



Aug 27, 2013

SHOW DAILY

Welcome to Demo Day
Look inside for maps and event guide



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You're already on the 450km Allgäu bike loop

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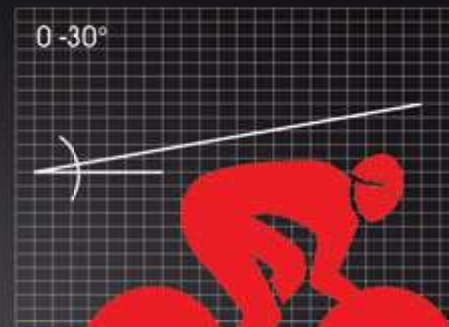
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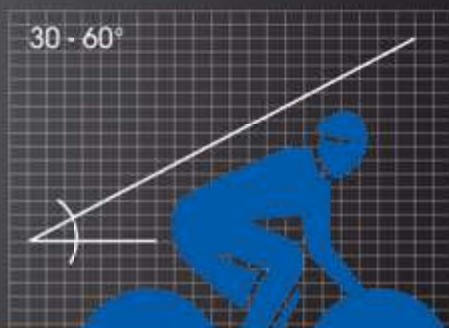
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Demo Day Events

All events in Argenbühl unless noted

9 a.m. Giant Breakfast

Giant's traditional Demo Day breakfast gets visitors fueled up before they test ride new models. Meet at the Giant Demo Tent at 9 a.m. for directions.

9:30 a.m. Eurobike Industry Discussion Panel

Berlin Room, East Conference Center, Messe Friedrichshafen

Join Eurobike and industry officials for the annual presentation of facts and figures from the German and international bicycle industry, followed by a tour of the trade show grounds. Shuttles will then take participants to the Demo Day venue in Argenbühl.

10 a.m. Vittoria/Geax Pizza Party

Join the Italian tire brands as they dish out free Italian pizza.

1–3 p.m. Press Picnic

Gunnar Fehlau of Pressdienst Fahrrad ("Bike Press Service") sponsors a "press picnic" on the terrace on front of the Demo Day press room to discuss trends and highlights from represented brands. In German, with English provided if there's enough demand.

All Day

720armour.

Pick up a gift certificate on page 32 and claim one of 300 pairs of new sunglasses at the 720armour booth.

Crankbrothers.

Test ride a pair of special edition pedals and take them home. Choose from the Mallet 3, 5050 3, Eggbeater 3, or Candy 3 in black, silver or mint.

Dahon.

Make a pledge to "Turn at New Leaf" and cut carbon emissions at the Dahon booth.

Klever.

Test ride Klever's new electric bikes and walk away with a free polo shirt — first come, first served.

Tern.

Get a new T-shirt at Tern's Demo Day booth. If you're spotted wearing it at the show, you could win a prize, including a new Tern bike.

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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 temporary hall in the outdoor grounds between halls **A5** and **B3**. It 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.

NOTE: Stand numbers in the Demo Day issue are for the main Eurobike show.

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Welcome to Argenbühl for 7th annual Demo Day



Welcome to the seventh annual Eurobike Demo Day. Like the show itself, Demo Day keeps growing.

Dirk Heidrich, who has overseen Demo Day since it moved to Argenbühl five years ago, said attendance this year is expected to surpass last year's record-setting numbers.

The 2012 Demo Day drew 1,938 trade visitors — many of them retailers from Germany, Italy and other nearby countries — and 728 journalists.

"I'm sure we will get this number again this year," Heidrich said.

You'll find more exhibitors here than ever before: 145, compared with 133 last year. New exhibitors include De Rosa, Hercules and Thule Sweden.

"I think it's a very good opportunity for all of the exhibitors to show their new bicycles in real-world situations," Heidrich said.

With more than 700 journalists attending, he noted that it's also a great opportunity for companies to get their brands in front of the public.

Heidrich said the mountain bike and road test tracks, which wind through the lovely Argenbühl countryside, remain the same as before and will be well known to Demo Day veterans.

Klaus Wellmann, CEO of Messe Friedrichshafen, said, "More and more, the importance of Demo Day is growing to match that of the Eurobike itself."

Wellman added, "Both are unique events featuring top-notch participants and are unmatched at any other trade show venue in the world."

Chancellor Merkel to open show tomorrow

Opening day at Eurobike is always hectic, but tomorrow should be a little more frenzied than usual: German Chancellor Angela Merkel is scheduled to preside over opening ceremonies.

Merkel, who is in the midst of a reelection campaign, will address an invitation-only group and officially open the show at about 2 p.m. tomorrow. She will then tour the

show and visit five companies, which are expected to unveil new products. Merkel is expected to spend about two hours at the show.

"It's a great, great honor and a very nice sign for the industry and also for

Eurobike," said Stefan Reisinger, the show director. He said it's the first time a German chancellor has visited Eurobike or, to his knowledge, any major German bicycle show.

Access to her speech in the Conference Center East is restricted to about 300 invited guests and

journalists. However, Eurobike will broadcast Merkel's remarks live on a large screen in Foyer East — the site of the Eurobike Fashion Show — for show visitors.

"It will be interesting and exciting to see what she will speak about while she's here. I think it will be a surprise to everybody," he said.

Eurobike visitors should expect little or no disruption from Merkel's visit, Reisinger

said.

"At the time she arrives, the show is running at full speed," he said. "We will maybe have some queues when we walk along with her, but people will not be blocked out. Normal and usual trade show business will be going on." ■ DM



Angela Merkel

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HALL A4 - BOOTH 100

Demo Day Briefs

Get fueled up, then test ride Giant's 2014 line

Giant is hosting its traditional Demo Day breakfast to make sure visitors get properly fueled up before heading out on the trails with the new 2014 Giant and Liv/giant off-road models.

Meet at the Giant Demo Tent at 9 a.m. for instructions to the breakfast. Then it's off to the test courses to ride a selection of 2014 bikes.



A Klever idea: test ride a new e-bike, take home a shirt



Check out the newest clever idea in electric bikes and score a free polo shirt.

Klever, the new electric bike brand from Taiwan scooter giant Kymco, is offering test rides on its B25 and B45 pedelecs as well as its S25 and S45 speed pedelecs.

Kymco, one of the world's biggest scooter manufacturers, is also a leader in electric scooters.

The first test riders will also go home with an exclusive Klever shirt. It's first-come, first-served, as the giveaway ends when Klever runs out of shirts.

The booth is at the top of the hill.

'Turn a New Leaf' with Dahon to cut carbon emissions



While you're testing Dahon's new 2014 folding bikes today, take the pledge to "Turn a New Leaf" and cut carbon emissions to combat global warming. Pledge forms and free Green Pledge bands are available at Dahon's booth. For every pledge collected, Dahon will register a Green Pledge Point to the signer's respective community. Build up enough points and Dahon will help fund an environmental project in the community.

Meanwhile, Dahon has plenty of new emission-crushing bikes available for test rides here at the demo. Try out its top-of-the-line Mu EX, which weighs just 9.6 kg (21 pounds) and features a SRAM Red super premium rear derailleur and 20-inch double-walled wheels.

720armour to give away 300 pairs of shades

How fast can you change lenses on a pair of 720armour A-Trak shades? Find out at the company's Demo Day booth — and you may walk away with one of 300 pairs of eyewear the company is handing out to retailers and members of the media. Find their gift certificate on page 32.

720armour representatives will describe the company's anti-fog lens technology, which maintains cyclists' vision under the toughest conditions; explain how their magnetic quick-release lens technology works; and demonstrate how a new model's crossover design leapfrogs traditional categories.

Vittoria dishes out free Italian pizza with new bike tires

There's no pizza like Italian pizza, and there are no tires like the new offerings from Vittoria and its sister brand, Geax.

The Italian tiremaker plans to roll out the free pizza, along with serving of Italian style, starting at 10 a.m. at its Demo Day booth.

Try out the new Geax Goma as Vittoria gets ready to launch it on the European market. Designed for the growing enduro segment, the Goma rolls like an XC tire but has the grip and durability of a DH tire.



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Demo Day Briefs

Eurobike promotes Reisinger, Heidrich into key positions



Eurobike is making changes at the top. Stefan Reisinger, project director of Eurobike and its sister show, OutDoor, for 10 years, is being promoted to a new position as head of OutDoor and Eurobike. Dirk Heidrich, who oversees Demo Day, will assume management of day-to-day operations of Eurobike and OutDoor as project director.

The changes are effective Dec. 1. Reisinger, 39, said the new position should give him more time to work on Messe Friedrichshafen's international business and meet with key customers. "It's a big opportunity to strengthen our relationships with our important customers all around the world," he said.

The Messe also organizes the Asia OutDoor and Asia Bike shows in Nanjing, China. "Both shows are developing well, and they will need more attention from our side in the future," Reisinger said.

Heidrich, 40, has been project director of the Messe's IT&Büro show.

Journalists: Snack on news 'appetizers' at demo press picnic



Bike journalists looking for leads to Demo Day products are invited to join Gunnar Fehlau, head of the PR agency Pressedienst Fahrrad ("Bike Press Service") for a "press picnic" today from 1-3 p.m. on the terrace in front of the Demo Day press room.

While the event typically draws members of the German-language media, Fehlau said he would include English if there's enough demand.

Journalists don't need to register and are welcome to drop in and grab a snack and a drink, whether they stay for a few minutes or for the entire presentation.

Fehlau plans to offer "informational appetizers" about a dozen innovations and trends for 2014. His agency represents such brands as Busch & Müller, Abus, Schwalbe, Puky, Riese und Müller, Croozler, Flyer, HP Velotechnik, Focus, Felt, Vaude, Velotraum, Haibike, blue Label, Hercules, Ortlieb and Racktime.

Compare Ultegra Di2, mechanical groups at Shimano



Wondering how Shimano's new electronic Di2 Ultegra group compares with its mechanical sibling? Here at Demo Day, you can test ride both versions back-to-back and make your own comparison.

While you're visiting Shimano, check out its updated XTR race components with an ultra-light brake system. There's plenty of other product news to talk about as well.

Lot of experts are on hand around the big Shimano truck who can answer all of your questions on the technology behind the company's new components. Ask them about the upgrade capabilities of Di2 components via the Shimano E-Tube system.

Score a Tern T-shirt at Demo Day, and you could win a bike



Get some free threads for trying out Tern's newest treads. The folding bike brand is giving away T-shirts with reflective decals to everyone who takes a test ride at Tern's Demo Day booth.

But wait, there's more – wear it at the main show, and if you're spotted by a member of the roving Tern team, you could win a prize — even a new Tern bike.

Offer is limited to one shirt per person, as long as supplies last.

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Haibike's high-spirited e-MTBs turn its skeptics into believers

When does a bicycle become a motorbike? The Winora Group says it is blurring the boundary with its new Haibike electric bikes. CEO Susanne Puello says Haibike is carving out a new category of bikes with the latest version of its e-mountain bike range, the Xduro2 (for 2nd generation).

"The mountain bike was created in the USA in 1977. Europe took a long time before it was able to compete in this field against the leader," she said. "With our e-mountain bikes we are not only reaching a completely new target group, but creating it."

Demo Day attendees can see if the Winora Group has delivered on Puello's promise. Today marks the debut of the Haibike Nduro Pro.

The full-suspension Nduro Pro offers a cushy 180mm of travel with a Fox 36 Talas fork. Marketing manager Sven Bernhardt said it is "as powerfull uphill as downhill." It's the only 26-inch off-road bike in the Xduro2 range; all other bikes in the 2nd generation feature either 27.5- or 29-inch wheels. The Nduro Pro on display is a prototype; only one will be available for limited testing.

With 28 e-bikes in the Haibike 2014 line (37 including color options), Puello says the brand now offers "the

world's largest e-performance range in the market." All are powered by the Bosch e-bike system.

And there's more to come.

Tomorrow morning, when the floor show opens at 9 a.m., Haibike plans to unveil a new e-road race bike. Called the Xduro Race, the bike is the brand's first true e-road race bike. It features a 350-watt motor that accommodates speeds of up to 45 kph (28 mph).

Later tomorrow, the Winora Group hopes to unveil another model — this time to German Chancellor Angela Merkel in person. (Merkel is scheduled to open Eurobike tomorrow morning; see related story on page 5.)

Details were secret at press time, but product manager Christian Malik said the "e-Super Race 28" is a fast flat bar bike with integrated lights that meets all German regulations for urban cycling.



Winora Group CEO Susanne Puello (standing, right) with other members of the corporate team (clockwise from bottom left): Christian Malik, Felix Puello and Florian Niklaus. Photo: JB

It's been an exhilarating ride for Haibike, which was one of the first mainstream brands to electrify the mountain bike when it launched the Xduro series in 2010. Puello said the Winora Group had to overcome a lot of skepticism.

"When we showed up with our first Xduro e-mountain bike, people smiled at us, then watched us and afterwards

copied us," she told retailers at the recent launch of the Xduro2 line. "The fact is that our Xduro was a game changer. It wasn't always easy. Being a game changer requires a lot of courage. Therefore we really say thank you to our dealership that was with us and believed in it from the beginning."

The Winora Group plans to market the Xduro2 line internationally. ■ JB

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**HALL B3
BOOTH 106**

Riese & Müller sharpens focus on e-bikes, folders

After celebrating its 20th anniversary this year, Riese & Müller, the popular premium German bike brand, announced it is sharpening its focus.

Starting with the 2014 line, everything Riese & Müller offers will be either a folding bike or an e-bike. Visit the company's Demo Day tent to test the new models.

"Over the last five years we put a lot of efforts into positioning the Riese &

Müller brand as a German premium e-bike producer," co-founder Heiko Müller said. "We

are established in the market, our R&D division is oriented towards e-bikes and

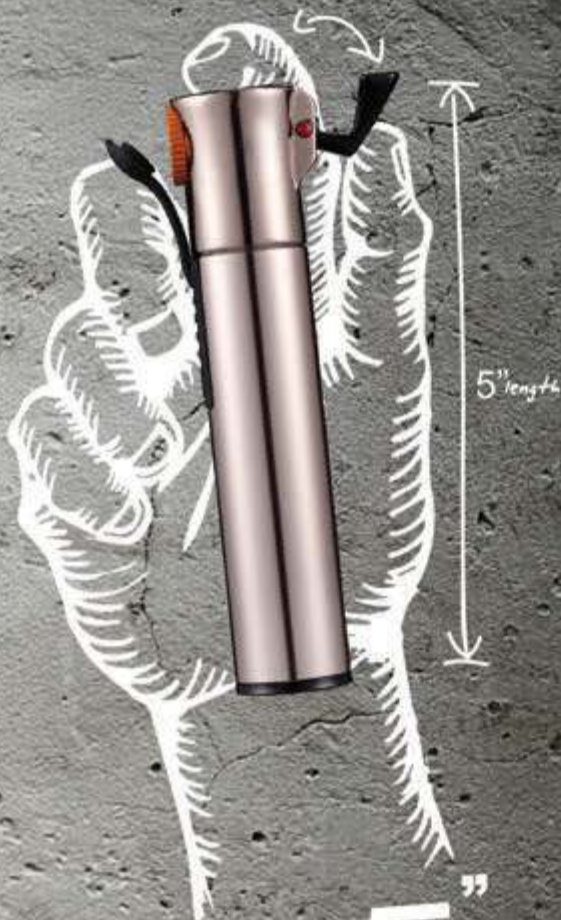


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AP-47SL

our model range offers a spectrum from comfort to sports models, from city and touring to cargo. At the same time the market has further evolved. E-bikes have become the epitome of comfort bikes of the future."

The company, in Weiterstadt, will continue to deliver such commuter bikes as the Delite Traveller, Traveller Rohloff and several Hommage models until they're gone.

Müller said the company would continue an extensive service package for the discontinued products. But production of any commuter or comfort bike without an "e" in its name will cease.

Müller and co-founder Markus Riese have gotten ahead of market shifts before. The company started 20 years ago when it sold the Birdy, the legendary full-suspension folding bike. After the Birdy's success, Riese and Müller built up a range of high-end full-suspension commuter bikes.

When competition started to eat away at that market, Riese & Müller was one of the earliest companies to hop on the e-bike boom in Germany.

"We believe in the increasing significance of folders within urban environments. In e- and folding bikes we see our greatest market opportunities and a perfect fit to our company philosophy," Riese said. ■ JB

FN wheel brand Lightweight debuts first carbon frame

Known for its carbon wheels, Lightweight is unveiling its first carbon frame at



Demo Day. You can test ride one today.

The Urgestalt (German for "archetype") frame weighs 790g (1 pound, 16 ounces) in a size 54, while the frameset, including seat post, weighs in at 1,340g.

Lightweight's parent company, Carbon Sports, is based just on the other side of the Friedrichshafen airport from the show grounds.



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What's cooking in Vittoria's 'kitchen'?

"After building up the kitchen we are now developing the recipe," said Rudi Campagne, CEO of the Vittoria Group.

Vittoria's new "kitchen" is a rubber compound factory in a huge industrial park in Thailand. Vittoria believes a new compound produced by the factory will transform its tire business.

While tires using the new compound are not quite ready for public consumption, Demo Day attendees can enjoy a more traditional recipe at the Vittoria booth — free Italian pizza.

The new factory, which Campagne opened earlier this year, helped Vittoria kick off its 60th anniversary year, during which it plans marketing initiatives and some limited edition promotions.

The Vittoria Group, which owns the tire brands Vittoria and Geax, and partners invested a total of \$11 million (€8.3 million) in Thailand. It spent \$6 million on the factory, known as Lion Tyres Thailand. Lion Tyres is one of the world's largest bicycle tire producers.

Another \$5 million went into the Vittoria Data Center Ltd. in Bangkok that oversees the company's global communications and data processing.

Vittoria's new state-of-the-art compound "kitchen" will make a new compound the company considers to be a kind of magic formula. The carbon material is called graphene, and can be produced in layers as thin as an atom. Vittoria is producing tires in a joint venture with Directa Plus S.p.A., an Italian startup that developed commercial uses for its graphene application, which it calls G+.

"Tires with this new high-tech material are 'airtight,' with less rolling resistance, and have more grip," Campagne said. Another Vittoria official said the company has global patents to use the compound in tires for two-wheeled vehicles.

The Italians hope to start a new era of tubeless tires, as well as producing airtight, lightweight latex and butyl tubes.

The first rubber compounds using graphene should appear in bicycle tires by the end of this year. Ultimately, Vittoria may use the compound to produce automobile tires.

The new factory is producing seven to eight tons of rubber compound per day in its first year of operation, which is used entirely in its own bicycle tire production, both for OEM and private label brands.

Officials say the plant's capacity can easily be increased to up to 10 tons per shift, or 20 tons a day.

Vittoria has its eye on more than bicycle tires, however. The new factory is in the Rayong Industrial Estate — home to Thailand's automobile industry.

The company hopes to one day be able to produce car tires using graphene.

"Actually the quality of rubber compounds for bicycle tires is much higher than the one for car tires," said Witharn Pansiriwiroten, a senior R&D supervisor at the new factory. ■ JB

**STAND
A7-313**

After mixing the compound to a hot lump a Thai factory worker compresses it and rolls it into a sheet. Photo: JB



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New Ultegra offers the benefits of Dura-Ace at half the price

Last year, Shimano revamped its top-of-the-line Dura-Ace mechanical and electronic groups. This year, it has focused on overhauling Ultegra.



Shimano brings Dura-Ace technology to the next-level Ultegra group for 2014, making the 11-speed electronic and mechanical systems available to cyclists at lower price points. The

new groups boast many new features: improved shifting, lighter components and more powerful brakes (including hydraulic disc brakes, which we cover in tomorrow's Eurobike Show Daily).

The Ultegra electronic Di2 11-speed version is programmable and accommodates a hidden battery. If the Dura-Ace Di2 system has a flaw, it is its high price. The new Ultegra Di2 addresses precisely this issue.

Road cyclists can now choose between a mechanical 11-speed Dura-Ace and an electronic Di2 11-speed Ultegra group for about the same money. What's interesting is that the 11-speed Ultegra — mechanical and electronic — offers essentially the same performance as Dura-Ace at almost half the cost.

The Ultegra Di2 system includes Dual Control Levers with improved shift buttons and hood ergonomics; electronically operated front and rear derailleurs that are more compact and

lighter; an option to hide the battery in the seat post; and the same electric cables as the old Ultegra and the new Dura-Ace.

Other components are taken from the new 11-speed mechanical Ultegra group. The mechanical and electronic Ultegra share the same four-arm crank, 11-speed cassettes, new chain, dual pivot brakes and cables.

From an engineering perspective, all components are the same as on the 11-speed Dura-Ace. It's no wonder the new Ultegra Di2 features the same effortless, fast gear changing at the touch of the shift button; the same automatic-trimming front derailleur; and the same precision, easy installation and programmability.

Riders can shift front and rear under load at the same time and the system responds effortlessly. Test riders report it is almost impossible to tell the difference between the new Ultegra Di2 and Dura-Ace Di2.

The Ultegra Di2 rear derailleur has a "crash saver" function,

which disconnects the motor to prevent further damage. It can handle a wide, 28-tooth sprocket with its standard SS rear derailleur. An additional GS version handles cassettes up to 32T, which in combination with a compact front crank allows for a very wide gearing setup.

By holding down the shift button, the rear derailleur goes all the way up or down the cassette. Users can program the Di2 rear derailleur to change two or three gears at a time, or even adjust the shifting speed. ■ GE



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A4 705 A
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Schwalbe dedicates factory area to race tire

Schwalbe has set up a dedicated high-end production area in its Indonesia factory for its Schwalbe One road race tires.

"In this production area you will meet our most skilled workers," said Markus Hachmayer, senior product manager for the German tire brand.

The Schwalbe One debuted with three professional cycling teams at this year's Tour de France.

"This is the fastest and most reliable competition tire we have ever produced," said Holger Jahn, managing director for technology. The Schwalbe One uses a new triple compound based on a special polymer that only recently became available. The result is a big improvement in the tradeoff between rolling resistance, wet adhesion and durability. The new tire also is significantly more puncture-resistant.

Because it uses more material, the Schwalbe One weighs 205g (7 ounces), a bit heavier than the company's lightest tires.

The Schwalbe One is available in foldable clincher, tubular and tubeless versions.

"As tubeless for racing bikes it offers outstanding advantages," Hachmayer said. "Since there are no friction losses with an inner tube, the rolling resistance is lower. At the same time tubeless are extremely safe."

Clinchers and tubeless

are available in sizes of 23-622, 25-622 and 28-622. Tubulars come as 22/24/26/28-622.



Schwalbe is also showing its new Ironman tire for triathlon. Since wind resistance is important for triathlon athletes, the company ran tests in a wind tunnel and concluded that the optimal width was 22 mm.

The Ironman provides an advantage of about 10 watts for every 300 watts expended, the company says. The Ironman also uses Schwalbe's new triple compound and is available in foldable clincher, tubular and tubeless versions.

"The clinchers have been approved for up to 11 bar (155 psi) which is of an advantage if the bike has to be handed over for the competition the day before," said Peter Krischio, road/triathlon product manager. ■ GE



Alex carves a new trail with MTB rim technology

Alex Global is introducing its new Karves T-series wheels under its A-Class brand. The Karves are made from specially developed aluminum rims with a patented structural element called T-Bars.

spoke. The company says this also allows a better spoke angle from hub to rim for increased wheel strength and stiffness.



Alex Chen, president of Alex Global, said the T-Bar design offers more lateral stiffness and longitudinal stability.

"This wheelset tolerates more impacts and provides a safer and enduring riding experience."

The contact area of the T-Bar system is larger than on traditional nipples, dissipating tension and extending the life of the wheel. General manager Sally Hsieh notes, "The aluminum parts can be customized to provide consumers with more colorful combinations."

Alex Global's T-Bar construction is available on both tubeless and traditional rims. ■ JB



Alex Global's Alex Chen and Sally Hsieh with a Karves rim. Photo: JB

"Compared to traditional wheelsets, the T-Bar design enables a perfect fit of rim, spokes and hubs," said Hendrik Tafel, the company's European marketing and service manager. "The benefits are higher stiffness and direct power transmission."

According to the company, the spoke nipples are held in an aluminum cylinder sandwiched between two raised sections of the rim, so there is no tension on the

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Giant pro team riding 27.5: Emil Lindgren (left) on the XTC Advanced 27.5; Josh Carlson on the Trance Advanced 27.5.

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GIANT

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Schweinfurt no longer makes hubs, but it's the hub for SRAM Europe

After moving the final pieces of its internal gear hub production from Germany to Taiwan, SRAM had to figure out what to do with the big Schweinfurt factory it acquired when it bought Sachs.



SRAM Germany's management team (from left): Tobias Erhard, Bernhard Johanni, Marcus Schneider, Richard Rüttiger and Gaetan Vetois. Photo: JB

The U.S. components giant opted to totally rebuild the Schweinfurt complex. Earlier this year, Schweinfurt became the home of SRAM's European Development and Technical Center (EDTC), which represents SRAM's entire product line and features IBD service.

Schweinfurt also remains at the center of SRAM's plans for the urban cycling market, which the company intends to keep a sharp eye on as cycling for mobility is on the rise. All of SRAM's urban components will be designed in Schweinfurt.

SRAM plans to use the EDTC for a little bit of everything: "sales meetings, OEM meetings, media events, dealer events, bicycle association get-togethers, etc.," said Marcus Schneider, general manager of SRAM Germany. "We have everything close together: cantina, meeting rooms,

showrooms, workshops, test rides. There are not many facilities like this."

The EDTC features a large, open lounge and offices for service, prototyping, and race support, along with a warehouse. The modern office space has offices and meeting rooms for 70, while the south side of the Schweinfurt complex boasts a large outdoor test track.

Schweinfurt also handles servicing in the German-speaking market for all of SRAM's brands, which include Avid, Quarq, RockShox, Truvative and Zipp.

Six mechanics repair components and answer calls from SRAM's IBD hotline for the German-speaking market. The center also houses SRAM's largest Dealer Service Direct technical center in Europe. Other DSD centers are in France, the Netherlands, the U.K., and Scandinavia.

"DSD is all about IBD service, including training and workshops," said Robert Priest, SRAM's European sales director.

He said the German hotline has already received some 25,000 calls from retailers and shop mechanics this year. About 60 percent of calls deal with repairs, while the rest are for technical support and advice.

Schweinfurt and the other service

centers have hosted training sessions for more than 2,500 IBDs from the German-speaking market in the past two years, Priest said.

Schweinfurt's focus on urban cycling remains a priority. Stan Day, the company's founder and president, said urban cycling accounts for about a third of SRAM's sales and is climbing. ■ JB



SRAM's Taiwan factory turns out 100,000 G8 hubs

When SRAM moved its internal hub production from Germany to Taiwan, it had to undergo some major restructuring in Taiwan as well as in Germany.



Egon Schmittfull (center left, in glasses) with members of the German-Taiwan G-8 team in Dali, Taiwan. Photo: JB

Production of SRAM's new G8 hub and e-bike motor in its Dali, Taiwan, factory forced the company had to find room for other manufacturing processes that were being displaced. SRAM ended up building a third factory in Fengzhou, Taiwan, which now is responsible for all preliminary processes such as stamping, heat

treatment and milling.

The Dali factory, which SRAM acquired when it took over the Truvativ brand in 2004, also houses the company's CNC and carbon production. A second unit in Dali is responsible for the G8 hub. Other internal hub products are made by a SRAM subcontractor in Taiwan.

The G8 is significant because it is the first internal hub in Schweinfurt's long history — with Sachs and now SRAM — that was designed in Germany but manufactured somewhere else.

Schweinfurt will remain the R&D center for SRAM's internal hub business.

SRAM's Egon Schmittfull said the company expects to manufacture some 100,000 G8 hubs this year. ■ JB

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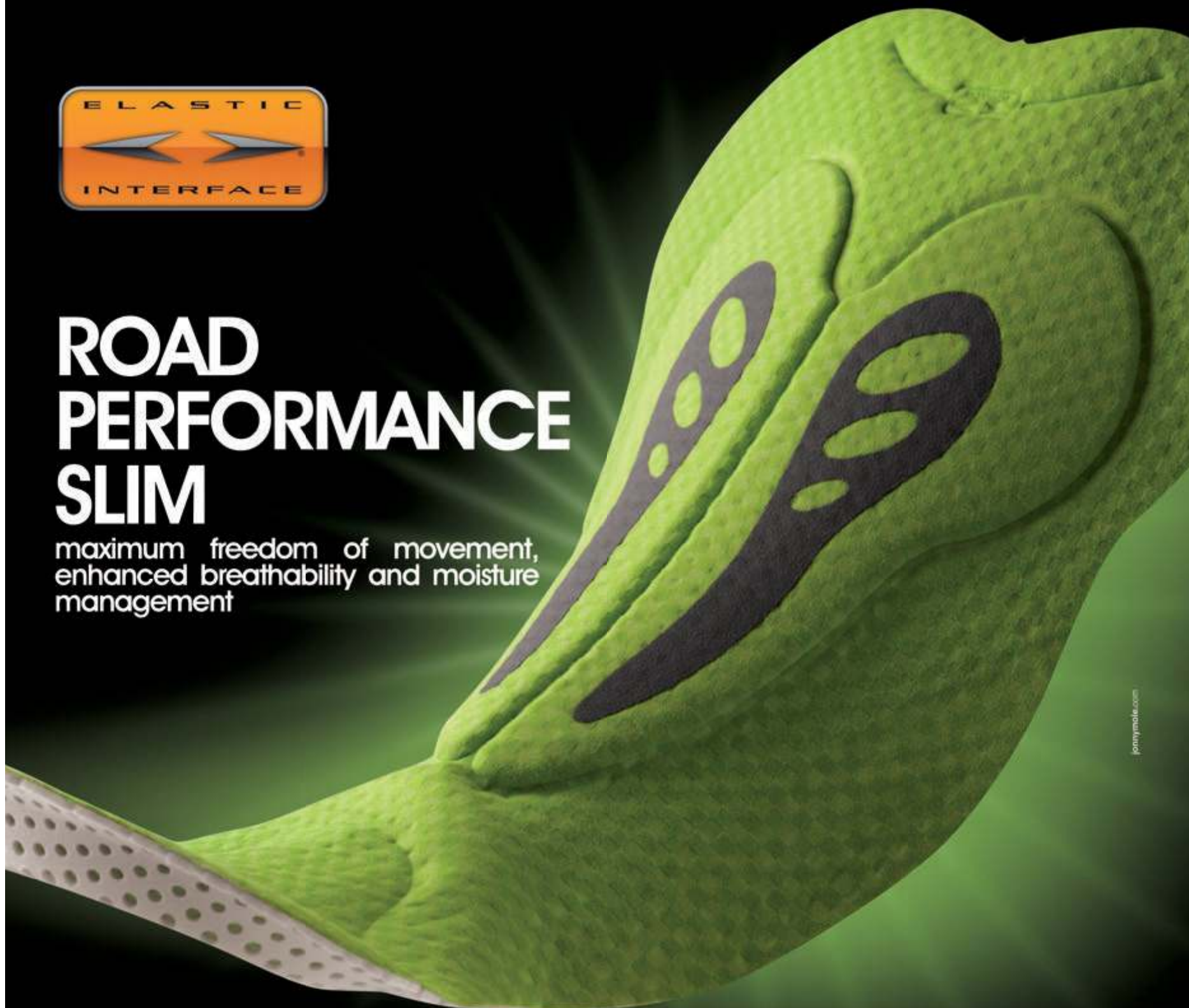
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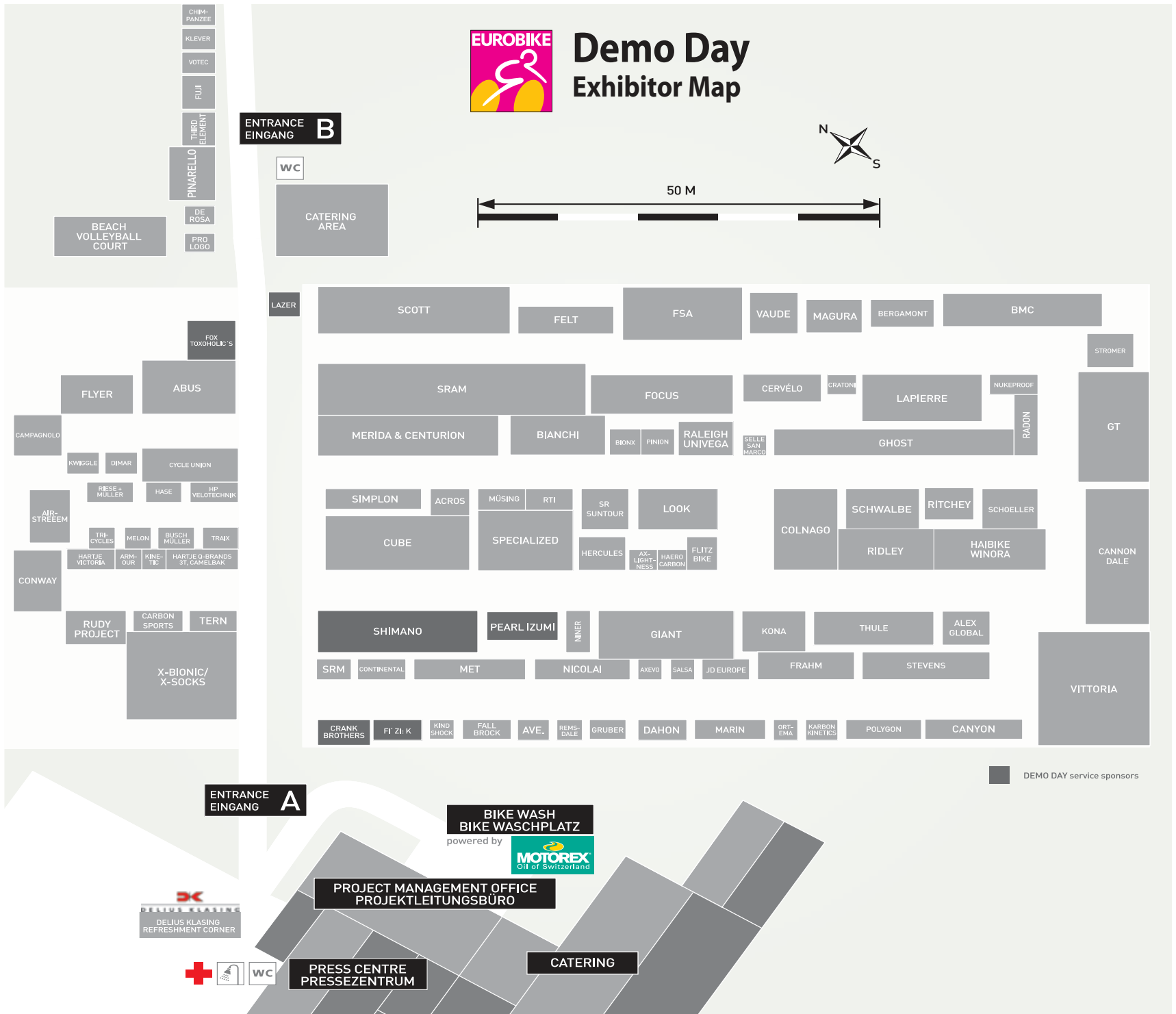


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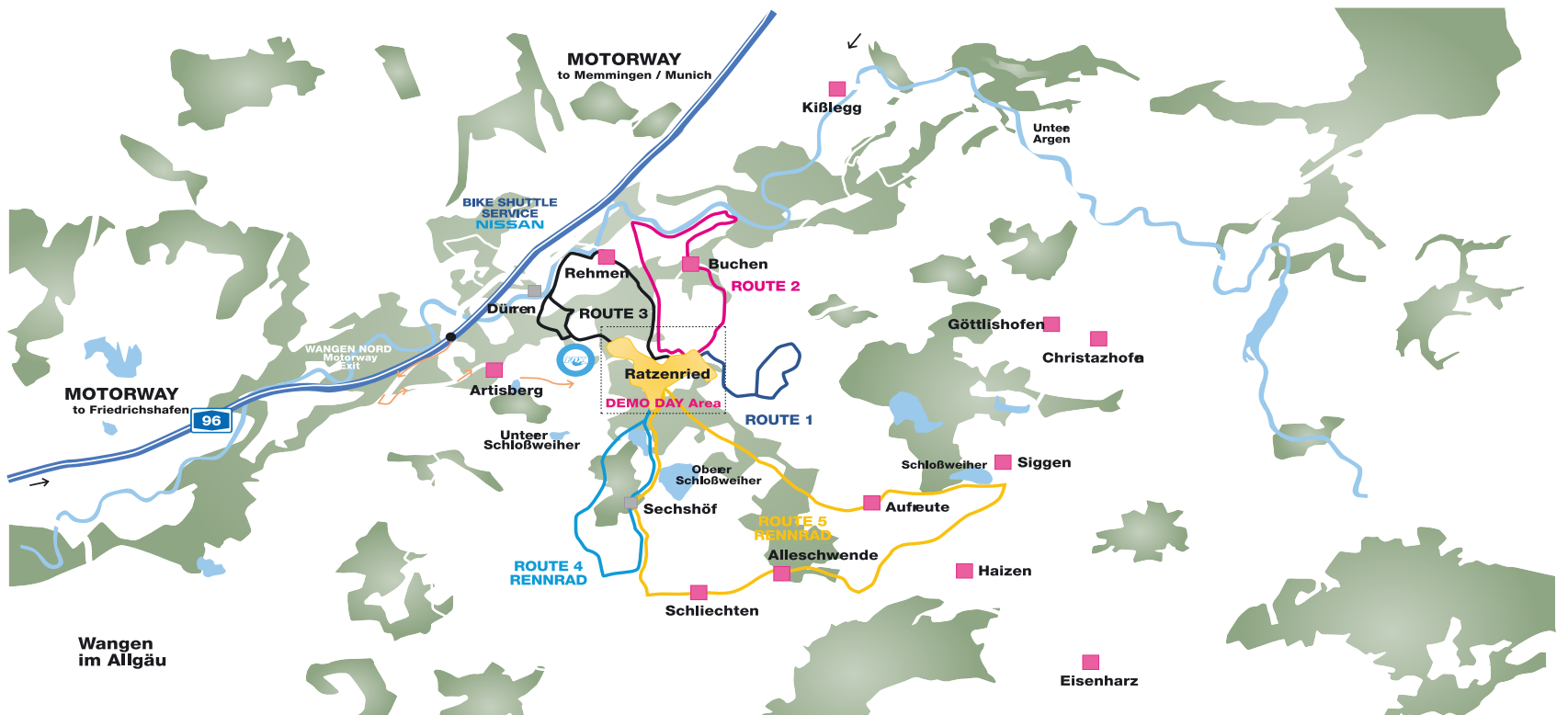


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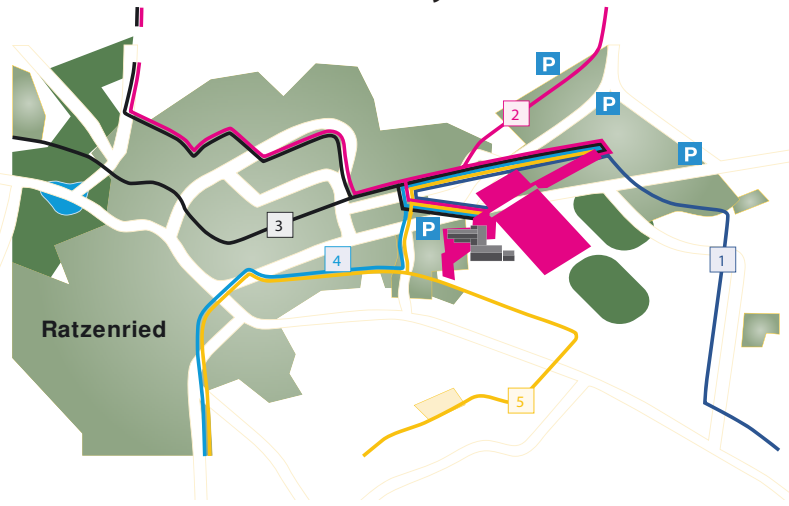
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Demo Day Area Map

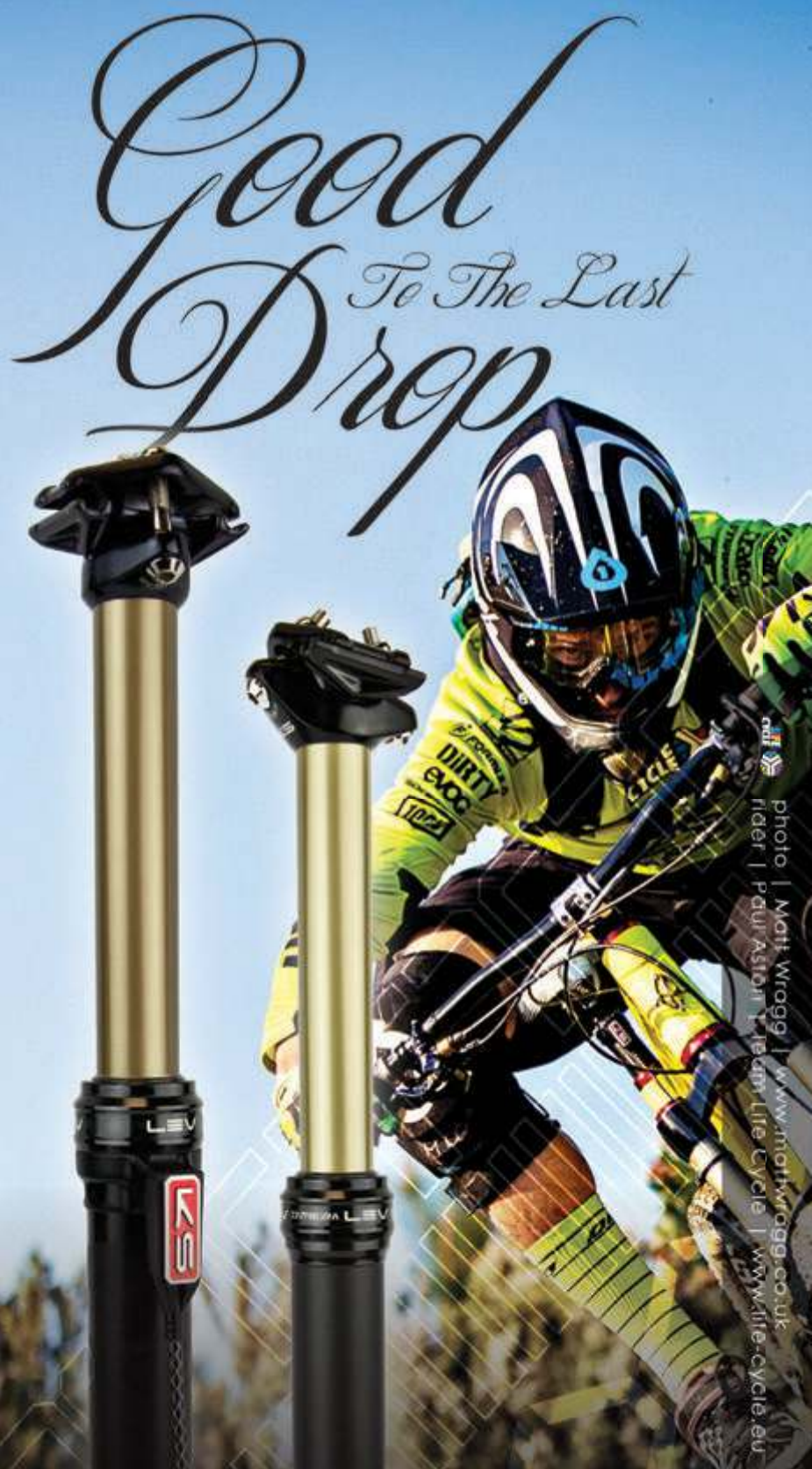
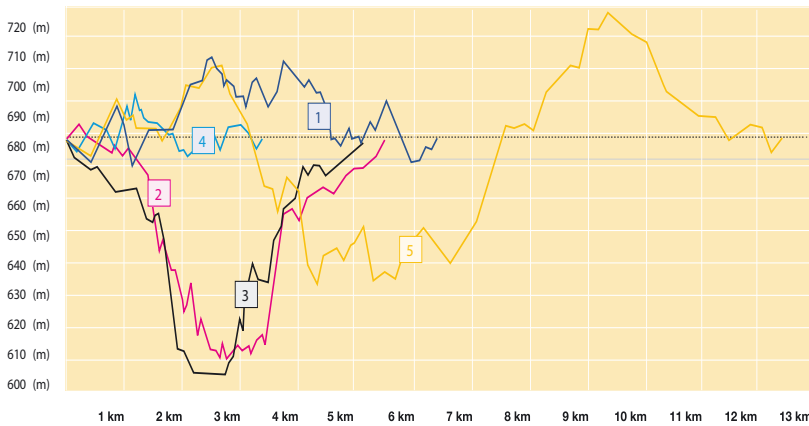


Demo Day Tracks



Demo Day Altitude Chart

Altitude / Height
(by parcours - in metres)



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2014 Overview: e-MTBs

Bosch leads the charge up the mountain for e-bikes

Electric mountain bikes are a relatively recent growth area. Many serious mountain bikers have held back from committing to an electric bike. While adding motor power wasn't necessarily "wrong," they could see the technology wasn't robust enough or designed well enough for flying over rough mountain terrain at speed.



Haibike
Nduro Pro

Enter the Bosch crank motor, launched at Eurobike in 2010. Debuting largely on urban bikes, it wasn't long before mountain bike manufacturers realized that the system had both the power and quality to stand up to the rigors of off-roading.

Haibike. German mountain bike specialists Haibike, part of the Accell Group under Winora, figured out how to make the eMTB acceptable to hardcore riders. It moved the Bosch motor from beneath the crankcase — where it was

vulnerable on rough trails — to above it. Haibike incorporated this patented design in a range of hardtail and full-suspension bikes.

"The Haibike's ability to climb is limited only by your ability to hold on," said James Fitzgerald, whose Justebikes chain was the first UK retailer to bring the Haibike eMTB to the country.

Justebikes has stores in central London and in Suffolk — neither known for mountain biking. But mountain

HAIBIKE STAND
A4-100



Ghost E Hybrid
Trail 9000

bikes have grown to account for about 20 percent of sales, Fitzgerald said. Many Londoners come in looking for a sensible electric commuting bike, but go away with a Bosch-powered MTB, realizing it can do double duty for weekend fun.

the forefront with this design, with a reputation for value for money and a good choice of designs and frame sizes.

KTM's 2014 eMTB range uses the new Bosch Performance Line motor. KTM is also dropping BionX motors from its



KTM
E-Lycan

KTM STAND
A4-300

Haibike's reach soon will extend to the United States. Currie Technologies, the leader in the developing U.S. e-bike market, will begin importing Haibikes next summer. Accell acquired Currie last year.

"We are showing the bikes now and will have them in the field to gauge both dealer and consumer reaction," Currie president Larry Pizzi said. "As you may know, they have been wildly successful in Europe and we expect the same will be the case in the U.S. and Canada."

Will competitors be able to catch up with Haibike? Bosch has unveiled a new system for 2014 with a smaller ground clearance that could nullify the advantages of Haibike's unique frame design. Of course, Haibike has also incorporated the new Bosch "Performance Line" into its 2014 range.

KTM. The more usual configuration of placing the Bosch motor beneath the bottom bracket has also been hugely popular. Austrian cycling (and motorcycling) brand KTM has been at

eMTB line and instead is expanding the use of a rear hub motor it developed with Panasonic. For 2014, it can be found on KTM's only full-suspension e-MTB, the E-Lycan.

"We have found the BionX motor is better for city bikes and for 'light' sports use," KTM's Gerhard Leingartner said. "For more 'full-on' sports use we are extending the use of our Panasonic hub motor because of its technical specifications." He noted the Panasonic is very light at 2.7 kg (5 pounds, 15 ounces). The small motor diameter allows for longer spokes and more comfortable riding. The electronic controller is integrated in the battery holder for temperature stability.

Other partners. Bosch motors are appearing on other eMTBs. For its debut 2013 line, French newcomers Moustache produced only two eMTB models out of a range of eight electric bikes — but by the end of the season, the two models accounted for about a third of its output. Another niche eMTB producer is

Corratec E-Power Two Circle

The new MTB e-bike series, E-Power Two Circle, is the first full-suspension e-bike series from Corratec. It is based on the revolutionary Two Circle technology where the linkages work in two circles, allowing the damper always to work smoothly without any extraneous pressures — extending the life of the damper and increasing performance. It is a high-performance system which we have totally

redesigned, and for 2014 the technology is combined with a Bosch performance and active drive unit. The battery is integrated into a specially designed down tube, which means the cables can be hidden away more easily.

STAND
B1-300



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FRANCE OF CYCLING



GRACE STAND B1-201

Grace MX

Grace, a brand of Mifa, which perhaps is better known for the Smart e-bike it produces for the Smart auto brand. The Grace MTX model blends components that are not typically found on mountain bikes, such as a Nuvinci variable gear hub and a belt drive, with a unique frame design that encases both the battery and the motor and rotates then up and away

from the ground.

The rear guard. Of course, Bosch isn't the only player in the eMTB game. Several companies rely on high quality rear hub motors from other manufacturers.

Ghost continues to produce its well-reviewed



MOUSTACHE STAND FGO-202

Moustache Samedi

EHybride Trail range in 2014 (introduced as its first eMTB in 2012). It is powered by the Sparta Ion drive and features the sleek frame-enclosed batteries that have been the Sparta Ion's trademark. The Ion drive is fitted to countless thousands of Dutch style town bikes, but don't let this deceive you; mountain bikers have testified to its hill-climbing prowess. Unusual for this segment, Ghost also offers women's frames.

The Focus Jarifa offroad range also offers a rear, gearless hub drive, the Xion drive, with regenerative braking, although its frame-mounted battery is a less elegant solution that the Ghost design. Focus

is part of Derby Cycle Werke.

Fans of rear-hub motors point out that they allow a full range of conventional derailleur gearing, unlike crank motors such as the Bosch.

Some companies have created unique solutions to power their eMTB models. Giant, for example, developed its SynchDrive system in collaboration with Yamaha, while Swiss Flyer from Biketec for many years has adapted a Panasonic crank motor to power a full-suspension MTB.

Richard Peace is a cycle journalist and co-author of Electric Bicycles- the Complete Guide

www.excellentbooks.co.uk

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STAND FGO-115/116

deVELOPMENT ave. eMTB

The ave. hybrid mountain bike XH3 is one of the lightest full-suspension eMTBs on the market, and is powered by a second-generation Bosch centre-drive unit. It features an inovative motor mount with high ground clearance, 140mm suspension, 10-speed gear, disc brakes, 27.5" wheels and the Bosch Performance drive with a long-range 400 W/h Li-ion battery.

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2014 Overview: Packs & panniers IBDs can bag more luggage sales from commuters and city cyclists

Panniers, packs and bags: Does any category get less respect from the typical bike shop owner?

For many years, IBDs left luggage sales to outdoor and sporting goods stores. They got into packs with the growth of mountain bikes. But now with the boom in commuting and city cycling, messenger bags and more fashionable bike luggage are having their day.

Statistics don't lie: The biggest slice of the bike luggage pie gets eaten outside of the bike business. That's the bad news.

The good news is that IBDs are beginning to claim a larger slice of those sales. The products they're selling come either from traditional bike suppliers, or from outdoor companies that are expanding into the bicycle business.

At Eurobike, the biggest news involves packs, bags and panniers that can serve as shopping bags, commuter carryalls and everyday backpacks.

"More and more people are using bicycles on the way to work. This is not only due to high petrol prices but



Deuter Road One

DEUTER STAND B5-200

evidently a result of changing attitude towards environmental aspects," says Deuter, the German backpack and bag specialist.

"Next to this, people grasp the opportunity to get a little exercise in

the morning and relax the mind on the way home. Time-outs have an important function in our faster way of living," the company continues.

City and Commuter. Deuter presents the Giga Bike for commuters, a cycling version of its renowned office backpack. The well-ventilated pack has a computer sleeve and plenty of room for books and files.

Dutch bike brand Basil is launching two lines for

BASIL STAND A4-203



Basil Darcy bag and Elegance shopper

summer 2014. The Basil Sport Design (SD) is perhaps the industry's most sophisticated commuter line thanks



Basil Sport Design

to the use of luxurious fabric. The SD line addresses cyclists who have been neglected by other brands: high-income executive commuters who might otherwise drive a status-symbol car.

Basil is also launching its Elegance line, designed with a "spot of internationality and sophistication." Elegance targets young, fashion-oriented female cyclists, although Basil believes

the line also will appeal to commuters and cycling students.

ABUS STAND A5-210



Abus Lyria Bag

Abus is also focusing on women. Its Lyria bag series combines fashion and function while meeting women's desire for "exclusivity and functionality."

The Lyria line is made of waterproof, hardwearing PU, Oxford nylon and polyester. Abus' large shopping bags, the

ST 4500 KF Volume and ST 4700 KF Daily, are back rack bags, while the ST 4750 KF Easy fixes to the handlebar with the popular KlickFix adapter.

These bags aren't just for shopping. The Volume includes a shoulder strap, a flap lid with magnetic lock and an internal computer sleeve. For easy access, all bags have a snow skirt closure at the top and an integrated rain cover.

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Deuter Giga Bike

With its new Giga Bike, Deuter introduces a hardworking business pack with bike-specific features. Design and inner features come from the brand's business line, while the outer equipment is adapted from Deuter's bike pack range. The Giga Bike safely stores and organizes all you need for the office or uni, yet is a hard-wearing bike-specific backpack.

The Giga Bike's Airstripes back system features foam pads with flexible aluminium stays that can be bent for a precise fit, providing fantastic ventilation and riding comfort. It features an integrated rain cover in a bright signal colour to enhance visibility.

Inside, it has a folder-sized main compartment, a spacious second compartment with special iPad or 15.6" laptop sleeve and a large front pocket to organise the computer accessories.

www.deuter.com

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EUROBIKE BOOTH #B2-502

Racktime's line combines shopping and city use. Its handlebar-mounted Shopping Basket offers an alternative to a traditional shopping basket by using the Ortlieb Ultimate 6 adapter for easy on and off. It closes with a snow skirt and has a centered double grip to keep it level at all times.

The Me is a simple, sturdy shopping bag, while the Boxit converts a bike into a heavy-duty porter. The Boxit handles loads of up to 22 kg (48 pounds) or 18 liters (nearly 5 gallons).

Lake Constance-based **Vaude** presents a city duo at its booth. Its Clubride and Plugride are a bike pack and a



Vaude Path

pannier bag, respectively. The company says both are made in Germany through a climate-neutral process. The Clubride pack features a big flap opening for easy access, while the Plugride uses a Plug and Ride system so it fits on a back rack or carried as a messenger bag.

With a nod to the fast-growing urban cycling market, **Ortlieb** is offering the new Tablet Case



Vaude Clubride and Plugride



Ortlieb Downtown bag from the Black'n White collection

and Smartphone Case. These small but clever cases keep mobile devices dry, dust-free and safe on road or trail. The cases meet the IP67 standard, which means they offer full protection against dust and water for up to 30 minutes when submerged under one meter of water.

Its Barista and Messenger Bag XL are fashionable handlebar bags.



Ortlieb Tablet Case

Even Japanese components giant **Shimano** has acknowledged the importance of the urban cycling market. Its Tsukinist pack is a slim-line pack for commuters. The Osaka courier bag holds anything that needs to be delivered.



Panniers. For years, Ortlieb has owned the market for bike panniers. Its waterproof panniers remain a must-have for cycling tours — a situation that isn't going to change much for 2014.

Ortlieb launches its High Visibility line with reflective waterproof bike panniers made from a PU-laminated Cordura and interwoven highly radiant reflective yarn.

The line, which won an OutDoor show award in July, includes the Back Roller, Front Roller, Ultimate6 handle bar bag and Office Bag QL3. The bags look normal

in daylight.

Meanwhile, Ortlieb has made the manufacturing of its Black'n White line more sustainable by using a new, PVC-free fabric. A new mounting system, the QL2.1, is more stable and fits larger tubes often found on e-bikes.

Competitors including Racktime, Canadian Arkel, Brooks, Basil, Asista and Abus aren't ready to concede the pannier market to Ortlieb, however.

For example, Abus is launching the Onyx line, which ranges from saddlebags and padded top rack camera cases to single and double panniers.

The company says the Onyx line offers "a solution for every storage problem." A bright red inner lining gives the otherwise black line a fashionable touch.

All Onyx products feature an integrated rain cover, a clever padding and easy adapt systems for any kind of bicycle.

For its 2014 pannier line, Vaude is touting its "bags from bottles" process: The Remo, Reva and Reva Front panniers are made from recycled PET bottles.

Road and mountain. Shimano hasn't neglected mountain bikers. The Hotaka pack, named after one of the most impressive mountains in Japan's Northern Alps, features a slim silhouette, a sleeve for a drinking system and a comfortable back for hours of strenuous cycling on small trails.

Meanwhile, Deuter is expanding its reach into the road market. It's launching the Road One, with a slim, V-cut shape, intended to take the strain off fully packed jersey pockets. The Road One fits the upper back to hold tools and drinks but doesn't hinder the rider's access to jersey pockets.

For downhill riders, Vaude's Path series cling to the body and promise not to interfere with the ride. Packs come in 9-, 13- and 18-liter volumes.

Vaude has also given its Roomy pack line for women a facelift, adding new colors and more fashionable graphics.

The Scottish manufacturer **Endura** is crowdsourcing its backpack colors at Eurobike.

Retailers can order backpacks from among three color schemes. Endura will post the "votes" for each colorway, and the first one to reach the minimum order quality will go into production.

Retailers who ordered other color schemes will be given the option to cancel their order or transfer it to the "people's choice." ■ **RSB**

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Ortlieb High Visibility Line

Ortlieb launches the new High Visibility Line: reflective waterproof bike panniers with superior visibility performance at night or in bad weather conditions. The ultimate in visibility!

The material: PU-laminated Cordura fabric with interwoven highly radiant reflective yarn. In the dark, the complete bag becomes a reflector and a night-time trip is safer as you will be highly visible. The High

Visibility Line includes: Back-Roller and Front-Roller panniers, featuring the newly developed QL2.1 mounting system; the Ultimate6 M Pro handlebar bag; and the Office-Bag QL3. The Office-Bag QL3 is available in subtle, elegant black, which also uses the radiant reflective yarn and is thus highly visible in the dark.



STAND B5-600



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Dahon: New mobility patterns favor folders

Why is a folding bike manufacturer interested in statistics on bike sharing? Because the growth in bike sharing, along with increasing use of intermodal transportation and integration of "ecomodes" (public transport, cycling and walking) point to a bright future for folding bikes as well.



"Folding bikes give people maximum freedom to fulfill their individual needs and shift between means of transportation during a trip," said Curt Davis, Dahon's director of product development.

At a news conference in Cologne, Germany, where Dahon met with European distributors, Davis cited another positive indicator for the kind of changes in mobility patterns that favor folding bikes.

He said bike use in Paris rose by 70 percent and in Lyon by 44 percent since those two cities introduced bike share systems.

These changes could trigger a boom for folding bikes as well, officials said, because they can play a major role in this emerging mix of flexible, individual mobility. In some regions of Asia, for example, folding bikes account for as much as 30 percent of all bicycle sales.

Dahon is intensively engaged in product design because it believes that future customers will increasingly view folding bikes as a lifestyle accessory.

"The future is about unique design and unique parts, not specs," is how the company describes its philosophy

of developing market-driven products.

The company is focused not only on technical expertise but perfecting colors and graphic design.

"Therefore the aim is to take a leadership role not only in technical expertise but also in product color and graphics," Davis said. "We want to create all-new 'must-have,' market-focused models." Davis said.

The high-performance Mu Rohloff Sport is an example of Dahon's attempt to marry function with fashion. Its technical tidbits can satisfy bike experts, while its clear and unambiguous design is eye-catching.

Dahon has regained control of the brand in all markets and has reclaimed key media channels, including www.dahon.com, which will become the brand's primary online presence.

To meet demand and to boost its international expansion, Dahon has added several professionals to its staff, which numbers about 1,100 employees. ■ RK



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• German general agent : www.hartje.de

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Dennis Hu, Dahon's European sales manager, folds a bike in less than three seconds as Curt Davis looks on. Photo: Reiner Kolberg



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Flitzbike whizzes into Demo Day with production bikes

The staff of Flitzbike won't have any problems finding accommodations for Eurobike. They live here.

Pedelec specialist Flitzbike is based in Bodnegg, only 21 kilometers (13 miles) from the Eurobike trade show grounds. Bodnegg is one of the many cozy towns in the "backcountry" of the Lake Constance region.

Flitzbike made its first Eurobike appearance last year armed only with

prototypes. This year is different.

"We are now showing for the first time a full range of six premium models," said Pasquale Mennig, sales and marketing manager.



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To show off its new range, Flitzbike is making its first appearance here at Demo Day. One of its 2014 highlights is its Wooden Racer. In addition to wooden fenders, the bike features wooden rims from famed Italian company Cerchio Ghisallo.

The wood says "retro," but other components say "contemporary," including a Gates belt drive, Pinion P1.18 BB gearbox, and Go SwissDrive Systems motor.

The Wooden Racer is no piece of lumber: Flitzbike will offer it as a 45 kph (28 mph) fast pedelec as well as a more traditional 25 kph pedelec.

Flitzbike, which translates roughly to "whizzing bike," was founded by Markus Michelberger, who formerly owned a solar energy business.

Flitzbike opened a new headquarters and retail store in April. To attract consumers, the showroom includes an "e-café" that serves drinks and light meals.

"We started as an IBD e-bike store, but became quickly a manufacturer offering premium e-bikes with a modular system. Our customers can choose between several options we present in our showroom," Mennig said.

All Flitzbike pedelecs are assembled in Bodnegg. The company uses as many parts as possible from nearby suppliers.

"We are taking a two-pronged approach of selling direct in our region, and building up an international dealer network," Mennig said.

"As a small modular system manufacturer, we are able to take orders throughout the year and deliver to customer requests within four to six weeks," he added. "This is a big advantage. IBDs can order when they need the product" instead of making pre-orders. ■ JB



Markus Michelberger (left) and Pasquale Mennig with the Speed.

New Products 2014

Zipp SLSpeed bottle cage

Zipp designed its bottle cages with the same attention to detail as its wheels. The SLSpeed carbon bottle cage features a new light design (only 18 grams) for flexibility and strength. Designed for both side and direct bottle entry, the SLSpeed cage provides easy access to hydration, especially on smaller frames and those with tight angles.

STAND
A3-102



Chimpanzee Energy Bar

STAND
FG-AK8

There's nothing like beet roots and carrots to get your inner chimpanzee jumping. Sample Chimpanzee's new Beet Root and Carrot energy bar at its Demo Day booth or at the show, and see how tasty eating your veggies can be. One bar equals 80 grams of raw vegetables. It's free of gluten and trans-fats.



Vision Metron 55

STAND
A1-402



Vision developed this fast, stable aero wheel through extensive CFD analysis and wind tunnel testing. For proof of their quality, look at Peter Sagan — the Cannondale rider used them this year. The Metron 55 uses top-of-the-line hubs with low drag bearings. The full carbon 55mm rim is built entirely by hand.

Brick Lane Bikes La Piovra Air

STAND
A4-705A



The La Piovra Air track frame will get you where you're going, and quick — and its mirror-finished black chrome and smooth welds look fast even when parked. It boasts a fluted seat tube, tight rear wheel clearance and an angled top tube. Available in 51, 53, 55 and 58cm sizes.

X-Bionic's The Trick

STAND
B5-602



Attention Demo Day attendees: Want to see a neat trick? Try out X-Bionic's new bikewear line, The Trick. X-Bionic developers found a way to "trick" the brain into producing sweat sooner, cooling the body and conserving energy for longer periods. Try the bikewear at X-Bionic's Demo Day booth or visit them on the show floor.

Taya Octo-DH chain

STAND
A2-312



Taya, the only GM Motor-certified supplier in the Taiwan bike industry, debuts its eight-speed Octo DH chain for electric bikes. Because electric drive systems generate high torsion forces, especially in city traffic, chains have to be rugged to stand up. The self-lubricating chain, built with Taya's "non-negotiable durability," lasts for an average of 5,000 km (3,100 miles).

Ghost AMR Riot

STAND
B1-400

Ghost's new mountain bike lets you run riot all over the mountain. The AMR Riot is one bike for all trails. Its new, patented Riotlink offers more control, speed and comfort, for an uncompromising all-mountain experience.



Ritchey Vector Evo

STAND
A1-106



More than just another "mono rail" design, Ritchey's Vector Evo saddle acts like a tuned suspension system for your body weight, managing stress through the rail itself and into the Vector Wing. It also allows an amount of lateral flex that flows with each pedal stroke, further eliminating hot spots on long rides.

Geax Goma

STAND
A7-313

Demo Day visitors can try out the Geax Goma — and enjoy free Italian pizza — just in time for the Goma's debut on the European market. Made for the growing enduro segment, the Goma rolls like an XC tire but has the grip and durability of a DH tire — all while weighing as little as possible.



Factor by Novatec Wheels

Novatec's premium wheel line boasts top technology. All Factor wheels have a custom tooled, high compaction carbon fiber rim mated to a responsive rear hub with 6-pawl cassette body. Offered in 26-, 27.5- and 29-inch diameters and sold as complete wheelsets or hubs only for custom builds. Full carbon rims are tubeless ready. Front and rear hubs feature Novatec's 4-in-1 axle system.

STAND
A6-409



New Products 2014

Crops Wheel Wrapper

STAND
A6-104



Getting dirty on the trail is satisfying. Getting the car dirty on the way home isn't. The Crops Wheel Wrapper lets you wrap your wheels without detaching them from the bike. Waterproof fabric keeps wheels dry. The Wheel Wrapper is available for 700C wheels and for 26- to 29-inch wheels.

720Armour Spike

STAND
A5-413



The Spike optimizes a classic shield-type sunglass design. Impact- and scratch-resistant A-Trak Series polycarbonate lenses are available in an assortment of shades and with a polarized option. An optional Splash Kit with Guard Bar and nose pads comes in five colors. The soft and pliable Guard Bar keeps sweat, moisture and particles at bay and blocks harmful UV rays from sneaking in from above.

Vittoria Cross Evo XL

STAND
A7-313

The Cross Evo XL loves to get dirty. Vittoria's newest cyclocross tire was designed for muddy tracks with its aggressive, widely spaced tread knobs. Like the rest of Vittoria's 'cross family, the Evo XL features a 320 TPI casing and latex inner tube. Unlike its siblings, however, it's the first in the cross line made with Vittoria's exclusive ISOgrip compound.



GT Sensor Team

STAND
A6-200

Designed for aggressive trail riders, the GT Sensor offers 130mm of travel front and rear plus a premium suspension. The Sensor has new geometry for 2014, including 650B wheels. A short stem, wide bars and long front center lets riders rip through singletrack.



Schwalbe Marathon Almotion

STAND
A5-300

The new Marathon Almotion is Schwalbe's fastest touring tire. To minimize rolling resistance, Schwalbe uses a new technology: Dynamic Casing, a carcass construction based on motorcycle tire technology. It ensures high flexibility in the tread area and thus an extremely low rolling resistance. An optional tubeless version is even faster.



Shimano Ultegra 6870

STAND
A1-200



Shimano now brings electronic Di2 performance to its Ultegra groupset. What's the difference between the mechanical and electronic Ultegra offerings? Demo Day attendees can easily compare the two by test riding one after the other. Shimano experts at the demo to fill you in on the technical details and the upgrade possibilities.

Chosen A5647BG

STAND
A6-305

Chosen's A5647BG road bike hub weighs only 199g with full AL6061 aluminum body. Inside this light body is Chosen's exclusive Floating System, plus four sets of bearings that reduce rolling resistance and smooth out the ride.



Selle San Marco Aspide Superleggera

STAND
B3-405



Made for comfort and engineered to be light, the Aspide Superleggera finds the balance between support and relief. On steep climbs or hard sprints when the rider leans forward, the saddle's nose offers perineal relief for comfort under pressure. The big central opening provides daylong comfort and support. A structural stability bridge prevents unwanted flex and twist.

Haibike Xduro Race

STAND
A4-100

The Xduro Race is the industry's first real electric road racing bike ready for mass production. A 350-watt performance motor allows speeds of up to 45 kph (28 mph). It includes an intuitive sensor technology, powerful torque and a gearshift recognition system for accurate changes.



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New Products 2014

Cratoni C-Breeze

STAND
B2-102

The C-Breeze is Cratoni's new road helmet. At only 180g, the C-Breeze offers 22 vents for the best possible airflow. Other features include carbon fiber reinforcements, triple height adjustment, reflectors for visibility and the new Light Fit System. Available in four color combinations — white-silver-black, black-anthracite and white-silver — and three sizes.



CamelBak Podium

STAND
B5-500

CamelBak has redesigned its Podium line of squeezable bottles. The new Podiums feature a higher flow, easier cleaning and increased flow. A wider nozzle also boosts flow rate. A larger lockout toggle lets users completely close the nozzle for leak-proof storage or transport.



3T Accelero 40 Pro Disc

STAND
A1-426



3T's new Accelero 40 Pro Disc is a disc-ready version of the Accelero 40 Pro, a popular training/club clincher wheel. The hub has a standard 6-bolt ISO fixing for discs and the rear measures 135 mm over the locknuts. The wheelset is compatible with recently announced Shimano and SRAM groups.

Gates Carbon Drive

STAND
A2-203



Gates' Demo Day booth features lots of pedal and e-bikes from manufacturers using its Carbon Drive belt-drive system. And Gates is launching new products: a line of Gates Carbon Drive cranks; more belt and sprocket sizes, including a 108-tooth belt; and a Shimano Di2-compatible belt-drive system. Come test bikes from BMC, Flitzbike, Go Bike, Nicolai, Argon and others at the Gates/Nicolai booth.

Bluegrass Raccoon gloves

STAND
B4-304



The Raccoon joins an untamed line of new gloves from Bluegrass, including the Red Wolf, Lynx and Cougar. HST (high-strength thermoplastic) protective panels protect the hands from branches and rocks without limiting their flexibility. Abrasion-resistant fabric offers a firm grip in poor weather, while air circulation is built in.

Ergon GE1

STAND
B4-101



The GE1 is for the downhill-focused riding style common with enduro riders. Handlebars are wide and gripped at the ends, while riders keep their elbows bent. This position dictates the construction of the grip, which works to prevent tension in the arms and hands. Two rubber compounds combine for textured zones that are oriented against the direction of rotation of the hands.

Airace Turbo Micro 2

STAND
A5-108

The Airace micro CO2 inflator lets users release air with its cartridge twist-back design. It's compact and easy to carry, and a clever valve adapts to fit both Presta and Schrader. Fits 16g, threaded CO2 cartridges.



Tern Eclipse S18

STAND
B4-401



The S18 is intended for hard-core urban riders who need to get around in all weather or road conditions. A hydroformed frame and 3D-forged handlepost create a stiff riding platform suitable for big and tall riders. Integrated lighting, created in partnership with Herrmans, includes the Valo 2 front light powered by the BioLogic Joule 3 dynamo hub. Ride it at Tern's Demo Day booth.

KS 2014 LEV

STAND
A6-406



The newest generation LEV dropper seatpost from KS improves a design that has already won awards. This year's LEV is all about weight reduction. With a svelte new handlebar remote, ultralight Recourse cable system and carbon lower head clamp, the latest LEV tips the scales at 470g for the 125mm travel in 31.6mm diameter, excluding remote and cable.

Kreidler Las Vegas 650B FS

STAND
A6-300

The highlight of the Kreidler line features Bosch's new e-bike kit. A new frame design features a clever geometry that is intended to appeal to enduro riders looking to electrify their ride. Travel of the full-suspension design has been increased by 11 percent and traction by 16 percent. Kreidler hopes the Vegas will spark an e-mountain bike boom like the original MTB boom of the '80s.



New Products 2014

Giant Trance Advanced 27.5 0

STAND B3-300



Giant spent two years developing its 27.5 technology. The Trance Advanced 27.5 combines the lighter weight, efficiency and control of the 27.5-inch wheel size matched with the proven performance of Giant's Maestro Suspension. It features a lightweight, handcrafted Advanced-grade composite frame and 5.5 inches of travel for all-mountain cruising. Includes internal cable routing, integrated downtube protection and ISCG-05 chain guide compatibility.



SRAM Force 22

STAND A3-202



The redesigned SRAM Force 22 is loaded with key innovations of the top-of-the-line SRAM Red group. All 22 gears are fully useable. Force also includes SRAM's Yaw shifting system for precision.



DAHON IOS S9

STAND A4-308

The IOS S9 was designed for recreational riders. Frame and fork are constructed from lightweight Dalloy aluminum, while the full-size bike folds small with Dahon's Flatpak technology. Schwalbe 24-inch Kojak tires and a Dahon Neos shifter and derailleure ensure easy riding. Dahon's patented Ergo grips and saddle boost comfort.



MET Parabellum

STAND B4-304

MET offers a new generation of all-mountain helmets, providing comprehensive head coverage at a very light weight. The Parabellum is available for testing at MET's Demo Day booth. Using "in-mold intelligent fusion," the Parabellum fuses together different densities of materials to improve the weight-to-volume ratio and optimize shock absorption. The construction dissipates the force of an impact across the entire shell.



Bergamont Straitline Team

STAND B3-400



The Straitline Team is the highlight of Bergamont's downhill line — it's carried Harriet Rücknagel to four German National Championship titles in a row. It has a custom Manitou Dorado Pro fork with matching decals and an integrated brake mount, eliminating the need for an adapter usually required for mounting the 203mm rotor and Avid Trail 7 disc brakes.

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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.
- 02 DUKE ZEPPELIN HOUSE (GRAF-ZEPPELIN-HAUS)**
Culture and Congress Centre. **INFO:** Tel. +49 (0)7541 2880. Web: www.gzh.de.
- 03 SCHOOL MUSEUM (SCHULMUSEUM)**
From convent schools to modern schools - more than 1,000 years of school history. **OPEN:** Apr. to Oct. Mon.-Sun. 10:00-17:00. Nov. to Mar. Tue.-Sun. 14:00-17:00.
INFO: Tel. +49 (0)7541 32622. Web: www.schulmuseum-fn.de.
- 04 LAKESIDE PROMENADE (UFERPROMENADE)**
Attractive lakeside promenade looking out on Lake Constance.
- 05 POST OFFICE (POSTAMT)**
- 06 ZEPPELIN MEMORIAL (ZEPPELIN-DENKMAL)**
Monument created by the sculptor Prof. Toni Schneider-Manzell.
- 07 CITY CENTRE STATION (STADTBAHNHOF)**
Trains and busses.
- 08 TOURIST INFO (TOURIST-INFORMATION)**
OPEN: Apr. & Oct. Mon.-Thu. 09:00-12:00 & 14:00-17:00. Fri. 09:00-12:00.

- May-Jun. & Sep. Mon.-Fri. 09:00-12:00 & 13:00-18:00. Sat. 09:00-13:00.
- Jul.-Aug. Mon.-Fri. 09:00-18:00. Sat. 09:00-13:00. Nov.-Mar. Mon.-Thu. 09:00-12:00 & 14:00-16:00. Fri. 09:00-12:00.
INFO: Tel. +49 (0)7541 30010. Web: www.friedrichshafen.info.
- 09 ZEPPELIN FOUNTAIN (ZEPPELIN-BRUNNEN)**
In the year 2000 (the 100th anniversary of the Zeppelin), the fountain was reconstructed according to the original one built in 1909.
- 10 MUSIC PAVILION (MUSIKMUSCHEL)**
Venue for promenade concerts during the summer months, mostly Wednesdays at 20:00 and Sundays at 10:30.
INFO: Duke Zeppelin House (Graf-Zeppelin-Haus). Tel. +49 (0)7541 2880. Web: www.gzh.de.
- 11 BOAT OF SOUNDS (KLANGSCHIFF)**
After its long journey to Sarajevo (the twin town of Friedrichshafen), the Boat Of Sounds (created by the Breisgau artist Helmut Lutz) finally dropped anchor here.
- 12 BOAT RENTAL (BOOTSVERMIETUNG)**
Rent electric boats, motor boats, rowing boats and pedal boats.
INFO: Boat Rental Christiane (Bootsvermietung Christiane): Tel. +49 (0)160 2501606. Web: www.bootsvermietung-christiane.de.
Boat Rental Fluck (Bootsvermietung Fluck): Tel. +49 (0)171 6509249. Web: www.bootsvermietung-friedrichshafen.vpweb.de.
- 13 PANORAMIC DISPLAY BOARD (PANORAMATAFEL)**

- The alpine panorama at a glance. On a 4-metre viewing board along the promenade you can see a panoramic view from the Rätikon mountains all the way to the Bernese Alps.
- 14 NICOLAS CHURCH (ST.-NIKOLAUS-KIRCHE)**
The Nicolas Church was first mentioned as a chapel in 1325. Destroyed during in 1944 at the end of World War II, the church was reconstructed between 1946 and 1949. The present interior design is from 1987.
- 15 TOWN HALL (RATHAUS)**
Right in the centre of town, the Town Hall was newly built between 1953 and 1956 by the architects Tiedje & Kresse.
- 16 BUCHHORN FOUNTAIN (BUCHHORN-BRUNNEN)**
Designed by the artist couple Rumpf, the stylized beech tree (together with a horn lying in the fountain basin) symbolizes the word "Buchhorn", the former name of Friedrichshafen.
- 17 BOAT TRIPS (RUNDFAHRTEN)**
From May to September. **INFO:** Seeschwalbe Boat Trips (Seeschwalbe Rundfahrten): Tel. +49 (0)170 3457430. Web: www.rundfahrtenschiff-seeschwalbe.de.
- 18 VIEWPOINT TOWER (MOLETURM)**
Enjoy the unique panoramic view over Lake Constance and the Alps from the 22-metre viewpoint tower at the boat harbour. A panorama display board gives you a detailed overview.
- 19 K42 MEDIA & BUSINESS HSE. (MEDIEN- & GESCHÄFTSHAUS)**
Town library with focus on new media, cabaret stage.
- 20 BOATS, FERRIES & CATAMAR HARBOUR (HAFEN FÜR SCHIFFE, FAHREN UND KATAMARANS)**
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- Constance all year round.
INFO: Lake Constance Boating Companies Travel Centre (Bodensee-Schiffsbetriebe Reisezentrum): Tel. +49 (0)7541 9238389. Web: www.bsb.de.
Catamaran Operator Lake Constance (Katamaran-Reederei Bodensee): Tel. +49 (0)7541 9710900. Web: www.der-katamaran.de.
 - 21 ZEPPELIN MUSEUM (ZEPPELIN MUSEUM)**
The world's largest exhibition on the history of airship navigation as well as an important collection on art in Southern Germany.
OPEN: May. to Oct. Mon.-Sun. 09:00-17:00. Nov. to Apr. Tue.-Sun. 10:00-17:00.
INFO: Tel. +49 (0)7541 38010. Web: www.zeppelin-museum.de.
 - 22 HARBOUR STATION (HAFENBAHNHOF)**
Ferries and busses.
 - 23 ADULT EDUCATION CENTRE (VOLKSHOCHSCHULE)**
- Further addresses (not indicated on town centre map) ...
A. Lake Constance Centre & Cinema (Bodensee Center & Kino): Meistershofener-Str. 14. Web: www.bodensee-center.de.
B. 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.

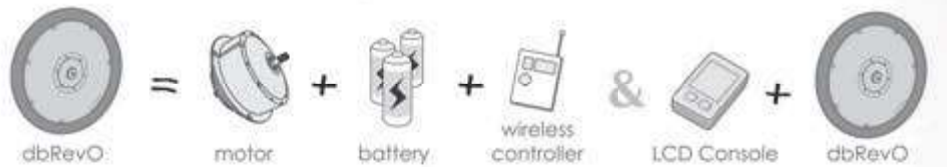
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04 E-bikes + Pedelecs

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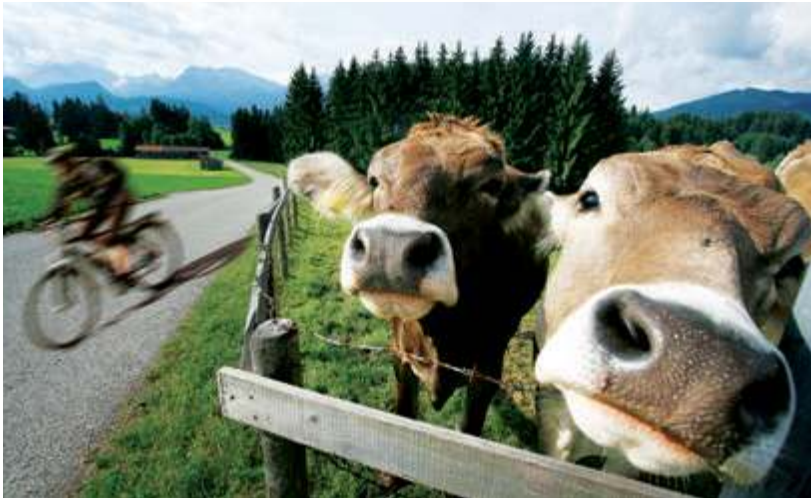
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Organizers

Extend your Demo Day experience with a scenic ride on the Allgäu Loop

If you're enjoying the test rides at Demo Day, why not return to the region for a more in-depth ride? The Demo Day venue sits in the hilly Allgäu region. Popular with Europeans on holiday, the Allgäu offers several scenic rides that can help take the edge off of a stressful day at Eurobike.



The milk run: There's little traffic on much of the Allgäu loop. Photo: Allgäu GmbH

Last year, tourism company Allgäu GmbH celebrated the official opening of a 450-kilometer (280-mile) cycling loop called the "Radrunde Allgäu" (Allgäu cycling loop). It runs right through Argenbühl, where the demo takes place, and through some of Germany's most pleasant farming and holiday regions. Much of the loop consists of quiet byways, not major roads.

The loop even takes cyclists past the stunning Neuschwanstein castle,

built by King Louis II, which is one of Germany's top tourist destinations.

Elke Baum, product manager for hiking, biking and golfing for Allgäu GmbH, said the Allgäu loop is fully signed and can be ridden in smaller sections.

Cyclists can enter the loop from several local train stations. Riders who want to cut the ride into smaller loops can follow the signs for the "vertical" loop ("Iller Radweg") or the "horizontal"



("Allgäu Radweg") route. The vertical route runs roughly north and south, and the horizontal route east and west.

Regional tourism offices along the way are happy to provide information and personalized suggestions for cyclists. No bike? No worries: Radrunde Allgäu has partnered with Movelo Allgäu/Schwaben, an e-bike rental chain, that has 23 rental stations along the loop.

"Don't worry about running out of power. We also built up a complete network of 20 charging stations on the beautiful loop ride," Baum said.

One rental and charging station is located in Eisenharz, one of six quaint towns in the Argenbühl region. It's a quick eight-kilometer ride southeast from the Demo Day venue.

Look for Zweirad Schubert, a specialty bike shop (www.z-rad-schubert.de). Owner Holger Schubert and his team welcome Eurobike attendees.

Schubert has a limited fleet of e-bikes available but also rents mountain and road bikes from brands including Centurion, Cube, Ghost and Stevens.

Interested cyclists should call Schubert in advance: his mobile number is +49 (0) 170-867 63 68. Zweirad Schubert is open Monday to Friday from 2 to 8 p.m., and Saturday from 9 a.m. to noon.

For more information on the Radrunde Allgäu, visit www.radrunde-allgaeu.de (currently available only in German). Plan a trip on the site's interactive map and download the route for your GPS device. ■ JB

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BOOTH A4-603

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FOLDING DEMO



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Transport Guide

Eurobike Commuter Services

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

Hotel Shuttle

No stress and no cost

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

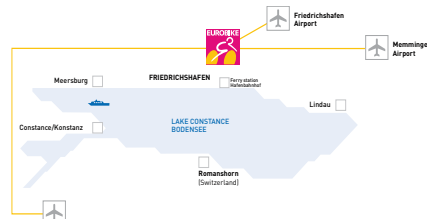


1 Hotel Shuttle Überlingen - Uhdingen - Immenstaad - Fischbach	Tour 1	Tour 2
Bus Stop/Haltestelle		
Überlingen/Andelshofen Hotel Johanner Kreuz*	6:54	8:39
Überlingen ZOB*	6:59	8:44
Mühlhofen Hotel Kreuz*	7:12	8:57
Oberuhldingen Marktplatz*	7:18	9:03
Unteruhldingen Meersburgerstraße*	7:21	9:06
Immenstaad Rathaus*	7:37	9:22
Immenstaad Dornier*	7:40	9:25
Fischbach Hotel Maier*	7:43	9:28
Friedrichshafen Hotel Fähr/Albrechtstraße*	7:49	9:34
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:45
Departure Entrance East/Abfahrt Eingang Ost		
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:20
Sat/Sa 31.8.	18:30	

6 Hotel Shuttle Nonnenhorn - Kressbronn	Tour 1	Tour 2
Bus Stop/Haltestelle		
Nonnenhorn Hotel Zum Torkel*	7:25	8:55
Nonnenhorn Hotel Haus am See*	7:30	9:00
Kressbronn Strandhotel Nonnenhorner Straße*	7:32	9:02
Kressbronn Hauptstraße*	7:35	9:05
Göhren Langenargenerstraße*	7:40	9:10
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:30
Departure Entrance East/Abfahrt Eingang Ost		
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:00
Sat/Sa 31.8.	18:30	

Airport Shuttle

Zurich, Friedrichshafen, Memmingen



ZÜRICH Airport/Flughafen - EUROBIKE	Arrival & Departure Entrance West
Departure Zurich/Abfahrt Zürich	
27.8.	8:00 9:00 10:00 11:00 12:00
28.8.	7:30 8:00 8:30 9:00 10:00 11:00
29.8. - 30.8.	7:30 8:00 8:30 9:30 11:00
31.8.	8:00 9:00
Departure EUROBIKE Entrance West/Abfahrt EUROBIKE Eingang West	
28.8.	16:00 17:00 18:00 19:00
29.8. - 30.8.	14:00 15:00 16:00 17:00 18:00 19:00
31.8.	14:00 15:00 16:00 17:00 17:30

MEMMINGEN Airport/Flughafen - EUROBIKE	Arrival & Departure Entrance East
Departure Memmingen/Abfahrt Memmingen	
27.8. via DEMO DAY	11:30 15:30
28.8. - 31.8.	8:30 10:30 15:00 17:00
Departure EUROBIKE Entrance East/Abfahrt EUROBIKE Eingang Ost	
28.8. - 31.8.	07:30 09:30 13:00 16:00 18:00

FRIEDRICHSHAFEN Airport/Flughafen - EUROBIKE	Arrival & Departure Entrance East		
August 28 - 31/28. bis 31. August 2013			
Bus Stop/Haltestelle	From/Von	Till/Bis	
Airport/Flughafen	[8:00] 8:30	every/alle 30 min	18:30 (19:00)*
EUROBIKE Entrance East/Eingang Ost	[8:10] 8:40		18:40 (19:10)*
Departure/Abfahrt			
EUROBIKE Entrance East/Eingang Ost	[8:15] 8:45	every/alle 30 min	18:45 (19:15)*
Airport/Flughafen	[8:25] 8:55		18:55 (19:25)*

* Additional times August 28-30 | zusätzliche Zeiten von 28. bis 30. August
No need for booking. | Buchung nicht notwendig.

Free Rental Bikes

During Eurobike a total of 500 rental bikes will be available at various locations — and they're free!

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

Rental Process

Call the Rental Hotline (24-hours daily from Aug. 27 - to 30): +49 30 69205046.
A credit card is required when booking. You'll receive a code to open a bicycle's lock. Off you go!

Rental Stations

- Exhibition Grounds Entrance West (staffed, open all day);
- ERIBA-City
- Camping Park;
- Main City Station
- Harbour Station
- Airport /DB stop

Friday:

After-Party Shuttle

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

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

Airport & Train/Ferry Shuttle

At left is a table for bus shuttled running from Zurich Airport, Friedrichshafen Airport and Memmingen Airport to Eurobike and back. For Zurich & Memmingen booking during the show at the information desk foyer East

Ferry Services

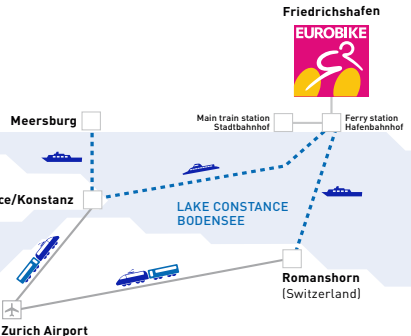
You can also reach Eurobike by ferry across beautiful Lake Constance.

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

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

CATAMARAN KATAMARAN Konstanz/Konstanz - Friedrichshafen Ferry Station/Hafen	From/Von	Till/Bis
Departure Konstanz/Abfahrt Konstanz		
Mon - Fri/Mo - Fr	06:05 every/alle 15 min	21:35
Sat - Sun/Sa - So	08:02 60 min	19:02
Departure/Abfahrt Friedrichshafen Ferry Station/Hafen		
Mon - Fri/Mo - Fr	06:02 every/alle	19:02
Sat - Sun/Sa - So	08:02 60 min	19:02

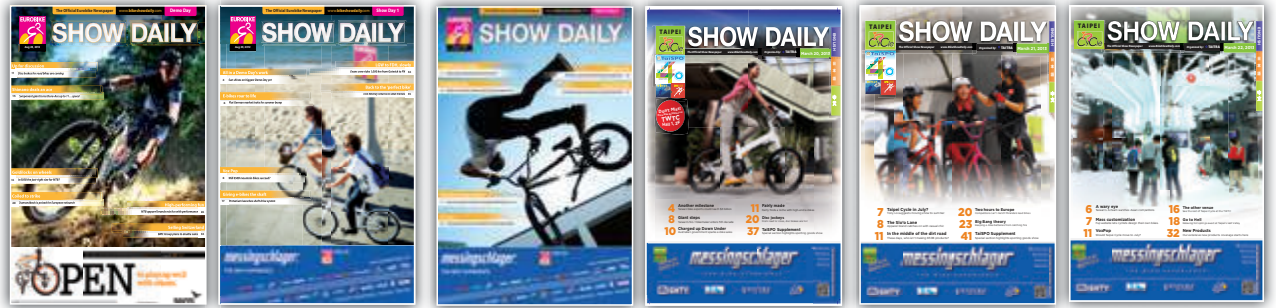
FERRY BODENSEEFÄHRE Romanshorn - Friedrichshafen	From/Von	Till/Bis
Departure/Abfahrt Romanshorn		
Mon - Fri/Mo - Fr	05:36 every/alle	20:36
Sat - Sun/Sa - So	07:36 60 min	20:36
Departure/Abfahrt Friedrichshafen Ferry Station/Hafen		
Mon - Fri/Mo - Fr	05:41 every/alle	20:41
Sat - Sun/Sa - So	07:41 60 min	20:41



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For details, contact sales@bikeshowdaily.com.



Demo Day: Shuttle bus

DEMO DAY Shuttle

August 27/27, August 2013

Exhibition grounds/Messegelände - DEMO DAY

Bus Stop/Haltestelle	From/Von	To/Bis
EUROBIKE Entrance West/Eingang West	8:50	17:50
DEMO DAY - Ratzenried, Argenbühl	9:30	18:30
every/alle 20 min		
Bus Stop/Haltestelle	From/Von	To/Bis
DEMO DAY - Ratzenried, Argenbühl	9:30	18:30
EUROBIKE Entrance West/Eingang West	10:10	19:10
every/alle 20 min		



Day before/Vortag Shuttle

August 27/27, August 2013

Day before the show/Shuttle-Bus am Vortag

Bus Stop/Haltestelle	From/Von	To/Bis
Main train station/Stadtbahnhof	9:00	18:30
Ferry station/Hafenbahnhof	9:05	18:35
Airport/Flughafen	9:15	18:45
EUROBIKE Entrance West/Eingang West	9:25	18:55
Main train station/Stadtbahnhof	9:35	19:05
Ferry station/Hafenbahnhof	9:40	19:10
every/alle 30 min		
Bus Stop/Haltestelle	From/Von	To/Bis
Airport/Flughafen	19:10	23:10
Ferry station/Hafenbahnhof	19:20	23:20
Main train station/Stadtbahnhof	19:25	23:25
every/alle 30 min		



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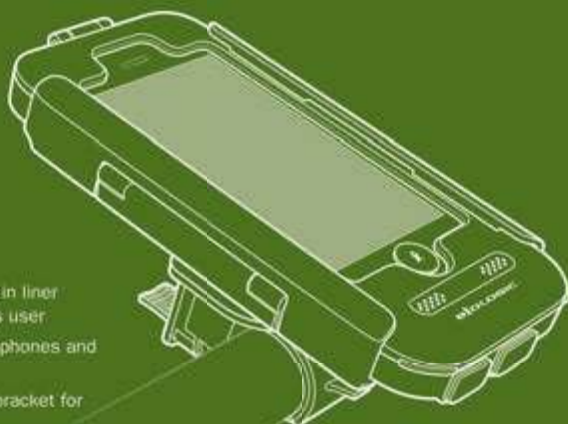
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