unlike private equity investors like Gilde who are mostly interested in restructuring companies and selling them off.

Gazelle, which was reportedly posting losses before its July 2011 acquisition by Pon, has been moving ahead this year with investments in its "light cycling" concept, and making clever design tweaks.

These include an ultra-thin chain cover, a handlebar stem that hides cables, and an expanded Lite Line, which is 20 percent lighter than traditional city bikes. Gazelle employs more than 500 people at its factory in Dieren, the Netherlands, which has a capacity of about 300,000 units.

Each of Pon's three bicycle brands has so far retained much of their independence. Geijsen said that Pon Bicycles Business Group, the entity set up for the purpose of supervising the bicycle companies, basically consists of just one person: Xeno Grimmelt, a long-time Pon executive who was appointed vice-president for the bicycle group in May.

Grimmelt had been in charge of Gazelle until Merkus' arrival in May. Meanwhile, Pon has acted as a hands-off shareholder of Cervélo, the high-end road bike brand



Gazelle's Xtra and Excellent Innergy electric bikes conceal cables inside the handlebar stem.

from Canada, and of Derby Cycle, the listed German company whose brands include Focus, Kalkhoff and Univega.

"The acquisition hasn't affected our strategy at all," said Mathias Seidler, Derby's chief executive. "We had access to the capital markets so there was no scarcity of resources and we weren't restricted in our strategy. Pon has ample resources as well. The acquisition just gives us a little bit more freedom."

Derby was involved in a takeover battle with Accell after it went public in February 2011. Accell began acquiring shares in the company, and Derby accused it of attempting to engineer a hostile takeover. Derby eventually welcomed a takeover bid from Pon. Accell, far from being a sore loser, walked away with a €17 million (\$22.6 million) windfall on its Derby shares.

At the time, Derby said the tie-up with Gazelle would not lead to restructuring of the brands' factories, but could help Derby move into the appetizing Dutch market for electric bicycles.

So far, Derby is continuing to go its own way, as shown by the innovations it is bringing to Eurobike, including e-bikes with its new Xion motor system and enhanced features on its performance bicycles. ■ BS



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Bonkers for bikes

Britons are smitten with Wiggins, but weather still trumps winners

If you believe the media hype in Britain, you'd think spandex is snapping Britain out of its double-dip recession.



Yellow journalism: Bradley Wiggins was all over Britain's front pages after winning the Tour de France.

Road cyclists are the UK's newest sporting idols, relegating footballers to the inside pages.

Sir Chris Hoy, the track star, is a poster boy for Gillette. His female counterpart in the velodrome, Victoria Pendleton — "Queen Vic" to the tabloids, and Team GB's greatest ever female competitor — now stars in TV ads for everything from bread to shampoo.

And while Bradley Wiggins, the first British winner in the history of the Tour de France, has not yet sold his image, his whiskers have made sideburns trendy again.

In short, Britain has gone bonkers for bikes. TV viewership is up, participation is up — but, so far, sales are not up to anywhere near the same degree.

Britain's two-wheeled success in the Tour and the Olympics has catapulted cycling from a minority to a mainstream sport.

Cycling victories have been headline news, appearing as lead items on the main TV news and splashed on countless newspaper front covers.

In Mark Cavendish, Britain claims the road world champion. More important, he has caught the eye of the red-tops (what the Brits call their tabloids): He was the BBC sports personality of the year in 2011, and his girlfriend is a "page 3" topless model. That's an irresistible combination for the tabloids.

The broadsheets, also known as the "serious papers," are also falling over themselves to be cycling-friendly. For six months, The Times has been running a "cycle safe" campaign to help make Britain's roads safer for cyclists. The Guardian and The Telegraph have joined in, urging politicians to translate Britain's sporting success into safety gains for the nation's

commuter cyclists.

It's hard to believe how mainstream cycling has become in the UK, and how quickly. A London School of Economics study last August suggested that around 13 million Britons now cycled regularly, and that the cycling contributed £2.9 billion (£3.7 billion/\$4.5 billion) to the British economy.

LSE's "British Cycling Economy" report painted a rosy picture of cycling retail, claiming increased sales of 28 percent in 2011 compared with 2010. It said sales of 3.7 million bikes generated £1.62 billion (£2.06 billion/\$2.54 billion) at retail.

According to such reports, the 2010 and 2011 "bike booms" were just teasers for the real boom in 2012. But while many analysts say this continued boom is real, not all bike shop owners are holidaying in the Bahamas.

Evidence of the bike boom is not hard to find. Visa, the credit card giant, reported a spike in sales at bicycle stores across the UK in the week leading up to Wiggins' victory at the Tour de France. The credit card giant claimed Britons spent 6.3 percent more on bikes, equipment and servicing during the last week of this year's Tour compared with the same week in 2011.

Halfords, the big retail chain, reported an 18 percent boost in sales of bikes and related equipment in the last week of Le Tour. Cyclescheme, under which British commuters can receive tax breaks for buying bikes, saw a spike in signups in the week following the end of the Tour.

British Cycling reported that memberships have doubled since 2008 to more than 50,000. Within two days of Wiggins's victory, 1,000 new members

signed up.

Despite the seeming euphoria, the "Wiggins effect" has not rubbed off throughout the industry. The sales boost reported by Halfords has to be viewed in the context of its lackluster results for the first two quarters of the year. Before the Tour, cycle revenues were down 9.6 percent, and the chain said sales had been "materially impacted by the unseasonal weather conditions."

Ah, the weather. A dismal, wet summer was good for Britain's dangerously depleted aquifers, but it was disastrous for businesses dependent on sunshine.

Bike shop owner Peter Harrison says the "Wiggins effect" is welcome, but hasn't led to many new sales. Harrison, co-owner of Cyclelogical of Newcastle upon Tyne in northern England, says cycling's higher profile is nowhere near as important for sales as a stretch of good weather.

"It's great to see the track and road successes and I'm sure this will lead to increased business in the coming months but there's no sales boom right now," he said.

"Talking to other dealers and suppliers, it's clear that, because of the recession and because of the poor weather, people are not buying top-end stuff," he added. "And those that are being sold are being carved to the bone. 2013 bikes are starting to come out and the leftover 2012 bikes are being sold at deep discounts."

Not all is gloom. Harrison, who is also chairman of the Gosforth Road Club, noted: "The club had 20 applications for membership in the week following the Tour." ■ CR



2012

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Action cameras empower the spread of cycling 'visualantes'

In George Orwell's "1984," Big Brother watches over the citizens of Oceania via telescreens.



GoPro's WiFi Bacpac and WiFi Remote lets GoPro users control their cameras from up to 180 meters (600 feet). One Remote controls up to 50 cameras at a time.

1984 was a prescient glimpse of today's surveillance society. But what Orwell didn't anticipate was the rise of personal CCTV: citizens watching each other. While GoPro and other action camera companies advertise their wares with sweet footage of swoopy singletrack and ramp jumping, customers are using these "bikecams" for far more than recording their scenic adventures.

Instead, they are buying them for everyday security. Cameras worn on the person, or clipped to the bike via seat post or handlebar mounts, are enabling urban cyclists to grab evidence of motoring misdemeanors.

YouTube is awash with cyclist-bashing footage, including close calls, sideswipes and road rage. Not that cyclists are always the innocent victims. In a case earlier this year, an Australian mountain biker was ticketed for attacking a cyclist who had asked to pass. The aggrieved cyclist happened to be packing an onboard camera. He posted video of the attack on YouTube and asked viewers to identify the assailant, which they did.

David Brennan of Glasgow, Scotland, is one of these camera-toting cyclists. Posting on YouTube under the user name Magnatom, Brennan has uploaded some 186 videos, which have received 1.7 million views.

Brennan films his daily bicycle commute — 12 miles each way — with Contour cameras mounted on front and back.

"Although I tend to post incidents [when they happen], the vast majority of my journeys are uneventful and enjoyable," Brennan said.

But when one of those commutes becomes "eventful," Brennan posts the video online. He cites an offending motorist's registration number so any further infractions are "Google-logged," and

encourages his 640 Twitter followers to help make the video go viral.

The BBC has used Brennan's footage on several occasions, including a clip of a heavy goods vehicle that nearly crushed Brennan on a traffic island. A less experienced cyclist might have been killed by such an incident. Brennan is one of many video-cyclists who regularly submit footage to the police, hoping they will use the evidence to issue citations for dangerous driving.

Before the advent of action cameras, police rarely followed up on cyclists' complaints of bad driving because of a lack of reliable evidence. Bikecams are enabling cyclists to capture high quality video and audio evidence, and police forces are starting to use such evidence in prosecutions.

A recent Australian study analyzing bikecam footage showed that drivers were responsible for 87 percent of near-misses or crashes with cyclists.

In the UK, those who film incidents on action cameras are known as "visualantes," a play on the word "vigilante." A website helps fellow visualantes submit their YouTube videos to the police.

The website, PoliceWitness.com, was created by a former police chief, Alan Featherstone of Northamptonshire.

Another website, RoadSafeLondon (<http://www.met.police.uk/roadsafelondon>) is a website established by the Metropolitan Police, where road users can report bad driving in Greater London.

Police traffic officers oversee the site, headed by Detective Chief Inspector Nick Chalmers.

"I think head-cams will help produce more considerate driving but video footage does not always show the full picture and the police will only prosecute if the evidence is clear," Chalmers said.

Visualante-friendly.

So when retailers are browsing the action camera displays at Eurobike, they might consider whether the cameras are also visualante-friendly.

The latest Contour cameras (Stand B4-403) have built-in GPS chips so users can track locations as they film — useful extra information for use in any prosecutions. Cateye's Inou (A1-201) is also GPS-enabled. The Q-Fisheye from Ciclosport (B2-200) shoots in full HD and, as the name suggests, has an extreme wide-angle lens.

In the U.S., the Hindsight camera became available in June after six years in development. It's a handlebar-mounted monitor that doubles as a crash recorder and, via a VGA camera, a digital rear view mirror.

It has ANT+ capability and can display power and HRM data as well as real-time rear views.

The industrial engineer who invented the Hindsight was an aspiring racer who was hit from behind by a car. It's made by Cerebellum, a start-up company. The Hindsight had a soft launch at last year's Eurobike.

An LCD screen affixes to the handlebars, and there's a HDMI cable to a camera/LED light fitting to the rear stays or seatpost. The system records a continuous 10-minute video loop but will automatically stop 10 seconds after a major shock, so the cyclist has video evidence of whatever occurred.

The Hindsight has also been approved by the UCI for use in races.

GoPro (B2-400c), the market leader for action cameras, says sales through bike retailers have nearly doubled so far this year over the same period last year. The latest add-ons for the 11-megapixel GoPro HD Hero2 camera are the Wi-Fi Remote and the Wi-Fi BacPac. The Wi-Fi BacPac enables remote control via a smartphone, tablet or computer running a free, soon-to-be-released GoPro app.

The WiFi features will also deliver a live video or photo stream (allowing visualantes to post their daily commutes live to their websites.) Other new features include a simpler LCD interface, a mini-HDMI port, a battery warmer for longer life in low temperatures, and a 3.5mm jack for an external microphone.

The lens can be switched between a wide-angle 170-degree field-of-view, a medium 127-degree and a narrow 90-degree field of view in 1080p and 720p video. For photos, it allows a field of view of between 170 and 120 degrees. ■ CR

GoPro's Chesty allows users to mount the camera on an adjustable chest mount harness to take photos like this.





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Sigma's Topline covers all riders

Sigma Sport's new Topline 2012 range of bicycle computers offers something for every cyclist. The German company is offering five new models designed for novices through experts.



Sigma 8.12 Sigma BC 14.12 with altimeter

Each Topline model can be connected to a computer through an optional docking station.

For novices is the BC 5.12, which incorporates an odometer and is an easy way for cyclists to learn how to use a bike computer.

The BC 8.12 ATS incorporates wireless transmission while the BC 14.12 ALTI is the first sub-€50 bike computer with an altimeter.

The BC 12.12 demonstrates how much fuel cyclists are saving by pedaling instead of driving.

At the top of the Topline range is the BC 16.12, which has seven bike and six time functions and can be used with an optional cadence sensor.

Retailers can program service reminders into the simpler, easy-to-use computers, so consumers know when to bring their bikes in for a checkup. ■

STAND
A5-200

Reheating Magma, some 20 years later

The last time M1-Sport Technik GmbH exhibited at Eurobike was in the early 90s, when Eurobike was small and cycling was in another era.

Now Eurobike is the biggest bike show in the world—and M1 Sport Technik is back with bike models unlike anything it ever did before.

At the 1993 show, M1-Sport Technik unveiled one of the world's first carbon monocoque mountain bikes, which it called the Magma Red Hot. With its eye-catching frame, the Magma got off to a great start, said Vladislav Kuba, M1-Sport Technik's longtime project manager.

"In 1994 we produced 300 units ourselves in Germany. But this was too expensive. That's why we sold the entire project to China," Kuba said. "They produced 1,000 units before the producer and the distributor parted ways and put the entire project to bed."

Nearly 20 years later, M1-Sport Technik is bringing the Magma name back. It's also launching a 29er mountain bike, the Sedan. A new urban bike, the Secede, comes apart into two pieces.

"The carbon frames are all produced in China and assembled at custom-assembly pioneer Maxx Bikes & Components GmbH in Rosenheim, in the south of Germany," Kuba said.

All three bikes will be offered as a traditional bike, a pedelec and an e-bike. Kuba said the electric versions are being done in cooperation with Go SwissDrive AG, a Swiss engine expert, and BMZ GmbH, a German maker of battery packs and electronics.

Kuba said he is proudest of the Secede bike because of its unusual design.

"With an eye to pedelecs and e-bikes, it really makes sense to divide [the bike] into two parts," Kuba

said. "E-bikes are heavy. They are much easier to transport when divided into two pieces. We offer two nice bags where you can stow both pieces for any kind of transportation."

M1-Sport Technik is owned by the Fritzmeier Group, as are Mistral windsurf boards and snowboards. ■ JB

STAND
A3-701B



Vladislav Kuba with M1-Sport Technik's breakaway Secede urban bike.

Photo: JB

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Nimble Caribou expands into commuter frame production

Caribou Enterprise, a small Taiwan frame builder, has built its reputation making mountain bikes for such U.S. premium brands as Jamis, Kona, Pivot and Santa Cruz.

Wu, Caribou's co-founder and director of operations, said mountain bikes account for about 65 percent of the company's production — a full 40 percent alone for full-suspension frames. But the company sees significant growth in the commuter bike market. ■ JB



Caribou's Joanne Kuo and Rebecca Lin show a retro lugged frame with president Lisa Chen. Photo: JB

At Eurobike, owners (and husband and wife) David Wu and Lisa Chen are interested into expanding into commuting frames for European brands.

"Europe is a stable bicycle product market," said Chen, who serves as Caribou's president. "Caribou's R&D team works closely with international designers from the Continent."

STAND
B4-305

With Antidote Solutions, for example, Caribou is working with French designers on concepts that Chen says are "closer to the market for commuter and e-bikes."

Germany's STS Bike Design has brought European flavor to Caribou's mountain bike designs, including its full-suspension Ibex line. And Caribou's own in-house R&D department is transforming the company's traditional focus on OEM to ODM.

"ODM is the next step up from OEM production," Chen said. "It is more than just 'doing' — it means 'creating.'"

She said Caribou has never considered marketing its own brand. "We concentrate on what we are good at, which is definitely OEM production," Chen said. "With our shift to ODM production, we offer our customers not just bicycle frames produced to the highest standards. We are also able to provide product design to customers who need design assistance."

Caribou also consults with brands on technical and market questions. The new approach seems to be paying off. Chen said 90 percent of Caribou's current production is for ODM customers.

Caribou's size — it employs about 60 and makes 4,000 aluminum and 2,000 chromoly frames a month from its Tachia, Taiwan, factory — gives it more flexibility than the big producers.

"Today's bicycle producers are forcing their customers to buy large unit amounts, while Caribou offers smaller unit production," she said. By focusing on high quality and smaller runs, Chen said Caribou is able to compete with Chinese manufacturers.

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Spank's Oozy line is a real doozy

Spank Industries has built its reputation on serving up tough components for top freeride and downhill riders. But at Eurobike this year, Spank is unveiling a line of trail and all-mountain components that have been optimized for weight.



Oozy stem

Under the Oozy model name, Spank is debuting a new stem and handlebar, as well as a wheelset that incorporates the company's patented Oohbah profile.

The Oozy wheelsets are Spank's step into the trail and all-mountain segment. Based on Spank's 21mm inner width, Dynamal Alloy Oozy EVO Rims, they afford a trim profile without compromising performance and durability.

Laced to a straight pull 28H hub, with Sandvick T302 triple butted spokes and alloy nipples, the Oozy EVO wheelset weighs in at a respectable 1600g in 26-inch (1750g in 29-inch). Spank will show prototype 650B versions too, and plans to

immediately offer 650B aftermarket rims. (Suggested retail price: €549, or approximately \$675.)

**STAND
FG-A8/2**

Another new product from Spank's drawing board is a new 145-160g trail/all-mountain stem, also part of the Oozy line.

Using laboratory and synthesized FEA testing analysis, Spank increased the stem stiffness while maintaining a thin walled construction and oversized shape for modern trail bike frames. The Oozy stems' unique hourglass contour is created by a complex 3D forge procedure and enhances both lateral and torsional rigidity. (€69, \$85).

Spank tops off the Oozy line with the Oozy Limited Edition handlebar, one of the lightest available. It's made of 7050 alloy and is 31.8x720mm wide with 5 or 15mm rise. It weighs 210g. It's butted 7 times, using Spank's "Dual Extreme Gradual Taper" technology, which creates exceptionally long tapers without distinct transition zones (€79.90, \$98). ■ MD

Lifu focuses on its Ice Toolz tool line

Lifu has taken off the training wheels. Once one of the world's largest makers of training wheels, the Taiwan manufacturer has transitioned the majority of business to its tool line, Ice Toolz.



Alex Hsiao, general manager of Ice Toolz maker Lifu. Photo: JB

"My father sold 500,000 training wheel sets a year alone to Huffy," said Alex Hsiao, Lifu's general manager and the son of founder K.H. Hsiao. "But when the margins went down Lifu changed from parts to accessory tools."

K.H. Hsiao founded Lifu Bicycle Co. in 1984 and built it into an OEM producer of training wheels. Ten years ago, when Alex Hsiao and his wife, Joyce Chen, took over day-to-day operations, they created the Ice Toolz premium brand.

"First we produced all tools by ourselves. But due to our

concentration on Ice Toolz, we handed the majority of our production to nearby sub-contractors. This move gave us more space at our headquarters in Tu-Cheng. We use this space for our expanded R&D and marketing teams," Hsiao said.

**STAND
A5-413**

The Ice Toolz line today accounts for some 80 percent of Lifu's production, with the remainder OEM business. Ice Toolz is an international brand but is strongest in Europe — perhaps reflecting the owners' preferences. Alex Hsiao and Joyce Chen live with their children in the Netherlands and hold Dutch passports.

The company's Taiwan headquarters assembles and packages the tools, which Hsiao said allows the company to focus on quality control, R&D and marketing.

The Lifu staff also brainstorms aftermarket sales tools. "We can only succeed with an all-inclusive package offer for both IBDs and consumers," Hsiao said. ■ JB

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Technology advances promise a bright future for electric bikes

The bike industry is euphoric when it considers the future of pedelecs and e-bikes. A recent study by ZIV, the German two-wheeler industry organization, showed that pedelec sales in Western Europe more than tripled between 2007 and 2010.

ZIV believes light electric vehicles could claim 15 percent of the bicycle market by 2018. That could be a conservative estimate.

A study by TU Dresden showed that market conditions should continue to encourage the growth of pedelecs and

the primary target of pedelec marketing. Perhaps brands could enhance their market opportunities by making better appeals to women.

Meanwhile, it's clear that technical advancements soon will lead to better

Another company has said it is developing a step-less drive that accepts any combination of pedal or electric input, and uses a continuously variable transmission.

Energy sources are another essential element of e-bikes. Lithium battery technology will continue to dominate in the coming decade. However, it is possible that a significant increase in energy density can be achieved by changing the cathode

number of e-bike system suppliers.

The growth of smartphones has the potential of eliminating the need for separate pedelec displays. Another exciting development could be the improvement in electronic transmission systems that could negate the need for bicycle chains.

If the e-bike market and technology develop as experts expect, one can foresee a future when pedelecs and e-bikes are much more optimized than they are today.



Pedelecs for women, as envisioned by industrial designer Johanna Tiffe.



e-bikes. As cities become reurbanized, residents become less accepting of cars and seek out other means of transportation, including public transit, car-share plans and bicycles.

Experts also note the high ratio of women who ride pedelecs for daily, sport or leisure use. In the three leading European markets, women account for more than 50 percent of pedelec sales—and that percentage is slowly growing.

Yet, at least in Germany, women are not

pedelecs.

Existing electric drive systems are becoming more compact and reliable. But new technologies that are about to reach mass production promise to provide sweeping changes.

One promising system is called a transverse flux electric motor, which promises to provide excellent performance from a more compact package. (Höganäs is exhibiting its version of a transverse flux motor at Eurobike; see story on next page.)

material in the battery to sulfur.

Some experts believe that the energy density of batteries will double in five years, accompanied by reduced charging times and safer cells—all at a lower cost.

Digitization is another evolving field that will have an impact on pedelecs. More and more components communicate via software protocols. The EnergyBus, for example, is designed to provide a standard protocol for the electronic components on e-bikes. It is supported by a growing

By integrating compact drive units and decent batteries and without the use of additional displays, future e-bikes could look identical to pedal bikes. Prices for e-bikes may even fall so they are comparable to those for traditional, mid-range bicycles.

As consumers become ever more conscious of sustainable transport, electric two-wheelers can appeal to new groups of consumers. ■ RO

Help Johanna Tiffe design the pedelec of the future

Johanna Tiffe is fascinated by the future of pedelecs and e-bikes. She has started a project, "e-bikeP23" to envision what e-bikes will look like in 10 years—by 2023.

An industrial designer in Munich with the studio Formf, Tiffe maintains a blog where she discusses the history of pedelecs and tracks technical developments that could lead to

exciting changes in the way they look and the way they ride.

Tiffe, one of the industry's few female bicycle designers, is inviting readers of her blog to help design a commuter e-bike. She plans to exhibit a concept pedelec at the Taipei Cycle Show next March.

Read more at <http://blog.formf.de>



Johanna Tiffe
Photo: Susanne Bruesch

Höganäs debuts smooth, silent 'transverse flux' e-bike motor

A "transverse flux motor" sounds like something from a science fiction movie. But it's a new kind of electrical motor that has the potential of changing the nature of e-bikes.



The Höganäs e-bike motor

the system includes a display and the motor control unit. By integrating the three parts, the system allows an e-bike to move without effort.

The motor has a simple design and is robust and durable. Rassmus said the e-drive system reduces energy loss and can be integrated in both pedelecs and e-bikes.

One notable feature is the riding experience, Rassmus said. The Höganäs system accelerates smoothly and silently and does not jerk when starting from a dead stop. That makes it more enjoyable for riding in city traffic.

Rassmus said Höganäs is targeting riders who use e-bikes as utility vehicles or for transporting light loads.

The motor has no gears, so it requires no maintenance and is quieter than traditional geared hub motors, the company says. It rotates smoothly and silently, without vibration or noise at low speeds.

The Höganäs motor accommodates 36 or 48V batteries and offers up to 700 watts of power. It weighs 5kg (11 pounds).

The transverse flux motor is a recent invention. It was conceived in 1988, and only recently have motors started to reach the market. They can supply high torque and

efficiency at low speeds, making them useful for applications such as e-bikes.

The Höganäs system uses metal powder, a company specialty. One of the oldest companies in Sweden, Höganäs today is the world's largest producer of metal powders.

Höganäs traces its corporate history to the year 1797, when it began mining coal in Sweden. It soon branched out into the production of bricks and pottery. In the early 1900s, Höganäs began manufacturing sponge iron and iron powder.

In the past 20 years, it has worked with the electric motor industry on the development of soft magnetic composites

such as those used in the e-bike motor.

At Eurobike, Höganäs will have bikes available for test rides and invites inquiries from manufacturers and other customers

Future plans involve the development of unique features for e-bikes. For example, Höganäs plans to incorporate a "walk assist" feature, allowing the rider to walk the bike with the aid of the motor. The system could allow riders to move backwards, or to recharge the battery when going downhill.

Höganäs said the system could be adapted for use on electric scooters and cars. ■ AS

STAND FGO-103



The display for the Höganäs system.

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On tour

Fewer apparel brands cater to touring market, despite growth

All-terrain and touring bikes are considered a separate bicycle category in Europe. These bikes are fully equipped and ready for panniers. They may be slower than road bikes but they're made for comfort during long days in the saddle.

Since the bikes are different, shouldn't the apparel for touring cyclists be considered a separate category as well? Touring enthusiasts require highly functional, classical three-layer apparel. That sounds like a promising field for lots of crossover ideas.

But despite the growing popularity of cycling tours, most cycling apparel companies don't bother with a dedicated touring line. Instead, many cyclists turn to outdoor apparel brands for functional touring solutions. That could be a missed opportunity for bikewear makers.

Rainwear is more important here than in any other cycling apparel category. Apparel makers rely on membranes from all of the major suppliers. For example, Löffler is extending its line that uses Gore-Tex ActiveShell, while Vaude uses Sympatex and Triplez relies on Cocona Excelsator.

Löffler is positioning rainwear in its new Cross Series, which can apply to Cross Alp cyclists as well as other outdoor enthusiasts. The line's casual look allows it to serve many functions.

Unsurprisingly, apparel brands that do offer lines for touring tend to come from the outdoor industry, like Vaude or Löffler.

Vaude is undoubtedly a market leader in cycle touring apparel. In outdoor, Vaude is known for its Mountain Line, from which it derives its "Radreisen" (bike touring) collection.

For 2013, Vaude is adapting the bike collection to comply with the company's sustainability standard, which it calls "Green Shape." At Eurobike, Vaude is presenting new rainwear incorporating Sympatex, which currently is the only true recycled membrane on the market. Other products are made from Bluesign-approved fabrics.

One new entrant in the market for touring apparel is Shimano. After its acquisition of Pearl Izumi, the company

is "repositioning Shimano as the brand at home in cycling tours," said Michael Wild of Paul Lange & Co., a Shimano distributor.

Skins is also launching a new 2013 line for leisure cyclists. Its C200 Line has Skins' typical gradient compression fabric, which the company said enhances recovery on long tours. The C200 Compression line consists of bib shorts and regular cycling shorts for both men and women. A highlight of the collection is the new Team Jersey in vintage optics.

A new entrant in the bikewear market is Triplez, which points to its focus on sustainability to differentiate its products from other brands. Matthias Dreuw, CEO of the small start-up company, says Triplez products are multifunctional.

"Cycling, jogging, climbing, hiking, strolling through the city. You can do nearly everything with our products without having to compromise in style or function," Dreuw said. In its Performance Line, Triplez uses fabrics from Cocona and Merino, and in the Urban Line it uses Sympatex, recycled polyester, hemp and recycled organic cotton.

In spite of the relative scarcity of apparel made specifically for touring, the activity itself is increasingly popular with European cyclists.

Riverside tours along the Danube, the Rhine, the Elbe, the Seine, the Maas, the Dordogne are just as popular as island hopping in Denmark, cycling across Dutch dikes, riding along the Ring of Kerry or bicycle tours elsewhere in Europe.

As tours become more popular, especially among families, the infrastructure to support them has also improved. Travel agencies sponsor tours and haul riders' luggage to the next campground, B&B or hotel so the riders don't have to carry it on their bikes. Bicycle tours have a slow enough pace for riders to experience the countryside, but fast enough to really get around. ■ **RSB**



Shimano has a new bike touring line for 2013.



With its background in outdoor apparel, Vaude is strong in the market for cycle touring wear as well.



Löffler makes its apparel and even many of its fabrics in its home base of Austria.



The German apparel brand Gonso also offers a cycle touring line.

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Aqua Deluxe Bicycle panniers: Dedicated to Climate Protection

South German mountain sports brand Vaude has reached another milestone on its path to becoming Europe's most environmentally friendly outdoor company. The entire corporate headquarters in Tettang, Germany and all products manufactured there are now "climate neutral". All company-generated

greenhouse gas emissions were calculated, systematically reduced and compensated for by means of a compensatory payment into a certified gold standard carbon offset project of the non-profit organization myclimate. The rearwheel pannier Aqua Deluxe is the first new climate neutral product. It is made of robust textile-like material, completely PVC-free and made at the Vaude headquarters in Obereisenbach.

STAND
B5-400

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Better than steak

How CyTech uses science to protect those sensitive parts

Once upon a time, cycling heroes like Coppi, Bartali and Magni would stuff slices of raw steak in their shorts to cushion the ride and ward off saddle sores.

Today's cycling champions have a more effective means of protecting their sensitive parts: sophisticated chamois that are built into their shorts.

A company that specializes in designing and manufacturing such high-end chamois is CyTech, in San Vendemiano, Italy. It was founded in 2000 by Stefano Coccia as a spinoff from the DeMarchi cycling apparel brand.

Today, Coccia and his cousin, Marino De Marchi, provide chamois for the top 25 cycling apparel brands. The company last year made some 1.3 million pads.

Their trademark Elastic Interface fabrics have been specifically designed for use as cycling pads. The pads are made from polyamide microfibers, which are soft and fit the contours of the body without heating the skin.

Ultrafast dye technology resists sweat, which can corrode the toughest fabric. And by making pads colorfast, less rubs off on the skin, thus reducing the risk of skin irritation.

The foam used in the Elastic Interface pads is key to their quality.

CyTech uses only high-density foam in its Elastic Interface line for protection and durability.

Based on university research and other studies, designers vary the densities and thicknesses of the foam, putting the densest parts at the points where pressure on the saddle is greatest.

This can help prevent urogenital problems that can affect a rider's nerves and blood circulation, leading to numbness in the lower limbs and reduced oxygen supply to the perineal and genital areas.

CyTech has teamed up with Dr. Antonio Paolifrom from the University of Padua and Dr. Giuseppe Marcolin to measure pressures on the perineal area while cycling.

They use special instrumentation for their measurements, which demonstrate how the amount of pressure on the saddle changes during a pedal stroke, and what happens when a rider encounters such obstacles as a pothole, manhole, rock or speed bump.

Pressure relief is not the only important function of a cycling pad, CyTech officials believe.

They say a well-designed pad should also be hygienic. CyTech's Elastic Interface technology uses chamois that is bacteriostatic and not antibacterial.

The difference, according to the company, is that an antibacterial treatment eliminates even the healthy bacteria that lives on the skin, which a bacteriostatic treatment inhibits the growth of outside bacteria without affecting the skin's natural bacteria.

At Eurobike, CyTech is

showing new chamois for road and mountain bike shorts. The E.I.T. Road Performance chamois uses ultra-high density perineal inserts that are applied at key pressure points.

Its Road Carbonium Performance 3D Men's pad has been engineered for male cyclists. On both sides of a central channel are raised, cushioned supports for better blood flow to the urethra and genitals.

In the MTB Performance chamois, researchers have identified key pressure points unique to mountain bike positions for placement of inserts. ■ EP

STAND B5-105



CyTech EIT Road Performance Carbonium 3D-Men

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Poor safety standards could spark a pedelec backlash

E-bikes are booming. But after years of studying pedelecs through my testing institute, Velotech.de, I can attest that several safety issues remain which, if not addressed, could slow their acceptance in the market.



"Speed Bull" roller testing equipment is used to test bicycles, pedelecs and e-bikes.

Photos: JB

Our institute has tested some 400 pedelecs and 20 speed pedelecs (which have a maximum speed of 45 km/h, or 28 miles an hour), both on the road and in our lab.

E-bikes and pedelecs are governed by EU standards and directives. Yet access to the market is so easy that some experts believe as many as 90 percent of the current crop of pedelecs and e-bikes are not in full accordance with existing regulations.

A significant number of these vehicles, in fact, may actually be jeopardizing riders' health because of poor safety features.

The most obvious issues include a lack of static and fatigue strength, insufficient braking, and engines that are too powerful, allowing speeds that are too high, for typical riders.

Suppliers like to cite the European safety standard EN 15194. But this standard is already incomplete for normal bicycles, and insufficient for pedelecs.

The CE mark does not work as a guideline, either. It has no importance as a quality mark or consumer reference.

Problems rarely involve intentional deceit. Many suppliers have been badly informed or misled, and do what everyone else does.

Consumers always seek out the fastest vehicle they can get, even in categories like pedelecs where speeds are limited. But engine power and speed must not be the only selling point for pedelecs. Responsible manufacturers should promote safety, efficiency, weight, size and smart control systems to improve the industry and clear the market of "bad apples."

The new e-bike technology is difficult to grasp and even more difficult to control. Electronic controls, for example, can be modified to give sharper acceleration and higher speeds for customers who know to ask for them.

Why do features that work so well in a bicycle fail in a pedelec? What's the problem?

Bicycles are subject to operating loads that have been studied in great detail for years. Those studies have informed the

design of such standard equipment as brakes, lights, steering, etc.

In comparison, pedelecs are ridden with higher average speeds and with sharper acceleration and braking. They are heavier and typically ridden for more miles in a year.

Motor characteristics, frame design and battery position all have a considerable effect on the stability of the pedelec. Hub gears, front forks and other components that are tried and tested on normal bicycles often break on a pedelec.

The electronic control deserves particular attention, because it affects the manner of motor-assisted riding and controls some safety features of the battery.

However, circuit diagrams are often company secrets. And the rise of pedelecs has given rise to problems with "electromagnetic compatibility," or EMC, when the motor interferes with another electronic device such as a pacemaker.

There have also been reports of pedelecs moving on their own.

Batteries and battery chargers are another source of problems. The charger that comes with a bike is often not compatible with the battery it is supposed to charge.

There have been several incidents of battery fires, some of which have led to damage. Suppliers have to act!

Causes may lie with the producer but could also stem from improper use.

Electric power-assist bicycles are modern and up-to-date, and will have a growing

impact on road traffic in coming years. But this growth trend could be in jeopardy if suppliers make wrong decisions.

As pedelecs take to public roads in increasing numbers, the number of accidents will increase — along with calls for restrictions on their use.

Suppliers can't let that happen. But they'll need to act soon. Suppliers have always opposed more stringent rules regarding access to the market. But to avoid a backlash, they should support better regulations that clearly differentiate pedelecs from motor vehicles.

Regulations should cover such aspects as the maximum output of a pedelec motor and the maximum speed with motor assist; defining the allowable ratio of pedal input to motor output; limiting kick-start modes and power-assist levels; and improved standards for e-bike and pedelec safety, such as stiffness requirements. ■

— Ernst Brust



André Gläser, head of Velotech.de's certification division, with the company's "Control Bull" pedelec testing stand.

20 years with no recalls

Ernst Brust founded Velotech.de — the Service Centre for Product Safety, — in 1991. Headquartered in Schweinfurt, Germany, Velotech.de focuses on "muscle-propelled vehicles." Brust is a recognized expert witness for damage assessment on bicycles as well as wheelchairs and walkers. Today Velotech.de is a leading accredited testing institute.

Since 2008, Velotech.de has been accredited by the GS (Testing and Certification) for bicycles, including pedelecs, sports equipment, exercise toys and other product groups. It is monitored by the Federal Product Safety Office (Zentralstelle der Länder für Sicherheit – ZLS) in Munich, Germany, under the German Product Safety Act.

Velotech.de follows work on state-of-the-art principles that go beyond sometimes scanty standards. Reputable suppliers, trustworthy retailers and their customers support us.

"Testing is based on years of experience and sound knowledge," Brust said. "Our services cover the full range of aspects with regard to product safety, quality assurance and quality enhancement from determination of operating loads (real data), testing of components, assemblies, products and complete vehicles, damage assessments, manufacturing our own test rigs to granting a GS mark. No product tested by Velotech.de has ever been subject to a recall — for more than 20 years now!"



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'Blue bikes brand' shifts sales strategy

Gios, the "blue bikes brand" hopes to generate more green with a shift in its sales approach. The Italian-Japanese bike company is shifting its international sales department to Hong Kong from Japan, where it can be closer to Gios production in China and Taiwan.

"In Hong Kong we are closer to production. It's also the hub for the Chinese and Southeast Asia markets," said Hiroto Takahashi of Fasco International Ltd., which is Gios' strategic partner and oversees international sales.

The brand produces 70 percent chromoly and 30 percent aluminum frames, and has one carbon model. In addition to its classic

road bikes, Gios offers hybrids, cyclocross, single-speed, and Japanese-style randonneur bikes.

For Asia, Gios offers compact (20-inch wheel) bike. Takahashi hopes to interest European retailers in them as well. They are on display at Eurobike along with Gios' other vintage models for 2013. ■ JB

STAND
B1-411



Hiroto Takahashi (left), president of Gios partner Fasco International, has a vintage-style Gios road bike while Tomoya Tateichi shows off a compact bike.

Roxim hopes buyers will see their light

Roxim is off the waiting list and onto the Eurobike floor for the first time this year.



Jerry Liu Photo: JB

"As a newcomer in the field of high-tech LED lights, we are eyeing the premium brand market," said Jerry Liu, founder and president of the Taiwan light manufacturer. "This international market is best presented at Eurobike." He said Roxim is seeking international distributors.

Roxim has a lot of competition in the light category, but the former IT manager says his company has some innovations up its sleeve, based on "reflector technology, lens technology and design." The result is what Roxim calls "maximum performance lights."

While Roxim's front lights might look a bit bulky compared to others, that bulk translates into power.

Its lights offer guaranteed vision of up to 50 meters (164 feet). For the road closer ahead, the lights provide an "ultra-wide, 180-degree output" in front of the bike for improved vision when taking corners.

All of the lights in the Roxim range surpass the German StVZO standards. A dynamic efficiency control system (DEC) boosts performance by one or two times. Models also include a daytime running light for increased safety.

Liu says Roxim lights are designed to be "simple-stupid," so riders don't have to think about them. "We created the mantra, 'turn it on and leave it,'" he said.

Distributors are especially welcome to visit Roxim's stand.

"Due to our debut at this year's Taipei Cycle Show, we have already a good network in Asia," Liu said. "To maintain a higher profile we want to increase the distribution network for our mid- to high-priced premium products in Europe and America as soon as possible." ■ JB

STAND
A5-218

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THE RACE. The day has come to move into another dimension. Are you ready?

Pedego peddles the sunny California beach to European e-bike retailers

Don DiConstanzo wanted an easy way to get from his house atop a hill in southern California to the beach below. But the uphill climb home was daunting, so he bought an electric bike. And while he loved the idea of the bike, the machine itself was a "hunk of junk."



Pedego's line of colorful e-bikes are inspired by classic beach cruisers.

So DiConstanzo, who formerly co-owned more than 40 California car washes, decided to start his own e-bike brand.

His company, Pedego, sold its first bike in 2009. It's now bringing its California-style electrified beach cruisers to Eurobike for the

first time.

In the small U.S. e-bike market, Pedego has established itself as a brand that appeals to seniors, overweight Americans, and others who normally wouldn't buy a bicycle of any kind.

"I'm 55 years old and I'm fat. I want to lose weight and I want to get some exercise but I don't want to work too hard doing it," DiConstanzo said. "I'm not unusual. There are 76 million of me [in the U.S.]"

A couple of years ago, DiConstanzo never imagined being an exhibitor at Eurobike. He visited the show shortly after starting Pedego and went home convinced he would never crack the European market.

"I left thinking, 'there's no way I'm going to compete in this market. There's 50 guys over here selling electric bikes,'" DiConstanzo said. "In the U.S. we have maybe five serious players. I came back with my tail between my legs and said, 'not in your wildest dreams, Don. Stick to your original plan and stick to the U.S.'"

He wasn't home long when a distributor from the UK called and asked to become Pedego's European distributor.

Why? DiConstanzo asked.

"Because the people in Europe, they want to be like the people in California," the distributor told him.

Without no exposure through trade shows, Pedego Europe, based in the UK, now supplies about 40 retailers across Europe. There's even a Pedego outlet in Russia.

European versions of Pedego e-bikes are 250-watt pedelecs that comply with EU standards. The company also offers more powerful models for countries like Germany and Switzerland that allow them.

Visitors to the Pedego stand will discover that, in addition to the bikes' fat tires and relaxed geometries, Pedego models stand out for another reason: color, and lots of it.

"One of the challenges and opportunities we have with our bikes is that we have about 20 different colors. We like to display them all," DiConstanzo said.

It's a big selling point, especially with women.

"That woman who wants that pink bike, man, she wants that pink bike. She'll wait a month for it if we're out of it." ■ DM

STAND FGO-320

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Q&A with **Claus Fleischer**

New Bosch boss says e-bike system is now Europe's No. 1

The new head of Bosch eBike Systems is Claus Fleischer, who takes over from Rainer Jeske, the Bosch executive who three years ago oversaw the electronic giant's entry into the e-bike market.

Jeske, who was a senior vice president of Bosch, will continue to serve as a consultant. Fleischer holds the advanced degree known in Germany as a Dipl.-Ing., or engineer diploma. We talked with Fleischer about his debut in the eBike business:

ESD: Would you please introduce yourself in a few words?

Claus Fleischer: Since 1995, I have held various positions in automotive technology at Robert Bosch GmbH. Between 2007 and 2009, I was head of brake systems development in Farmington Hills, Michigan. After returning to Germany, I was the assistant to the CEO of the Bosch Group, Franz Fehrenbach, for two years. Since July 2012 I have been the head of Bosch eBike Systems in Reutlingen.

The eBike product division is very exciting and, of course, very future-oriented. It is one of the areas in which the Bosch brand is highly visible on the product, with a strong market presence. So we have a very close connection to e-bike riders. That's why

I am very pleased to be able to make our contribution to electro-mobility, together with the Bosch team.

ESD: In 2010, Bosch celebrated its world debut in the e-bike business here at Eurobike. This is now Bosch's third year in Friedrichshafen. How is business so far?

Fleischer: In our view, excellent. The market is very agile and is developing very quickly. It has great potential, initially in Europe but also worldwide. Quality providers of components that are optimally attuned and closely coordinated with one another have a very bright future.

Of course, in this area we will continue to draw upon Bosch's strong systems expertise. Bosch eBike Systems was founded in 2009. In 2010, we presented the first Bosch eBike System, which consisted of a drive unit, a battery with a charger, and a display, mounted on the handlebars, which was used to start up and control the unit.



Claus Fleischer

In 2011, series production began at Bosch eBike Systems and in the following year we introduced the speed variant with 45 kph (28 mph).

With the development of a precise, finely tuned drive system, Bosch has struck a nerve among e-bike riders and we are very pleased with the high acceptance that we have found in the marketplace. Within one year we have been able to triple the number of bicycle brands using Bosch drive systems.

ESD: How many bicycle customers and brands are you serving right now?

Fleischer: Since 13 bicycle brands first decided to go with the Bosch eBike System in 2011, our drive is now used in e-bikes produced by more than 40 different bike brands. And the number continues to grow.

ESD: There are several estimates out there of the market share Bosch has achieved in three years. Where do you see the Bosch e-bike kit right now in Germany, in the German-speaking market, and worldwide?

Fleischer: Bosch eBike Systems is now considered one of the big players. Of course, we are watching the development of the markets in various countries and regions very closely.

We have already achieved our goal for 2012: We are the market leader in Europe as well as Germany. And we are naturally working to expand our market position in the next few years.

ESD: In the first year you introduced a 25km/h e-bike kit, and last year a kit for fast e-bikes (up to 45 km/h). What do you have in the pipeline for the 2013 season?

Fleischer: Of course we will be presenting our new Bosch system for the 2013 model year at Eurobike. Our new PowerPack 400 battery makes it possible to increase range by about 30 percent while keeping weight about the same. The light and compact charger can fully recharge the battery in just 3.5 hours. Controlling the system is also very simple and intuitive, thanks to the intelligent Intuvia on-board computer. The separate control element on the handlebars, the USB port with a charge function and of course the pushing assistance represent just a few of the highlights of our new on-board computer.

ESD: What do you and Bosch E-Bike Systems expect from this year's exhibition?

Fleischer: Eurobike is one of the most important industry meetings in Europe. We take advantage of it to talk with customers, partners, dealers and, of course, e-bike riders. It's where we present our innovations, but also where we listen closely to the wishes and demands of the market. So for us, Eurobike serves as an important industry yardstick and indicator, as well as an important pool of innovation for the future.

■ JB



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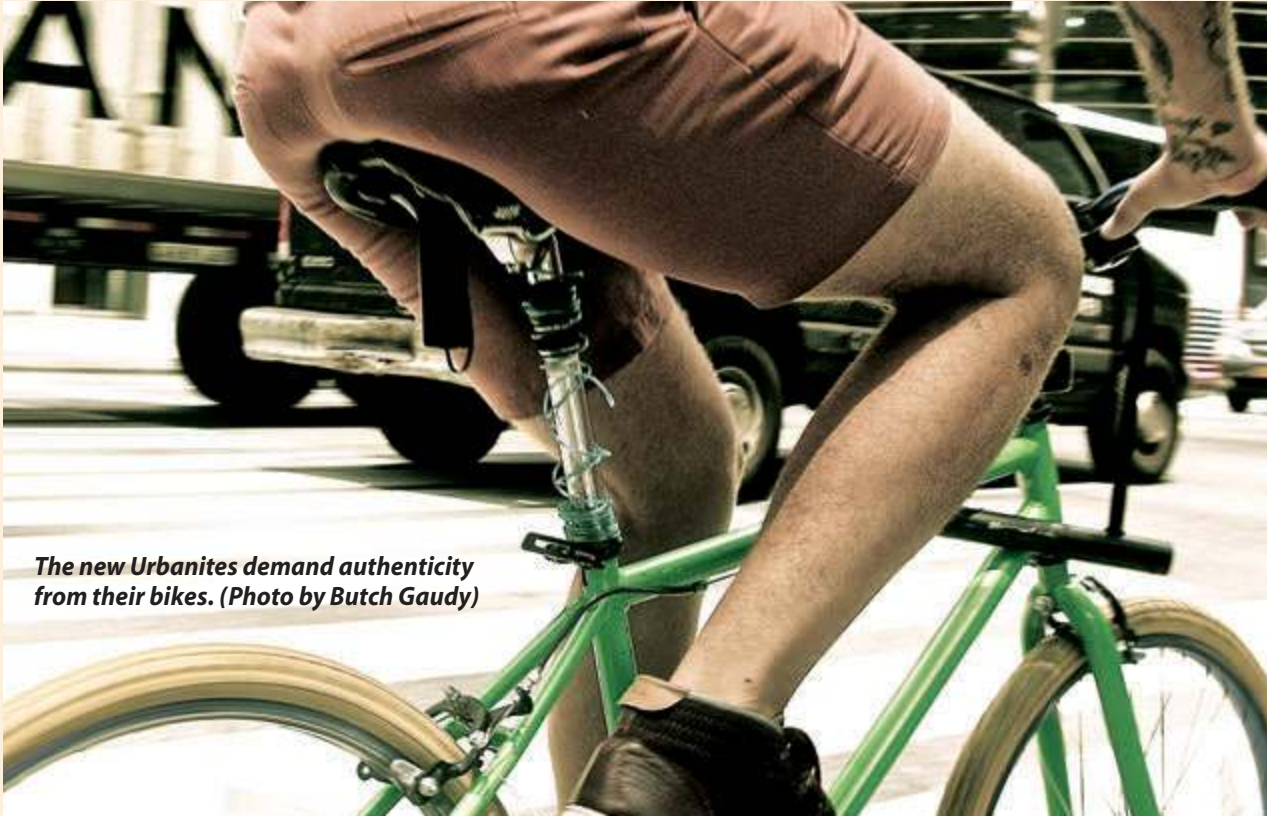
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Listen up

The 'Urbanites' want the whole story, not your marketing spiel



The new Urbanites demand authenticity from their bikes. (Photo by Butch Gaudy)

Who are the gals (and guys) who publish those bike magazines that come in all formats and sizes that aren't compatible with any rack at the newsstand? Many don't even bother with newsstands but publish only online, often making issues available for free.

How can they do that? Are they still cycling magazines as we know them? Are they legal if their featured riders wear no spandex or helmets, but wear skinny pants, have a smoke locked in their teeth and wear a T-shirt advertising their favorite microbrewery?

Their zines are named "Cog," "Velo," "Urban," "Momentum," "Steel," and just about any other title except one with the word "bike" in it. They most likely feature way more female than male riders. (Momentum No. 35: female pics, 28; male pics, 25). They count their issues by the number, not the month, and the reader is

never quite sure if there will be a follow-up. What's their message? What statement are they making?

It's not about sports, that's for sure. It's not about performance and it's not about the bike or the parts or the weight.

It's about getting around and getting there quicker. Smart and fast. It's about seeing and meeting people. It's not about crossing the finish line first, but about beating the odds, not your competitor. And it's about getting attention — no sweat.

These are the Urbanites, and they are where the bicycle industry is going.

Keeping it real

Urbanites ride where they live. They don't need a 4WD pickup truck just to get someplace to play — excuse me, "train" — with the lightest carbon-fiber-fully whatever.

The new Velo is less about saving grams on the scale but about saving parts all together. Keep it simple and for real, genuine and authentic, like bikes used to be. It's about being part of a mix between street-culture and street-fighter.

They're related in a way to the "rennvelo" riders, the roadies, but they're more like the rowdies, and they always include the female riders.

They all ride, no matter the traffic. They fight it if they have to, and they take what's there. What looks chaotic to the outsider

might just be the perfect run for the road rider.

It seems that most mainstream manufacturers got the message and responded within their limited understanding of the culture.

For most of them it means selling a "cheap bike with less parts," like a 5-inch-handlebar and neon green track-rims with orange skinny tires and a name they think defines the category like urbanracer, metabike or SimpleCity (OK, SimpleCity was actually trademarked by me for my entry at the Shimano Design Contest 1997 in Milan.)

For some it's a fad and they neglect it, for most it's a lifestyle — but it's more than that, just as it was for us when we pioneered the mountain bike. For us it was Greenpeace, and for them it's Occupy Wall Street. You either understand it or you don't. Defining it kills the spirit.

No posing here

What sets these people apart? What defines the "bicycle culture on the skids" ("Urban Velo" magazine)? What makes Brooks Saddles from England take out a two-page ad showing a Tommasini road frame from Italy in the bilingual magazine Steel No 3., next to an ad from the U.S. jeans brand Lee?

It's all about being genuine. It's always for real, down to earth, no posing here, just true, massive, bona fide. The bike industry has to catch up on that.

For way too long everybody in the industry was hiding the small "made in ..." label inside the BB and sticking the big "designed in ..." on the ST. They weren't giving much thought about authenticity, as long as the bike society was buying everything they foisted on us, the riders.

Urbanites demand the story, "the whole goddamn mutherf****g story," and they share it in their own hub. Let's ask for access and listen up. It's about their future, and that is not business as usual. ■

— Butch Gaudy

Butch Gaudy

From MTBs to urban mobility

Born in the Bronx, raised in Switzerland, and converted early on to mountain bike design, Butch Gaudy now lives in Bern, Switzerland. He is part owner of the Swiss cycling community Citycycles Inc., which oversees some IBD stores. He also does design and copywriting for Krippendorf Marketing.

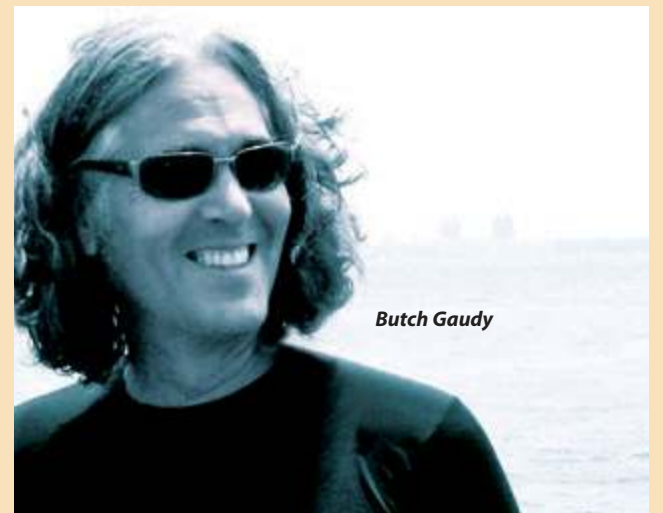
After living in Northern California in the 1970s, Gaudy returned to Switzerland in 1983 with five raw mountain bike framesets made by Gary Klein. Two years later he introduced his own bike designs under the mountain bike brand MTB Cycletech, with frame builder Alain Ferraroli. As part of MTB Cycletech,

Gaudy became one of Switzerland's mountain bike pioneers, and is regarded as the country's mountain biking guru.

Now he designs bikes for urban mobility, notably a concept he developed with Hannes Wettstein that was sold under the EST name by Velobaze, Inc.

MTB Cycletech sells other Gaudy designs including the Papalagi and Oxymoron.

Gaudy wrote this article after working in New York City and observing the bike scene there. Contact him at butch@krippendorfmarketing.ch.



Butch Gaudy

New Products 2012

DK City *dbRevO E-bike Kit*

STAND
ZH-203

DK City's dbRevO provides the easiest way to turn an ordinary pedal bike into an e-bike. Its three-in-one design integrates the hub motor, lithium battery and controller in a front wheel set. It works intelligently with a wireless LCD console and a quick-release speed sensor attached at the side of the BB. Test ride it at Eurobike.



Cannondale *SuperSix Evo*

STAND
A6-300

"The Best Bike In The World" is the accolade that the German magazine "Tour" gave this year to the Cannondale SuperSix Evo. Designed to be the perfect blend of all key factors of performance — weight, stiffness, strength, compliance, handling and aerodynamics — the Evo is made for serious road racers.



Feedback *Sprint Fork Mount*

STAND
A1-100

Feedback Sports is showcasing its Spring fork mount stand. Like other Feedback Sports stands, the Sprint has a stable Tri-pod base, is versatile enough to accommodate almost any bike and folds down into a compact and portable size. The Sprint is used by professional teams around the world.



KTM *Scarp Prestige*

STAND
A4-300

KTM continues its development of 29er racing and touring bikes. The Scarp Prestige is KTM's first full-carbon, full-suspension 29er. It offers 100mm (4 inches) of travel and introduces a new head tube design.



Selle San Marco *Milano Glamour Trendy*

STAND
B3-404

Part of its new line of stylish saddles for trendy people, the Milano Glamour Trendy is a women's comfort saddle with smart and colorful graphics. A wide tail and shorter nose offers comfort, along with a central canal and biofoam padding for pressure relief. The Klip system lets riders attach an accessory to the saddle, while a side bumper gives protection when leading the bike against a wall.



Taya *GST Chain*

STAND
A2-314

As more people take to cycling, Taya wants to make sure they do it in style. Its eye-catching, eco-friendly GST Halflink Chain offers more than 20 colors. It's easy to change lengths, while the asymmetric shape ensures a chain has less chance of failure. The GST chains are durable, light and coated with an environmentally friendly process.



Airace *Roadster DG*

STAND
A5-108

With an LCD digital panel, the Roadster digital tire gauge lets users change between different units of pressure — psi, bar & kg/cm² — simply by pushing a button. Its Alum Twin-Valve is available for Schrader and Presta. The Roadster DG goes to a maximum pressure of 300 psi (21 bar), higher than other digital tire gauges and more accurate.



Bergamont *Fastlane 29er*

STAND
B3-400

The Fastlane is Bergamont's first full-suspension 29er. The full carbon frame offers 100mm of rear travel using the "multi connect" method, which involves using both monocoque and tube to tube joining technologies. The weight for a medium frame is about 1,950g. Other features include a 12x142mm thru-axle rear end, a PM160 brake mount, a PressFit92 BB housing and a tapered head tube.



New Products 2012

BMC Fourstroke01 29

STAND
B3-400A

The BMC Fourstroke has always been a race bike. This newest version, with 29-inch wheels, is more capable than ever before. Racers looking for efficiency and responsiveness will not be disappointed, and it is also the perfect tool for all-day mountain bikers riding challenging terrain.



Dahon Visc P18

STAND
A3-704

The Visc P18 is built on a new AKA series frame design and incorporates a collection of patented Dahon technologies. The 20-inch bike can carry riders of up to 105kg (230 lbs). The Visc P18 is equipped with a smooth-shifting comp 9-speed cassette from Sun Race.

The 28H rear hub houses a Neos 9-speed rear derailleur from Sturmey-Archer and combines with a two-ring front derailleur for 18 speeds. For added comfort, the Visc P18 includes ergonomic Clark grips and a Cionlli saddle with gauged cro-mo rails.



Chosen Smart Hub

STAND
A6-307

Chosen's Smart Drive incorporates its Close Drive System, which offers two major benefits over traditional hubs: zero internal friction and muted sound. The Close Drive System physically closes the pawls when hub is idle, thus easing the friction between pawl and ratchet teeth and cutting sound. The Close Drive System accomplishes this by using steel balls to support pawls instead of steel plates. By reducing contact between pawls and ratchet teeth, the hub lasts longer.



AEG eBike

STAND
A6-105

AEG is the latest big name in electronics to enter the e-bike market. Bike Solutions, which develops and distributes e-mobility products under the AEG eBikebrand name, offers models with central and rear motors. The central motor needs for example no frame adapter. And by working with such experts as Ergon, AEG developed an ergonomic and easy-to-operate remote control (shown).



Ghost AMR29

STAND
B1-400

Ghost has redesigned its AMR frame to accommodate 29-inch wheels, using a shorter head tube and a low bottom bracket. Short 440mm chainstays guarantee agile riding performance.

Thanks to the 29-inch wheels, Ghost reduced the travel to 100mm in the back and 110mm in the front. Ghost's new electronic e:i suspension system guarantees perfect tuning for any terrain.



Giant XtC Advanced SL 29er 0

STAND
B3-300

This is the bike used by Giant's World Cup cross-country racers. New for 2013, it's the first 29er from Giant to use Advanced SL-grade composite, Giant's top-of-the-line frame material. The OverDrive 2 steerer tube design produces a super-stiff, sharp-handling front end. The MegaDrive downtube and toptube combo adds chassis stiffness.



Selle Italia Sportourer FLX

STAND
A1-400

A classic in the Sportourer line, the FLX has been redesigned to be more environmentally friendly. The new FLX is produced with lower CO2 emissions. It's made with castor oil, a renewable resource that does not pollute. The FLX comes in eight models, including Leather, Gel Flow, and Gel for men and women.



Bigfish Line+

STAND
A4-604

The Line+ aims to be one of the lightest, most compact, and easiest-to-fold e-bikes on the market. It's powered by a Sunstar SO3 central motor and rechargeable Li-ion battery. It has three settings: Eco, Normal and Turbo. The crank-drive Line+ folds to only 106x66x28 cm. Folding process is simple and intuitive, employing Bigfish's button-operated Smart Folding Technology.



New Products 2012

Bosch PowerPack 300 / 400

STAND
A6-302

Bosch PowerPacks are available with 300 Wh and 400 Wh. The new PowerPack 400, shown here as part of the entire Bosch e-bike system, hits home with a 30 percent longer range at a comparable weight. The latest ultra-light Bosch eBike Charger can recharge the battery in just 2.5 to 3.5 hours.



Elastic Interface MTB Performance

STAND
B5-105

MTB Performance 3D-Men is Elastic Interface's natural response to the growing need for a chamois specifically for pro mountain bike cyclists, who spend long hours riding through challenging conditions. Based on university research, ultra high density ischiatic inserts have been placed in key pressure points for optimum performance when riding in common MTB bike positions. These chamois are used by top cycling apparel brands.



Miranda Delta 1RS

STAND
A1-409

Miranda's new Delta 1RS crankset combines the graphics of its Delta Crank Arm and NW graphic chainguard. Built with a cold forged production process, the crankset offers an excellent strength-to-weight ratio in a robust and distinctive product.



O-Synce urbanfree

STAND
B1-502

Featuring a simple remote control and backlight, the O-Synce urbanfree is the perfect companion for day and night training. Its eight functions are displayed clearly and quickly on the large 2-line display.



Storck Rebel Seven

STAND
A3-100

Storck Bicycle's "Rebel Seven" was designed for a wide range of uses and the ability to carry loads. It's built on a 650B platform for the smoothness of a 29er and the agility of a 26-inch bike. The Rebel Seven has several high-tech touches, including a UD carbon layer, tapered head tube and direct-mount derailleur hanger.



Crops Lock Q5

STAND
A6-207

The Crops Lock Q5 with a 180cm cable is a high-end model of the company's multi-use lock. The hexagonal shape of the lock embodies stylish usability. It is long enough so a user can secure the front and rear rims, frame and saddle at once.



Haibike Sleek 29 Team

STAND
A4-100

The Sleek 29 Team is a state-of-the-art cross-country and marathon bike with 110mm of travel. The superlight frame weighs less than 1900g. The Sleek 29 is equipped with Haibike's new e:i shock technology: an electronic suspension system that automatically adjusts the rear shocks according to terrain to an open, medium or closed platform within .01 seconds.



Velo Senso Miles VL 1445

STAND
B2-503

The Senso Miles VL 1445 is a performance saddle in the competition class. Velo's patented Honeycomb Flexing Base — a gel cushioning system — provides stable support with superior comfort, enhanced by the optimized "Airflow" cooling system through perforations in the saddle's base. The patented Cross Bow suspension consists of two rails that independently buttress a rider's body weight to better dampen bumps and jolts.



New Products 2012

Infini I-260W/R light

STAND
A5-305

The Infini bicycle safety light offers the same features of earlier models but can now be recharged by any USB port. It is water-, dust- and weather-resistant. The polymer li-ion rechargeable battery protects against over-charging. The light lasts up to 3.5 hours in normal mode on a charge and includes a low battery indicator.



Super B TB-1966 Flexible Bike Holder

STAND
A7-415

Mount the bike holder to the wall and fold it when you're done to save space. A "shelf" of stretchy nylon cables is ideal for storage. The well-designed holder is built to professional quality standards.



Hydrapak Wooly Mammoth Insulated Water Bottle

STAND
B2-504/2

The Wooly Mammoth uses Primaloft insulation between a double walled, polypropylene bottle to create one of the most advanced insulated sports bottle on the market. Whether your liquid is piping hot or icy cold, the Wooly Mammoth keeps it at a stable temperature. The 20 oz. bottle comes in three colors.



Novatec Diablo Wheelsets

STAND
A6-406

The Diablo all-mountain wheelsets are available in 26-, 27.5- and 29-inch sizes and feature a bevy of Novatec innovations. The new inner rim profile is tubeless-ready. Novatec's proprietary tubeless system does not require liquid sealant. The hubs use Novatec's 4-IN-1 system for compatibility with multiple hub axles diameters. The front hub is compatible with standard QR, 9mm, 15mm and 20mm thru axles while the rear hub is compatible with standard QR, 10mm, 12mm and X12 axles. The Diablos weigh 1730g, 1810g and 1890g a pair depending on size.



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New Products 2012

Xpedo Detox

STAND
B2-501

Xpedo took its classic platform design and mounted 40 Volcano pins on a magnesium body to create the Detox, which rolls smoothly on CroMo spindles. The result is a super lightweight pedal that can take the everyday beatings at the park, trails or on the streets. They weigh 340g per pair and come in gold, black, red and white colors.



Cat Eye TL-LD155 Omni 5 lights

STAND
A1-201

The low-profile Omni Directional Technology lights increase safety while three modes let riders select the right level of visibility. The Omni 5 rear provides 360 degrees of visibility. A tool-free FlexTight bracket and clothing clip are included. A three LED version (Omni 3) is also available.



Crankbrothers Iodine 29er wheelsets

STAND
A5-401

29ers are no longer just for cross-country. Trail and all- mountain bikes are adopting the bigger wheels, and Crankbrothers has the perfect wheel choice for these bikes. Instead of simply using the 26-inch rim profile on 29-inch wheelsets, Crankbrothers created a new wheelset that is optimized for 29-inch all-mountain riding. The Iodine 2 29er wheelset weighs 1,930g a pair and comes with a two-year warranty.



Supernova Tail Light 2

STAND
A2-106

Supernova's new series of dynamo rear lights now are all road-legal in Germany. They may be tiny, but these lights are super bright. Made from CNC-machined aluminum, the lights weigh only 12g and are completely watertight. They are available in seven colors starting in this month.



Fibrax 2Face Cleats

STAND
B2-307

2Face cleats from Fibrax last twice as long as conventional cleats thanks to their two-sided design. The new 2Face cleat is initially being launched as a Look Kéo replacement cleat and allows instant replacement anywhere. Once the cleat starts to show wear, the rider simply unscrews the mounting bolts, rotates the connecting plate and reassembles. This means you get twice as much life out of 2Face cleats as with traditional designs. Fibrax manufactures brake pads, cables and other bicycle components.



Aclass ALX846C Wheelset

STAND
A5-204

The ALX846C is the first full carbon clincher wheelset from AClass, the premium brand of Alex Global Technology. Made with a 46mm deep dish carbon fiber rim and a hub designed by AClass, this wheelset stands out.



Smart BL-113WW LED Headlight

STAND
B3-504

Smart's new BL-113WW 1 Watt LED headlight produces more than 28 Lux beam with excellent visibility. Built in Taiwan with sturdy materials, the BL-113WW is durable in all weather. Along with the compact LEC dynamo design, the BL-113WW features over-voltage protection and a powerful heat sink, making it well suited for daily commuting.



Neco Tapered Headset H156C

STAND
A4-803

With Neco's latest headset series, tapered head tubes are a possibility for entry-level and mid-range bicycles. Previously, product managers who wished to adopt tapered head tubes for mid-range bikes faced the high cost of sealed bearing tapered headsets. Changeover cost is low. With a Neco Tapered headset and frame with tapered head tube, there's no need to change the fork. It fits a 1-1/8" to 1.5" tapered fork or 1-1/8" steerer.



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RELAXED



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MODEL NO.: VL-4212

INCLINED



Velo's optimized saddle design for cycling enthusiasts distributes weight effortlessly to legs, arms and rear – making your ride in the forward-leaning position comfortable over the long run!



MODEL NO.: VL-4122

AERO



For you, the competitive cyclist who demands an aerodynamic riding position with no compromises on comfort. Thin, streamlined, neo-cushioned Plush saddles let you compete comfortably at the highest level!

www.velosaddles.com



VELO
feels right

Low-key Axman wins silverware in London

Jackson Jiang does not go in for high-sounding business philosophies or slogans. Instead, the president of Taiwan bicycle maker Axman shrugs, and says success is simply about hard work and constantly moving forward.



Axman president Jackson Jiang with the company's 4.2kg R-22 bike.

This kind of low-key determination has kept Axman rolling since 1985 through good times and bad. It has also led to the development of the featherlight black road bike Jiang picks up with one finger in the company's brightly lit showroom.

"This is called the R-22. It's only 4.2 kg [9 pounds, 4 ounces]. It is a demo bike — it is not in production — but it's completely rideable," Jiang said.

Axman, based in rural Fenyuanyuan near Taichung City, is a medium-sized, high-end assembler and frame and fork maker. The company has the capacity to produce 10,000 bikes a month with a workforce of 160.

Like most Taiwan factories, Axman supplements its core staff with migrant

workers, most of them from Thailand.

"Young Taiwanese don't want to take up trades or work in factories anymore," Jiang said. "They'd rather work for less money at Starbucks."

Though an industry veteran of 27 years, Axman has always been firmly based in Taiwan, resisting the pull to set up a manufacturing plant in China. Even though the cost of production recently has risen dramatically on the mainland, he does not see that as necessarily a big advantage for Taiwan firms.

"The factories in China can move into the hinterland in search of cheaper labor or move to Cambodia or somewhere. Taiwan will always be more expensive than these places. We need to compete at the higher end of the market," Jiang said.

He is however, keen to develop the market in China for Axman products.

With Europe and America in the economic doldrums, business has been slower in the past year, but good news has come from sporting and design achievements.

The London Olympics were kind to the company: The gold, silver, and bronze triathlon medals went to riders of Axman-made Boardman bikes. And the S6, a full-suspension 29-inch mountain bike, earned a gold medal in Taiwan's Golden Pin design awards.

"Most assemblers don't make their own frames," said Mark Lien, who heads Axman's research and development. "That's our advantage. We do frames and assembly. We know how to make the whole package work together; how to make an attractive, quality product." ■ SJ

STAND
A7-315

Tern names Amsler as Swiss distributor

Folding bike brand Tern has named Amsler & Co. AG as its official distributor in Switzerland. The appointment became effective Sept. 1.

STAND
B4-501

Amsler, based in Feuerthalen, fills the last remaining distribution gap in Europe for Tern.

"With Amsler's 100-plus years of providing top sales and service, we're pleased that Tern dealers and customers will now benefit from their deep experience in the Swiss market," said Matthew Davis, director of sales and marketing for Tern.

Tern, which launched last year, is continuing its relationship with Thomas Loesch of Velowerk, which is based in neighboring Schaffhausen, Switzerland. Loesch is a long-term technical consultant for Tern and is

considered a folding bike "mastermind." Loesch will continue to support Tern's global technical team. ■



Stefan Bühler and Antonio Lecce of Amsler & Co., Tern's new distributor in Switzerland.

Velo rider Strombergs takes BMX gold in London

One of Velo's sponsored athletes, Maris Strombergs, won a gold medal in BMX at the London Olympics four years after taking top honors in Beijing.

STAND
B2-503



Maris Strombergs of Latvia, sponsored by Velo, won gold in the BMX competition at the London Olympics.

Strombergs rode a Senso Miles 1200 saddle in the BMX competition for Latvia. Another Velo-sponsored rider, David Herman of the United States, failed to progress past the semifinals.

"Maris is a fabulous rider in a spectacular action-packed sport. Velo is proud to have an Olympic Gold medalist as part of its Senso New Heroes Team and we congratulate him on his incredible second victory," said Ann Chen, Velo's international sales and marketing director.

Senso is Velo's aftermarket saddle brand. The New Heroes campaign is the company's effort to identify talented young cyclists. ■

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'I think we have the right approach'

San Marco says off-road saddle line should keep sales on track

When Selle San Marco discovered that many off-road cyclists were using its road racing saddles, the Italian manufacturer decided it ought to come up with its own range of off-road products.

It's rolling out a full off-road line at Eurobike that offers the lightness and performance of its road saddles, but with a twist targeted at cross-country bikers.

"I think we have the right approach, because we have kept the lightweight and performance mentality we have with road saddles, but we have added a specific touch for off-road," said Luigi Girardi, president and production manager of Selle San Marco.

The off-road touch is the use of Protek, a ribbed silicon layer that is applied to certain parts of the saddle to protect the cover. The off-road range uses the same Concor and Aspide shapes as Selle San Marco's road cycling saddles, as well as their carbon fiber waist rails and X-shaped knot. Protek is also applied to the cheaper Spid saddle.

The company sells just under 1 million saddles a year, assembled at its plant in

Rossano Veneto, Italy. Some 250,000 of them are intended for the aftermarket of which 180,000 are road saddles.

Girardi believes the off-road range could add about 30 percent to Selle San Marco's aftermarket business in the next two years, based on consumer demand and feedback from its distributors.

"We learned that mountain bikers concentrate on light weight as well, and they often use road saddles, so by giving our off-road range a special feature we are making it easier for the mountain bikers to find Selle San Marco products that are specific for them," Girardi said.

The off-road saddles weigh almost as little as their road counterparts. For example, the Concor Carbon FX Protek weighs 162 grams—just two grams more

STAND
B3-404



Luigi Girardi

than the comparable Concor road saddle.

The company tested the off-road waters last year when it offered a single Concor saddle using Protek. The response was encouraging, even though the saddle was an afterthought. This year the catalog and

the Selle San Marco stand contain an entire off-road section.

Girardi said the off-road range is popular in Germany, long a tough market for Selle San Marco. The company appointed SKS as its new German distributor this year. ■ BS

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"

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Battery: 36V 11Ah Lithium Battery

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Shots from **The Show**



Looks good, rides great!



*Julia Hoffmann
of Abus*



*Kristina Kruch
& King Kong*



*Crazy Stuff's Zdenko
Santini does some crazy
caricatures.*

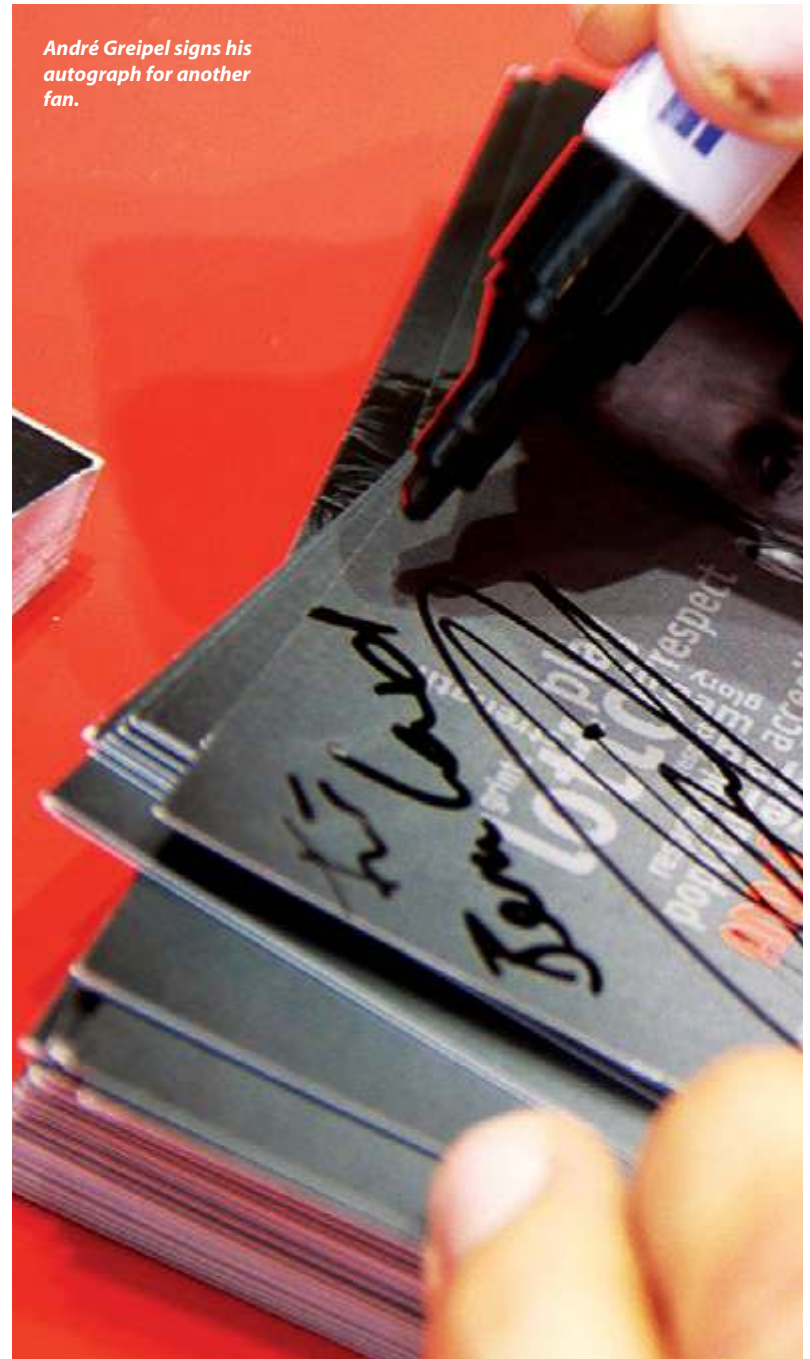
(From left) Marvin Hankel, Valentin Gröger, Jacob Sohler and Benoit Chauvet showed their moves to yesterday's crowds.



Bum's rush: Models from Diavelo chat up a cowboy at the Kona booth.



Cheap sunglasses—the only way to enjoy the track.



André Greipel signs his autograph for another fan.



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fig. XI
NANO SHOT+

Schoeller sews up Eschler textiles

After its recent acquisition by Schoeller, Eschler is appearing at Eurobike with a new tagline: "Eschler, a Schoeller brand." The company is preparing to restart ranges that were halted due to the closure of its Swiss production plant last year.

Eschler is a Swiss specialist in technical textiles, which supplies bicycle and other sports apparel makers with knitted fabrics. It ran into trouble last year because of sagging orders and the strength of the Swiss franc. Most of its assets were sold in June to Schoeller, another Swiss textile specialist, which focuses on woven products.

"The reactions of our partners have been very enthusiastic," said Philip Schär, sales manager at Schoeller. "They thought that the combination of a great producer of woven fabrics with a great producer of knitted fabrics made a lot of sense, and it will enable us to widen our range again."

Eschler attempted to solve its issues last year by shuttering its knitting plant and its dyeing facility in Bühler, Switzerland, which led to layoffs of 75 employees.

Its production of warp knits for technical sports apparel was transferred to its German plant in Balingen, in the Eurozone. Meanwhile, Eschler's circular knitting machines were sold to a former production manager and the company had to quit offering such products.

However, the structure entirely changed again in recent weeks. Schoeller acquired Eschler's German plant along with the sales team still based in Bühler. Schoeller also has the right to use the Eschler name and its "laughing e" logo for specific categories of products.

Under the agreement, Eschler will continue to make warp knits at its

German plant, but dyeing and finishing will be handled by Schoeller in Sevelen, Switzerland. Schoeller has also struck a deal with Fein Jersey, an Austrian company that ended up hiring Eschler's former production manager and buying its knitting machines.

Fein Jersey agreed to provide greiges for Eschler's circular knits, which will be dyed and finished by Schoeller. "Some of these fabrics have already been relaunched and by the end of the year we will be ready to offer a full range, which will be available for fall 2014 apparel," Schär said.

Schoeller and Eschler are also working out the integration of their sales force, which should be completed by early September. A few of Eschler's independent agents will be terminated, but most accounts will be divided between Eschler and Schoeller staff and agents. The only downside for customers is that Eschler will not be able to offer the price reductions it was hoping to obtain through its move to Germany.

An Eschler unit dealing in women's intimate apparel was excluded from the Schoeller deal and continues to use the Eschler name. That unit is managed by Eschler's former owners, Alex and Peter Eschler. Their cousin, Mathias Eschler, who held a minority interest in Eschler, remains in charge of Eschler's German factory.

The Eschler family is represented on the Schoeller board. ■ BS

STAND
B5-506



Philip Schär

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TranzX, TÜV Rheinland promote e-bike safety

Independent testing service TÜV Rheinland and e-bike system supplier TranzX announced a joint effort to promote technical safety for e-bikes yesterday at Eurobike.



TranzX M07 HC motor.

The two companies will form a marketing alliance to raise general levels of awareness and knowledge regarding e-bike safety, particularly in the bicycle industry.

"With this campaign we want to raise awareness of the growing quality issues in the e-bike market," said Johnson Cho, CEO of JD Group. "As a manufacturer that puts a priority on quality and safety, we are happy to have found such a strong and enthusiastic partner in the TÜV Rheinland organization."

TÜV and TranzX said they want to increase awareness of e-bike safety and sensitize dealers to its importance, promoting best practices and avoiding potential hazards in the use of e-bike batteries. The campaign aims to make retailers aware of the latest regulations and safety requirements, and help them recognize safety hazards when dealing with e-bike batteries.

As part of the joint effort, TranzX and TÜV Rheinland are sponsoring workshops for retailers, bicycle manufacturers and visitors. Today's "Q&A session" takes place at 11 a.m. at the TranzX stand (Hall A5, Stand 503).

The main topics will be the quality and safety of today's pedelecs and the benefits of certification through the Battery Safety Organization (BATSO) to increase battery safety.

Matthias Baumann, manager of competence center batteries Europe, said

TÜV Rheinland operates battery testing centers in China, Germany and Japan.

TÜV Rheinland offers BATSO certification and also helps manufacturers to produce safe and quality oriented products. The common goal is to make an important contribution to consumer protection and to increase the security requirements for this young product category.

Those interested will be able to personally ask questions of experts from TÜV Rheinland and TranzX. This opportunity is also being offered to visitors at the TranzX e-bike test track, in the Outdoor Area East.

In other news, TranzX introduced a range of central motors yesterday. The company can now offer a full gamut of e-bike motor placement options, from front to rear to mid-mounted.

The newest line, the Mo7 central motor range, includes three motor types mounted to the bottom bracket to provide a lower center of gravity.

The result is a well-balanced ride suited for sporty e-bikes. With the motor located at the bicycle's midpoint, both wheels can be engaged in a variety of combinations, such as hub gears with hub dynamos and a coaster braker.

TranzX also announced the second generation of its Automatic Gear Transmission (AGT), offering enhanced features within a central motor system.



George Pascal (left) of ITMS with Matthias Baumann from TÜV Rheinland.

Cooper Bikes pushes European distribution

Cooper Bikes MD Mike Cooper and his team are proudly presenting a prototype of a sporty commuter bike with Gates belt drive and Shimano 11-speed Alfine hub gear.



Proudly presenting the first 11-speed Alfine gear hub equipped bike with Di2 electronic gear shifting. Photo: JB

"The Alfine transmission comes with Di2 electronic transmission. This bike is the first to have these features, so it is unique here at Eurobike," says Cooper, who is the son of Mini Cooper creator John Cooper.

The Avus bike on show at the Eurobike stand uses chromed Reynolds steel tubing, but the production model will use a high-grade titanium frame.

Cooper recently announced a European distribution change: German Cooper Bikes is now handled by a newly founded company named Cooper Distribution GmbH, set up by the managers of previous distributor Planworx, Christian Münch and

Chris Boehm-Tettelbach.

According to service and logistics manager Marco Lechner "it makes sense because about a year ago we took over the Europe-wide exclusive distribution with one exception: the UK. UK distribution remains in the hands of Cooper Bikes managing director Mike Cooper." Cooper Distribution serves "about 50 bicycle retailers all over Europe. Our goal is to build up a European distribution structure for our urban lifestyle bike collection", said Lechner. ■ JB

STAND
FG-A5/2

Ladies come first for Velo's New Heroes line

Velo, the world's largest saddle maker, is boosting its aftermarket operations with an initiative entitled "New Heroes."



Velo's Ann Chen shows off one of the new Senso saddles yesterday at Eurobike

models. The Senso Miles, the premium version, has carbon rails and a carbon-fiber injection base, designed to fit women's contours.

Among the "New Heroes" are Tanja Hendrysiak, a German 4X, BMX and downhill rider, and Maris Strombergs, who has taken both Olympic BMX gold medals since the sport's inauguration into the Games in Beijing.

STAND
B2-503

The marketing campaign, backed up with a range of saddles in new and edgy colors, puts rising young athletes sponsored by Velo center stage, to help young cyclists to develop and reach their potential.

"This year, with the New Hero campaign, we want to inspire young riders. We see a lot of really good riders, who ride almost every day, and we want to be there for them," said Ann Chen, Velo's director of global sales.

New Heroes promotes Velo's Senso range of performance saddles — to which the company is adding three women's

New Heroes will also give dealers and distributors eye-catching and memorable marketing tools to drive sales and develop credibility, awareness and loyalty among consumers, the company said at the Eurobike launch. The athletes will add to the brand's emotional appeal, and provide vital feedback on the saddles' performance.

"Not many people are looking after the middle of the accessories market — it's either mass market or Tour de France! But Velo wants to make saddles for ordinary people, that's a place we want to be in," Chen added. ■ ML

Eurobike Gold Award winners 2012

Chosen by a jury of experts, these eight are the best of the show. The winners were unveiled last night at the fashion show stage.

Category: Mountain Bike
Product: Air 9 RDO – Racing Bike
Manufacturer: Niner Bikes, Torrance, California, USA
Design: Niner Bikes, Torrance, California, USA



The Niner Air 9 RDO is a racing bike with purposeful lines and trimmed profiles throughout. The Air 9 RDO's smaller PF30 shell eliminates the need for an alloy insert and allows the use of smaller junctions and profiles. The rear brake mount is tucked inside the curving stays to distribute twisting forces evenly, permitting smaller caliper mounts and decreased wall thicknesses. Even the headset races in the head tube are molded carbon for the best weight savings.

STAND B3-110

Category: Clothes
Product: Scott AMT – Ultra lightweight shirts & shorts
Manufacturer: Scott Sports SA, Givisiez, Switzerland
Design: Scott Sports SA, Givisiez, Switzerland



This mountain bike outerwear wears well under even the most grueling conditions thanks to its ultra-lightweight, extremely durable material. It's made with functional stretch fabrics, welded hems and an uncompromising, anatomical fit. Consisting of a shirt made of four-way stretch material, quick-drying shorts and a water-repellent, abrasion-resistant wind-breaker that weighs just 60g, this 280g all-mountain outfit is made for any mountain adventure.

STAND A3-300

Category: E-Bike / Pedelec
Product: KTM eShopper – Carrier bike with Bosch motor
Manufacturer: KTM Fahrrad GmbH, Mattighofen, Austria
Design: KTM Fahrrad GmbH, Mattighofen, Austria



This carrier bike is designed to make shopping trips more comfortable and convenient. A reinforced frame with an extra-low step through can carry loads of up to 150kg (330 pounds). A powerful Bosch electric motor makes it easy to go uphill, even with a full load. Eight hub gears and hydraulic disc brakes guarantee optimal braking efficiency.

STAND A4-300

Category: Racing Bikes
Product: Supersix Evo black – Racing bike
Manufacturer: Cycling Sports Group Europe, Basel, Switzerland
Design: Cycling Sports Group Europe, Basel, Switzerland



The SuperSix Evo was designed for serious road racers who need an elite racing machine. It is extremely light: at less than 700g, it sports the lightest production frame in the world. It is extremely stiff, with the best stiffness-to-weight ratio ever recorded of 142.3 Nm/deg/kg. It's also extremely strong, and outperforms most aluminum frames in destructive and fatigue testing.

STAND A6-300

Category: Clothes
Product: Protective – Biking shoes
Manufacturer: Thaler Sports GmbH&Co. KG, Gevelsberg, Germany
Design: Thaler Sports GmbH&Co. KG, Gevelsberg, Germany



The Protective is a biking shoe for e-cyclists and regular cyclists. Its key feature is a 0.6-mm inner sole with absolute lateral stiffness but with longitudinal flexibility for the ball of the foot. Thanks to optimal power transfer, there are no pressure points and the ball of the foot does not tire. The natural rubber sole is raised in the front and rounded up the back. The lower pedal position is marked. Calf leather has been used for the outside and pigskin for the inside. The shoe includes a reflective heel flap.

STAND B2-404

Category: Clothes
Product: Urban Jacket – Casual bike jacket
Manufacturer: Pedaled Hide & MC, Inc. Tokyo, Japan
Design: Pedaled Hide & MC, Inc. Tokyo, Japan



The Urban Jacket is made of a special waterproof, breathable cotton mix fabric. Details include ergonomic sleeves designed for cycling, smartphone/MP3 player pocket, earphone wire guides, two back pockets with reflector strips, "rip-open" quick-release zipper with adjustable hood, and hem with elastic, reflecting cords, four large pockets that double as air vents, buttons made from Brooks England leather scrap and reinforced shoulder pads to cushion bag straps.

STAND A5-401

Category: Special Bikes
Product: Silkroad Xplore – Touring bike with pinion transmission
Manufacturer: Tout Terrain Fahrräder & Ausrüstung OHG, Gundelfingen, Germany
Design: Thomas Harter, Kai Bendixen, Oliver Römer SEED Design | Engineering | Consulting Gundelfingen, Germany



The Silkroad Xplore combines maximum functionality with perfect handling. The pinion transmission is integrated centrally in the frame. It is the first time such a transmission has been used on a steel frame touring bike. With 18 gears it is ideal for long-distance touring.

STAND A2-110

Category: Parts/Components
Product: RT8 TT – Hydraulic racing bike brake system
Manufacturer: Magura, Bad Urach, Germany
Design: 5th Dimension, Munich, Germany



Magura's new RT8 TT is the lightest and quickest hydraulic rim brake. Its braking strength and good modulation set new standards in triathlon and time-trial machines, thus enabling effective speed management on descents and before curves. It features four performance factors: high braking power, fine modulation, light weight and an aerodynamic shape that was optimized in a wind tunnel.

STAND A2-204



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JY-397 Dynamo Carrier Light



JY-534 k-approved ECE approved Dynamo Carrier Light



JY-363 Bicycle Dynamo Front Fork Light K-Approved ECE Approved 1W Cree LED



JY-529 1W LED Bicycle Front Fork Light K-approved ECE approved

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? Part 3 of our Eurobike Show Daily series profiles local restaurants in Friedrichshafen and nearby areas.

Check out these local favorites:

La Casa



The new Italian restaurant La Casa is based in Betzau near Kressbronn. La Casa offers the art of indulging in a comfortable atmosphere and shows what else Italy has on offer apart from pizza and spaghetti.

The menu ranges from the rustic to the temptingly elegant, from pizza to fine fish and seafood.

Pasta recipes are those a diner would not normally find in a pizza parlor, such as tagliatelle with porcini mushrooms.

The menu of the day offers seasonal specialties. For gourmets, the lukewarm

octopus salad on fine leaf and rocket salad is a special treat. It's served with small, warm Italian bread rolls fresh out of the oven.

The quality of an Italian restaurant is proven by its most classical dish, spaghetti Bolognese. La Casa brilliantly passes the meat sauce test. The sugo is compact and intensive and joins up well with the spaghetti. Tomatoes, meat, basil - these ingredients are the clear evidence of the pleasure of cooking.

Dining pleasure is raised to another level when a dish is accompanied by an excellent Frascati. The wine menu



also treats the connoisseur to a great selection of the outstanding wines from all Italian wine-growing regions.

Indulge in a little break at the La Casa restaurant and enjoy the traditional Italian flair on the spacious terrace. La Casa offers its guests innovative and creative dishes from the diverse Italian cuisine, from homemade pasta, swordfish, and lamb, right up to specialties such as truffles and fresh mussels.

Many are made with fresh herbs from the restaurant's own garden. All pasta and salads are also available for takeaway. The La Casa restaurant can be reached quickly from all directions via the old connecting road between Kressbronn and Tettngang.

Kapellenstraße 26, 88089

Kressbronn-Betzau

Phone: 07543 / 3028219

Internet: www.pizzeria-lacasa.de

Hours: Daily, 11:30 a.m.-2:30 p.m., 5:30 p.m.-midnight.

In Friedrichshafen:

The insider's tip for Swabian home-style cooking is **Rebstock**, where

the Wielands, who do their own slaughtering, also keep the stove warm. The restaurant is located near the Graf-Zeppelin-Haus, the waterfront, the train station and the exhibition center. Rebstock also offers a beer garden.

Werastraße 35, Friedrichshafen

Phone: +49 (0) 7541 21694

If you don't mind a short drive, you will find **Krone** in the Raderach district of Friedrichshafen. It serves national and international specialties and excellent wines from the Lake Constance region. Krone is renowned for its beautiful beer garden, which sits atop a hill with a beautiful view of the countryside and lake.

Fichtenburgstraße 10, Friedrichshafen

Phone: +49 (0) 7544 3992,

Peking offers excellent Chinese specialties.

Riedleparkstraße 11, Friedrichshafen

Phone: +49 (0) 7541 21140

Further Afield:
Tettngang

Just northeast of Friedrichshafen is Tettngang, which was occupied by earls years ago and which is now known for its exquisite gastronomy.

Kronen-Brauerei, at Bärenplatz, serves home-cooked Swabian cuisine. Don't miss the asparagus and strawberry season, and the beer. The German newspaper Die Welt named the "Tettnganger Keller-Pils," the first organic beer from the Lake Constance region, as one of the top 10 beers in the world.

Fritz Tauscher and his son offer groups of 10 or more guided tours through the brewery. Krone-Brauerei is open every day except Monday.



Phone: +49 (0) 7542 7452

Internet: www.krone-tettngang.de

Frohe Aussicht in Tettngang is located on a mountainside with a magnificent view of the landscape. The restaurant opens at 4 p.m. Fridays and Saturdays, and 10 a.m. Sundays and holidays. Christel, Simone and Ernst Günthör offer their own special wines. Ernst Günthör was awarded a gold medal for his Pinot Blanc and has won prizes for his Pinot Noir, rosé and Riesling.



Phone: +49 (0) 7543 8766

Internet: www.froheaussicht.de

Another highlight in Tettngang is **Torstuben**, which offers variations on local deer, venison and boar. There are also plenty of fish specialties on the menu, along with a wide assortment of wines and Tettngang beer.



Phone: +49 (0) 7542 93860,

Internet: www.torstuben-tettngang.de

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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)**
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. Domier Museum Friedrichshafen (Domier Museum Friedrichshafen): 100 years of fascinating aviation and aerospace industry. Claude-Domier-Platz 1. Tel. +49 (0)7541 4873600. Web: www.domiermuseum.de.
C. Lake Constance Airport Friedrichshafen (Bodensee Flughafen Friedrichshafen): Am Flugplatz 64. Tel. +49 (0)7541 28401. Web: www.tly-away.de.

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Taipei International Cycle Show



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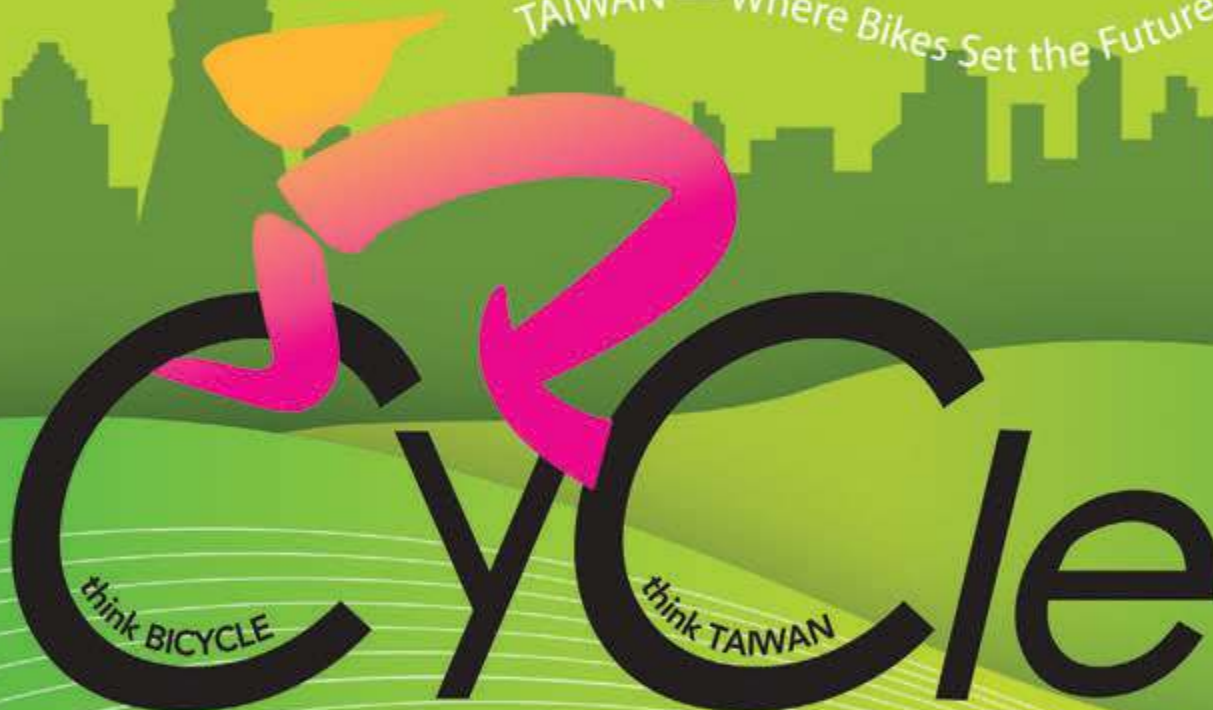


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