



Aug 31, 2012

# SHOW DAILY

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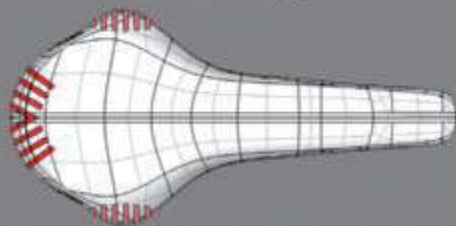
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## What's On Today — Event Guide

### Friday, August 31

#### All Day Events

Foyer West  
**EUROBIKE AWARD**  
 The Eurobike Award is the highest award for innovations in the world of bicycles.

Hall A3  
**Felt-Mellowpark BMX Mini Ramp Show**  
 in front of hall A3

Foyer West  
**Special show EUROBIKE VISION**  
 Eurobike Vision looks at the limits of what is possible in aerodynamic bicycle construction.

**08:30 - 10:00**  
 Meeting Room 5A, Administrative Building (close to Main Entrance West)  
**ETRA/LEVA Electric Bike Business Seminars**  
 Today's Topic: "UN rules on the transportation of batteries." Open to the Press (free). Non-members of ETRA or LEVA: €50 fee per seminar.

**09:00**  
 Foyer East, Room Rom  
**ADFC TECHTALK: 27.5" — THE SENSE AND NONSENSE OF NEW STANDARDS**  
 29-inch wheels became established in the MTB sport in 2011 and offer better rolling resistance and traction than traditional 26-inch MTBs. Now, 650B or 27.5-inch wheels are making their way to retail stores.

**10:30**  
 Foyer East, Foyer East, 1st floor  
**TRAVEL TALK**  
 Bicycle tourism is booming in all areas. At the trade congress Travel Talk, officials from bicycle and tourism companies get together to discuss the latest developments.

**11:00**  
 Foyer East  
**EUROBIKE FASHION SHOW**

**14:00**  
 Foyer West, Room Schweiz  
**China's market for sport bikes + How safe are your trademark and copyright?**  
 China's market for sport bikes: Knut Jaeger  
 How safe are your trademark and copyright?  
 Speakers: Knut Jaeger; Willie Liu

**14.00 - 18.00**  
 Hall A7-309  
**NuVinci: Meet Maximilian Semsch**  
 German adventurer Maximilian Semsch just completed an amazing e-bike trip, cycling 16,000km (9,940 miles) around Australia.

**14:00 & 16:00**  
 Foyer East  
**EUROBIKE FASHION SHOW**

**17:30**  
 Open Air Grounds West  
 Eurobike course: Dirt Jump qualifications

**18:30**  
 Open Air Grounds West  
**21st Eurobike Party**  
 On the penultimate day of the trade show the community traditionally puts on a big party. The Open Air Grounds West will be transformed into an open-air concert arena and there will also be partying in the magnificent Atrium.

**20:00**  
 Parking lot A1-A3  
**200m Sprint Race**  
 As a side attraction to the legendary Eurobike Party, come for the 200m Sprint Race.

### Saturday, Sept. 1

**All Day Events**  
 Foyer West  
**EUROBIKE AWARD WINNERS**  
 The Eurobike Award is the highest award for innovation in the world of bicycles.

Hall A3  
**Felt-Mellowpark BMX Mini Ramp Show**  
 In front of Hall A3

Foyer West  
**Holiday on Bike — Cycle tourism at Eurobike**  
 The bike travel market is booming. On Saturday – public day – Holiday on Bike will display the best two-wheel holiday ideas in Entrance Foyer West.

Foyer West  
**EUROBIKE VISION**  
 Eurobike Vision looks at the limits of what is possible in aerodynamic bicycle construction.

**09:00**  
 Foyer East, Room Paris  
**ADFC-Tech-Talk: Saddle up, kids! Why children should ride a bicycle and what they need.**  
 Benjamin Fuchs from deVELOPMENT engineering GmbH and Sabine Kluth (deputy chair of the ADFC) talk about the best ways to introduce children to riding a bicycle.

**11:00 & 14:00 & 16:00**  
 Foyer East  
**EUROBIKE FASHION SHOW**

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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.

## Thanks for reading, and see you in Taipei!

### — the Show Daily Staff



# Yesterday's rain doesn't dampen sunny mood among show visitors

*Worries about Europe's economic situation failed to dampen the enthusiastic mood at Eurobike, where the numbers of visitors appears to at least be stable, and the atmosphere remains as buoyant as ever.*



"Perhaps the sunshine kept some people outside yesterday, so the fair was a little slower, but today we are very busy and the atmosphere is great," said Hermann Hartje, owner of the eponymous German distribution company, dealing with brands from Victoria to Conway, Tern and others in several European countries. He spoke yesterday, when rainy weather moved in after several days of sunshine.

Frank Pfeiffer, managing director of Shimano Europe, echoed Hartje's comments.

"The opening day was slightly less busy than last year, but today was busier, so on the whole it's business as usual — or, I should say, crowded as usual," Pfeiffer said.

The Japanese components maker deals with many international customers, some of whom have voiced their concerns about the

European economic problems. Pfeiffer said they maintained their faith in the prospects for the bicycle market. "The general mood was still positive," he said.

Although Eurobike organizers did not have official attendance numbers yesterday, they said opening day numbers seemed stable compared with previous years.

"For most people in the industry this has been a challenging year so far, but they're still okay," said Stefan Reisinger, Eurobike project manager. "It's the same for the show. I don't think that we will reach a record, but it will remain at a very high level. We're very pleased so far."

While yesterday's drizzle made sunbathing and test rides less inviting, the halls were bustling and visitors sometimes struggled to progress along the corridors.

Some of the stands drew dizzying crowds, with scores of people milling around the displays and not a free chair in sight around the meeting tables.

"Our booth has been crowded, perhaps because our brand is becoming more famous in international markets and we are drawing more interest from other countries," said Rainer Wenninger, marketing manager at Deuter, the German backpack specialist. "And I don't feel any worries about the market's situation, either. Just look around. Everybody seems to be laughing."

Reto Aeschbacher, marketing division manager at Scott Sports, attributes the

healthy atmosphere to the innovative drive of the bicycle industry, and its relevance to topical issues ranging from sustainability to health.

"No other industry combines as many trends," he said. "Every year this show has been growing and the quality of the people here is just amazing."

The Scott manager was equally impressed about the resilience of the business.

"There are a lot of things going on in the world that should give us concern," Aeschbacher said, "but all the feedback and the orders we get are giving us the certainty that the industry has a good future." ■ BS

## What's On Today — Press Events

### Friday, August 31

**10:30 - 18:00**

Foyer East

#### Travel Talk

Bicycle tourism is booming in all areas. At the trade congress Travel Talk, officials from bicycle and tourism companies get together to discuss the latest developments at a series of symposiums and workshops. Organizer: VelokonzepT Saade GmbH

**13:00 - 14:00**

Foyer West, Room Liechtenstein

#### Press Conference, Abruzzo Promozione Turismo

Bicycle Tourism Presentation — 46 Bike tours. Speakers: Abruzzo Promozione Turismo - Cristina Parente (D), Creative Massimiliano Crea (I)

**14:00 - 15:00**

Lezyne B3-107

#### Danny MacAskill

YouTube and trials legend Danny MacAskill appears for a signing session at the Lezyne booth.

**18:30**

Open Air Grounds West

#### Eurobike Party

Organizer: Messe Friedrichshafen

### Saturday, Sept. 1 Public Day

Foyer West

#### Holiday on Bike — Cycle tourism at Eurobike

The bike travel market is booming. On Saturday — public day — Holiday on Bike will be display the best two-wheel holiday ideas in Entrance Foyer West.

**10:00 - 11:00**

Hall A5-302

#### James Visser

Meet James Visser at the Promax/Lee Chi stand.

**10:00 - 14:00**

Hall B1-411

#### Didi Thurau at Gios Deutschland GmbH

Meet and greet German bike racing legend Didi Thurau.

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## VOX POP

How will the Lance Armstrong controversy affect the cycling business?



**Jerry Lee**  
Compass Systems Corp., Taipei, Taiwan  
I think it's a witch hunt! A person like Lance Armstrong contributes to the world, society and to the industry. However, the controversy gives an image that the sport has been compromised with drug abuse. It got to the stage that no one knew what was the truth anymore. I think it will affect sales at the high-performance end only.



**Cliff Mulhern**  
EuroTrek Group, Dublin, Ireland  
It will probably have a small negative affect, but the thing about it is, there's really no such thing as bad publicity. It will keep both Lance Armstrong and cycling in the forefront of the news. I don't think it will affect bike sales.



**Marcel Wohlgemuth**  
Bike enthusiast, Molsheim, France  
Lance Armstrong is a big champion, and it was the system that failed. Lance was the best of his generation. I don't think people will even think about it when they consider buying a bicycle.



**Matthew J.G Price**  
Fahrradwerkstatt und Mehr, Friedrichshafen, Germany  
In general, I don't think people care what Lance did or how he won the races he did. They may be disappointed. It's a tragedy if this guy lied all the time.  
There will be mixed opinions. Some people will be of the opinion that they all doped anyway and Lance did all this good for cancer. On the other hand some people are saying that he is hiding behind the cancer. You read it all the time: 'Look what I have done for cancer research.'  
I think the controversy will not affect

the sales of bikes in any way. It will have zero effect. I think the sport has moved on and will be cleaner in the future. I think people are more likely to encourage their children to take part in the sport now than they would have been 10 years ago.



**Luca Masserini**  
365 mountainbike Magazine, Milan, Italy  
For me the sport has to 'reverse the sock completely' — erase everything and start again with a clean slate — so it's not the one who is full of drugs who wins from now on.

However I don't think it will affect the sales of bikes at all. The general public will not be put off by the Lance Armstrong case, as it will have no effect on them. They use bikes for fun and recreation. Those who race have known that this was just under the surface for a long time.



**Tim Whetten**  
Lakeside Bicycles, Lake Oswego, Oregon, USA  
I think it's just sad and somewhat pointless, but I don't think it will affect sales at this point. Not for us anyhow. My father is an 85-year-old bicycle enthusiast who cycles a couple of hundred miles a year and the Lance Armstrong controversy makes bike racing much less interesting for him, but it doesn't make bicycling less interesting for him. He now thinks, why watch cheats, because he now lumps everyone together, but it doesn't really affect his interest in the sport.



**Lorand Sebestyen**  
Loliner Bike + Cargo, Frankfurt, Germany  
No, I don't think it will affect bicycle sales at all, because the offenses happened in the past. It's the attitude to the competition part of cycling that may change, but I don't think people identify themselves with this story. The competition side of the sport is just a small part. It's the kind of show business part and I don't think it will affect the reasons that people buy bicycles for themselves and their children.

■ SO

## Electra debuts first e-bike with SRAM

**Electra, the California commuter bike brand, is debuting its first e-bike at Eurobike. What's unique is that the Electra Townie Go uses a unique SRAM component, which incorporates its automatic internal two-gear hub in its E-Matic motor. The resulting single unit mounts on the rear wheel.**

Electra is the first company, and so far the only one, to use the new system.

"This is something SRAM has chosen us for because they have a super-simple solution that fits our easy-going Townie commuter bikes," said Axel "Aki" Kedenburg, general manager of Electra Europe.

SRAM is promoting the combination as it tries to make inroads in the crowded market for e-bike systems. The system uses a 250-watt motor and a lithium-ion battery for speeds of up to 25km/h (15 mph).

"As you know, the Electra Group doesn't target the performance market, but the huge lifestyle commuter

market," Kedenburg said.

"Therefore you will find no [handlebar] display with info such as speed, battery capacity or gear selection on our [e-bike]. We prefer to do it the easy 'power-on and go' way."

The Townie Go uses Electra's typical cruiser style, with a cushy couch-potato seat and plenty of suspension from fat balloon tires.

In Europe, the Townie Go will retail for €1,999 (\$2,510). There are versions for women and men in several colors. Electra will launch the Go for the North American market at Interbike. ■ JB

STAND  
A2-600



## Prologo saddles and mitts are sticky enough for Spiderman

**Things are getting sticky at Prologo, the premium saddle brand of the Taiwan saddle giant Velo.**

Prologo has secured an open-ended exclusive deal for a "sticky" technology developed by the U.S. military. Prologo uses the panels of the material for products where grip is crucial in all conditions.

"Ninety percent of its stickiness remains even when wet, making CPC perfect for use on saddles and mitts," said Morgan Nicol, Prologo's new general manager.

The stuff he's referring to, CPC, stand for Connect Power Control. It's a kind of Spiderman technology originally developed for commandos dropping down ropes from helicopters. It's tough and non-absorbent.

The patented elastic polymer forms into tiny volcano-shaped filaments, whose minuscule craters create a suction effect.

Prologo has an exclusive license to use CPC in the bicycle market. The material is already in use in Formula One and in motocross. In the Prologo line, CPC panels feature in the Scratch Pro, Nago Evo, Zero TT and Zero II saddles.

Nicol has been with Prologo

for just over a week. He was most recently the business manager at Zipp.

Based in Italy, Nicol was the founder of aero specialist Oval Concepts and in the 1990s was a partner in Ritchey International. ■ CR

STAND  
B2-500





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A1-409



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# 'Advocacy leads to sales,' ECF official tells industry

**The president of the European Cyclists' Federation encourages bicycle advocates and industry leaders to launch a lobbying effort with European governments.**

Manfred Neun said a strong advocacy push could unlock billions of euros that could help grow grassroots cycling efforts. Neun addressed 75 advocates and industry leaders yesterday afternoon at the Advocacy Summit, organized by the federation.

The federation's director of development, Kevin Mayne, said, "Advocacy is the most powerful force for generating and protecting the bicycle sales we have but it needs investment from the whole sector."

Mayne, named to his position in March, is in charge of raising money for the Cycling Industry Club, the industry branch of the ECF. The Cycling Industry Club was launched at Eurobike last year with the goal of raising €1m (\$1.25 million) for lobbying efforts.

The club said it is two-thirds of the way towards its goal. It received new pledges yesterday including one from the Taiwan Bicycle Exporters Association for €50,000 (\$62,500) a year for three years.

SRAM President Stan Day had been

soliciting pledges from other U.S. companies. Specialized and Cannondale are now on board, he told the summit.

Mayne said the industry could get up to €6 billion (\$7.5 billion) in EU funds for cycling projects in the next five years, if the industry presents a united front to EU political leaders.

He said industry spending for advocacy has a huge payback.

"The EU will welcome any economic arguments put to it, and cycling is being listened to because it brings clear economic benefits," Mayne said. "The EU tells us the reason there's no cycling money for some countries was because it wasn't being asked for."

Mayne showed how an investment of €25,000 ("tiny pots build really fast,") led to EU funding of €138m.

"The healthiest bike markets are not built on leisure mountain biking, they are built on transport bikes. We have studied EU-wide figures for transport cycling and confirmed that countries with the highest transport cycling buy the most bikes," Mayne said.

"Advocacy leads to sales." ■ CR



Manfred Neun

# Taiwan's Cevedale hides e-bike motor inside the downtube

**Cevedale, the Taiwan e-bike and pedelec manufacturer, believes e-bike motors are better when they are hidden in the bicycle.**

The company is debuting a new motor system that conceals the motor within the bicycle's downtube.

Not only is the design more aesthetically appealing — the e-bike looks no different from a regular bicycle — but it has a practical purpose as well. The placement of the motor gives the bike a low center of gravity to improve stability.

The motor system is attached directly to an integrated bottom bracket. An internal clutch allows the motor to disengage from the mechanical BB, so the user can ride the bike without any resistance from an inactive motor.

The 36 volt motor delivers an

output of 250 watts. The system weighs 4.2kg (9 pounds, 4 ounces).

"We not only deliver the motor system but also assemble bikes for our OEMs in Taiwan," said Jennifer Chen, the company's manager. ■ GE

STAND  
A4-607



Chin-Shu Chang

# Fizik revamps shoe line, reshapes Arione saddle

**Fizik has introduced an expanded and much improved collection of road shoes and reshaped the million-selling Arione saddle.**

Fizik, the race saddle brand of Italy's Selle Royal, launched its road shoes at Eurobike in 2010. Production delays led to zero availability in 2011, and the line didn't meet with universal acclaim when it finally shipped.

Fizik went back to the drawing board and came up with a completely redesigned new range. The shoe line now includes triathlon and MTB models as well.

The new, lighter shoes are said to fit a greater number of people, are more breathable and have thinner sole plates.

The R1 Uomo and R1 Donna for women

are at the top of the Fizik line with supple kangaroo leather uppers. The stiffer carbon

STAND  
A5-401



sole has a much reduced stack height compared to the earlier version.

The shoe will retail for €340 (\$400). Product ships in November.

Fizik is calling the new Arione saddle, first introduced 10 years

ago, a "second generation" line. The Wing Flex sides and 30cm length remain, but the 2013 version has lower covers at both the front and rear.

The top-of-the-range Arione oo costs €350 (\$420). Product ships in October. ■ CR

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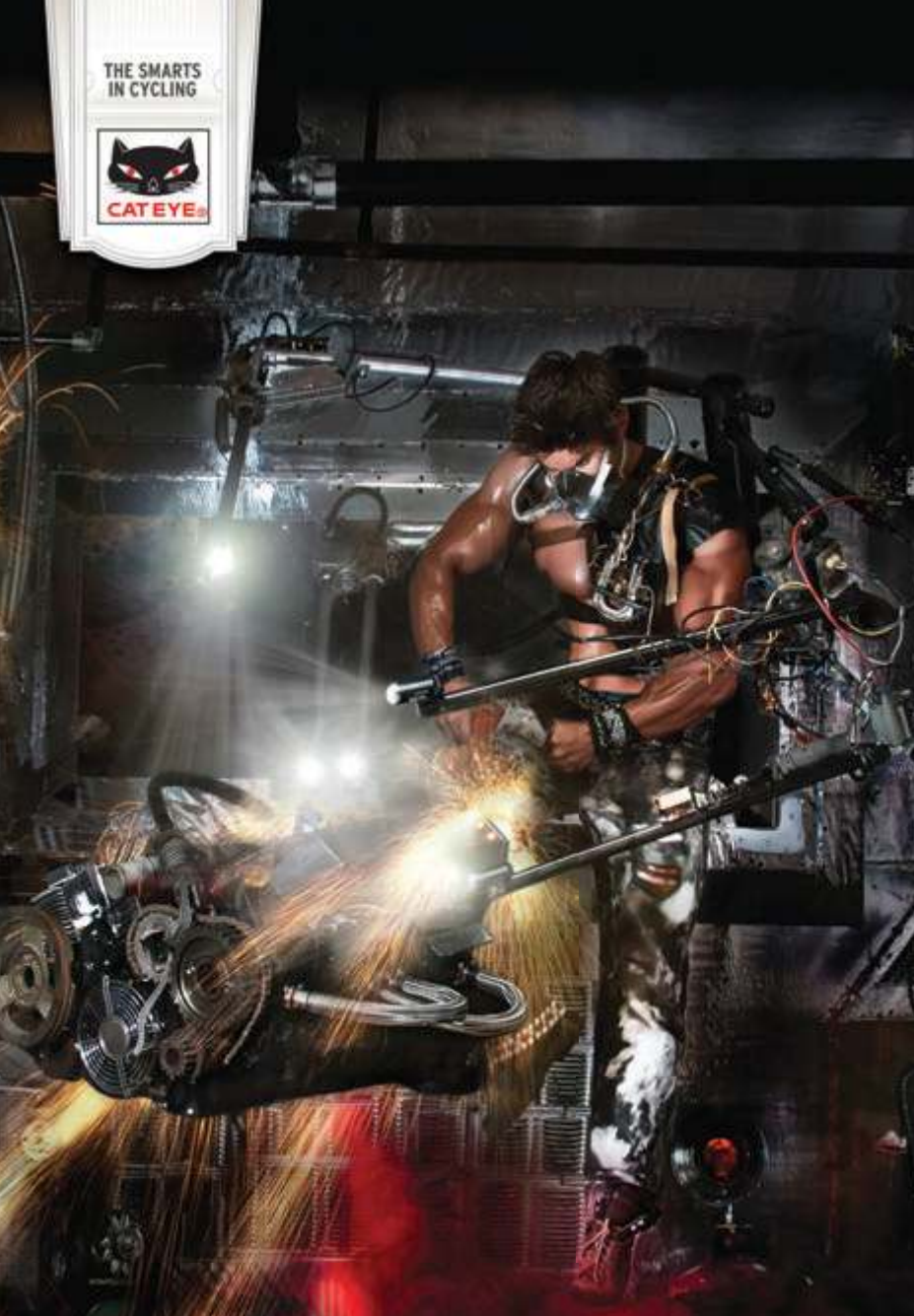
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# SRAM closes the book on its first 25 years

*As it embarks on its second quarter-century, SRAM is stepping up its commitment to urban cycling, both with products and with advocacy.*

Stan Day, who co-founded SRAM and is its chief executive, predicted that urban cycling would drive sustained growth in the coming years.

"There was a time when I used to think that the bicycle industry was constrained, but that is not what I think today," Day said. "We see a huge potential in the urban area, where people are really embracing bikes as part of their lifestyle. It could easily be twice the size it is today."

SRAM's increased emphasis on urban cycling is reflected in the range of components it introduced at Eurobike, from the Via groupset to the G8 internal hub gear and the E-matic automatic gear hub.

At the same time, SRAM continues to actively invest in the development of urban cycling through the SRAM Cycling Fund, set up for with a budget of \$10 million in 2008.

Since then, SRAM has been spending \$2 million per year to support cycling advocates, one of the biggest commitments of any company in the industry.

About 60 percent of its advocacy money went to Europe and the rest to the U.S.



market. However, Day said that investments in Europe could become more efficient as companies and organizations band together in support of urban cycling under the aegis of the European Cyclists' Federation.

SRAM joined the partnership last year. Day said he believes that industry investment in advocacy leads to increased government spending on cycling. He said the efforts had been accelerating in the last six months, with clear benefits for the industry.

"As a component company we will continue to do responsible development, and as an industry we really need to create safe cycling infrastructure," said Day. "The market will grow literally as fast as we can get infrastructure on the ground."

SRAM has been particularly active in advocacy and community support since Stan Day came up with a report called "Twist Shift Business Plan" in August 1987. SRAM's beginnings were distinctly inauspicious: Day and his partners had planned to sell 100,000 Grip Shifts in their first year, and ended up peddling just 800.

As SRAM persisted in the next two decades, Day admits that he and his brother and co-founder F.K. have made many mistakes, mostly by trying to move too fast.

For example, the company was hurt when it introduced its first derailleur in 1996 before completely testing it.

"We got a little backlash when it started breaking in the field," Day chuckled, "and it started coming back."

Many SRAM anecdotes and pictures are contained in a thick book the company has produced about its first 25 years. The lively account and sweat-soaked pictures clearly show that SRAM's rise, battling against such industry giants as Shimano and Campagnolo, has not been effortless.

"The most important thing that we have learned," Day said, "is that you have to have stamina in this industry." ■ BS



Stan Day with SRAM's 25th anniversary book

STAND  
FGO-312



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fig. XI  
NANO SHOT+

# With Pon's backing, Cervélo accelerates its plans for Europe

**Cervélo, the Canadian road cycling brand, is revving up for rapid expansion in Europe after its European business has been integrated into Derby Cycle. Cervélo and Derby, the big German bicycle company, both were recently acquired by the Dutch Pon Holdings.**

Cervélo has closed its European head office in Switzerland, and its sales and marketing teams are now in Cloppenburg, Germany, where Derby is based.

While Cervélo previously sold mostly framesets in Europe, complete bicycles will now be assembled in Cloppenburg.

"This means we're getting great support for our European business," said Phil White, Cervélo's chief executive. "Derby is a machine for moving stuff efficiently. And if we need a spare part for Europe, we can just go downstairs to pick it up."

Cervélo also plans to expand its European distribution network as agents and sales people for Focus, one of Derby's brands, begin selling the Canadian brand in European countries where it had not been distributed.

That is particularly important in Eastern Europe, Turkey and Russia. As part of the changes, which became effective at Eurobike, Cervélo replaced its sales agents with Focus partners in countries where the German company is more strongly established.

Europe accounted for about 40 percent of Cervélo's sales last year, but White believes that percentage will grow with Derby's backing. The company is seeking a manager to head its new European unit in Cloppenburg.

More broadly, White said that Pon has encouraged Cervélo to continue focusing on its strength of engineering.

The Dutch parent company made a point of retaining all of Cervélo's technicians, and offered to provide more resources for Cervélo's research and development.

"If we need more financing, we'll get it," White said, adding that Pon has already helped Cervélo obtain better terms from suppliers.

"When you have a \$10 billion company behind you, people tend to believe that they will get paid," he said.

Cervélo arrived at Eurobike with its new P5 aerodynamic frameset, as well as "Foam Dave" — a coated foam replica of Dave Zabriskie, which Cervélo uses for wind tunnel tests.

A frameset is fitted with a steel backbone, onto which engineers can screw parts of different shapes and sizes to test their wind resistance. ■ BS

STAND  
FG-E1



Cervélo co-founder Phil White with "Foam Dave."

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## LEV Zeppelin

# Zeppelin Hall exhibitors are hoping for business to take off



Sunny He of 8Fun, testing a bike in the shadow of a zeppelin at the Zeppelin Hall

**Not many trade shows take place in the shadow of a zeppelin. But Eurobike's Zeppelin Hall, a short walk from the main trade show complex, features some 30 companies, many of which focus on light electric vehicles, including accessories, e-bikes, motors and batteries.**

The hall has strong representation from Chinese companies. Ningbo Nanyang Vehicle Co., for example, is displaying its "Clamber"-branded tricycles, cargo bikes and e-bikes, all built in its new factory in Ningbo, China.



Nancy Shi of Ningbo

Its newest creation is a trike with a front load area capable of carrying four small children in comfort, equipped with hydraulic disk brakes. "There's a growing market for cargo bikes, especially in Europe," said Nancy Shi of its foreign trading department.

Also from China is the Jiashan Shengguang Electronics Co., or Jing Yi, which makes a wide range of front and rear

lights, as well as bicycle computers, in its factory near Shanghai.



David Zhang of Jing Yi

The company has been increasing its range, and it manufactures for both OE and aftermarket purposes, mainly for customers in Europe. It places an emphasis on keeping a good relationship with its customers, and its creativity.

"We believe our technicians employ a lot of creativity when developing new items," a company spokesman said.



André-Marcel (left) and Eric Collombin of Voltitude

Taking on the challenge of producing the world's fastest-folding e-bike, Voltitude is exhibiting for the first time at Eurobike. The Swiss company started as a father-son project between André-Marcel and Eric Collombin (engineer and marketer, respectively).

"We had a mantra of 'one second, one hand'," Eric said. "All the city bikes we saw were so complicated to unfold, like assault rifles. It had to be as convenient folded as unfolded."



Georg Haasken, PartMobil

The duo received a lot of interest in their concept last year, and returned to Eurobike this year with two pre-production models. Full production is expected to start by Christmas. They're proud of the high-spec components and the emphasis on design.

"It's in a Swiss tradition of trying to make things — even the hidden parts — that look nice. It's a niche product, and we're not trying to be the cheapest. It's a high-end product," continued the younger Collombin, whose marketing background is in the Swiss watchmaking industry.

Though they've received a lot of interest from dealers globally, the plan is to sell 100 percent online. However, they're keen to build promotional partners and a service network and to create a community of users. The company is developing charging stations and a fleet system for companies.

PartMobil produces e-trikes for older cyclists and people with mobility difficulties. The Bremen-based collaboration between engineer Uwe Brückner and Georg Haasken, now the company's business manager, sells across German-speaking Europe, and counts a 96-year-old among its satisfied customers.

As the population ages and people want to remain active, Haasken only expects his market to get bigger.

"We help people be mobile longer," Haasken said. "Once they've maybe had a crash, and think it's time to change, or if they can no longer be mobile on a normal bike, the step to taking an e-trike is not so big. Some of our customers, once they start pedalling our bikes, become more healthy and can reduce the amount of medication they're on," he said.

DK City, a Taichung, Taiwan company led by CEO Snow Chen, has long made flat-pack and tubing-based furniture, as well as non-electric fitness equipment. It then moved into electronic sporting goods, selling over 200,000 treadmills to 65



Snow Chen, DK City

countries.

"Over 15 years, we have gained very precious experience in integrating electronic and mechanical parts. Three years ago, we started studying e-bikes and e-scooters, investing a lot of time and money," Chen said. "It's important for our company and for the environment."

One of its most innovative products is the DB Revo, which integrates all the necessary parts of the e-bike into a single disc wheel, removing the need for extraneous wires.

"Customers can use this with their normal bicycle," Chen added. "People love their own bicycle, everyone has their own style."

The 20-inch wheel has a 6.6 amp battery with a range of 35km (16 miles); the 26-inch's 8.8 amp version will, with a fair wind, take the rider more than 55km (34 miles). ■ ML



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## Hauling Assets

# Fast, cheap and reliable: Why cargo bikes are poised to boom



Urban-Cab is owned by the French national railway system.



Cargo bikes can haul heavy loads.



Cargo cycles are common in many European cities.



Outspoken Delivery of Cambridge makes 70 deliveries a day.

**Cargo cycles are becoming big business. With government support, they could become one of the bicycle industry's biggest growth sectors.**

Most goods reach their final destination in city centers in motorized cars, vans and trucks. Even light goods are often moved by heavy vehicles over very short distances. But this could soon change: Meet the cargo bike.

If this decade will be remembered for the rise of electric bikes, the next decade may well be remembered for cargo bikes. These vehicles are popping all over Europe, and

they're delivering more than just pizzas.

Bicycle delivery companies are appearing in numbers across Europe, proving that even small to medium-size firms can deliver high volumes of goods in cities.

In France, La Petite Reine, a company founded in 2001, moves over one million packages annually with 60 cargo bicycles in Paris, Bordeaux, Rouen, Lyon and in Geneva,

spurring the growth of cargo bike services.

"Today we're moving 3,000 consignments per day for just one of our clients in London. We very rarely fail a delivery. We're on time 99.99 percent of the time," said Matthew Linnekar, CEO of London delivery company GNEWT, which uses cargo bicycles for last-mile delivery.

The cargo bicycle sector has grown so much that more than 30 companies from across Europe launched the European Cycle Logistics Federation (ECLF) to lobby for the increased use of freight bikes in congested inner cities. The federation claims that 50 percent of all light goods and 25 percent of all goods could be moved by bicycle.

Some of the bikes used by Outspoken Delivery can carry up to 250 kg (551 pounds). Another specialized type of cargo bike is the Frigocycle, which can deliver refrigerated goods.

But if the industry really wants to see this sector expand, it's going to need bicycle advocates to convince governments that cargo cycles are worthwhile.

"For quite some time this has been something of a niche market, but it's really moving into another stage. What we're seeing are the big players – TNT, FedEx, DHL – starting to purchase cargo cycle products," said Kevin Mayne, development director of the European Cyclists' Federation. Mayne also leads the Cycle Industry Club, which uses industry funds for bicycle advocacy.

"Now we need to attract the attention of governments, to make sure they also see the benefits of cargo bikes and invest accordingly," Mayne said.

Industry-backed advocacy efforts seem to be paying off. Club funds helped put cargo bikes on stage at the International Transport Forum in Leipzig, Germany, where they were shown to 53 national transport ministers.

After the event, Forbes Magazine proclaimed that the "age of the cargo bike has arrived." The German government has penciled cargo bicycles into its draft national cycling plan.

Governments would be hard-pressed not like cargo bikes. They get trucks off roads, reduce costs and make streets safer for pedestrians. Some politicians are starting to wake up to this.

"Any changes that we can put in place to allow freight to be carried by bike have to be worthwhile," says Cambridge MP Julian Huppert, a keen cyclist who whole-heartedly backs the cargo bike trend.

If the industry can get more politicians to think like Huppert, cargo cycles soon could be hauling a lot of gold along with other goods. ■

Switzerland. France's national railway company, SNCF, has invested half a million euros in a cycle delivery company called Urban-Cab to provide a green and cost-effective solution to the last-mile dilemma.

Across the channel in Great Britain, Outspoken Delivery of Cambridge reports making about 70 deliveries a day with nine couriers. Prices for such services are generally lower, and deliveries faster, than for their motorized competitors.

"Over 85 per cent of our deliveries consist of papers, small packages and boxes," said Rob King, co-founder of Outspoken Delivery. "The remaining 15 per cent covers everything from antibodies in test tube vials to pharmacy prescriptions, legal papers, laptops, flowers, and lunchtime food deliveries."

King's firm even offers a multi-modal delivery service from Cambridge to London. Folding bicycles are used for collection and delivery at each end.

Other British firms say reliability is

This article was provided by the Cycling Industry Club of the European Cycling Federation. Founded at Eurobike in 2011, the Club is supported by bike and component manufacturers. For more information, visit [www.ecf.com/cycleindustryclub](http://www.ecf.com/cycleindustryclub).



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*A bird's-eye view*

## Reykjavik's residents are warming up to bicycles



Ragnar Ingólfsson in Örninn's new story, which should open soon after Eurobike.

Photos: CR

**Iceland's economy is powered by fish, but its bike shops are named for the birds.**

The country's cosmopolitan capital, Reykjavik, has 10 bike shops, from Falkinn (Icelandic for "falcon") to its newest, Kría ("arctic tern").

Reykjavik's oldest and biggest bike shop is Örninn, which means "eagle." Open since 1925, Örninn has been Iceland's main Trek dealer since 1991.

With a population of just 320,000 there isn't enough of a cut for middlemen, so Icelandic bike shops tend to be brand distributors, too. Örninn distributes Endura clothing and Bontrager accessories as well as Trek bicycles.

It's a good time to be a bicycle retailer in Iceland. Örninn is seeing a surge in demand and soon will move to larger, plusher premises.

The growth comes from the same set of interconnected factors that are leading to increased cycling usage in other European nations: green issues, traffic congestion, fuel prices and personal health. With its fierce winds during winter storms, Iceland can be a tough place to ride a bike, but a

growing number of Icelanders are taking to two wheels anyway.

"Until the year 2000 we closed our workshop and service area on the first of November and opened again at the beginning of March," said Ragnar Ingólfsson, Örninn's sales manager. "We now have up to three people working full time at our service center, even in the depths of winter."

Another factor benefitting Örninn and Iceland's other bike shops is the sense of self-reliance that resulted from the country's near financial collapse in 2008.

Iceland recovered thanks, in part, to strong domestic sales of goods. Iceland is part of Europe but not a member of the European Union.

Reykjavik at first glance seems an unlikely place for a bike boom. Car ownership is at one of the highest per capita rates of any city in the world — 680 cars per 1,000 residents. But there's a noticeable increase

in the number of citizens cycling to work and to stores, said Morten Lange, president of the Icelandic Cyclists' Federation, Landssamtök hjólréidamanna.

"Outside the capital there is virtually nothing in the way of bicycling facilities," Lange said. But within greater Reykjavik there are more than 100 kilometers (62 miles) of shared-use paths. Reykjavik has built a 7-kilometer (4-mile) segregated cycling path with more to come, thanks to increased Government spending on cycling infrastructure.

"The Government is starting to plan all roads with cyclists in mind," Ingólfsson said. "Reykjavik is to spend billions of Icelandic kronur on bike paths for commuters."

Laugavegur, off of downtown Reykjavik's main shopping street, is closed to motor traffic, blocked off by a bright green painted mountain bike. The street, home to coffee shops, chic stores and the Icelandic Phallogical



Even Icelandic milk cartons are pro-bike.

Museum (yes, that is its specialty), once was clogged with cars.

Other Reykjavik streets are likely to get the same treatment. And all of this is music to Ingólfsson's ears.

Meanwhile, Örninn's expects to complete its move to larger premises soon after Eurobike. Its current store has 380 square meters (4,090 square feet) of retail space and 540 square meters (5,800 square feet) for servicing and bike assembly. The new store has a total of 1,700 square meters (18,300 square feet), with 600 square meters (6,450 square feet) for retail.

Örninn sells road, mountain and children's bikes. One sector that has yet to take off in Iceland is the e-bike sector, which seems odd given that Icelanders pay very little for electricity because of the country's abundance of geothermal energy.

"We think electric bikes could be a big part of the future in our market but prices will have to come down," Ingólfsson said. ■ CR



Access to a pedestrian-only shopping area in Reykjavik's is blocked by this big green bike, which is a magnet for kids.



# Young entrepreneurs score with fixie brand

Three of them have known each other since kindergarten (and the fourth is a brother). Sitting around a living room table two years ago, the four partners created Pure Fix Cycles with the goal of selling affordable bikes to college students.



STAND  
A2-504

The glow-in-the-dark Kilo from Pure Fix

They succeeded, and then some. The Los Angeles-area fixie brand is on track to sell \$5 million worth of bikes this year, said Zach Schau, one of the partners.

Because of interest from Europe, Pure Fix is making its first appearance at Eurobike to scope out interest among potential distributors.

"We receive inquiries every day by probably the tens at this point about shipping to the UK and random little cities all over, whether it be Germany or New Zealand or Paris or wherever," Schau said. "It's real painful for us to see that we cannot successfully get riders who want to be riding our bikes a bike to ride on, because it's too expensive for us and too expensive for them."

With European distribution, Pure Fix hopes to bring some of its low-cost style to the Continent.

Schau said Europe was not on the horizon for Pure Fix. With three of the partners just out of college, and with few jobs to be had, the four friends wanted to start an interesting business that could survive the recession.

"We wanted to find a way for college students to be able to ride a cool bicycle with the right price," he said. "The cool bicycles that we could find were in the thousand dollar range, and that was a hurdle that was probably the biggest one to overcome."

Schau's partners are his younger brother, Jordan Schau, Michael Fishman and Austin Stoffers. Zach Schau, Fishman and Stoffers all went to college at the University of Wisconsin in Madison, while Jordan Schau attended Columbia University in New York.

They sold out of their first bike shipment in two weeks during spring break. Now, Pure Fix is sold in Sport Chalet, a sporting goods chain that operates 54 stores in southern California and the West.

Schau said Pure Fix bikes also are sold by several hundred retailers and on-line.

Low prices are an essential part of the Pure Fix philosophy. Most of its bikes retail for \$325.

Just last month, the company generated a storm of Internet publicity for its glow-in-the-dark Kilo bike, which retails in the U.S. for \$399.

At Eurobike, Pure Fix is showing its standard model along with a new 43cm bike with 650 wheels, two standard brakes and miniaturized components.

European sales would create new challenges for the company. Its bikes are made in China, but selling to Europe means dealing with EU anti-dumping duties.

Given the challenges Pure Fix has already overcome, nothing seems daunting to its founders.

"We just took a big risk," Schau said. "We took a dive into this bicycle market." ■ DM



The stock Pure Fix bike retails in the U.S. for \$325.

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*A designer's manifesto*

# Brands must focus more on bikes that are timeless, not 'disposable'

What comes next after 33 gears, carbon fiber and 29-inch wheels?



5th Dimension designers use "moodboards" like these to brainstorm concepts.

Bikes have the potential to become one of the few products that symbolize holistic thinking and sustainability. A bicycle is an ecological and environmental product during its useful life. But a number of aspects of the bike need to be rethought if it is going to implement this vision comprehensively.

Our vision as designers is to develop a bike, plan the manufacturing requirements and construct an appropriate sales and servicing concept that will take into account all aspects of sustainability and, at the same time, represent an example of pioneering, environmentally responsible product development and production.

Bikes per se present the most intelligent and efficient man-machine unit for transportation. The basic concept needs no change, although the current manufacturing process and the way the industry deals with innovations have to be seriously questioned.

This applies first and foremost to the larger market for "everyday" bicycles, as those designed purely for sport and for

recreation need to be considered in a somewhat different way. Designers and manufacturers should work on significantly increasing a bike's lifespan without reducing its utility value.

A bike's design should accordingly express its timelessness and durability. Bikes should not be degraded into being just fashion accessories.

Design has to emphasize the bike per se, while using the current state of the art to create a vehicle that does not convey nostalgic values, but the values of a responsible society.

This would create a bike that combines emotional appeal with timeless character, and — unlike today's predominately disposable bikes — would be an "inheritable" product.

To achieve this, we really need to consider all aspects and not just emphasize those that can be well communicated by marketing.

Every detail of a bike needs to be precisely considered and viewed for its coherence with the overall concept, and

then designed. Here are a few examples of issues that should be considered during the process:

- **Materials:** Raw material extraction, energy requirements, durability, manufacturing costs, and environmental balance;
- **Manufacturing:** Manufacturing orientation, durability, functionality, and ease of assembly;
- **Design:** Compatibility of materials, target group, timelessness, functional orientation, and desire;
- **Assembly:** Location, cost, energy consumption, environmental impact, and suitability for volume production;
- **Further processing:** Transport, packaging, assembly costs, and location;
- **Use:** Suitability for everyday use, ease of service, versatility, and longevity;
- **Service:** Spare parts, individualization, and warranty.

We regard this as a major opportunity and a challenge to stimulate a rethink within the European bicycle industry. There is the potential in Europe for manufacturers to come up with an overall holistic concept for bicycles. Of course, this would require them to "co-exist," with the aim of bringing about a long-term shift towards the responsible handling of products.

We also need to consider the issue of

recycling — which, after all, contains the word "cycling." We should be able to guarantee the recyclability of all of a bicycle's components as well as the bike itself. And we're not talking about a bamboo bike.

To do this, it is necessary that each bike is documented and that all components are declared, so consumers have the greatest possible transparency concerning the final product.

Other conceivable approaches include getting retailers more strongly involved in creating a more attractive market for used bikes, or to supply updates that can significantly extend a bike's lifecycle.

Likewise, some programs have been created in which repurchased used bikes are sent to developing countries for further use. However, consumers need to be part of this rethink as well.

This can only take place if the bikes produced also have an added emotional value. Design again becomes a key part of the process. It is not enough to simply repeat old values, but current values need to be incorporated with intelligence into the product.

We are absolutely convinced that a development process which, as described above, takes into account every aspect of manufacturing, materials and the product, can produce an stand-alone, innovative bike that will resonate with the concept of a modern "people's bike."

It then becomes another task to market these bikes, which requires the help of expert specialty retailers who have a service approach and a long-term strategy.

In the current energy and economic situation, this presents a major opportunity for the bicycle bike industry to become trailblazers for all European manufacturers. We believe this path will reap rewards. ■

— Guido Golling



Design companies such as Guido Golling's 5th Dimension consider sustainability when brainstorming new bicycle designs.

## Guido Golling: taking bike design into a new dimension

5TH Dimension is a young, innovative design team in Munich, Germany, headed by Guido Golling. Golling's team primarily works in the sports and cycling industries for many international clients. The team has gotten involved in other sectors ranging from communications electronics to helicopters.

5TH Dimensions' projects all have one thing in common: innovative products, which evoke emotional experiences. The company works with a network of specialists from diverse sectors, such as construction, model construction, engineering, exhibition construction and communications design, to offer customers comprehensive care to transform the central theme into a reality — from

the initial idea to the finished product.

Cycling is a key issue in 5th Dimension's office. All staff members are enthusiastic riders. They cycle to work every day and some race on the weekends. Bikes are dynamic, environmental and intelligent, which sits well with the company's philosophy.

Some of 5th Dimension's clients include Abus, Adidas, ADP-Rotwild, CicloSport, Derby Cycle Werke (Focus, Kalkhoff), Development Engineering, Fischer Sports, Fritschi, Geoby, Head Sports, Magura, Mercedes Benz, Otto Bock, Reebok, Topeak, Völkl Tennis, and Zemo. For more information, visit [www.5dimension.de](http://www.5dimension.de).



Guido Golling  
Photo: JB



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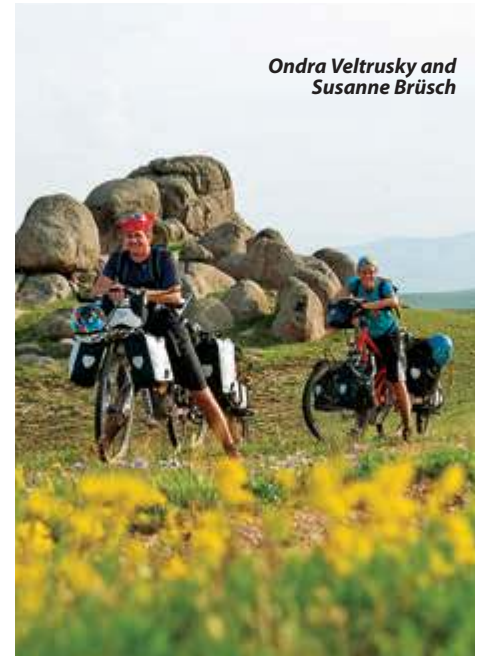
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**Bosch power vs horse power**

# Two adventurous pedelec pioneers trek across Mongolia on e-bikes

The founders of Pedelec Adventures – journalist Susanne Brüsich and expedition leader Ondra Veltrusky — crossed breathtaking steppes and mountain scenery from the geographical center of Mongolia to its old capital, Karakorum. Here is Susanne's report on how the pedelecs — and the Berlin-based duo — held up:



Ondra Veltrusky and Susanne Brüsich



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- CO2 size: 16 grams with thread



## TURBO MICRO

- Micro size CO2 inflator
- Cartridge twist-back for air release control design
- Compact and easy to carry
- Clever Valve for PRESTA and SCHRADER
- CO2 size: 16 grams with thread

We put Bosch's most powerful e-bike system to the test on pedelecs from the German brands Kreidler and Riese and Müller.

We were entirely self-sufficient, charging our bike batteries and other devices with solar panels mounted on trailers. Because each carried about 50kg (110 pounds) of baggage, river crossings and steep upward climbs were a real challenge.

The Tour of Mongolia featured hills and valleys, heat and hail. We rode a brand-new cross bike from Kreidler and a touring bike from Riese and Müller. Both were equipped with Bosch's most powerful pedelec system.

With 350-500 watt motors supporting speeds of up to 45 km/h (28 miles an hour), we traveled down all kinds of pathways, straight across meadows and fields of stone, through brooks and mountainous territory and through marshes and sand.

Our equipment traveled with us in panniers on two trailers. We were loaded up with clothing for any weather, camping equipment, water, food, cameras and other technical gear, spare parts and replacement batteries.

The all-terrain, one-wheeled trailers from Tout Terrain served as our "mules" and mobile charging stations. They were equipped with swiveling solar panels by Ecomoz1. The panels were always tilted towards the sun, allowing us to cover almost our entire energy requirements for the whole tour, despite frequent rain clouds.

The drive systems, bikes, trailers and charging devices withstood every challenge without any major breakdowns. With a traveling speed of up to 30 km/h (18 miles an hour) on the flats, we quickly became accustomed to the extra watts of our e-kits!

What seemed to be so easy to do under electric power quickly turned into strenuous and sweaty endeavors as soon as the battery was drained or the engine shut off.

Under power, however, we were astonished by how smoothly we could master difficult routes with our baggage, and with a little practice. On a normal bike, for example, we would have avoided using the same gear on



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*Boys at a Mongolian monastery are fascinated by the pedelecs.*

a steep incline of more than 1,000 meters. But we drove the pedelecs to their limits — as well as ourselves.

The region around the old capital of Karakorum was the toughest terrain we encountered, but in many ways the most rewarding.

There, we visited the Erdene Zuu monastery, which was built in 1586. The striking monastery walls

attention, Erdene Zuu or our vehicles! All of the Mongolians who tried the pedelecs came back with smiles. It was also unforgettable when we zoomed up a mountain pass neck and neck with Mongolian horsemen. At least, we were neck and neck when their horses just trotted, but when they broke into a gallop, our pedelecs didn't quite have the horsepower to keep up.



*A positive exchange rate: Ondra and Susanne would swap rides on horse or motorbike for a spin on a pedelec.*

once surrounded 60 to 100 temples, of which only three survived the Stalinist purges.

Even though Mongolia's first Buddhist monastery is today just a shadow of what it was during its golden age, the historic site still captivates visitors from all over the world. However, on the day of our visit we don't know who got more

We also learned to slow down in Mongolia and let life flow at its own pace. We visited "gets" (wooden yurts used by nomads) and shared Mongolian tea and bowls of airag (fermented horse milk). Immersing ourselves in rural Mongolian life was a wonderful experience.

To see more about the tour, visit [www.tour-de-mongolia.com](http://www.tour-de-mongolia.com). ■ SB



*Traveling by pedelec allowed easy access to remote sites.*



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## Cityscapes

# Bikewear brands embrace urban apparel lines for 'bike fashionistas'

*Race and road, road and race; these were the only two categories people used to talk about when they talked about cycling apparel.*

Not anymore. For 2013 apparel lines, a new category is coming on strong: urban wear. It's urban cycling apparel that seeks to combine fashion and function for cyclists who commute to work, to class, or to shops.

Whether because of rising fuel prices or congested city traffic, urban cycling is growing, and many apparel brands are venturing into the category.

Bikewear companies including Protective, Fanfiluca and Craft believe urban cycling offers the best potential for growth. A young brand, Triple2, is using urban wear as its entry into the apparel market.

"There is huge potential in commuters," Triple2 owner Matthias Dreuw said. "Urban mobility by bike has grown due to e-bikes and a change in attitude, as one can see in the big cities like Frankfurt, Hamburg, Berlin or Munich.

"The combination of urban style and function offers fascinating possibilities for brand development, especially if one is determined to change the approach and find a differentiation to what's happening with other bike or outdoor companies," Dreuw added. Triple2 highlights its eco approach to address its urban clientele.

It's the same with Fanfiluca, which is presenting "Johnny" for LOHAS, or 'bike fashionistas,' who value sustainability," Fanfiluca CEO Christiane Schumacher said.

Fanfiluca's Officer collection is stylish enough to wear at work and functional enough to shed water on the way there. It's also visible on the ride home thanks to a clever "Flip Flex Mechanism," a fold-out reflective cuff.

Safety in the city is also a theme of Scottish brand Endura with its Luminite Series. The Luminite II jacket, for commuters and city riders, has strategically placed reflective patches and incorporates an LED light that illuminates the night with up to 10 lumens of light. Endura says the LED will burn for up to 50 hours on one set of batteries. While the light should be removed for when the jacket goes in the wash, a British downpour won't harm it.

Craft, a company with a racing tradition, interprets urbanwear more generally. Its Loosefit Collection is casual with many small technical features that enhance function without looking like typical bikewear.

This, too, is Protective's approach. Brand manager Thorsten Frahm said Protective has pants to fit everyone, "no matter what size is needed, even if it takes 7X."

Average citizens are concerned not just with the right size, but with keeping up with current styles.

For Zimtstern, that means bikewear that echoes the look of streetwear with baggy shorts and bike jeans instead of body-hugging Lycra shorts.

Swrve also offers functional cycling jeans, but what looks and feels like cotton is really a performance Cordura Stretch Denim fabric.

"The fabric looks authentic but is four times more abrasion-resistant than any cotton denim and has better stretch," Swrve general manager Muriel Bartol said.

Ziener, Maloja, Scott and Sugoi offer more casual bikewear collections without explicitly calling them urban cycling lines.



For some Italian and Spanish brands, their disinterest in urban cycling fits a more general image of cycling in their societies where it is considered a sport, not a means of everyday mobility.

Some brands are staying out of the urban category for now, including Gonso and Gore Bike Wear.

Vaude has had a difficult time with its Commuter Collection. Company officials

said many retailers had problems selling the urban collection as a stand-alone line.

Vaude's solution, according to the company's Stephanie Herrling, was to incorporate urban cycling touches in its cycle touring collection. She said urban cycling and touring have enough similarities that one line fits both uses — and combining them is a relief for smaller retailers. ■ RSB



Scott offers casual bikewear without calling it an urban line.



Reflective cuffs on Fanfiluca Officer line

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# Carbon fiber's long, winding and fascinating road to bicycle frames



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- Market feedback and measurement (ROI)
- Supporting our sales teams promotional efforts

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 Email Address to Submit Resume: nteske@sram.com  
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- Willingness to travel internationally (based at our Nijkerk office)
- Cycling experience is an advantage



During the London Olympics, the crushing dominance of Team GB in the velodrome led to a whispering campaign about "magic wheels" and other stealth tech.



commissioned tubes made from carbon composites and bonded them together with aluminum lugs.

O'Donovan showed a prototype carbon composite bicycle at the Cycle and Motorcycle Show in Harrogate, England, in 1971.

O'Donovan also commissioned carbon cranks that were used by track riders, but they disintegrated under the strain.

"O'Donovan was a genius. He was well ahead of his time," said Dave Walsh, a British retailer who used to work at Raleigh's Specialist Development Unit.

O'Donovan's experiments with carbon composites were promising. One report said the Carlton bicycle was "so light it could easily be picked up with one finger."

The report added, "carbon fibre reinforced plastic is twice as stiff as steel, yet weighs only one quarter as much" — words that

British Cycling's "secret squirrels club" — a jokey term coined by club leader Chris Boardman for its well-funded research and development team — is a key part of British Cycling's legendary attention to detail.

An earlier version of a British "secret squirrels club" in the 1970s helped spark the development of carbon fiber.

Called the Specialist Bicycle Development Unit, it was officially part of Raleigh but operated independently under Gerald O'Donovan, a bike designer and engineer.

In 1970, 10 years before Formula 1 would do likewise, O'Donovan started experimenting with carbon fiber. This wonder material had been around since 1958 when Roger Bacon, an American researcher with Union Carbide, demonstrated its capabilities.

The British military was interested in the stuff, but an effort by Rolls-Royce to use carbon fiber in jet engine compressor blades failed when they proved vulnerable to bird strikes.

Searching for other carbon fiber uses, a government agency offered to help O'Donovan research its use for bicycles. He



Chris Boardman

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

**2012**

**INTERBIKE SHOW**  
 DATE: September 19—21  
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would not be out of place in a marketing pitch today at Eurobike.

O'Donovan's bike, the first ever carbon framed bicycle, never went into production.

The next leap forward for carbon came not from the UK from the United States, and not from a bicycle manufacturer, but from a company that made fishing rods.

Frank Appel, Richard Katner, Bill McCready and Jeffrey Lindscoog of the F.H. Appel Company designed a carbon fiber bicycle frame in 1975 for Graphite USA, a manufacturer of fishing rods.

Exxon, meanwhile, which sponsored a U.S. road bike team, underwrote the development of a carbon fiber frame bike from Graftek, a maker of fishing rods and golf clubs.

The result was the Graftek G-1, which had an aluminum frame wrapped in carbon fiber. The bike was used by the 1976 US Olympic team and was later sold to the public.

"The Graftek carbon fiber tubes were an aluminum-carbon fiber hybrid. The epoxy impregnated pre-preg was cut and rolled onto the tubes in the proper fiber orientation," recalled Jack Schmidt, who worked at Graftek in the 1970s.

European companies started working with composites in the early 1980s. French tube manufacturer Vitus produced carbon-wrapped aluminum tubes that were used on lugged bicycles by Peugeot. These bikes appeared in the 1982 Tour de France. In 1986, Look built a lugged carbon frame, which Greg Lemond rode to victory in Le Tour.

Also in 1986, Kestrel USA, a company founded by ex-employees of Graphite USA, produced the Kestrel 4000, a bike based on an all-carbon composite bike frame with smooth, aero lines. This is the bike that most resembles those in production today.



The 1946 fiberglass 'bicycle of the future' presaged monocoque carbon design.

Trek and Giant started producing commercial carbon bicycles in 1989.

In the UK, time trial rider and bike designer Mike Burrows worked with Lotus, the sports car maker and carbon specialist, on a full carbon monocoque bicycle.

The use of monocoque frames for bikes isn't new — British-born Benjamin Bowden created his futuristic monocoque Spacelander bicycle out of fiberglass for the 'Britain Can Make It' exhibition in 1946. Today, the Lotus/Burrows bike is considered a key development in bicycle design.

Chris Boardman rode the Lotus bicycle at the 1992 Barcelona Olympics. He won the 4,000m pursuit, catching world champion Jens Lehmann in the final. It was Britain's first Olympic cycling medal in 72 years, and helped kick-start the funding revolution that has paid for British Cycling's world-beating R&D programs. ■ CR

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Lots to talk about

# Today's Travel Talk congress will focus on cycle tourism growth

Germany is Europe's biggest, fastest-growing market for bicycle tourism. German travel agencies reported double-digit growth last year.



The Velokonzept team behind Travel Talk (from left): Judith Gatz, Patricia Stohmann, Ulrike Saade and Kerstin Jennes.

More and more Europeans are taking their holidays on bicycles, and the market is growing in countries such as Austria, Belgium, Denmark, France, Switzerland and the Netherlands.

To keep up with trends in cycle tourism — and to learn how to become a profitable member of this growing segment of the bicycle industry — Eurobike visitors are invited to today's International Cycle Tourism Congress.

Now in its 11th year, the Congress, better known as Travel Talk, runs from 10:30 a.m. to 5 p.m. in the Berlin room on the first floor of Foyer East. Admission is free for Eurobike attendees.

Simultaneous translation is provided for all presentations. Visitors are invited to drop in for a single session or stay for the entire Congress.

This year's Travel Talk focuses on cycle touring products, the latest trends and target groups.

If the motto of Eurobike 2012 is "Boosting Bike Business," the motto of Travel Talk would be "Boosting

Business in Cycle Tourism."

The congress appeals primarily to travel organizers and hotels, bike brands, bike retailers, marketing and event agencies and the media.

Travel Talk offers participants the possibility to exchange experiences and network, and is a platform for encouraging cooperation between the bicycle and the tourism industries.

New trends are fostering growth in cycling tourism. E-bikes, for example, are opening the industry up to new regions and new participants.

Some ride e-mountain bikes off the beaten track, while others participate in e-bike rental systems and ride from station to station. Today's sessions will include discussions on the details to pay attention to when buying an e-bike, and different types of e-bike rental systems that are on the market.

While growth is strongest in the countries mentioned above, cycle tourism is starting to take hold in such markets as Hungary and Slovenia as well as Italy, Spain, the United Kingdom

and Scandinavia.

During the rest of the year, participants can browse the Travel Talk Cooperation Exchange, an online meeting place for both the bicycle and the tourist industry.

Participants can find, for example, a bicycle brand that suits their region, or a community that can stage a tourism event. The exchange can help bike and tourism organizations help one another through cross marketing.

One of today's presentations will show how Cannondale has partnered with Ischgl, a prosperous resort in Tirol, Austria, to boost bike tourism and sales through cross marketing.

Tourist destinations are finding that improving their infrastructure can lead to a greater demand from well-heeled well-educated bicycle tourists. It's not enough anymore to just put up a few bicycle signs. To compete on the international market, cycling communities need to offer clear route navigation backed by authentic route marketing.

Tour organizers have launched successful theme-oriented day trips and international theme tours in such countries as Chile, India, Vietnam and Cyprus. Travel Talk participants will learn about some of them.

Mallorca started the cycle tourism industry with some road bike tours and saw it become a significant part of the economy. Travel Talk presentations will discuss whether this concept can be applied to other road bike destinations.

Another topic is appealing to different cyclists: those looking for an athletic experience and others seeking more of a leisure-oriented approach.

Afternoon workshops will address a number of other topics, such as route planning and using social media to promote cycle tourism.

Download a detailed program and a registration form online at [www.eurobike-traveltalk.com](http://www.eurobike-traveltalk.com). ■ US

## Travel Talk organizer Velokonzept specializes in managing bike events

The Eurobike Travel Talk Congress is organized by Velokonzept Saade GmbH in Berlin.

For 12 years Velokonzept has been a leading service agency in the bicycle industry. Velokonzept organizes events, campaigns, consumer shows and specialty conferences around such bicycle topics as urban mobility, e-mobility, intermodality and tourism.

Velokonzept also manages four consumer shows in Berlin ([veloberlin.com](http://veloberlin.com)), Bremen (Rad + Outdoor), Munich ([f.r.e.e](http://f.r.e.e)) and Erfurt ([sport.aktiv](http://sport.aktiv)), as well as the "VELOTransport" concept ([velotransport.com](http://velotransport.com)).

For more information, visit [www.velokonzept.de](http://www.velokonzept.de).

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Guido Golling  
Photo: JB

# Bike Brno moves show up a month to early October

**Bike Brno 2012, the most important bicycle trade show for Central and Eastern Europe, is opening its doors a month earlier than before, and has a new corporate identity (CI) to boot.**



Lucie Vymazalova

We talked with Lucie Vymazalova, the Bike Brno project manager, about the show's 15th anniversary. It will take place in Brno, the second-largest city in the Czech Republic, on Oct. 4-7. For more information, visit [www.bvv.cz/en/bike-brno/bike-brno-2012/facts-figures](http://www.bvv.cz/en/bike-brno/bike-brno-2012/facts-figures).

**ESD:** Why a new identity for Bike Brno?

**Lucie Vymazalova:** We had been thinking of changing the logo in recent year. However, we decided to do so only this year, in connection with the change of dates. To some extent, we saw it as a gift for the 15th "birthday" of the trade show.

**ESD:** You have also moved the show from November to early October. What was the reason?

**Vymazalova:** The schedule of bicycle shows around the world has been changing in recent years and their dates have been shifting. In order to maintain the international importance that we hold, and to be able to offer an adequate business platform to exhibitors and visitors alike, we had to accommodate this trend and secure our position and date on the schedule of important international trade shows.

More favorable weather and the opportunity to organize more activities outside the exhibit halls should be a great advantage of the date shift.

**ESD:** Besides expanded product testing facilities, you are also adding several side events. Are these events mainly for consumers, or is there something attractive for trade visitors, too?

**Vymazalova:** Testing bicycles in the hilly area near the grounds; e-bike testing on the exhibit grounds; a Bike Conference of experts; fashion shows; and product presentations by

exhibitors are primarily intended for trade visitors in our exhibit halls.

Other events, including races near the exhibit halls and appearances by various celebrities from the world of cycling, are meant mainly for members of the public. Therefore, all events intended for end consumers are held over the weekend.

**ESD:** Will some show days be only for the trade?

**Vymazalova:** The first two days of the show have been intended for [trade] visitors from the very beginning of our organization of the show. The first two days are Thursday and Friday, and we do not schedule any side events for consumers and the public on those days.

**ESD:** What is in your opinion the biggest advantage for international and visitors to attend Bike Brno?

**Vymazalova:** Bike Brno has gradually grown to become a very important trade show intended for trade visitors from the countries of Central and Eastern Europe.

The Brno exhibit grounds are convenient and easily reachable for trade visitors from Poland, Slovakia, Austria, Hungary, etc., and are the most modern exhibit grounds in the region.

If we include the fact that the Czech Republic is a very interesting and important cycling market, Bike Brno is an important meeting and trading point for exhibitors and trade visitors who specialize in the Central and Eastern European market.

From the perspective of the public (Czechs and Slovaks in particular), the trade show is to some extent a feast event, where they can close the cycling season, meet a number of Czech and foreign stars of the cycling universe and see the trends for the following season. ■ **JB**

# Austria's Best of Bike promises best of shows

**Austria's new national bicycle specialty show, Best of Bike, debuts Sept. 23-25 in Salzburg.**



The show, in Hall 10 of the Messezentrum Salzburg, offers room for expansion and targets retailers in Austria as well as southern Germany, according to Reed Exhibitions, the show organizer.

"This year it is our goal to have a total of 90 direct exhibitors representing about 150 brands. The exhibition area will occupy a total of 8,500 square meters [91,500 square feet]," said Matthias Limbeck, general manager of Reed Exhibitions Messe Salzburg.

"Another 2,000 square meters [21,500 square feet] is reserved for an e-bike test track, and 500 square meters [5,380 square feet] for restaurants," Limbeck added.

Austria's national industry association, Arge-Zweirad, voted for a new venue because of limited space at the longtime trade show, Bike and Trimm. Bike and Trimm has since shut down.

Best of Bike organizers say visitors

won't have to go far for anything. "The exhibition section, an attractive program of side events, workshops, test track and restaurants are all together in one hall," said Paul Hemmerl, a spokesman for Messe Salzburg. "Messezentrum Salzburg has its own highway exit just 100 meters from the parking lot. Our 3,500 parking spaces are next to the new Hall 10."

For more information, visit [www.bestofbike.at](http://www.bestofbike.at). ■ **JB**



Matthias Limbeck, general manager of Reed Exhibitions Messe Salzburg.

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*Macho, macho man*

# Why can't the bike industry sell cycling to all? Look in the mirror

**The CEO of a global car manufacturer asks his two best marketing executives to analyze the bicycle market in the UK. The first reports, "We shouldn't waste our time. Less than 10 percent of the population rides bicycles regularly, and most of them are sporty male enthusiasts.**



**The wrong image to reach non-cyclists: a "macho man" stand at last year's Eurobike.**

The market for bicycles is small and crowded, with many brands fighting each other for a share of a limited market."

The second reports, "Wow, this is a huge potential market! Ninety percent of the population wants an easy, low cost, transport solution. They mostly use cars, but especially in cities, journey times are unpredictable, parking is a nightmare, and they no longer provide the 'freedom' we once promised."

This small fictional tale presents a classic marketing and sales metaphor, and could be applied to many markets in many countries. But the message rings true: Like the unimaginative first executive, the bicycle industry finds it very hard to look beyond its comfort zone — other enthusiasts like us!

## A Wiggo Fizzle?

I am from the UK, and the media here is awash with excitement for sport after the Tour de France and the London Olympics. Our boy Bradley Wiggins won the Tour while several Team GB cyclists claimed Olympic gold. The bicycle media are predicting a

"Wiggo effect" boosting cycling sales and participation.

I'm not so sure. The other sport in which the UK excelled is rowing. As with cycling, British rowers have brought home several gold medals, and their heroes have received the UK's highest honor: a knighthood from the Queen. The medal winners are no longer called plain Mr. Hoy or Mr. Redgrave but Sir Chris and Sir Steve.

But the rowing industry is unlikely to see more than a tiny blip in sales. Rowing is great to watch and its athletes are admirable, but how many regular people are going to run out and buy boats?

Likewise, apart from a few extra sales to MAMIL's ("Middle Aged Men In Lycra"), a significant jump in bicycle sales is unlikely. The small 10 percent group of enthusiasts and hardy male commuters are unlikely to double overnight.

## The elephant in the corner

This focus on sport equipment-focused enthusiasts is especially prevalent at Eurobike. It is our elephant in the corner

— so obvious we ignore it. The majority of booths promote "sports equipment" — faster bikes and clothing to match. The atmosphere of sport, speed and machismo, with strong whiffs of misogyny and testosterone, is so thick that my wife, who rides a bicycle daily, feels out of place at Eurobike.

So how does the bicycle industry unlock the market potential of the other 90 percent of the population? There are a few hurdles to jump over, including creating a safe infrastructure for cycling, and reaching a tipping point where people feel normal riding a bike.

In cities like Amsterdam and Copenhagen, where transport by bike is the norm, it's clear that these spots of cycling nirvana are not full of "enthusiasts" using "sports equipment." Cycling there is just normal — normal people in normal clothes going on normal journeys at normal speeds.

Instead of ignoring non-cyclists or claiming a sense of moral superiority, as some cycling advocates do, I believe the industry needs more empathy. We should

in making products that discourage the non-committed amateur from joining "our" exclusive club.

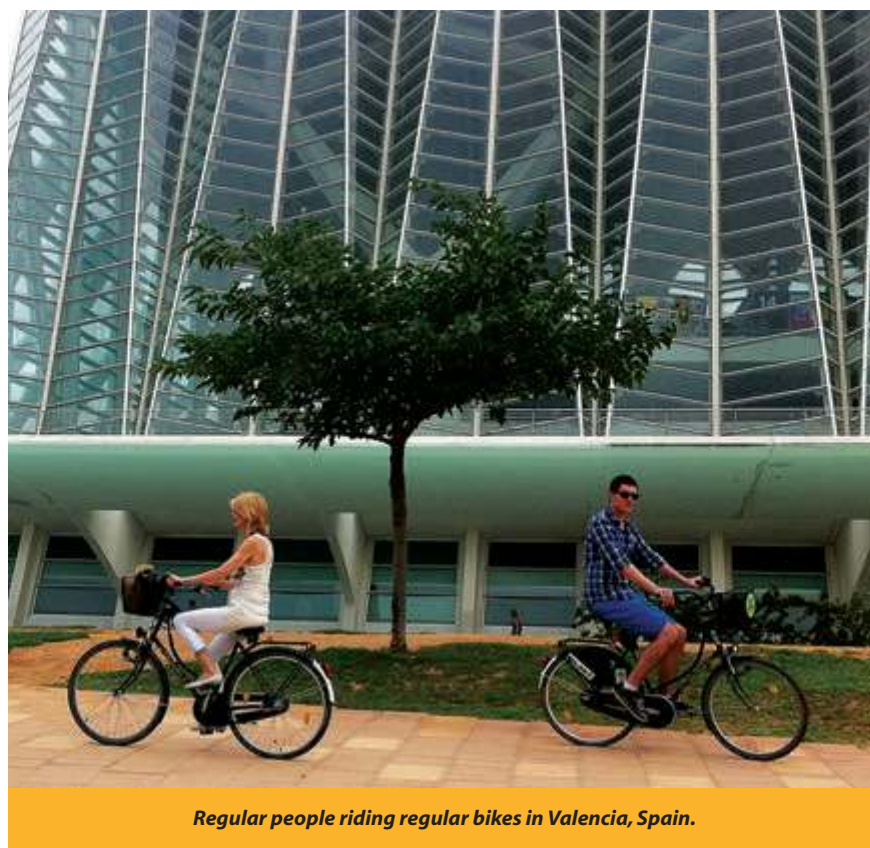
The opportunity to improve the appearance and marketing of bicycles might also break that stubborn yet widespread thinking that bicycles are for people who aspire to own a car, as the pinnacle of personal freedom.

In fact, at least in cities, bicycles do offer ultimate freedom. As an industry we must offer them better, more attractive alternatives — as different from "sports equipment" as an iPod is to a turntable.

A global car manufacturer may well be checking out the potential of the bicycle market right now. But they've learned from a century of marketing that there is only a limited market in selling Formula One racing cars to male enthusiasts.

Instead, they will be selling human-focused "personal transport solutions" to everyone — light human, electric, or hybrid products.

They are developing consumer transport



**Regular people riding regular bikes in Valencia, Spain.**

listen carefully to the reasons why the majority of the population chooses not to cycle.

## The club you can't join

As an engineer, I find it easy to see that cycling is the most efficient and logical way to get across cities. But as a product designer I understand that most people are governed by much more complex motivations, such as image ("what will peers think of me?")

Making cycling attractive to all is vital. Yet the industry often goes the other way

products that everyone, from the young to the aging consumer, males and especially females, want to own. Because they look good, are easy to use and like their favorite mobile phone, just work. ■ — Mark Sanders

**Mark Sanders is a multi-million selling product designer with a passion to promote bicycles as perfect 'human-amplifiers' - too useful to be confined to sports. He designed the Mando Footloose, which is making its world debut here at Eurobike. For more information, visit [www.mas-design.com](http://www.mas-design.com).**

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# New Products 2012

## Ergotec Assembly Paste

STAND  
A4-400

This new assembly paste from Ergotec, a brand of parts maker Humpert, is a "must have" for every retailer. It's suitable for carbon, aluminum and steel components. It can be used for clamping and screw connections, such as on handlebars, stems, seat posts, cranks or pedals. The paste ensures a tight fit and keeps parts from creaking or loosening through vibration. It comes in consumer-friendly 5g packages. A counter display holds 40 packages.



## Chiba Glove New York Scout

STAND  
B5-202

Blending urban style with high function, the New York Scout looks great and performs well. Gel padding protects hands and absorbs vibration. Other features include gel cushions at thumb and forefinger, elastic inserts for fit, and high-quality, wear-resistant Nappa leather. The New York Scout is available in sizes XS to XXL and is one of the latest in the 160-year history of the Chiba Glove company.



## Selle San Marco Rolls Lobster

STAND  
B3-404

The collaboration between Selle San Marco and Lobster, a well-known Italian streetwear brand, gives new life to an old favorite. The Rolls uses graphics by famed Italian street artist Cento Canesio, who gives a modern twist to what was one of the most loved racing saddles in the 1980s with a design that evokes the spirit of bike polo.



## LAS Galaxy Helmet with Bluetooth

STAND  
B3-501

The Galaxy with Bluetooth lets riders communicate hands-free while riding. Its Eucalyptus internal padding is eco-friendly and prevents smells and bacteria buildup. It's removable and washable. The Comby Bluetooth communication system allows group communication with six users within a 200 meter radius; a conversation with a Bluetooth-equipped smartphone; or a connection with compatible music players. It's designed and made in Italy.



## Peruzzo Trail Angel

STAND  
A1-424

Trail Angel is the simplest and most practical way to tow a child's bicycle. It attaches in a minute by tightening the knobs and engaging a locking pin. It detaches quickly from the child's bike so they can ride independently. The Trail Angel can also be adapted for use with Carry Angel accessories that turn it into a trailer.



## Velo Senso Sport VL 3206

STAND  
B2-503

The Senso Sport VL 3206 is a full-featured performance saddle that's streamlined with a very shallow saddle base, allowing maximum flexibility of movement and comfort. Comfort is enhanced by Velo's patented ArcTech suspension with Cr-Mo rails. The micro-fiber saddle cover and O-Zone Airflow system ensure high comfort at any temperature. The V-Mount holder holds essentials and accessories.



## Endura MTR Baggy Shorts/Bibshorts

STAND  
B5-504

Part of the MTR Range for ambitious cross-country riders, the MTR Baggy Shorts and MTR Bibshorts are pared down to the essentials. They use an anti-slip attachment system that holds them in place without snaps or Velcro. The pieces are designed to work together or as stand-alone items. The attachment system panel is on the lumbar of the MTR Bibshorts to secure to the Baggy Shorts, while the matching grip panel surface on the Baggy Shorts is worked into the inner waistband.



## Riese & Müller Kendu Hybrid

STAND  
A2-308

The Kendu Hybrid packs a lot into a small bike. It's a full-suspension e-bike on a 20-inch platform. The frame of the Kendu Hybrid is based on Riese & Müller's successful Culture Hybrid. The Kendu Hybrid includes a Nuvinci hub for seamless shifting. It can be transported by car by simply removing the stem and seatpost. The Kendu Hybrid is powered by the Bosch e-bike kit.



# New Products 2012

## Infini Apollo I-501R rear light

STAND  
A5-305

With its wide spread of light from LEDs, the Apollo rear light is very bright and ensures riders can be seen from a distance. A built-in motion sensor means you never have to worry about forgetting to turn it off or on. The 0.5-watt LED runs for up to 40 hours.



## Novatec D541SB and D542SB Hubs

STAND  
A6-406

The D541SB and D542SB hubs incorporate a patented internal design that greatly minimizes drag and wear as a result of rear axle flex. Dubbed "Synergy Cantilever," these hubs are some of the most durable on the market today. The cassette body uses a 6-asymmetrical pawl, double tooth mechanism for fast engagement. Patented in the U.S., Taiwan, China and Germany.



## Ortlieb Seatpost Bag

STAND  
B5-600

This bag mounts quickly and easily without tools. It's compatible with posts from 25.4mm to 34.9mm in diameter (but is not for carbon seatposts). It accepts a rear light and a reflector. Two inner mesh pockets hold gear. The bag comes in two sizes, and the large size has a top strap for affixing additional equipment.



## SH+ Reactive Plus glasses

STAND  
B2-109

SH+ presents its new line of Reactive Plus sport glasses. Photochromic lenses from Essilor means riders don't have to change lenses. The lenses transition in just a few seconds.



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# New Products 2012

## Supernova E3 Pro 2

STAND  
A2-106

Supernova's E3 Pro 2 dynamo light now comes with a logo that glows brightly on both sides of the housing for better visibility in traffic. It also enhances the readability of the bike computer or GPS display if mounted on the handlebar. It's available in seven colors starting in September.



## DZR H2O Task Collection sneaker

STAND  
FG-B8/3

This higher performance SPD-compatible cycling sneaker has a reinforced, co-molded shank and an outsole designed with a high traction tread. It's seam-sealed with a waterproof membrane. The outside is full grain, soft sheepskin.



## Herrmans Gribbo Endorfin 3D01

STAND  
A7-504

The triple-density Gribbo Endorfin, with Minibar bar end, is an adjustable grip designed for long-distance trekking that uses Herrman's new Feather technology. The hard inner core is locked to the handlebar by the clamp. A second layer absorbs the pressure evenly distributed through the third soft outer layer. The result of the concept is strong, flexible and dynamic – a highly ergonomic grip with maximized shock absorption. The Minibar bar end allows for two riding positions.



## AllCell Technologies eBike battery

STAND  
ZH-313

The AllCell e-bike battery is the industry's only battery with a built-in thermal management system. Phase change materials rapidly absorb and distribute heat generated by cell discharge, preventing overheating and dramatically extending cycle life. The patented technology allows AllCell to build compact, lightweight, and long-lasting lithium-ion batteries, with standard voltages ranging from 24 to 48 volts at capacities of up to 20 amp-hours. At an energy density of 170 watt-hours per kilogram, AllCell's batteries are the lightest in the LEV industry.



## Halo Priest BMX rims

STAND  
B3-406

Halo, known for its MTB, road and jump wheels, branches into BMX with a line of hubs, rims and wheels. The Halo Priest rims, designed with rider Matt Priest, are made for dirt riders. The 32mm wide rims uses box section 6000 series alloy with welded joints for lightness and strength. Available in anodized black, blue or red with subtle stealth logos. Weight: 429g.



## KMC e-Bike chains

STAND  
A5-101

The latest e-bike trend is for a strong mid-mounted engine using 9- or 10-speed derailleurs. This configuration places significant requirements on the drivetrain, however. Chain specialist KMC meets the needs with its X9e and X10e chains. Specially designed inner and outer plates, together with a very high pin power, provide extreme tensile strength. The X-Bridge allows optimum performance even when shifting under heavy load, preventing the enormous shear forces being transmitted to the pin collar. X10e and X9e are available in silver polish and RB anti-rust coating.



## MET Stradivarius Helmet

STAND  
B4-306

The Stradivarius uses HES ("Homothetic Embedded Skeleton") construction, which dissipates the force of an impact over the entire shell of the helmet. It's unique to MET. The anti-allergenic interior padding, made of a material MET calls Gel o2, stays thicker longer and provides superior hygiene. The Stradivarius weighs 215g in a medium and 235g in a large.



## Ratio DB01 Road Disc Brakes

STAND  
A3-810

DB01 are Ratio's new mechanical disc brakes. They are assembled on the post-mount rear dropout, and use a 140mm rotor. Weight is about 300g. They significantly improve braking for road bikes, providing sure, immediate stopping on downhills and in wet conditions.





# New Products 2012

## Dahon Vybe City D2

STAND  
A3-704

One of Dahon's most affordable models, the 20-inch Vybe City is an economic hybrid of the popular Eco C7 and is built using Dahon's patented D-clamp technology. A key component is a SRAM Automatix internal 2-speed rear hub that automatically changes gears when the rider speeds up or slows down. A kickback coaster brake keeps things simple. At the front, a Joule II dynamo hub powers bright LED front and rear lights, perfect for illuminating dark city streets. And it won't rust.



## SH+ Shabli Helmet

STAND  
B2-109

Shabli reflects its made-in-Italy style with elegance and brilliant colors. The aerodynamic outer shell uses a front vent for circulation, while other large vents provide circulation throughout the head. Inner padding is made of Polygiene fabrics. It's completely made in Italy, from the design to the packaging.



## Chiba Gloves MTB Rain Pro

STAND  
B5-202

These high-quality, multifunctional gloves are designed for long tours in variable weather conditions. The unisex design fits men and women. A flap that can be quickly pulled over or off of the glove protects against wind and rain. Patches protect the palm, and a terry thumb lets riders wipe away sweat.



## AEG eBike Tubus battery pack carrier

STAND  
A6-105

New e-bike system brand AEG eBike is offering its central and rear motor systems with two battery pack solutions. This carrier concept was designed with the carrier expert Tubus and is exclusive to AEG. It works with a Racktime "Snapit" adapter mount. The entire e-bike system is made in Germany.



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

INTERBIKE 9/19-9/21 #8133 • INTERMOT 10/3-10/7 #A-041A HALL 5.2

# 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.



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# New Products 2012

## Solestar Custom Insoles

STAND  
B5-606B

The Berlin company Solestar is exhibiting for the first time at Eurobike with its custom carbon insoles. Originally distributed through orthopedic technicians, Solestar insoles are now available for bike fitters. They help cyclists and triathletes optimize power transfer from foot to pedal. Several professional cyclists use Solestar insoles, including sprinter André Greipel, who wore them during his three stage wins in the 2012 Tour de France.



## Easton Cycling EA90 XD wheelset

STAND  
B2-400B

The EA90 XD is a disc-compatible cyclocross wheelset that's ready for tubeless. They are handbuilt and acoustically tuned. The deep 25mm rim has a 17.5mm internal width. The wide rim works well with lower tire pressures and creates a rounder profile with added volume for grip and compliance. Sapim double-butted, stainless steel straightpull spokes are laced 3-cross front and rear, and the wheels include sealed cartridge bearing Easton M1 hubs. The wheelset is available with interchangeable freehubs in Campagnolo, Shimano/SRAM, or Shimano-specific configurations.



## Gore Bikewear Fusion Line

STAND  
B5-404

The extensively revised Fusion line is designed for single-track mountain bikers. Pieces are made for all weather conditions. The Free ride line, designed for versatility and durability, is made for comfort and freedom of movement. Special touches include an integrated lens cleaning cloth and ergonomically positioned stretch inserts and pockets. Abrasion resistant materials at critical wear points and outstanding manufacturing quality ensure protection and durability without adversely affecting comfort.



## MacMahone Killmeister

STAND  
A3-811

With 203mm of travel, the full-suspension Killmeister is designed for downhills on particularly steep and rocky trails. The herringbone system supports high-speed descents and allows for easy pushes, via shuttle, chairlifts or motorized vehicles, to the trailhead. The bike features internal cable routing for rear brake, and a 100 percent CNC machined rear yoke.



## Polar K5

STAND  
B1-500

The Polar P5 power transmitter is designed to work in harmony with the eight strain gauges in the Look Kéo Power pedal, to measure the rider's power and technique. Power and cadence data is transmitted from the pedal to the Polar cycling computer. Integrated cadence measurements give riders current and average values. There's no need to calibrate the pedals with the cycling computer; just turn it on and ride.



## Schindelhauer LED LightSkin seatpost

STAND  
A2-203

The LightSkin seatpost incorporates five bright LEDs that add safety with an edge in traffic. Schindelhauer, a design-oriented urban bike supplier, puts two AA batteries in the seatpost that provide more than 400 hours of illumination. Changing batteries is a simple matter of removing the seatpost. The top LED serves as the control button for switching between five light modes. The LightSkin is weatherproof, and the posts come in popular colors and diameters.



## Stevens Sledge

STAND  
A3-305

Stevens' new Sledge hammers both sides of the mountain with a strong alloy frame and 150mm front and rear travel, courtesy of Fox. Other high-end parts come from DT Swiss, Scorpo and Shimano. Kind Shock's variable LEV seatpost accommodates every situation on the trail, while the 650B wheels are a perfect compromise between low rolling resistance and nimble trail performance.



## V-Grip Screw Storage Bottle

STAND  
A3-807

You can never have enough storage, and that goes for your bike accessories as well. V-Grip storage bottles hold everything from inner tubes and mini pumps to tire levers. Bottles come in one size, but the length adjusts to fit the contents.



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# Segalbikes says it has solved magnesium frame issues

**Magnesium has always promised a lot but never delivered as a material for bike frames. But a Dutch company, Segalbikes, says it has solved the problems that have bedeviled other manufacturers that have attempted to work with the volatile metal.**



Segalbikes' Mark Wemmenhove with a magnesium bike in Eurobike colors.

Segalbikes is a division of a company that specializes in magnesium extrusion, manufacturing components for products as varied as windmill blades and wheelchair frames.

"We really want to bring Segal to the market as a brand. Besides that, we really want to produce for other companies — parts, frames, forks, just other products," the company's Ronald Wientjes said.

Segalbikes manufactures a line of complete bikes, including a 29er mountain bike frame, classic and compact road frames, and frames for time trial and triathlon bikes. It is developing a cyclocross frame as well.

Magnesium blends strength with lightness, and provides excellent damping when used on a frame.

It's also a highly flammable material that's difficult to weld and corrodes easily — problems that earlier manufacturers, including Merida, were unable to solve.

The company's Mark Wemmenhove said Segalbikes has managed to solve both issues. It pretreats the inside and outside of the magnesium tubes with a rustproof ceramic material.

"Even if you fall with a bike like this and you have a dent in it, it's not a problem. You can fix it or you can just leave it, like a steel bike. It can still live for 50 years," Wemmenhove said.

Segalbikes has recently developed a new welding technique that resolves another objectionable attribute of magnesium frames — the very visible and rough weld.

While that isn't an issue for mountain bike frames, it disrupts the clean lines of a road frame. Segal developed a technique it calls Deep Welding Tubes that leaves no visible welds after painting.

Segal began investigating magnesium bikes nine years ago when a "major American brand" — Wemmenhove didn't

identify the company — asked it to look into the technology to compete with Merida's magnesium plans.

The company eventually decided to focus on carbon fiber instead of magnesium, but Wemmenhove said Segal continued with a bike line because it invested so much in research and development.

Segalbikes have been on the market for about seven years and the brand is making its fourth appearance at Eurobike. The company is in Zutphen, the Netherlands.

Wemmenhove said the brand has retailers in the Netherlands, Germany and Belgium as well as the United States, where its 29er frames are particularly popular.

Its bikes compete with carbon frames

both on weight and in price, Wemmenhove said. A typical road frameset retails for about €1,850 (\$2,320), competitive with a comparable carbon frame.

"This material combines the best properties of metal and carbon. It means that the bicycle has the weight of a carbon frame but the strength and the stiffness of an aluminum or steel frame," Wemmenhove said.

"On the other hand, magnesium has a very high damping capacity. There is no other material that has such a high damping capacity as magnesium, which is the reason it is being used more and more in the automotive industry." ■ DM

STAND A6-204A

## Look's new clipless MTB pedal is worth a look

**French frame and pedal maker Look has introduced S-Track, a new mountain bike pedal system. The clipless pedal is quick to clear of mud and is also available with a bolt-on cage for commuting or downhill use.**

Look claims the S-Track has the largest pedal-cleat contact area of any clip-in system. Using a torsion bar cleat attachment rather than a spring, S-Track allows for easier entry and exit.

The system's cleat — Dynamic Cleat System, DCS for short — is packed with elastomer pads for fit and cushioning.

The S-Track Carbon Ti has a carbon fiber body and deflectors and a titanium axle. It will retail for €250 (\$315). The entry level S-Track has a chromoly axle and composite body and deflectors, and will retail for €60 (\$75). A mid-level pedal with aluminum deflectors and a carbon reinforced body will cost €130 (\$163).

S-Track ships in November. ■ CR

STAND B2-301



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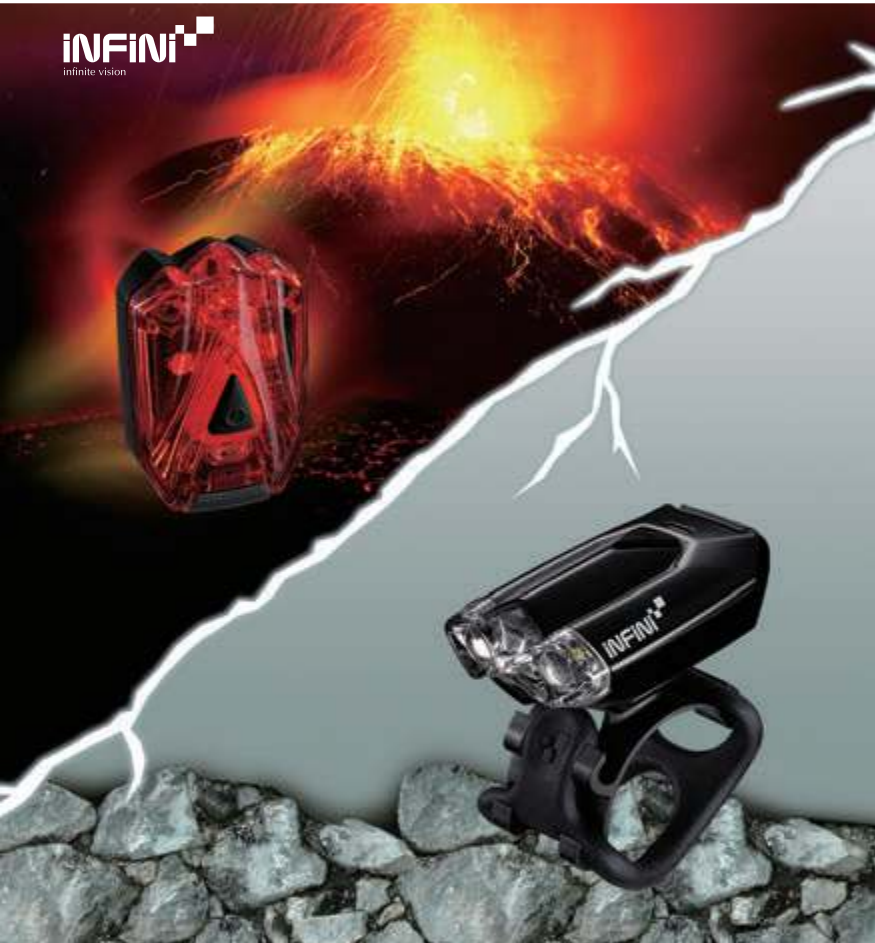


BOOTH A4-604



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# Cycling Sports Group's conceptual art gallery

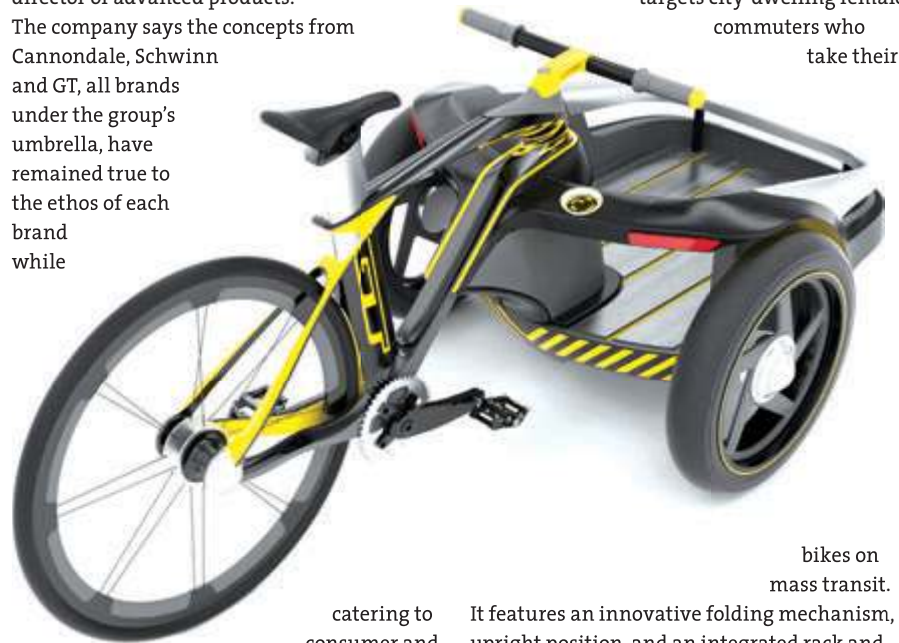


While most Eurobike offerings are practical products ready to be ordered, the Cycling Sports Group's Innovation Gallery presents a trio of concept bikes designed to anticipate consumers' needs 10 years from now.

"These are roadmaps for innovation, a commitment to innovation, and a lot of these features and benefits will make it into the product line," said Scott Rice, the group's director of advanced products. The company says the concepts from Cannondale, Schwinn and GT, all brands under the group's umbrella, have remained true to the ethos of each brand while

an adjustable position to cater for different conditions and performance needs during the same ride.

The Schwinn Portable Urban Velo targets city-dwelling female commuters who take their



bikes on mass transit.

catering to consumer and cultural trends

that the group has

identified through extensive research. The Cannondale CERV (Continuously Ergonomic Race Vehicle) is a performance bike for the future weekend warrior, with

It features an innovative folding mechanism, upright position and an integrated rack and rear lock. The GT Milenio QR is for city riders wanting to combine leisure and utility. It converts from a performance bicycle into a load-carrying, power-assisted trike. All features are fully functional on the concepts.

■ ML



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# Shots from **The Show**



*Up against the wall*



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*Eurobike is totally tubular!*



*Jo Gianluca Alimonta takes a spin at the Zeppelin Hall*





Lucie Poucova takes a closer look



Fine design isn't limited to bikes



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Products get a hard look at the show



*Everyone's a photographer*



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# Taiwan exhibitors feature top brands from 'Cycling Island'

Some of the biggest brands from the "Cycling Island" showed product highlights at Eurobike yesterday, at a press conference organized by Taiwan's trade promotion body, TAITRA. Giant CEO Tony Lo, who is also chairman of the Taiwan Bicycle Exporters Association, noted that Europe remains the largest export market for Taiwan.

The average overall export bicycle price rose by 8 percent in the first half of the year, Lo said. Although bicycle exports to Europe fell 7 percent by volume, revenues rose by 3 percent.

Lo said the industry is moving away from competition and towards a more cooperative effort to grow the bicycle market. In that light, he said he "was happy to announce today that Taiwan's Bicycle Exporters Association (TBEA) will formally support the ECF advocacy effort."

Meanwhile, here are some of the featured products from the Taiwan delegation:

## Giant

Giant's Andrew Juskaitis noted that his company's bicycles are all "made entirely at our factories, and that's something no other brand can say." Giant's flagship cross-country bike this year is the

STAND  
B3-300

Anthem X Advanced 29er o for competitive riders.

## Kenda

Ben Anderson, Kenda's marketing manager, said the tire maker's latest product line includes the SCT tire, a cross between a tube and UST tire. The tire has an additional layer of material built into its casing that allows it to be compatible with the various chemicals in liquid sealants.

STAND  
A5-202

## Tern

Tern's Joshua Hon said his company was dedicated to designing and manufacturing bicycles for urban transport, focusing on portability and utility. Although the Swoop Duo, for example, is assembled in Europe, China and Thailand, "We source all the critical parts of our bikes in Taiwan," he said, "because of the technology and stability of suppliers there."

STAND  
B4-501



Back row: Joshua Hon (Tern), Robert Wu (KMC), Steffen Barkhau & Andy Juskaitis (Giant), Ben Anderson (Kenda). Front row: Tony Lo (TBEA), Dr. Tschen-Fong Wu (Taipei Representative Office, Germany), Frieda Hung (Taiwan Trade Center, Munich), Jacky Chu (Ming Cycle)

## KMC Chain

KMC is highlighting its X Series (X2.o) chain, which makes shifting easier and more convenient. It also features "chamfering" on the four sides of the outer plates for smoother shifting.

STAND  
A5-101

## Ming Cycle

Ming Cycle is one of the world's top 10 bicycle companies, employing over 2,000 people at factories in Taiwan and China. R&D Manager Jacky Chu explained the advances made in the latest version of its signature folding bike, the Strida EVO KS-3, which now features three speed gears and shifting via back pedaling.

STAND  
A5-234



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## Eurobites

# Eat like a local in Friedrichshafen

Looking for good food, fresh beer and great spots to relax after a busy day at the show? Part 4 of our Eurobike Show Daily series profiles local restaurants in Friedrichshafen and nearby areas. Check out these local favorites:

### Felders



For many years, Ralf Felder, who runs the k42 and Platanengarten, has been providing creature comforts to his gourmet guests.

At the young age of 15, Felder had already discovered his passion for the culinary art. Meanwhile, he has become a confident chef. This is reflected by the fact that the former k42 is now called Felders, clearly stating who is in charge of the restaurant.

You will find the restaurant on the lakeside promenade, directly next to the Medienhaus am See. The Felders restaurant features a special atmosphere. The open kitchen invites guests to take part and have a look. Here, the kitchen team shows you what is possible. Hot food is served all day, so when strolling through the town, you can treat yourself to a spontaneous culinary delicacy at Felders. The versatile and attractively designed menu presents both regional and international specialties, such as Thai chicken curry with wok-fried vegetables, cashews and fragrant rice.

Regional cuisine include cheese spätzle (a Swabian noodle specialty). The icing on the cake is the panoramic view of the Alps and the beauty of Lake Constance.

You will find additional dining options next door in the Platanengarten, which is located next to the Zeppelin Museum. This place invites you to sit down and pause for a while when it is warm outside. Specials include tapas, served Thursday through Saturday evenings. A selection of cocktails complements the offer.

**Belushi Café & Bar.** This beach café by the waterfront is an original place for those who like a beach atmosphere.

Montafonstraße 3  
Phone: +49 (0) 7541 32531



The head chief at **Lukullum**, Walter Hauber, expects high standards and operates a well-attended restaurant as a result. Besides his differently decorated dining rooms, Tiroler Stube for example, Hauber offers a large assortment of Mediterranean dishes and pasta dishes.

Friedrichstraße 21 (above the Graf-Zeppelin-Haus)  
Phone: +49 (0) 7541 6818

Part of the Graf-Zeppelin Haus, the **Kurgartengastronomie** offers a panorama of Lake Constance, the mountains and Friedrichshafen. In the quiet restaurant you can enjoy fish specialities from Lake Constance.

Phone: +49 (0) 7542 32033



### Italian restaurants

**Al Porto.** This café, lounge and wine bar is located on a prime location on the lakeside promenade. Next to the harbor you can enjoy with Mediterranean snacks, international wines and cocktails while watching the lovely sunset. Open daily.

Seestr. 1  
Phone: +49 (0) 7541 4009933

**Bella Vista.** Enjoy popular Italian delicacies made from original recipes. The lakefront location offers a splendid view of Lake Constance and an alpine panorama as well. The Bella Vista offers a wide selection of pizzas and pasta as well as fresh light salads and a choice of fish dishes. Open daily.

Seestr. 12  
Phone: +49 (0) 7541 22644  
Internet: www.bellavista-fn.de

**Ristorante Credo.** Credo offers sophisticated Italian cooking in a modern space flooded with light. Hot meals are served all day with quick, attentive service. Open daily.

Otto Lilienthalstr. 2  
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**Pizza Snack Da Mario.** Grab a pizza or other light meal, coffee and other Italian dishes. Hot food is served from 11 a.m. to 6 p.m. Monday to Friday; 11 a.m. to 2 p.m. Saturday. Closed Sunday and bank holidays.

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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 buses.

## 08 TOURIST INFO (TOURIST-INFORMATION)

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

## 09 ZEPPELIN FOUNTAIN (ZEPPELIN-BRUNNEN)

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

## 10 MUSIC PAVILION (MUSIKMUSCHEL)

Venue for promenade concerts during the summer months, mostly Wednesdays at 20:00 and Sundays at 10:30.

## 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.

## 13 PANORAMIC DISPLAY BOARD (PANORAMATAFEL)

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

## 14 NICOLAS CHURCH (ST.-NIKOLAUS-KIRCHE)

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

## 15 TOWN HALL (RATHAUS)

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

## 16 BUCHHORN FOUNTAIN (BUCHHORN-BRUNNEN)

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

## 17 BOAT TRIPS (RUNDFAHRTEN)

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

## 18 VIEWPOINT TOWER (MOLETURM)

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

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

Town library with focus on new media, cabaret stage.

## 20 BOATS, FERRIES & CATAMAR 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.

## 21 ZEPPELIN MUSEUM (ZEPPELIN MUSEUM)

The world's largest exhibition on the history of airship navigation as well as an important collection on art in Southern Germany. **OPEN:** May to Oct. Mon.-Sun. 09:00-17:00. Nov. to Apr. Tue.-Sun. 10:00-17:00. **INFO:** Tel. +49 (0)7541 38010. Web: www.zeppelin-museum.de.

## 22 HARBOUR STATION (HAFENBAHNHOF)

Ferries and buses.

## 23 ADULT EDUCATION CENTRE (VOLKSHOCHSCHULE)

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

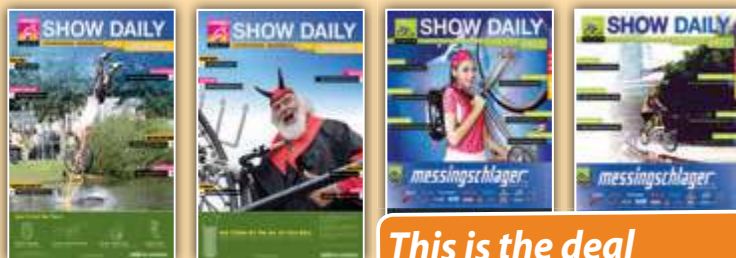
**A.** Lake Constance Centre & Cinema (Bodensee Center & Kino): Meistershofener-Str. 14. Web: www.bodensee-center.de.

**B.** Dornier Museum Friedrichshafen (Dornier Museum Friedrichshafen): 100 years of fascinating aviation and aerospace industry. Claude-Dornier-Platz 1. Tel: +49 (0)7541 4873600. Web: www.dorniermuseum.de.

**C.** Lake Constance Airport Friedrichshafen (Bodensee Flughafen Friedrichshafen): Am Flugplatz 64. Tel: +49 (0)7541 28401. Web: www.fly-away.de.

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