



# SHOW DAILY



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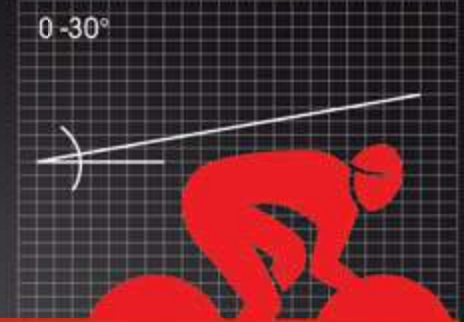
### DIMA:



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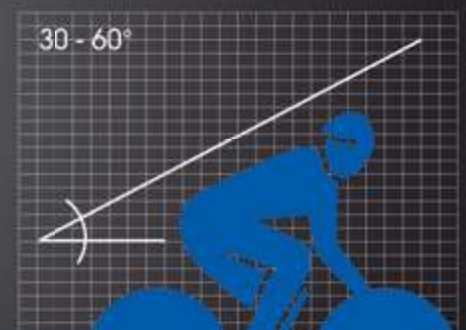
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# All Day Events Wednesday, Aug. 28

Open Air Grounds West (in front of hall B1)  
**BMX Flatland Show: Deep Autumn**

Zeppelin hall and Open Air Grounds East  
**E-Bikes/Pedelecs**  
An overview of the market and spacious test tracks

Foyer West  
**EUROBIKE AWARD**  
Eurobike is the trade fair of innovations, and the Eurobike Award represents the highest accolade for bicycle-related innovations. Functionality, design and innovative features are honored. The award is held in cooperation with iF Design.

Entrance West  
**Test Course: Recumbent bikes**

eSocialBike (ZH-200)  
**eSocialBike Contest**  
Download the eSocialBike contest app from the Apple App store and Google Play; follow the tasks to earn points and win prizes, including new e-bikes, an iPad mini and more. Ends at noon Friday.

Dare 2b (B5-606)  
Tour De France winner **Oscar Pereiro** joins Dare 2b to launch his new signature line.

Lezyne (B3-106)  
**Lotto-Belisol Team Edition Lezyne Kit Raffle**  
Enter raffle to win the toolkit given to team members. One entry per person; winner chosen on Saturday. Need not be present to win.



**Win a Lezyne Team Edition kit given to members of the Lotto-Belisol Team; visit booth B3-106 to enter.**

BioLogic (B4-401)  
**Donation event**  
Donate to World Bicycle Relief and get a Bike Mount Plus for iPhone 5, Bluetooth Smart Heart Rate Strap or Cipher Cycling gloves. (MSRP €28-€69)

**09:00**  
Conference Center East, Room Rom  
**ADFC—TechTalk 2013 | Panel Discussion**  
“Cycle Logistics—Future of city logistics or vision of nerds?” In English.  
Organizer: Allgemeiner Deutscher Fahrrad—Club e.V.

**11:00**  
Foyer East  
**Eurobike Fashion Show**  
Cycling is the trend. And bikewear is not only an eye-catcher. A large spectrum of events offers you the possibility to catch up on the topics of the industry from a functional point of view. The fashion show will reveal what cyclists will be wearing in the saddle next year.

**11:00**  
Chris King (B1-304)  
**Technical Service Demonstrations**  
Company founder Chris King and senior technical services technician Ed Rogers will lead 45-minute demonstrations of Chris King hub service tool, hub adjustment tool, and bottom bracket grease injection system, followed by a Q&A session

**13:00**  
Foyer East  
**Eurobike Fashion Show**

**14:00-16:00**  
Foyer East  
**Eurobike Opening Ceremony featuring German Chancellor Angela Merkel**  
Dr. Merkel’s remarks will be broadcast live in the East Foyer (Fashion Show stage area)

**14:00**  
Conference Center West, Room Schweiz  
**VSF... all-ride: the bicycle dealers’ seal of quality**  
In German. Speaker: Uwe Wöll. Organizer: VSF e.V.

**14:00**  
Chris King (B1-304)  
**Technical Service Demonstrations**

**14:00-15:00**  
iXS (B3-100/101)  
**Hans “No Way” Rey, Richie Schley, Szymon Godziek, Guido Tschugg**  
They and others sign autographs at iXS.

**14:00-15:00**  
Shimano (A1-200)  
**Marcel Kittel**  
The winner of four Tour de France stages will give an interview and be available for a meet and greet.

**16:00**  
Foyer East  
**EUROBIKE Fashion Show**

**17:15-18:00**  
Castelli (B5-505)  
**Peter Stetina and Andreas Klier**  
Meet Team Garmin-Sharp members Stetina of Boulder, Colo., and Klier, the now-retired German Classic specialist.

**17:30-18:00**  
Castelli (B5-505)  
**Happy Hour**  
Join Castelli for live music, cold drinks, snacks, special guests and more.

**18:00**  
Foyer East  
**Eurobike Award Presentation**

**18:00**  
Entrance West  
**Rapha Evening Ride**  
Eurobike and the British cycling apparel brand Rapha invite you to take part in a group ride tonight and Thursday evening.

**18:00**  
Endura (B5-504)  
**Endura Party**  
Celebrate with Endura, the Scottish apparel brand in typical Scottish tradition — Tobermory Whisky (and other whiskies), beer, cake and more.

**18:30**  
Magura (A2-204)  
**Stand Party**  
Join Magura and friends for beer and finger food. Live DJ.

Hosting an athlete appearance, party or other event at the show? Send it to us no later than 3 p.m. for the next day’s issue at **EurobikeShowDaily@gmail.com**. Please include your booth number and a contact name, phone number and email address.

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Today’s Weather brought to you by

explore more

**B2-209**

**Today**  
**19°C (66°F)**  
A couple of showers in the morning; otherwise, mostly cloudy

**Tonight**  
**12°C (54°F)**  
Partly cloudy

**Tomorrow**  
**22°C (72°F)**  
Sunny to partly cloudy and pleasant

## 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.



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**BOOTH  
B2-406**

AWARD WINNING HYDRATION TECHNOLOGY

# While they're out for good fun, Demo Day visitors get lucky

The picturesque region of Argenbühl resounded to the clicks of gears – electronic and regular – the ticks of chains and the whir of electric motors as the Eurobike Demo Day landed in the town of Ratzenried yesterday.



Anticipated bad weather held off long enough for Demo Day to draw significantly more visitors than last year: 2,318, compared with 1,938 in 2012. There were also slightly more journalists: 732, from 37 countries, compared with 728 in 2012.

"We have a great range of visitors here, press representatives and

trade visitors," said Dirk Heidrich, who manages Demo Day for Messe Friedrichshafen. "We are very happy about the weather. The weekend is looking rainy, so we are pretty lucky."

Heidrich said the test fest is drawing more pedelecs and e-bikes than before.

GoCycle, the UK urban e-bike company, is one of those young

e-bike companies that appreciate the opportunities Demo Day provides.

"It's so important to get people out riding our bikes," the company's Dan Parsons said.

Other visitors stuck to strictly pedal-powered pleasures.

Mark Gouge, who attending Demo Day on behalf of Road Bike Review and MTBR online magazines, tested a BMC Team Machine SLR01 and had his eye on a disc-equipped Giant cyclocross bike.

"Demo Day is so much better here than at Interbike," Gouge said. "It's lovely and green, and also very organized."

From the retailer's perspective, Demo Day offered a chance to catch up with developments across the industry.

Steven Paul, product manager of Mountain Equipment Co-op, a chain of 17 outdoor stores in Canada, tested mountain bikes and road bikes in the morning, including the Ghost ASX.

"We've visited the vendors we already have and are looking at bringing over some new road bike brands to Canada," he said.

And Paola Domanico of Godoy Bike and Ride Shop in the Basque country, Spain, had just ridden a Niner bike and planned to try a Merida next.

"Demo Day is great to test bikes, but also to look at new product, clothes, every aspect," she said.

Toon Wils, research and development manager of Ridley, was happy to be standing in front of an empty stand because it meant that most of his bikes were out on test. The new X-Night pro-level cyclocross bike was proving especially popular.

"We're seeing big growth in cyclocross outside of Belgium," he said, "particularly in Germany and the UK."

Meanwhile, BMC put its new Alpen Challenge ACO1 on display for the first time yesterday.

It is designed to fill a gap in the market for light, fast and stylish town bikes, and was available to test with a range of gear options – electronic Shimano hub gears and Shimano and SRAM derailleurs – as well as removable bespoke mudguards, bespoke lights and innovative security features.

Nobody was left out: Swedish luggage company Thule, which launched its bike luggage at Eurobike 2012, was celebrating the range's success by offering trailers to riders so they could tow their little children around one of the five courses.

■ ML

## Eurobike's 22nd show continues to set records

Welcome to the 22nd annual edition of Eurobike. More than 40,000 trade visitors from 100 countries are expected to attend the show, which runs from today through Saturday. Doors open to the public on Saturday as well.



Nearly 2,000 journalists from around the world are expected to attend, on par with last year, he said.

"Sales were difficult during the spring and summer, but so far we are happy with Eurobike. We were not really affected," he said. "Of course, we hope next season will be better than this one."

Tonight at 6 p.m. is the ceremony for the Eurobike awards on the stage in Foyer East. The stage is also the traditional home for the Eurobike fashion show, which runs three times a day during the show.

The popular Travel Talk conference takes place Friday, and for trade visitors the festivities reach a climax with the Eurobike Party on Friday night.

Although Eurobike has a waiting list, Reisinger said the show still has room to grow.

"There is the opportunity to build another temporary hall or two, so we are able to grow. But I think it is more important for us to keep the quality high," Reisinger said.

"We want to keep the brands here that are really relevant for the European trade dealers. So it's not about growth; it's about quality." ■ NF/DM

The highlight is today's visit by German Chancellor Angela Merkel. She will address the opening ceremony at 2 p.m. this afternoon and tour the show floor (See related story, page 8).

Despite a challenging season for German retailers, Eurobike is setting another exhibitor record, show director Stefan Reisinger said yesterday.

"There will be 1,280 companies exhibiting this year. They are coming from all around the world – 54 nations," Reisinger said. "It's another record for us."

## Press Events Wednesday, Aug. 28

### All Day

Inspired Cycle Engineering (FW-313)  
**Simon Richardson MBE**  
Appearance by British cycling and double Paralympic gold medal legend

**09:30-12:00**  
Iko Sport/Corratec (B1-300)  
**Bavarian veal sausage breakfast**  
New product launch

**10:00-11:00**  
Conference Center West, Room Liechtenstein  
**New Breezer full-suspension launch**  
Speaker: Joe Breeze. In English. Sponsored by Advanced Sports.

**11:00**  
Northwave (B5-304)  
**New Northwave Extreme Tech MTB Plus**

**11:00**  
VSF (FWO-100)  
**Press conference and welcome reception**

**11:00-12:00**  
Schwalbe/Ralf Bohle (A5-300)  
**Jens Voigt and Rudi Altig**  
Voigt and Altig present the Schwalbe One race tire and a new flatless tire

**12:00-13:00**  
Conference Center West, Room Liechtenstein  
**Cycling Sports Group press conference**  
Introducing new Cannondale E-Series  
Speakers: Marcel Geurts (senior product manager ebike) Bob Burbank (general manager, Cannondale)  
In English

**12:00**  
Limar (B2-100)  
**Press Conference**  
Presenting new superlight Limar collection

**12:00**  
Uvex (B2-202)  
**Marcel Kittel**  
Argos-Shimano rider and four-time stage winner in this year's Tour de France autographs his new yellow racing helmet.

**12:30-14:00**  
Felt (A3-200)  
**Marcel Kittel**

**14:00-15:00**  
Shimano (A1-200)  
**Marcel Kittel**

**15:00-16:00**  
Schwalbe/Ralf Bohle (A5-300)  
**Jens Voigt and Rudi Altig**

**16:00-17:00**  
Conference Center East, Room Rom  
**TranzX press conference**  
George Pascal discusses new 2014 products. In English.

**16:00**  
Pioneer (A4-800)  
**Press Conference**  
Pioneer presents world premiere of cyclocomputer with pedaling monitor system. The trainer of the Blanco Pro Cycling Team is available for interviews.

**17:00**  
Carrera (B2-104)  
**Press Conference**  
Carrera presents a foldable helmet for road, MTB and urban cyclists

# Vox Pop

What's the future for e-Mountain Bikes?



**Stuart Russell**  
Freeflow Bikes, Glasgow, Scotland

I think there is a healthy future for e-mountain bikes. We sold a lot more e-bikes in general this year than in the past. E-mountain bikes in particular are becoming more sought after. We find that they're popular with people who have a lower level of fitness or a disability. The e-bike gives them the confidence and as they become more familiar with cycling they're likely to move on to conventional models. Lots of people have been inspired by the success of Team Sky and Team GB, and e-bikes have definitely opened up cycling to people who that might not otherwise have thought about it. The technology can only get better and better with time and the sales will increase accordingly.



**Christian Halla**  
Zweirad, Gigesnzer, Ilmenau, Germany

We sell lots of e-bikes in our shop and the e-mountain bikes are good sellers. People obviously like the fact that e-bikes make it easier to climb mountains. It's very funny to see someone start to struggle on a climb, then the motor will kick in and then they are back enjoying themselves.



**Dorothee Wurster**  
Erkenbrechtsweiler, Germany  
I have not had a chance to try one yet today, but I imagine it will be great fun. I feel though that they may still be a little expensive in general for most people and this may be limiting sales at the moment. I anticipate that as the prices begin to drop, sales will increase.



**Philip Maltais**  
Faction Bike Studio, Chicoutimi, Quebec, Canada

I find e-mountain bikes pretty cool, I am looking forward to trying some out today. We don't see a lot of e-mountain bikes in Canada or the United States as yet. In Quebec we have a rolling terrain without any high mountains, so I am not expecting a high demand for pure e-mountain bikes at my own shop. I predict however that in the future, e-mountain bikes will be very popular in areas with higher mountains. I think there is bound to be a market from people who wish to get to the top of mountains with less effort and still be able to have fun on the descents.



**Takayuki Kinoshi**  
Decoja, Japan  
I am not in the market for an e-mountain bike at the moment as I really like and enjoy the challenge of getting up mountains under my own steam. I do however appreciate the e-bike concept and I might in the future consider getting one.



**Tim Davis**  
Ebikesdirect.com.au  
Sydney, Australia  
I think the whole e-bike range will just continue to grow. Once you start riding these things, normal bikes seem a bit tame. What I have found, even in the last six months, is that the new technology that is coming out is making e-mountain bikes even more fun and interesting to ride. They enable you to go to places that you wouldn't even consider before. I live in Australia and we are way behind in the e-bike market. Nevertheless, I feel that if I like them, then there are bound to be other people who will like them as well. If retailers can sell them here in Europe and are making a profit out of it, then I am sure that I can do the same thing in Australia.

# Bicycle sales stiffed by Stiftung test, weather

Erratic weather, doping in the professional peloton and a German consumer report slamming e-bikes stymied German bicycle sales in the first half of the year, officials said yesterday.



**Mathias Seidler (center)** said a critical consumer report will cause an estimated €50 million drop in e-bike sales this year.

"We had a long hard winter. We had snow in May in the south of Germany. We had nearly no spring, then a hot, long summer, so the weather is going to be very influential for the bike industry," said Bernd-Uwe Gutknecht, sports reporter for the ARD TV station, who moderated a panel discussion among industry leaders at Eurobike.

Because of the unseasonably cool weather, the season started slowly in Germany — Europe's largest bicycle market — with domestic deliveries down 7 percent through June compared with the same period of last year.

German industry association ZIV estimates that overall sales of bicycles and e-bikes, however, only fell 2 to 3 percent as consumers bought more high-value products.

Imports in the first half of the year fell by 5 percent, or 1.8 million units. German production remained high in the first half of the year with 1.65 million units produced, a decrease of 2.4 percent from last year. German-made bikes continue to be popular abroad as exports rose by 9.3 percent to 790,000 bikes and e-bikes.

The market is still suffering from a damaging May report published by the high-profile consumer organization Stiftung Warentest, which questioned the quality of some e-bikes.

Derby Cycle CEO Mathias Seidler said the report will lead to a decline in e-bike sales by at least €50 million (\$66.9 million) this year in the German-speaking market.

Derby is Germany's largest bike producer and owner of the Kalkhoff e-bike brand.

The Stiftung report tested 16 name-brand e-bikes and cited the potential for frame breaks, brake failures and the potential of e-bikes to interfere with the communications networks of emergency service providers such as fire departments and ambulance operators.

The industry is working with Stiftung Warentest to clarify the test

results, which companies have been unable to verify. Some said they ordered the same tests from the same test institute and got different results than Stiftung Warentest had gotten.

Even with the negativity associated with the report, Siegfried Neuberger, manager of ZIV, said e-bikes should claim an estimated 11 to 12 percent share of the German market this year with 430,000 units sold.

One bright spot is the growth of e-cargo bikes, which are being used for delivery services in urban areas as well as for private use. This market is still in its infancy in France and Italy, but is showing growth in Germany.

"We want to tap into this potential," Neuberger said.

The e-bike market is expanding beyond its traditional market of older riders, said Thomas Kunz, manager of German retail association VDZ. He said younger cyclists are increasingly using the battery-powered bikes for everyday transportation.

Kunz said growth could accelerate if cities and the industry tackled such barriers as a lack of e-bike parking, theft protection and poor traffic infrastructure. ■ **NF**



**Bernd-Uwe Gutknecht**



reddot design award  
winner 2013



Patent applied for ICG

A1-414

# Miranda

The European Bike Fundamentals.

[www.miranda.net](http://www.miranda.net)



# Angela Merkel to open Eurobike this afternoon

German Chancellor Angela Merkel, considered Europe's most powerful politician, is scheduled to officially open Eurobike this afternoon.



Officials presented Angela Merkel with a new Kalkhoff e-bike during her visit to Cloppenburg, Germany, earlier this month.

Merkel will arrive at Eurobike at about 2 p.m. and deliver an opening address. Although attendance at the speech is by invitation only, Eurobike will broadcast her remarks live for show visitors at the Eurobike Fashion Show stage in Foyer East.

After her comments, the chancellor will tour the show and is expected to stop at the stands of five companies that will unveil new products.

Show director Stefan Reisinger said yesterday that Eurobike has extended an invitation to Merkel for several years.

"After three years when she did not come, of course you still hope there's a chance, but in the moment when the telephone rings, it's exciting and good news," he said.

Her visit should bring only minor disruptions to Eurobike, which will be in full swing today. Reisinger said visitors may expect temporary delays while Merkel is walking the show floor, but said the normal flow of the trade show should not be disrupted.

Merkel is in the midst of a reelection campaign. Germany's parliamentary elections are less than a month away, on Sept. 22.

The visit is expected to bring a lot of media attention, he said.

"There will be a lot of TV coverage. We hope this will be one of the news [stories] we see on the news tomorrow night," Reisinger said.

"It's really exciting for us. I think she's maybe the most important woman in the world, or most influential female politician in the world," Reisinger said.

"To have her here at the show is a great opportunity for us, for Eurobike, for the region, and of course for the bicycle industry."

The German bicycle club ADFC said Merkel's appearance at Eurobike underscores the importance of cycling to the German economy, and shows that she recognizes the importance of cyclists as voters, and the bicycle industry as a significant economic factor.

"It is high time," said Ulrich Sybert, national chairman of the ADFC.

Sybert noted that responsibility for improving cycling is mostly up to local and city authorities, not the federal government.

"Every local politician, and especially every mayor can now see: The bicycle is a top priority," he said.

Reisinger said Merkel's visit has put unusual demands on the show's staff.

"It is additional work and additional effort for us," he noted, citing security and logistical details that have to be addressed. "Of course, it is very, very detailed how the whole two hours will happen. Everybody needs to know everything that's happening for each second, and that makes the whole thing demanding."

Reisinger said it is the first time a German chancellor has visited Eurobike, or to his knowledge, any major German bike show.

Just don't expect the chancellor to hop on a bike while she's here.

"We asked her team if that is a possibility," Reisinger said. "There was a very direct answer that that will not be

# Show Briefs

## LEVA president Sid Kuropchak, 61, dies of cancer



E-bike industry veteran Sid Kuropchak, who was president and co-founder of the Light Electric Vehicle Association, passed away of cancer last weekend. She was 61.

Kuropchak fell ill after last year's Eurobike and was diagnosed shortly after she returned home, LEVA chairman Ed Benjamin said yesterday.

"Sid has been the heart and the driving force of the LEVA's amazing growth since the beginning," Benjamin said. "Our board is grateful for her years of highly effective leadership."

The organization will remember Kuropchak during its annual Eurobike networking dinner on Thursday night. Benjamin said the group would plan a more formal memorial during Interbike next month in Las Vegas, Nevada.

Benjamin had worked with Kuropchak since 1999. She was an executive at WaveCrest Labs and UltraMotor USA as well as a consultant for eCycleElectric Consulting.

As co-founder of LEVA, Kuropchak grew the organization from nothing, Benjamin said.

"If you look at trade associations, it should take decades before you have a trade association of any significant size," he said. "Today, we've got more than 250 members from more than 29 countries, and we did that since 2008. She understood the international aspect of it, she understood the many diverse cultures and many diverse languages."

Kuropchak, who lived in the U.S. state of Maine, is survived by her spouse of 37 years, John, and other family members.

## Airstreem makes Eurobike debut with mountain bike line

Austrian road and triathlon bike supplier Airstreem is making its Eurobike debut with two mountain bikes. While road and tri remain Airstreem's major emphasis, the company wanted to move into off-road bikes.

"We are here at Demo Day because we want people to test our bikes," the company's Alex Dürager said yesterday. "The show itself is one thing. It's about looking, contacts and customer loyalty. Here it's about testing."

## HP Velotechnik celebrates 20th with enduro trike

Here's some news you'll have to sit down for: Trike and recumbent manufacturer HP Velotechnik debuted a 20th anniversary Scorpion fs Enduro trike yesterday.

It's a significant anniversary for the Kriffel, Germany, company. The company has been at every Demo Day because, salesman Alex Kopp said, a test ride is the best way to get potential customers hooked on riding a trike.

"It's an addiction," he said. "We need people to try it."

The fs Enduro is designed to open up forest trails to triking aficionados of all abilities.

The model shown at Eurobike is an eye-catching metallic green, but other models can be spec'ed to customer requirements, in different colors and with different seats, suspension units and drivetrains. They can also be equipped with an optional 250W motor for those who prefer their triking power-assisted.



Testing HP Velotechnik models yesterday, including the new Scorpion fs Enduro model at right.

## Axevo promotes its Italian-made bikes to global market



Mauro Carminati with Axevo's X-Team Titanium (Photo: JB)

Italian bicycle distributor Axevo, an early adopter of the 27.5-inch wheel size, wants to push its private bicycle label Axevo more into the international market.

"We are a small company and distributor. Four years ago we created our own Axevo bicycle brand," co-founder Mauro Carminati said yesterday.

"Our bicycles are all designed and made in Italy. Therefore we are able to offer custom geometries and custom painting," he added.

For 2014, Axevo has eliminated all 26-inch mountain bikes from its line and will produce only 27.5-inch and 29ers. "I believe that we were one of the first to count on 27.5. We've offered this wheel size since 2009," he said. It's showing the titanium X-Team Titanium with a 29-inch front wheel and 27.5-inch rear wheel.





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## ContiTech debuts e-bike kit as AEG goes missing

In the official Eurobike Show Guide, Booth 303 in Hall A6 is listed with an AEG logo. But there's no sign of the venerable German engineering brand at the booth itself. And on the Eurobike smartphone app you'll also search in vain for AEG. What's going on? Horst Walter, managing director of Benchmark Drives, has the answer.



"There have been some changes," he said yesterday at a booth that was festooned with ContiTech logos but had none from AEG. "We had to change the AEG strategy because of some technical issues we wish to be solved. The AEG market introduction has had to be postponed."

In an understatement, he added: "We've had an interesting two weeks."

Walter founded Benchmark Drives, a five-year-old German company specializing in creating electric bike systems — with motors, rechargeable batteries, control systems and displays — for bike brands. It produces e-bike kits for brands such as Cube.

Earlier this year, Walter signed an agreement for his Hofheim, Germany company to work with ContiTech Power Transmission Group of Hanover, the automotive belt drive division of Continental AG, the tire company. (The companies had been working with each for a year before the official agreement was signed).

ContiTech's polyurethane and aramid fiber belt drive will now be available for bicycles and e-bikes. A prototype of the belt drive system was shown at the Conti tire booth at last year's show. Benchmark has also been working with ContiTech on a center drive e-bike system, which can be seen at the Benchmark booth.

Two years ago, Walter sought to acquire the AEG brand for e-bikes and formed Bike Solutions, a new company, to work on the project. A prototype of the AEG-Drive motor was shown at last year's Eurobike.

"I created Bike Solutions for the AEG project so there was no mix-up with the other projects Benchmark Drives

was working on," Walter said.

"We expected the [AEG] motor to come to the next step but it was not what we expected. We had to consider whether to show a prototype again and decided two weeks ago it would be better to not to show it this year until the technical issues have been solved," he said.

Walter, a keen roadie and mountain biker, rides an electric bike on his commute. He's been in the bike industry for 23 years, starting as owner of a mountain bike shop near Frankfurt. He was later product manager at Storck for three years, before leaving to work on the Hercules e-bike brand for the Accell Group.

"I introduced electric bicycles from the Netherlands to Germany eight years ago when the [German] market was just 20,000 bikes a year," he said. "Now look at Eurobike. There are electric bikes from almost every bike brand."

He founded Benchmark Drives to work on modular e-bike systems for bike brands.

The ContiTech e-bike system consists of a center motor, display, control unit, and battery. The 3.4kg (7-1/2 pound) unit is integrated in the frame. Batteries can be installed on the luggage rack or downtube. ContiTech will set up its own service network to support OEMs and distributors.

Regina Arning, head of the industrial market division of ContiTech said: "The aim is to achieve a double-digit share of the market for e-bikes and pedelecs." ■ CR

STAND  
**A6-303**

# Campy looks at OEM, tri markets

**Campagnolo is at Eurobike promoting its second-generation battery pack for its EPS electronic system, and said it will focus on the triathlon and OEM markets.**



Klaus Emsters

“We’re taking every opportunity we have to get EPS out there to people on the bicycle. Only when they ride it do they realize how much better the shifting quality is,” Klaus Emsters, general manager at Campagnolo Deutschland, said yesterday at Demo Day.

Although Campy wasn’t demoing its new, smaller battery pack at Demo Day, it was sending out road bikes equipped with all of its electric groupsets, from entry-level Athena up to Super Record. Emsters said feeling the difference is a key part of helping people “get” electric gears.

The new EPS battery will, however, be at Campagnolo’s booth here at the show.

The second-generation battery is a response to customers who were dissatisfied with the mounting options of the original unit.

The new slimline unit can be placed on the non-driveside chainstay, and can be mounted internally in the frame’s seat tube or down tube.

Emsters forecasts a widening market for electronic shifting as other technologies become integrated.

“I’m really happy to see that Shimano has got Ultegra Di2 with disc brakes. That will be a big jump that makes the whole area more interesting to people.”

He continued: “All of us have just started on electronics. We’ll see developments coming on down the line. Maybe even on wireless.”

The company was also showcasing its entry-level asymmetric wheels, designed to distribute power and tension more evenly through rear wheels.

At the other end of the scale is Campagnolo’s top-end, super-light Bora disc wheel, designed for the serious time trial rider or triathlete.

And with new aerodynamic cranks aimed at triathletes, that lucrative

market is becoming a focus.

“The sport is evolving, and I think it’s a good market for all of us,” Emsters said. “It’s been around for a long time but I think we haven’t been addressing it for a while.”

Aside from triathlon, the other new strategic focus is on the OEM market, which will help the brand connect with

younger riders who may not have the cash for its aftermarket offerings.

Campagnolo knows that it has aficionados who remember the historic days of the brand and its dominance in European racing, but also that it needs a new generation to fall in love with the Italian marque.

“If you look at our entry level groups, Veloce is a great group, but nobody knows it. In Germany they often start with Chorus. Maybe some Athena, but

Chorus, Record, Super Record. And that’s great, but how do I get the young guys if we’re running bikes that cost €3,000?” he said.

Emsters added, “The emphasis is getting to the customer, and being part of that [OEM] scene again, and targeting maybe specific brands to work with there.” ■ ML



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# 2014 Overview: Urban E-bikes

## Comfort, convenience make electric bikes 'urban' e-bikes

Simply put, an urban e-bike is one a rider can get on and ride with a minimum of effort and a maximum of convenience and comfort.

While some e-bike manufacturers make bikes that are super fast, or rugged enough for off-road use, the market for urban e-bikes is taking a different tack.

The emphasis is increasingly on ease of use. More feature automatic or electronically operated shifting. Some electric crank motors are even designed to work with that most old-school of bicycle technologies, the coaster brake.



Momentum  
Upstart City

Relative newcomers **Momentum Electric** produces the competitively priced Model T. At first glance it's a classic Dutch city bike, with a step-through frame, a comfortable sprung seat, swept-back handlebars, built-in lights, rack, mudguards and kickstand.

To these traditional trappings, Momentum has added a geared hub motor linked to a clever torque sensor.

Called Autorq, the sensor gives the same effect of more expensive torque sensors — a smooth power assist that grows or shrinks in harmony with a rider's pedaling effort (something not always available at this price point).

Another useful technology is SRAM's Automatix 2-speed hub gearing, which Momentum features on the Model T and its sportier offering, the Upstart.

For 2014, the London company is offering a lighter Upstart City — one of the lightest pedelecs on the market — and an updated Model T. 2014 models also feature chromoly steel, lights powered by the bike battery and additional luggage options. The new Model T Plus, like the Upstart City, feature Micro B USB charging connectors.

Co-founder Andreas Torpsch formerly oversaw e-bike tests for ExtraEnergy, where he tested more than 200 models. His partner, Ying-Tsao Yan, has a background in engineering and product design and now works with manufacturing partners in China.

Unusually, Momentum chose to concentrate initially on the small U.K. market, where e-bike sales were less than 30,000 last year compared to about 1.1 million for the European market as a whole, according to market estimates.

Momentum has a small retail presence in Ireland, Denmark, the Czech Republic and Germany and is looking to expand further into the German market.



Klever  
B25



Moustache  
Friday

**Klever Mobility** is another new arrival on the urban e-bike scene. You might

think the eye-catching frame design that integrates the battery and grab handle together is the main innovation. In fact, the bike also incorporates Klever's own Biactron e-bike kit instead of using one from one of the major kit suppliers.

Biactron combines a gearless rear hub motor with advanced features such as an anti-theft motor lock and removable display. Good-quality bike components are another feature. Suspension forks with mechanical lockout, hydraulic disc brakes and 10-speed Shimano Deore gearing, plus AXA and Busch & Müller lights, give an idea of the finish level.

Klever is launching a full-suspension, urban-styled B25 bike here at Eurobike. The B25 is a companion to the one bike already on the market the S25. The "25" reflects the fact that the bikes are limited to 25 kph (15.5 mph). Klever also plans to launch 45 kph versions of the two bikes

next year.

Klever is a subsidiary of Taiwanese company Kymco, an OEM supplier to the likes of BMW and Kawasaki and a huge presence in the Taiwan scooter market. It already has a retail network in Germany. For 2014 it is looking for distributors in the Netherlands, Belgium, Luxembourg and possibly Denmark and France. (See our story on Klever in tomorrow's Show Daily.)

What happens when the efficiency of the Bosch system meets French chic?

For one answer, check out **Moustache**. The French-designed frames feature on a range of highly distinctive city- and urban-styled bikes, which are hand-assembled in the French city of Golbey. (See tomorrow's Show Daily for more on Moustache.)

Also competing in the urban style stakes is German brand **Electrolyte**. The company produces a number of bikes

MOMENTUM STAND  
**FGO-111**

MOUSTACHE STAND  
**FGO-202**

sponsored by



### Bigfish Line+ Folding e-Bike

Bigfish presents the new Bigfish Line+, a folding e-bike designed for commuters. It's equipped with the brushless and smooth-accelerating centrally-positioned lightweight Sunstar SO3 motor. The motor's torque sensor progressively assists the rider while pedalling without any jumps or pauses. The Li-ion battery is compact and light, to keep the bike's weight down while still storing enough energy for average commuting trips.

Thanks to Smart Folding Technology, a button-operated folding system, Bigfish Line+ folds with ease to only 106x73x28cm. There's no need to follow a certain folding order — this e-bike can be folded in any sequence. It can also be wheeled along as you walk, saving you the hassle of having to carry it around.



STAND  
**A4-603**

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### A2B Shima Speed Pedelec

A2B has been researching and designing e-bikes since 2003. Since 2012 A2B has been part of the HERO Eco Group. A2B is headquartered in London, has subsidiaries in the USA and Germany, and is present in more than 30 countries through its network of distributors in Europe, Asia, America and Africa.

Our popular speed pedelec, the Shima, offers all the benefits of pedal assist with a faster top speed. Its 500W propulsion system gives this sporty, dynamic model best-in-class performance. The Shima's revolutionary design delivers on expectations of speed while offering clean, honest design. The model's fast top speed of 45km/h and up to 60km range are enhanced by Tektro Dorado hydraulic disc brakes, front and rear, front-wheel suspension and puncture-resistant tyres.



STAND  
**ZH-202**



Electrolyte

whose sleek looks are centered around the Onehandfork, developed by engineer and founder Matthias Bluemel. Motor, battery and controller are all contained in a single-sided fork.

**ELECTROLYTE STAND FGO-109**

Their Querschläger II model claims a weight of only 14.9 kg (32 pounds, 14 ounces), which would make it one of the lightest electric bikes on the market.

Koga known for its "Rolls-Royce" approach to bike manufacturing, will venture into a new market segment for 2014: a "fast" pedelec. However, Koga's bike will be limited to 35 kph instead of

**KOGA STAND A6-100**



Koga E Xtension S



Mando Footloose

the more usual 45 kph (a category that is increasingly popular in Germany and Switzerland).

"This was an interesting project for us, but it proved quite complicated to introduce this concept since the European and national regulations are not adapted properly for this new type of mobility," Koga's Harald Troost said.

Why limit the bike to 35 kph when competitors are typically faster?

"Extensive tests at Koga in the Netherlands have shown that around 35 kph is the limit for comfortable and safe commuting by e-bike," Troost said. "Our research has shown that there is a lot of potential in the market for this new concept. This product could convince a new generation to choose the e-bike as their favorite form of mobility."

What will be the next technological leap in e-bikes? South Korean brand Mando hopes it is something called a "series hybrid" e-bike.

The "series hybrid" concept converts human pedal power into electricity, which is then fed into a battery and ultimately to the motor. That means a conventional bicycle chain and transmission is not needed.

You've probably never seen a series hybrid bike because the technical challenges are daunting. But the Mando Footloose is looking to prove the viability of the concept. It doesn't hurt that the Mando was designed by

one of the industry's foremost designers, Mark Sanders, who also designed the Strida and iF bikes.

**MANDO STAND A6-404**

Footloose test bikes have been available in the South Korean capital

Seoul. There's even a Cafe Footloose where riders can combine dining with a test ride.

Earlier this month, Mando introduced the Footloose in Berlin, where cyclists could take it for a ride and pre-order their bikes.

Mando hopes Eurobike 2013 will be the springboard for launching the Footloose throughout Europe. Mando test bikes are available to ride outside the exhibiting building.

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

([www.excellentbooks.co.uk](http://www.excellentbooks.co.uk))

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**Klever S25 Pedelec**

The S25 pedelec has a distinctive, striking and sporty design that won a Red Dot Design Award in 2013. It is equipped with an extremely smooth, powerful, vibration-free rear-hub motor which features the Biactron System – it comprises an electronic motor lock and alarm function that will buzz and lock down the rear wheel upon attempts of unauthorised access.

rear hub motor it gives the Klever S25 an ideal centre of gravity for manoeuvrability and handling.

**Klever Mobility Europe**  
Dieselstr. 6  
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The S25 also has a high-end designer Li-ion battery pack, which is integrated in the middle of the frame. Combined with the

**TESTRIDE FGO-299**

**STAND A6-205**




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**Klever B25 Pedelec**

Klever is now offering a new type of vehicle that has the potential to make the cycling experience more enjoyable and bring you a better tomorrow. We call it the Powered Commuter Bicycle (PCB).

The new B25 pedelec features full suspension for maximum comfort, a low centre of gravity and a low step-through frame that makes it easy to get on and off. The frame design also offers multiple, flexible storage possibilities. The powerful, quiet and vibration-free rear hub motor

features the patent-pending Biactron System – it comprises an electronic motor lock and alarm function that will buzz and lock down the rear wheel upon attempts of unauthorised access.

**Klever Mobility Europe**  
Dieselstr. 6  
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**TESTRIDE FGO-299**

**STAND A6-205**




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**Mando Footloose**

Halla Meister presents, with the automotive company Mando, the world's first chainless e-bike with series hybrid system, the Mando Footloose. It combines minimalist design with the latest automotive technology and offers a new kind of mobile lifestyle. With its organic shape, aluminum frame and carbon-fibre fork, the Mando Footloose is easily foldable, for maximum flexibility. Test it at FGO-310.

possible. It is available in: white, black, light blue, dark grey.

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**STAND A6-404**

**Human-focused design**  
The contemporary look is designed by Mark Sanders. He avoids truss frames, straight lines and sharp edges as much as



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## Bookman bike lights: tiny, smart and chic

Many companies like to boast about the swish design of their products, but few bicycle products have ever been selected to be sold in the shops of the Museum of Modern Art in New York or the Design Museum in London.



Bookman USB light

It's even more striking when the product in question is a little bicycle light.

This light is the flagship product of Bookman, a Swedish brand that hit the market two years ago and is exhibiting at Eurobike for the first time. The Bookman light is sold at IBDs and design stores in 37 countries.

"They like the simplicity of the product, the very minimalistic design combined with the smart function," said Fredrik Lindström, one of Bookman's founders and co-owners.

The original Bookman light has a small rectangular shape and is easily fitted onto a handlebar or seat post with an elastic band. Its big on-off button is easy to use, even for riders wearing thick winter gloves — a design necessity in Sweden.

Three industrial engineering students joined with a friend to form the company three years ago. The students, still studying at Linköping University, got involved in a campaign for bicycle safety in Sweden. They were not impressed by the design sensibility of any lights on the market and set out to create their own.

"We are targeting urban cyclists who have a good eye for design," Lindström said. "The idea is to make accessories that provide great function and that really complement the bicycle, instead of looking like an add-on."

Bookman applies a Scandinavian design touch to all of its output,

from the lights themselves to their packaging and marketing material.

The Bookman "look" has been enhanced by Mattis Bernstone, Bookman's design and art director, who joined the students two years ago. The partners all cycle to work to the Bookman office in the center of Stockholm.

Bookman is launching several new products this year, including a new version of its flagship item. At Eurobike, the Swedish firm is showing a light that is USB rechargeable, using a standard micro USB cable and

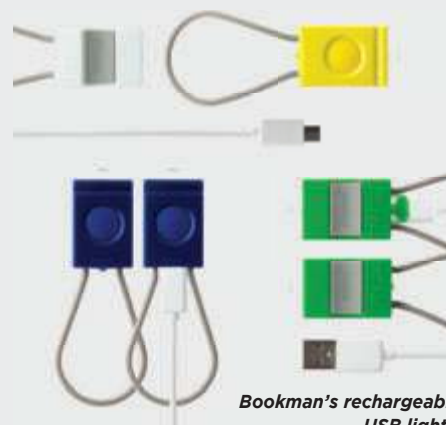
charger.

Called the USB Light, the new product is as compact and lightweight as its predecessor, but even more practical and high-performance. The run time on a full battery is five hours for

steady light, providing a visibility of more than 500 meters.

The Swedish company also has a small range of T-shirts for urban cyclists, made in Portugal. "When you cycle to work or to dinner with friends, you don't want a geeky T-shirt with super high-tech material," Lindström said.

Designed without logos, Bookman shirts are ventilated under the armpits. Reflective material becomes visible when the sleeves are turned up. ■ BS



Bookman's rechargeable USB lights.

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# SRAM's new 11-speed groups offer 'true 22' useable gears

SRAM has upgraded its two main road groups to 11-speed. The redesigned Force 22 group shares many of the innovations that SRAM has included in its new, top-of-the-line Red 22 11-speed road group. Both versions are on display here at Eurobike. (SRAM has not yet released electronic versions.)

SRAM says both groups feature plenty of technical innovations. The move to 11-speed was accomplished with little weight penalty. The Red 22 group comes with optional hydraulic rim or disc brakes, and SRAM is also launching hydraulic rim and disc brakes for its 10-speed Red, Force, Rival and Apex groups (see related story, page 24).

Why did SRAM name its new 11-speed groups "22"? The components maker says the combination of an 11-speed cassette and a double crank provides a "true 22" usable gears.

The front derailleur features so-called "yaw" shifting, where the derailleur cage rotates so it does not touch the chain even when it is in a crossing position. As another useful touch, the derailleur comes with an integrated chain-catcher that prevents the chain from dropping towards the frame.

Like Red 22, the Force 22 rear derailleur has a longer B-knuckle to give more

clearance required by the new 28-tooth cassettes. The new rear derailleurs yield precise and fast shifting.

Both groups also offer a new cassette option of 32T. For both cassettes, the mid cogs are machined from a single block

of high-grade steel. Unique to SRAM, this construction boosts

stiffness without a big weight penalty.

For the large 21-32T cassette in both the Red 22 and Force 22 groups, SRAM offers rear

derailleurs with longer cages. This option, called WiFLi, is especially useful in tough climbs.

With the new SRAM Red 22 and Force 22 groups, road racers can choose between two products that are technically equal but priced significantly differently.

Weight and durability are the main differentiators between the two groups.

Red 22, without chain-catcher, cables, and BB, weighs 1,684 grams (3 pounds, 11 ounces), while Force 22 weighs in at 2,028 grams.

The shift levers of both Red 22 and Force 22 have improved grips and reduced diameters as well as larger shifting levers for better handling. The hood shape has been refined to improve the hand transition from the hood to the bar. Among many small improvements is a simple-to-adjust shift reach.

Red 22 and Force 22 use cranksets with thicker, stiffer chainrings (called X Glide R), which are optimized for shifting with the Yaw front

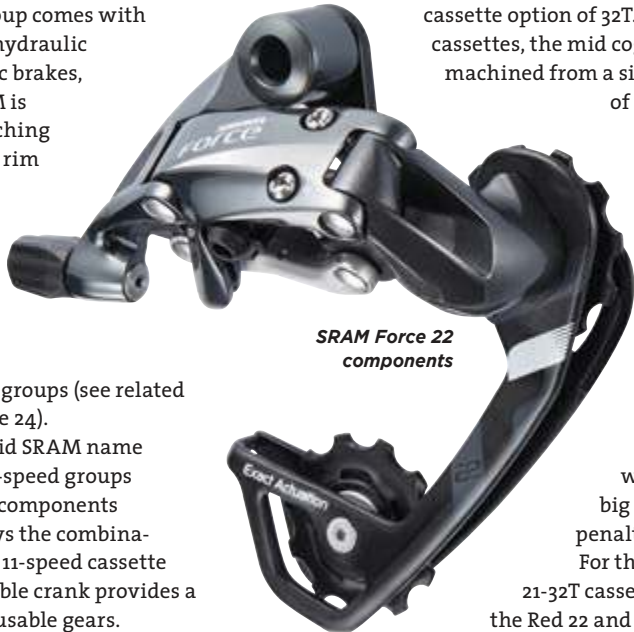
derailleur. The cranks of both cranksets are built with unidirectional carbon

fiber for improved stiffness and low weight. As usual, all different combination of chainrings (53/59, 52/36, 50/34, 46/36) and crank lengths (162.5mm-177.5mm) are available.

The power meter Quarq crankset is also available for the new Red 22. It features ANT+ communication protocol for compatibility with a wide range of third party components.

■ GE

STAND  
A3-202



SRAM Force 22 components



SRAM Red 22 crank



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# London fixie fixture BLB makes Eurobike debut

Brick Lane Bikes of Bethnal Green, the shop at the epicenter of the fixie scene in London, has secured its first booth at Eurobike. The bike shop-turned-distributor is exhibiting its own brand, BLB, via its import/export arm, BLB Bigmama Distribution.

Feya Buchwald and her partner Jan Milewski, a former bicycle messenger, founded the shop in 2006.

"Everyone in the fixie scene used to meet up in the Brick Lane area of Bethnal Green to socialize," Buchwald said. "When we decided to open our own store, Brick Lane was the perfect location, and today we're still in the same space, still connected to the street."

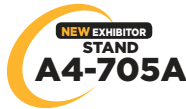
BLB is an urban marque, specializing in fixed and single speed

bikes. Its Bigmama Distribution supplies over 900 urban bicycle and lifestyle shops across Europe.

While this is the company's first Eurobike, Brick Lane Bikes has already scored some high visibility retail exposure: Last year it signed on with H&M, the Swedish clothing retail giant, and put its street cachet on a "capsule" of 11 garments. H&M said the collection has the "function of cycling wear with great city style for both on and off the bike." The line uses such materials as organic and recycled cotton and recycled polyester.

The collection, which became available in 180 H&M stores worldwide in March, isn't part of Brick Lane Bike's Eurobike offering, but the link-up has put this from-the-street bike shop in front of a lot of new customers. BLB Bigmama Distribution is the exclusive European distributor for Velocity and H+Son rims, Aerospoke wheels, Leader bikes, Paul components, Phil Wood components, Ynot Cycles and more, plus BLB's brand of track parts and accessories.

The 2014 BLB La Piovra Air frame has a mirrored black chrome finish and can be built up into an urban fixie. **CR**



BLB full-length bamboo fenders



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Compare the weights of identically equipped bikes with different wheel sizes and you'll see substantial weight differences. As expected, the 26-inch-wheel bike is somewhat lighter than the 27.5, and substantially lighter than the 29 (up to two pounds of overall bike weight savings from 29 to 27.5). Every gram saved helps you ride faster.

### WHEEL/TIRE WEIGHT

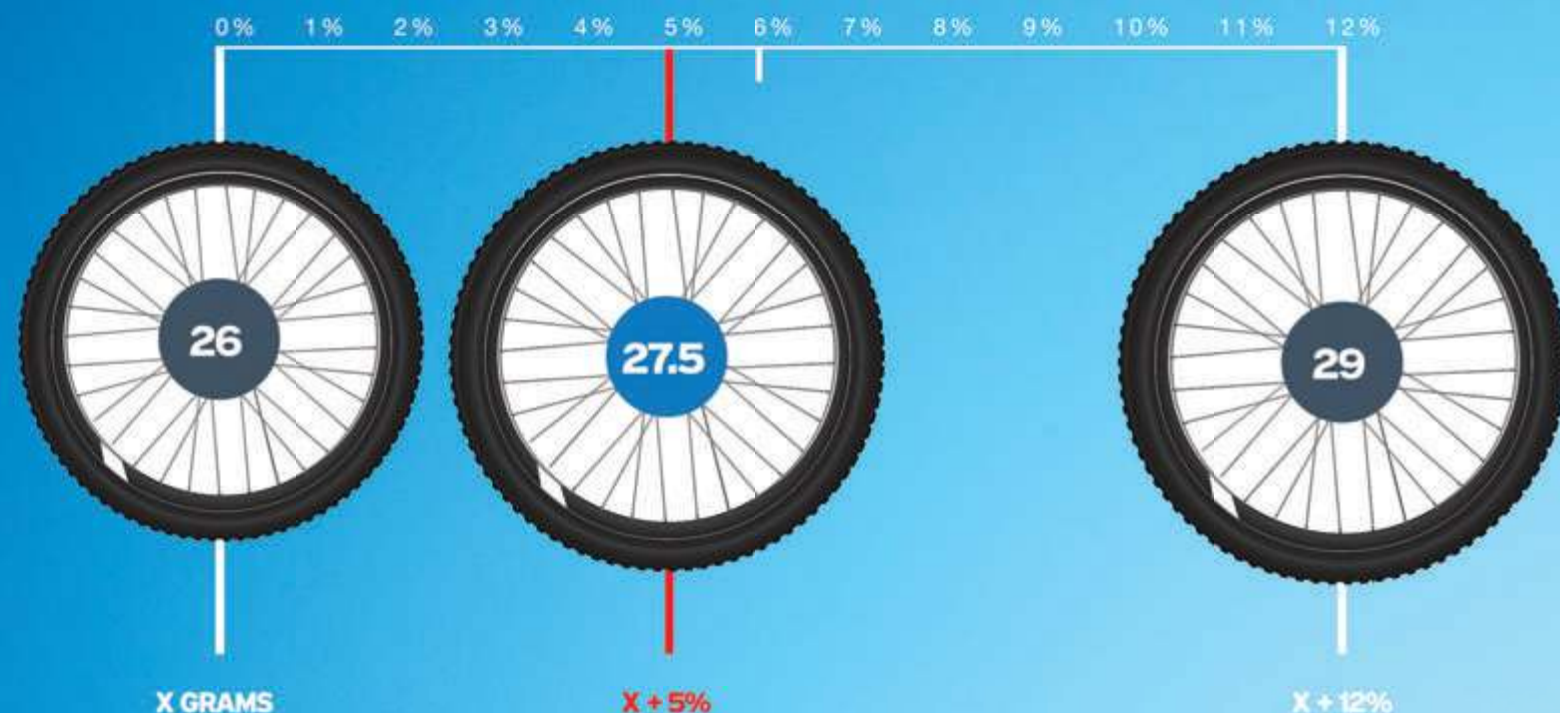
The overall weight of a 27.5 wheelset (wheel, tire and inner tube) is only 5% greater than that of an identically built 26-inch wheelset. Compare this to the 12% increase of a 29-inch wheelset and you can see how a seemingly small increase in diameter results in substantial weight gain—and poorer performance when climbing or accelerating.

## WEIGHT COMPARISON

### STATIC WHEEL WEIGHT

Lighter wheels/tires result in quicker acceleration and lighter overall bike weight—a win-win combination.

### COMPARATIVE STATIC WHEEL/TIRE WEIGHT (MORE IS WORSE)



## 2 MORE EFFICIENT

Snappier acceleration and a reduced angle of attack for a smoother, more agile ride.

### ROLLOVER

Increased wheel diameter decreases the angle of attack (the angle in which a round object intersects a square object). This is a good thing. A 29-inch wheel rolls over a 6-centimeter square-edge obstacle 14% more efficiently than a 26-inch wheel does. In comparison, a 27.5-inch wheel rolls over the same obstacle 9.8% more efficiently than a 26-inch wheel does.

Another way to analyze angle of attack is the degree of impact—where 26-inch equals X degree, 27.5 equals X-4 degrees and 29 equals X-6 degrees. Again, a shallower angle is better—so 29-inch takes the win, with 27.5 exhibiting nearly the same performance but without the weight penalty.

### COMPARATIVE ANGLE OF ATTACK (SHALLOWER IS BETTER)

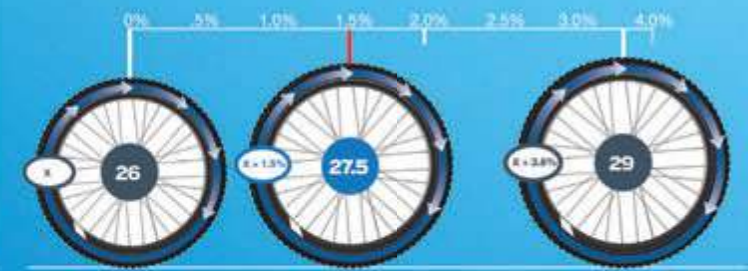


### ACCELERATION

Arguably the most important benefit of 27.5 over 29 is quicker acceleration. This is the "snap" that a rider feels when they push hard on the pedals. It is affected not just by overall static weight but also where the weight is distributed throughout the wheel. The farther the weight is from the center of the hub, the slower the acceleration.

So a similarly constructed 1000-gram 29-inch wheel is slower to accelerate than a 1000-gram 26-inch wheel—because the larger diameter rim and longer spokes place weight farther from the hub. The key to snappy acceleration is minimizing the weight of the outermost components (rim, nipples, spokes, tire, tube). As you can see, a 27.5-inch wheel is only 1.5% slower to accelerate than a similarly constructed 26-inch wheel, but a 29-inch wheel is 3.6% slower than a similarly constructed 26-inch wheel.

### COMPARATIVE ACCELERATION RATES (MORE IS WORSE)



## 3 BETTER CONTROL

A larger tire contact patch, increased stiffness, and optimized frame geometry improve traction, braking and handling.

### TRACTION

The larger the diameter of a wheel, the greater the contact patch of the tire. A larger contact patch results in better traction, which leads to improved acceleration, deceleration and cornering. As you can see, a 27.5-inch wheel has a similar contact patch to the 29.

### COMPARATIVE CONTACT PATCH (MORE IS BETTER)



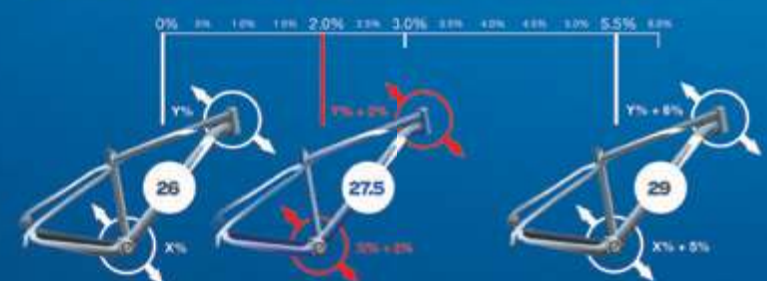
### FRAME STIFFNESS

Lateral (side-to-side) frame stiffness can be affected by wheel size. To accommodate larger wheels, frame dimensions must be elongated. Therefore, a size medium 29-inch wheel frame has more lateral flex (bottom bracket and headtube) than a size medium 27.5 or 26-inch wheel frameset. Additional flex compromises handling under heavy pedaling or sharp cornering.

### FRAME GEOMETRY

The larger the wheel, the more difficult it is to optimize geometry, especially on smaller frames. As the frame size decreases, headtube heights become higher (in relation to saddle height). On 26 or 27.5-inch frames, it's less of a problem, but geometry limitations can affect smaller 29-inch-wheel frames.

### COMPARATIVE AVERAGE BOTTOM BRACKET AND HEADTUBE FLEX PERCENTAGES (MORE IS WORSE)



See the all-new 2014 Giant 27.5 range at [giant-bicycles.com/27.5](http://giant-bicycles.com/27.5)

# Wheeler overhauls headquarters, factory to mark 40th anniversary

Wheeler has given itself its best 40th anniversary present. Earlier this year, the Taiwanese bicycle maker celebrated its newly rebuilt factory and headquarters in Taichung, Taiwan, after a NT\$100 million (€2.5 million) makeover.



Eberhard Beez with one of Wheeler's 40th anniversary bikes. (Photo: JB)

Here at Eurobike, the family-owned company is showing two 40th anniversary bikes.

"We had to ask ourselves if we are willing to invest into the facility Wheeler has been in since its foundation in 1972, or if we should invest in a completely new building somewhere on a greenfield," said Richard Song, Wheeler's

longtime executive vice president.

"We decided to stick with the company history here at Taichung Industrial Park and renew everything from scratch."

Song noted that Wheeler's headquarters had been built on a greenfield in 1972 — impossible to imagine today at the crowded industrial park.

Since Chi-Hsin Yang founded Wheeler as an OEM producer in 1972, the company has had a long history with the European market.

When the mountain bike boom took off in the early 1980s, Wheeler started its own brand and soon became one of the market leaders in the German-speaking market — and the first Taiwanese bicycle brand to conquer Europe.

"In the 1991-92 season we sold 80,000 Wheeler bicycles in Germany alone," said Wen-Jen Yang, Wheeler's president and son of the founder. The company worked with German importer Augusta, and then with Intercycle in Switzerland.

But the boom invariably turned into a bust. Augusta declared bankruptcy, and Wheeler took a turn into the mass market, angering its IBD customers.

Since then, Wheeler has worked steadily to reclaim its place in the IBD market. Intercycle continues to represent the brand in Switzerland as it has for nearly 30 years.

When Wheeler rebuilt its factory, it also restructured its assembly process.

Peter Hostettler, Intercycle's managing director, is most impressed

with the company's new "Race Ready" assembly line.

"Here all high-end bicycles, including full-suspension and e-bikes, are built by hand," he said.

Wheeler also subjects each of its e-bikes to detailed software checks before shipping them to Europe. Wheeler uses the BionX e-bike kit for its own brand and Yamaha for its OEM bikes.

"For us this is a new and very important field," said Eberhard Beez, sales and marketing manager for Wheeler Germany. "It ensures us good quality of our delivered e-bikes." Wheeler sold about 8,000 e-bikes last year to the German-speaking market.

Yang said Wheeler now produces 150,000 units a year, of which 30,000 are under the Wheeler brand.

"Before, we were able to assemble 400 to 500 units per day. Now we can do 600 to 700 units per day," Yang said. Although 90 percent of Wheeler's production goes to Europe, Yang is keeping a close eye on the fast-growing Asian market. ■ JB



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BOOTH A6-409

# Invisible Hövding bike helmet does away with 'helmet hair'

**Most bicycle helmet innovations are evolutionary. Lining materials change, ventilation ports get reconfigured, shell profiles get tweaked for better aerodynamics.**



*The Hövding helmet is invisible in a collar (left) until it's needed.*

But they're still bicycle helmets. "They're so bulky, like a hard mushroom on your head," Terese Alstin says.

Alstin and business partner Anna Haupt have created a cycling helmet that really is revolutionary.

Called the Hövding, it works like an airbag, appearing only at the moment it is needed. The rest of the time, it sits invisibly in a collar around the rider's neck.

With a Hövding, a cyclist never suffers the indignities of "helmet hair." And while helmet hair may be a cliché, it's a big reason many cyclists, especially commuters and other city riders, don't wear any helmets at all.

"They are vain and it destroys their hair and they look ugly and geeky," Haupt said from the company's office in Malmö, Sweden.

She said the Hövding — which means "chieftain" in Swedish — helps bring these casual riders to bike shops.

"Most customers at bicycle stores are sport cyclists, but this is a product that is getting the 'normal' riders into their stores," she said.

Haupt and Alstin invented the Hövding as a concept for a joint master's thesis in industrial design. In 2005, when they were studying at Lund University, Sweden had just passed a law making helmet use compulsory for children up to the age of 15. Some argued that adults should also have to wear them.

"To people like us, who wouldn't be seen dead in a polystyrene helmet, the thought that we might be forced to wear one by law was cause for concern," the two wrote in a company history.

They thought the Hövding would be relatively easy to bring to market by adapting automobile air bag technology. But air bag companies refused to help, saying the product was nothing like theirs. "We had to do everything ourselves. We had to raise lots of venture capital, and hire mathematicians and electrical engineers," Haupt said. "It took us seven years before it actually launched on the market."

Backed by nearly \$13 million in venture capital, they launched the Hövding in November 2011. About 200 European retailers,

most of them in Scandinavia, now carry Hövding helmets, and the brand is launching in Japan in October.



"The hard thing for us is to find a reliable and suitable distributor for every country in Europe," Haupt said. "The distributors are the ones who are hardest to convince. They are quite conservative."

Certification is another hurdle. Getting a CE certificate for the European market took 2-1/2 years. Hövding had to work with regulators to design — and help pay for — a new type of test because the helmet could not be tested like traditional models.

The certification issue has kept Hövding from entering the U.S. market, which has different regulations and therefore different tests. The payoff could be worth it. GE, the U.S. conglomerate, produced a short film about Hövding that has been seen on-line more than three million times. "The customer interest from the U.S. is bigger than from any of the other markets, I would say," she said.

The Hövding helmet comes with different fabrics and collars, but Haupt said the company doesn't plan to integrate it in cycling apparel. "To incorporate the helmet in a jacket would be frustrating," she said. "You might need a raincoat one day and a winter jacket the next day, but you can always use the same collar."

She said it was fortuitous that the urban cycling market began to boom while the helmet was in development.

The Hövding has a suggested retail price of €399 (\$530). Its interchangeable shells retail for €59.

■ DM



*Terese Alstin (left) and Anna Haupt.*

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# How you can help create a bike industry anthem

**Bob Giddens would like to teach the bicycle industry to sing in perfect harmony – or at least sing backup on his new bicycle song.**

Giddens, the London-born maestro behind Planet Used, a German bike distributor, is encouraging colleagues to lend their voices to the chorus of "Ride my Bike."

He'll have a microphone and headphones set up at Used's Eurobike booth (and later, he hopes, at Interbike).

Everyone is welcome to come by and record a track. After the shows, Giddens plans to mix the tracks together into one bodacious recording that he hopes could become a bike industry anthem.

"We're not going to sell the music. We're going to give it away for free," he said. To cover recording, engineering and streaming costs, Giddens is launching a crowdsourcing campaign here to raise about €12,000 (\$15,900).

Giddens, a lifelong musician, is serious about cycling as a way of cutting one's carbon footprint. The Used warehouse in Quakenbrück, Germany, uses solar panels that produce three times as much electricity

as it uses.

When Giddens and his Artland Country Club band perform, the electricity is often generated with bicycles. Four Yuba Mundos cargo bikes have been fitted with electric motors in the rear wheels.

"The cool thing when we play live is that the audience has to work the bikes," Giddens said. "The fun part about it is they become part of the act. Last show we had five guys on stage and four bike riders. We give them some percussion instruments and let them play along."

If nothing else, Giddens hopes to add to the very small songbook of cycling songs. "American rock and roll was always built around the romanticism of cars," Giddens said. "Chuck Berry, the Beach Boys, and of course, Springsteen."

"It was always the Chevy," he said. "It was never the Cannondale." ■ **DM**



Bob Giddens (fourth from left) performs with the Artland Country Club while volunteers provide pedal power for the performance. (Photo: Tom Sobilo)

# Maxxis prepares to ship its advanced seamless road tires

**Maxxis is presenting mass production versions of its advanced seamless tubular road tires here at Eurobike. The manufacturing process is unique because the tire is made as a single piece, hence the "seamless" description.**

The result is a completely circular tire that perfectly matches the rim all around and yields a very low rolling resistance with great cornering.

The racing-oriented version of the



Maxxis Radiale Tubeless

seamless tubular tire is the Campione. The foldable tire features 120 TPI construction and can handle a very high pressure of 170 psi (12 bar). It is built with a triple compound for low rolling resistance and excellent cornering and includes layers of Kevlar for puncture resistance, and Silkworm for reliability and durability. Available in size 23-622, the Campione weighs 265 grams (9 ounces). The Forza is the Campione's more sport-oriented sibling. It features the same technical features with a lower density casing of 60 TPI. A proprietary Silkworm layer provides puncture protection. It weighs 285 grams and is now on the market.

Also at Eurobike, Maxxis is

showing the final version of what could be the most technically advanced

road tire available. The Radial Tubeless marries tubeless technology for optimal safety with a radial tire for optimal ride comfort. The 700x22C road tire is foldable, built with 120 TPI construction and handles pressure of up to 125 psi (8.5 bar). The combination leads to a tire that weighs only 280 grams. It uses the company's new dual compound with an additional nano structure, which the company says increases wearing resistance by 30 percent and has a low rolling resistance.

The 700x22C size is already available, while the new 700x24C will begin shipping in September.

Maxxis is showing its complete range of tubeless road tires, including the Padrone, which is designed with its dual compound technology and uses the proprietary Silkworm material for puncture protection. The foldable 700x23C black tire has a supple 120 TPI casing.

■ **GE**



Maxxis Campione

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# With Modus brand, VP debuts wheelsets

Most people associate Taiwan's VP Components with pedals, headsets and BB's. But VP also makes hubs, and in fact has operated a hub factory next door to its headquarters since 2011.



VP CEO Victor Lin with Modus hubs. Photo: JB

Now, VP is putting a spotlight on its hubs and is expanding into complete wheelsets, which it sells under the Modus name.

"Everyone knows VP and the products we offered under this name. But no one knows our hubs being offered under the Modus brand name," said Hugo Yu, VP's marketing manager.

The Modus brand has been around for nearly 20 years. In 2007, VP began producing Modus-branded parts, including hubs, from its Jiaxing, China, factory, to OEs and the aftermarket.

Instead of building a hub business from scratch, VP acquired the Nakano brand, including its patents and technologies, from its Japanese parent company.

In 2011, it moved production of high-end hubs to Taiwan and can now

produce 1.2 million a year at a fully automated CNC production plant.

VP's high-end Modus hub production in Taiwan was its first step to making complete wheels.

Yu and his team were cautious about a wheel rollout earlier this year. "First we have hubs," Yu said during a factory visit in March. "Later we see that one day this can be expanded into complete wheel production."

It now appears that "one day" has arrived: Modus is advertising carbon and aluminum MTB and road wheels that it will show at Eurobike.

"Building on VP's 30+ years of high-quality in-house production experience, the purpose-built Modus factories are equipped for precision manufacturing of top quality hubs and wheelsets," VP says. ■ JB



# Airace slims down its new mini tools

Airace has put its mini tools on a diet. The Taiwan manufacturer, known for its pumps, is debuting four new mini tools that are svelte and easier to use.



Felicia Lin Photo: JB

"They are the first ones in the market without any outside nuts," said Felicia Lin, Airace's marketing manager. "This means these tools don't look that bulky anymore."

Aside from a cleaner look, the mini tool design means users won't hurt their fingers on nuts that stick out. The nuts are used to adjust a tool's folding mechanism. But Airace engineers developed a novel, patented solution that moves the adjustment mechanism inside the housing.

The new mini tools include two aluminum versions, the ACNC-14 and ACNC-8, and two plastic versions. ■ JB

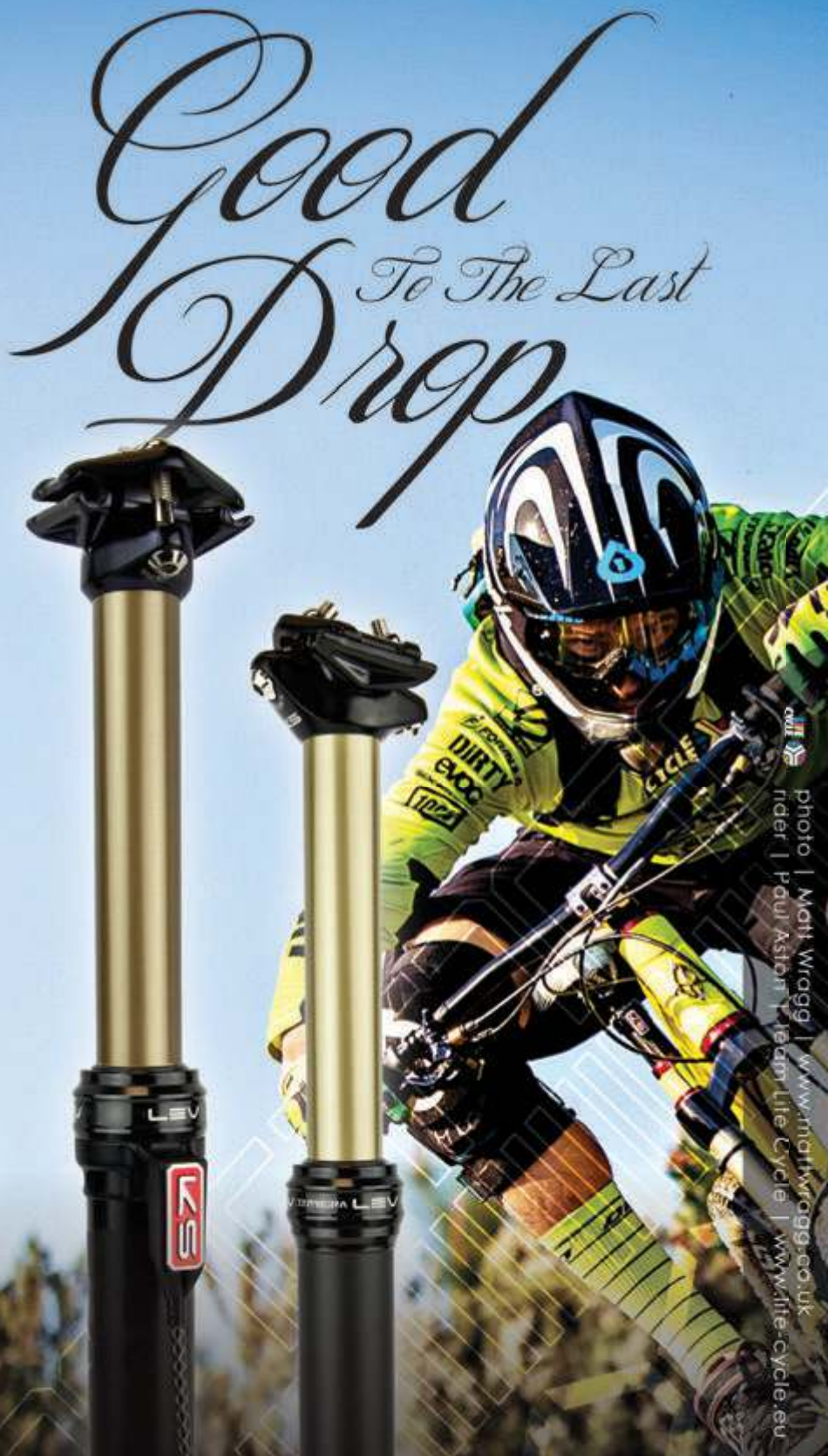


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# While the UCI ponders, disc brakes roll into the road bike mainstream

Disc brakes have become more or less standard on 'cross bikes due to their intrinsic technical advantages. Disc brakes have also influenced new generations of drop-bar bikes across a range of categories, from comfort to commuting.

The rapid adoption is little surprise, because disc brakes offer powerful, modulated braking power in all weather conditions.

Now it's time for the road bikes.

Just about all of the big names have climbed on the bandwagon for road disc brakes, even though the UCI has yet to approve their use in professional racing.

Shimano is showing its new hydraulic road disc brakes designed for its electronic Di2 Ultegra group.

SRAM is introducing disc brakes across its range, from its top-of-the-line Red-22 group to its budget 10-speed groups.

Tektro has an innovative system that lets riders operate hydraulic disc brakes with any mechanical brake lever, while Magura is focusing its hydraulics on rim brake systems.

Eurobike visitors will find plenty of road bikes sporting hydraulic disc brakes. For just a few examples, see Cannondale, A6-200; Specialized, A3-206; Orbea, B3-204; Canyon, B4-307; Rose, B1-414; Stevens, A3-305; Pinarello, B3-402; and Bianchi, A4-307.

"We believe disc is one of the future directions of braking on road bikes," said Rudy Bouwmeester, PR manager for Shimano Europe. "Hydraulic disc brakes give consumers an additional option. Our tests showed that, especially in wet conditions, the hydraulic disc brakes perform better, give the rider constant power and controllability and prevent the rim from wearing out."

Shimano fits its hydraulic pump cylinders within the levers of the Di2 electronic hoods. Because the hoods contain only electronic shifting components, the whole unit looks very smart and neat. The calipers look similar to the mountain bike XT version.

Shimano is able to apply its patented ICE technology, which it developed for its mountain bike brakes, to its new road system. The ICE technology dissipates a significant amount of heat from brake pads and rotors — of uppermost importance for road riders, especially on long downhills. By using ICE technology, Shimano is able to use relatively small

140mm discs on the front wheels.



Shimano disc brake

While Shimano is rolling out its disc brakes at the top of the market, SRAM is going all in, from the top of its line to the bottom.

"Hydraulic brakes — and especially disc brakes — are a great evolution for braking systems," said Géraldine Bergeron, road PR manager for SRAM Europe.

"Innovations are crucial for the market," she continued. "Cyclists will clearly feel the benefit of hydraulic, just like mountain bikers did a few years ago when switching to disc."

The SRAM disc hydraulic calipers are very slick and nicely complement road bike designs. The rear disc rotor measures 140 mm, while the front disc is a larger 160 mm for heat dissipation on long and fast road drops.

Hydraulic cylinders are enclosed in the

hoods of the levers. Because SRAM uses mechanical shifting, the hoods are a bit higher than normal.

Because SRAM considers hydraulic brakes to be an advantage for day-to-day riding, it is also debuting "rim" hydraulic brakes for its Red-22 and 10-speed groups.

TRP/Tektro has taken an unusual approach

with its HY/ RD brake, which is compatible with any kind of mechanical group.

The calipers are activated through a traditional mechanical cable as found on any road brake/shifter lever on the market.

Within the calipers (on the fork or frame) the mechanical movement is converted into hydraulic power, giving the advantage of hydraulic brake power and modulation.

Each caliper contains a hydraulic system that activates two opposing brake pads. The rear caliper unit fits nicely within the bike frame, although the front one may look a bit unusual when assembled on the front fork.

Another innovative product is the TRP/Tektro mechanical "Dual-Activated-Piston" brake, which simulates the action of hydraulic brakes.

By pulling an U-lever arm on the caliper, two opposing pads are activated simultaneously and precisely for high performance. Normally mechanical disc brakes operate only one brake pad.

Magura, meanwhile, is focusing on hydraulic rim brakes. The German brake brand developed the aerodynamic RT8TT and RT6TT models for time-trial triathlon road bikes. Magura converts cable power to hydraulic power through an intermediate device.

Magura RT8 hydraulic rim brake



MAGURA STAND A2-204

The last obstacle for road disc brakes lies with the UCI, which has yet to bless their use for professional road racing.

Manufacturers are optimistic because the UCI already allows disc brakes in cyclocross.

But UCI officials say more study is needed to overcome safety fears. Their concern is that if some riders have brakes that work significantly better than others, that could create dangerous situations in bad riding conditions.

"For the moment we have not yet found a perfect solution and that is why the disc brakes are still not allowed in road races until further notice," the UCI's Matthieu Mottet said. ■ GE

SHIMANO STAND A1-100

SRAM STAND A3-202



SRAM RED-22 disc brake





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# 2014 Overview: E-bike Systems

## Without these sophisticated systems, an electric bike is just another bicycle

The number of OEM systems available to electric bike brands has mushroomed since e-bike sales began their rapid rise. In recent years, new manufacturers have brought a raft of high quality, premium priced systems to market. Here are some highlights of the new e-bike systems on display here at Eurobike:

**TranzX**, which pioneered automatic shifting with its AGT system, is launching its new LogiX Series at the show. Leading the line is the new M25 crank drive motor.

What stands out about the M25 is that it goes out of its way not to stand

out. Weighing 3.5 kg (7 pounds, 11 ounces), the M25 has a scaled down design with extremely low noise and vibration levels, making it "barely detectable to the eye or ear," TranzX says.

The M25 is also compatible with most frames and can be combined with other TranzX products such as its AGT system, bottom bracket torque sensor and coaster brake.

Also new for 2014 is the higher power M19 rear hub motor (350W and 500W versions), which TranzX says is intended for the U.S. market; and the BL17 battery, which attaches to the downtube and is easily removable.

**TRANZX STAND A5-503**



TranzX M25 motor



2014 Haibike Xduro featuring a Bosch Performance Line system.

**Panasonic**, the company that, along with Yamaha, started the e-bike boom, is also launching a new OEM crank motor with a more compact, lighter design and easier to use handlebar controls and a smartphone-style display with USB connectivity. A coaster brake version will also be available.

**PANASONIC STAND A4-605**

For 2014, Bosch is refining its system instead of reinventing it. The original system remains, but is joined by a lighter, slimmer motor that provides more ground clearance.

The new system comes in two versions: Active Line and Performance Line. The latter offers enhanced torque and pedal assistance, at the cost of range. The Active Line includes a coaster brake option.

Other lesser-known crank motors worth checking out include **MPF** (FGO-204) which, unusually, claims it can be used with a front triple chainring; and **Electragil**, which places the motor on the opposite side of the cranks to the chainwheel. (See it on MTB Cycletech Acron bikes, A2-300.)

Of the established electric assist OEM systems, it's fair to say the **Bosch** crank drive has taken the electric bike world by storm. From a standing start in 2010, the German brand has accelerated to the position of market leader. According to market estimates, Bosch systems are now used on about 60 percent of European e-bikes.

**BOSCH STAND A6-204**

Retrofit kits have always been a little difficult to market to the trade. Longtime

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### Panasonic New Electric Drive System

For 2014 Panasonic is offering a newly designed centre motor unit for a better e-bike life!

The unit is a one-axle type centrally positioned motor. It offers flexible mounting options, to fit your e-bike design. The powerful motor is very quiet, and gives a comfortable ride feel. In addition it features a new Li-ion battery, with an optimised output and a safety control. Three types of batteries with different

Amp-hour ratings are available to choose, with high capacities for long journeys. A stylish newly designed central control switch has an LCD screen and looks like a smart phone. It is easy to use, easy to read and portable.

**STAND A4-605**





*Bafang 8Fun mid-motor drive.*

experts **Heinzmann** and **BionX** sell both to OEMs and stand-alone kits through bike shops.



Heinzmann has long been the motor of choice for heavy duty applications or those who want a motor with a reputation for being nearly indestructible. Heinzmann has not always been the most glamorous option, but that should change with the launch of its gearless hub motors.

The Heinzmann DirectPower promises to combine 250W gearless front or rear hub motor designs with regenerative braking (via special regenerative-sensor equipped brakes), rack-mounted battery and controller, bottom bracket torque sensor and brake disc compatibility with the firm's legendary build quality.

**BionX's** major 2014 announcement is a new battery that the company says offers "more powerful cells and a redesigned battery management system ... for particularly sporty e-bike models." KTM is one bike brand that has chosen the new system for its sporty city bikes.



One design that neatly sidesteps many of the complications inherent in hub motor kits is the SO3 crank drive from **Sunstar** (A4-805). This well-engineered, lightweight kit is available through IBDs in several western European countries. Its software is preprogrammed for 16-, 20-, 24-26- and 28-29-inch bikes. The 3.26 kg (7 pound, 3 ounce) motor unit fits most standard bottom bracket designs.

A similar design from **Bafang** (8Fun) (ZH-206) will also launch for 2014. Bafang's BBS-01 crank motor comes in 250W and 350W versions and is claimed to weigh less than 4kg. Bafang say it will be available as a kit but adds that "from now, about 30 European manufacturers will use the mid-drive."

Other interesting kits include **Falco's** easy fit option with wireless technology (ZH-204) and a new crank motor kit from Taiwanese firm **Greentrans** at A5-229.

*Richard Peace is a cycle journalist and co-author of Electric Bicycles—the Complete Guide*  
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# 2014 Overview: Grips/Saddles/Pedals

## Touchy-feely: Making the bike's 'touch points' more comfortable

No matter where a rider's "touch points" are on her bike — hands, feet or tush — comfort is key. Grip and pedal brands are always looking for ways to make their products more ergonomic.

But it's the saddle makers that have been the most aggressive in addressing discomfort, ever since American urologist Irwin Goldstein penned an infamous 1997 article in *Bicycling* that touched off the "cycling causes impotence" health scare.

"Men should never ride bicycles," Goldstein wrote in the U.S. magazine. "Riding should be banned and outlawed. It's the most irrational form of exercise I could ever bring to discussion."

Goldstein's diatribe jolted the industry into action. Saddle makers realized that saddle discomfort, whether real or perceived, was a major disincentive to cycling.

Even though it's been nearly a generation since Goldstein's article, saddle makers are still experimenting with ways of improving saddle comfort and boosting blood flow down below, with designs that don't compress perineal blood vessels.

It's a problem that affects both men and women. Men can experience erectile dysfunction if they spend too long on the wrong saddle with an improperly fitted bike.

Saddle makers test designs using gender-specific scientific tests. But because tush topographics vary from one person to another, bike shops should encourage customers to try a number of saddles before purchasing (perhaps with the use of a saddle "library.") And they can remind customers to get out of the saddle frequently when riding long distances, which helps oxygen flow recover quickly in a rider's undercarriage.

Meanwhile, saddle makers continue to tinker with ergonomically positioned cut-outs, gel pockets, buttock-ridges and more. Here are some of the newest ideas on display at the show:

Known for its conform-to-your-bum leather saddles, the Italian-owned English saddle brand **Brooks** is introducing a range of ready-to-ride saddles made from vulcanized rubber interlaced with organic cotton canvas. The maintenance-free Cambium saddles require no breaking in.



Brooks Cambium

Scoop is "the best saddle we've ever made," said Nick

SCOOP STAND  
B3-203



Charge Scoop

Larsen, founder of **Charge**, the English bike and parts supplier. Its construction uses a one-piece nylon base and lightweight foam upper encased with a waterproof microfiber cover.

The base is flexible for more comfort. The Scoop is available with either chromoly or titanium rails, in a wide selection of colors. All of Charge's products are named after kitchen utensils.

The latest version of **Selle Italia's** famous Flite saddle

is the 120g Flite Kit Carbonio Flow. With a carbon ceramic rail and leather-like Lorica cover, it's



Selle Italia Flite Kit Carbonio Flow

comfortable and light.

**Selle San Marco's** 2014 Aspide saddle is available in Superleggera, Carbon Fx, and Racing models, and Protek for MTBs. Ergonomically shaped (with a "central relief zone" that the company elsewhere describes more directly as "a big hole"), the Aspide is padded with Pebax, a new featherweight foam. The Aspide also has 82mm-long carbon rails, said to be the longest on the market, allowing for greater fore and aft positioning.

Taiwan's **Velo** brings its second generation of Senso saddles, its performance line, to Eurobike. The Senso Miles IIO has a carbon injection component base and weighs 143g. The Senso New Heroes initiative, launched last year, aims to get more young cycling stars riding with Senso saddles. There are Senso models for road, MTB, BMX and CX. "We are establishing Senso as a top performance brand for demanding and competitive cyclists," said Ann Chen, Velo's sales director.



Velo Senso Miles IIO

**ISM Saddles** describes riding on the Adamo Attack as "sitting on a cloud." It's a comfort analogy that might be familiar to anyone who's read "Three Men On a Bummel," Jerome K Jerome's classic 19th century comic novel on cycle touring. The Attack is a road saddle designed to maximize undercarriage bloodflow. The ISM Cruise, wider and stubbier than the Attack, is intended for commuters and recreational riders.

ISM SADDLES STAND  
A3-809

German saddle ergonomics specialist **SQLab** introduces the Super 6, a carbon saddle with pads that attach with Velcro. It weighs less than 100 grams, but the movable pads allow riders to customize the fit. The Super 6's base is available in

SQLAB STAND  
A7-100



SQLab Super 6

several widths for both men and women.

**Gripped.** Ergonomic handlebar grips coupled with ergonomic gloves and mitts can offer superior hand comfort on mountain bikes and city bikes. Racier handlebar grips are often made out of thinner materials that can offer the same amount of hand comfort as thicker grips of yore. Stickier compounds help keep hands on the bars.

The **JetBlack** MTB grip range, designed to reduce hand fatigue,

JET BLACK STAND  
B1-107

caters to XC, DH, and BMX riders. Thin Pin grips use a tacky rubber compound to provide a non-slip connection to the bike. The Lock-On grips have screw-in end caps.

Using a single clamp and thin Kraton rubber, Charge's Griddle is a lightweight comfort grip for confident control.

CHARGE STAND  
B3-203



Charge Griddle grips

**Pedal on.** Flat MTB pedals help spread the load and the wide choice of colors allows consumers to bling their bikes.

**Xpedo's** Spry pedals have a magnesium body with cromo spindles and weigh 261g per pair.

XPEDO STAND  
B2-501



Xpedo Spry pedal

Jet Black's low-profile Superlight MTB alu pedals weigh 214g per pair and have cromo spindles.

JET BLACK STAND  
B1-107

The B242 alu extruded pedal from **Wellgo** has a triple anodized finish and weighs 382g a pair.

WELLGO STAND  
B2-502

■ CR

sponsored by

**SQLab Super 6**

With the Super 6, SQLab presents an ultra lightweight – less than 100 grams – individually adaptable high-end saddle. The carbon bottom shell allows users to attach panels of different forms, designs and rigidity with velcro straps for an individual fit. Like all SQLab saddles, the Super 6 is available in several widths, and with proven cut-outs giving more space for men and women's sensitive areas. The active system allows a relieving up-and-down movement of the pelvis. Made in Germany!

For 10 years SQLab has been known as a specialist in bike ergonomics. The company relies on strong partnerships with doctors, including spinal experts and urologists. It was the first company to invent a system to measure the width of people's sitbones.

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A7-100

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# Hiplok is how hipsters protect their bicycles

**Ben Smith and John Abrahams tackled the question: How do you protect your bike when you don't want to carry a lock around in a bag, or have it rattling around the frame?**

Their solution was the Hiplok — a bicycle lock that the rider wears around the waist, like a belt. The British brand is making its Eurobike debut.

“We are really excited about the show, not only as it our first time there as a brand with a booth, but because we have three new products that we will be launching at the show — two of which we're entering into the Design Award,” Smith said.

At Eurobike the company is launching the Hiplok D, a shackle lock version of the original belt design, and Hiplok Pop, a wearable cable lock.

The new Hiplok Lite has a clip system integrated in to the body of the D-lock,

which can be attached to belts and bag straps as well as fit in pockets.

Its hardened steel shackle is combined with a slim profile body, which is available in several colors.

The company may be a newbie at Eurobike but Smith is a trade veteran.

“I was a young product manager at Brooks, when Selle Royal started the rebirth of the brand,” he said.

The two industrial designers met while studying at Coventry University. Smith designed an award-winning tandem bike at Coventry and spent time living in Los Angeles. ■ CR



Hiplok D

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# Twowheelcool staff labors at the 'coalface' to design fresh products

When "outsiders" enter the industry, they bring fresh ideas. The ideas may not always work, but those that do can open up whole new product categories.



Twowheelcool founder Bruce Hanlee (second from left) with the staff of Twowheelcool and Balmain Bikes.

Bruce Hanlee's Twowheelcool is a perfect example. The Australian company is launching six Aussie-designed products at Eurobike for the global cycling market.

The new accessory products will join the Airhead helmet liner that Twowheelcool introduced last year. Like the Airhead, all of Twowheelcool's new

products — a chain stay protector, toe warmers, storage pocket, combined front and rear helmet light, strap-on rear light and phone mount — feature brightly colored silicone rubber.

The designs are as unexpected as founder Bruce Hanlee's life story.

"I'd been an architect for 20 odd years of my life. The global financial crisis

really put an end to my architectural practice," Hanlee said.

Inspiration for a new business was close at hand. "I've been a cyclist forever. Road cycling, or just commuting, racing, mountain bikes — the whole gamut of cycling," he said. "I ride a bike every day, so I moved across to something I had more of a passion for."

Twowheelcool's offices have the feel of a high-tech startup company. Three designers work in a single room above the Balmain Bikes bike shop in inner city Sydney.

The juxtaposition of bike shop and design studio is no accident. Hanlee also owns Balmain Bikes as well as a larger bike shop elsewhere.

"It's essential for us to be at the coalface," he said. "We know what people are thinking and buying. We've got a test bed of bikes for all our products. We've got access to customers and riders."

The company takes a democratic approach to its cycling accessories.

"We want to be appealing not to the elite in cycling, but to people who just ride bikes," Hanlee said.

He ran through some highlights of the new line:

"Pilot is our helmet light. It's silicone-bodied, USB charged, super-bright

LED with super-long run times. Front and rear lights run off one battery," he said. "It runs 10 hours on flash and one hour on steady. It comes with a long USB extension so that you can put your helmet close to your computer for recharging, rather than take the light off all the time."

The Omni is a strap-on, red rear light.

"This is a light that you can wear on your arm, leg, around your pants or wrist," Hanlee said. "We see it as the ultimate commuter chuck-in-your-bag light."

The Fourth is for cyclists who never have enough room to stow stuff.

"The Fourth is the extra pocket to the three pockets you have in your jersey," he explained. Cyclists can load it up and clip it to the outside of their jersey.

Designing fun products give Hanlee the passion to sustain the long travel involved in launching a new brand.

"I'm on the road a minimum 15 trips per year," he said. "Product development is a really tricky business. I've got a monthly meeting in China on the 15th of every month and that just has to happen." Twowheelcool's products are on display at the Nutcase booth. ■ PL



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# Keeping workers cool helps Lezyne stay a hot employer

One reason Micki Kozuschek got back into the bike industry in 2007 was the lack of premium quality accessories on the market.



The air-conditioned work area within Lezyne's factory. Air conditioning is a rarity for Taiwan assembly plants. Photo: JB

Kozuschek, who founded Maxcycles and Truvativ, said most bicycle accessories didn't meet the same high standards, as did, for example, high-end bicycle components.

"Inexpensive, plastic, catalog-copied accessories that didn't work were the standard," he said.

So Kozuschek created Lezyne, where he set out to make premium quality accessories with what he calls "engineered design."

"Engineered design" became the key

phrase for the working environment at company headquarters in the United States and in Taiwan.

Lezyne built a new factory in Taiwan from scratch, setting a new standard for Taiwan production when it moved in last year. The factory is in Dali, near Taichung.

Lezyne's working environment is as stylish as the accessories it makes, which include finely designed and fully functional shop and multitools, floor and hand pumps, bottle cages, LED lights, tire

repair kits/ levers and "organizers" including saddle and backpacks and wallets. Kozuschek asked his friend, woodworker Olaf Gerhardt, to design upscale wood and glass furnishings for the office. The stylish interior was replicated in the Taiwan factory from the U.S. headquarters.

"Our Taiwan facility is not only three times larger than the old one. Now we have also identical offices in the USA and Taiwan," said Terry Cooke, Lezyne's worldwide engineering manager.

"It doesn't matter if I'm in the U.S. or here in Taiwan. Even if I'm jetlagged I can always find my way," he added with a laugh.

The inviting open office including a bright, light kitchen area with a huge table and an all-important coffee maker.

Each office employee has a wood and glass cubicle. Meeting rooms of different sizes are situated behind the main office floor.

Unusual for Taiwan, the Lezyne factory is well insulated and air conditioned, which the company uses



Terry Cooke (left), Lezyne's worldwide engineering manager, with the company's Catherine Lin and Sam Chau. Photo: JB

as a recruiting tool "to attract good people to work for us on a longtime basis," Cooke said.

"We want our people to understand our philosophy and our products," he added. "We also want that they like to come here to work for us and that they identify themselves with the company and the brand."

Lezyne is working to bring more production in-house, which helps managers keep a closer eye on quality control.

But Cooke said there's another reason for keeping production close at hand:

"That's the only way to avoid any quick copycats," he said. "It also means that we want to stay ahead and be the first to bring new and unique product designs to the world market." ■ JB

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# British brand Dare 2b goes for commuters

From ski and mountaineering apparel, family-owned British apparel brand Dare 2b is bringing its commuter cycling line to Eurobike.

The 16-piece urban collection is designed for all-weather riding — something the Manchester, England, company knows well given Manchester's damp climate.

Details of the cycling line include 360-degree reflective detailing, air ventilation outlets and D-lock storage hooks. While cycling functions are built in, the Dare 2b line has been designed to look "normal" away from the bike.

The spring/summer 2014 collection includes men's and women's shirts, vests, jackets, trousers, shorts and hoodies.

The top-of-the-line Nimbus jacket is waterproof and breathable, thanks to Ared 5000 coated nylon fabric. It features underarm ventilation eyelets. The articulated sleeve design is cycle-specific, while the jacket has a rear zipped pocket and a strap for attaching

an LED.

Dare 2b is owned by the Regatta Group, now run by the son of founder Lionel

Black. The company says it is one of the last family owned outdoor apparel firms in the U.K.

Lionel Black started the company in the 1950s by selling raincoats. In the 70s, the Blacks were one of the first to source waterproof fabrics from China.

The Regatta Group created the Dare 2b brand in 1999 as a skiwear line and developed it into an adventure and mountain sports brand.

The company employs more than 400 people and exports to more than 30 countries with sales offices in France, Belgium, Germany, Holland and Spain.

In the U.K., Dare 2b sponsors a magazine-style TV program about cycling to boost its recognition. ■ CR

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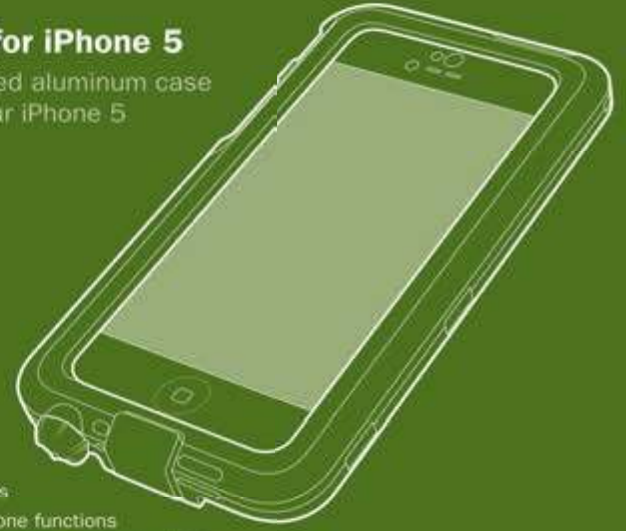
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# 2014 Overview: Wheels

## Wheel brands roll with the changes in tire sizes and disc brake systems

2014 is a challenging year for wheel manufacturers. They have to decide which of three sizes of mountain bike wheels to make – and how many of each size is likely to sell.



Tune Airways 41

It doesn't get any less challenging with road wheels. Disc brakes for road hits the mainstream (see related story, page 24) along with wider tires, creating demand for wheels to fit.

By necessity, wheel makers are showing plenty of new products at Eurobike.

### Spreading out.

Many professional road racers have switched to 25mm tires, ignoring the old thinking that that narrower is faster. Apart from improved control and better puncture protection, wider tires are more aerodynamic when used with wider rims.

**HED** (A7-304), **Zipp** (A3-202) and **Enve** (FG-A5/6) pioneered the concept. **Mavic** (B3-301) with the CXR 80 and the Cosmic Carbon 80, and **Bontrager** with its Aeolus series are following suit. Other brands are getting on board for 2014.

To accommodate wider tires and keep them from flexing when cornering, road bike rims also are getting wider. For carbon rims, wider does not mean heavier, as German lightweight specialist **Tune** (A2-301) shows with its Airways 41 wheels. Those have a 26mm carbon rim, measured from outer edge to outer edge.

**Rolf Prima** (A3-900B) is another manufacturer offering wider road wheels. The alloy rim of its Vigor Alpha wheelset is 26mm, while the carbon rim of its Ares4 comes in a width of 27mm.

**Slipping on the discs.** Disc brakes on road bikes is a second trend for 2014. As the UCI has not yet authorized the use



Novatec R5

of disc brakes in professional road racing, most of the new wheels are aimed at cyclocross racers or early adopters.

Radial spoke lacings are less likely to appear on disc brake wheels because of the torque created by disc brakes. For 2014, **Shimano** (A1-200) launches the Ultegra-level RX31 wheels and the more affordable RX05 with centerlock mounts. **Easton** (B2-400c) has tubeless- and disc-ready XD wheels, and **DT Swiss** (A3-402) presents the RC38 Spline DB and the more affordable Revolution DB wheels.

**Novatec** (A6-409) was an early innovator, offering the disc-ready CXD cyclocross wheels in 2013. It now brings the R3 and R5 carbon models and the aluminum Jetfly to market.

**Reynolds** (A3-808) launches a disc version of its Assault wheels and adds disc versions of all road wheels with aluminum rims. **Tune** has the Airways 41 Disc wheels for 2014,

combining the two trends of disc brakes and wider rims, as **ZIPP** does with its 303 Firecrest wheels. **Sun-Ringlé** (A3-304) targets cyclocross and gravel racers with the Accelerator X2.0 disc brake wheelset.

**Carbon MTB.** Carbon mountain bike rims are becoming more common, especially for 29-inch wheels. With the M980, **Shimano** now offers 29-inch carbon XTR-level wheels for tubular only. Claimed weight is 1,250 grams. The XRC 1250 Spline wheels from **DT Swiss** are a bit heavier but built for clinchers and available in both 29- and 27.5-inch sizes.

**Reynolds** is also extending its range of carbon-rimmed wheels with a race-oriented 29-inch wheel, and a 27.5-inch wheel with a reinforced, wider carbon rim for all-mountain use. The Factor 23



Rolf Prima Ares4



DT Swiss Spline One (27.5 inch)

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**DT SWISS**

STAND  
A3-402

### DT Swiss XRC 1250 Spline wheels

The DT Swiss XRC 1250 Spline wheels are every cross-country racer's dream – they're designed to command attention and respect right from the start line. The 28mm-wide tubeless ready rims (with a 21.5mm tyre bed) are superlight - 1,360g in 27.5" and 1,475g in the 29" version.

They are paired with 100mm front and 142mm back hubs and DT Swiss AeroComp spokes. The Spline wheels use the DT Swiss Spline hub shell, a precision-engineered, lightweight hub shell designed for straight-pull spokes to create a stiffer, more responsive wheel. The DT Swiss Ratchet System offers quick, safe engagements while needing only minimal maintenance.

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STAND  
FG-B9/1



Mavic Crossmax front & rear

is **Novatec's** new top-of-the-line wheel with Matrisilk-reinforced carbon rims, available in all three wheel sizes.

**SRAM's** (A3-202) new top-of-the-line wheelset, the Roam 60, is built around a carbon rim but is sturdy enough for enduro racing. SRAM's other two new wheels, the Roam 50 and Rail 50, use alloy rims and are intended for all-mountain and trail bikes.

**The muddled middle.** Mountain bike wheel sizes are proving to be a headache for manufacturers. For every 2014 product, they have to define its likely customers, then decide what sizes to produce the new product in.

Wheel brands seem to be gravitating toward a consensus: endurance-oriented, lightweight wheels in 29- and 27.5-inch sizes, and sturdy, gravity-oriented products in 26- and 27.5-inch sizes.

Wheel manufacturers who tested the 27.5-inch market in 2013 with limited offerings are expanding these middle sizes for 2014. **Novatec** and **DT Swiss** all have expanded their ranges.

For now, **Fulcrum** (B3-403) is sticking with aluminum rims for its top-of-the-line Red Metal XRP 650B and the sturdier Red Power XL 650B wheels, but the company is working on lighter carbon versions cross-country racing.

Meanwhile, **Mavic** and **Shimano** have joined the 27.5-inch club. The Japanese component giant offers the wheels on an XT and SLX level, respectively, while Mavic has adapted its Crossmax SLR and Crossride wheelsets for 27.5.

For the gravity market, **Sun-Ringlé** is showing the 27.5-inch ADD Pro wheelset, designed specifically for descending.

**Mavic as maverick.** With enduro being one of the big trends in mountain biking, **Mavic** has caused quite a stir with its Crossmax Enduro system. The front and rear rims have different widths and a different number of spokes, with



DT Swiss Spline One (26 inch)

the front wheel sturdier. The front tire is a 2.4-inch width and the rear a 2.3-inch width. Apart from the Crossmax Enduro that will be offered both in 26 and 27.5 inches, Mavic is offering two other wheelsets in all three sizes, the Crossroc and the Crossone.

**DT Swiss** counters with the Spline One series, with aluminum rims and a new, straight-pull hub shell design. They are available in three versions: an ultra-lightweight XR 1501 for marathon and cross-country racing, a medium-weight XM 1501 version for trail and all-mountain bikes, and a sturdy EX 1501 variety for enduro. ■ **LVR**



Fulcrum Red Power

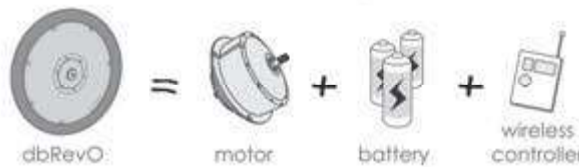
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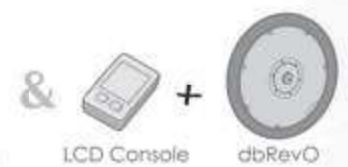
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## Alex Böse sets out to make children's bikes cool again

For Coolmobility founder Axel Böse, bicycles are child's play. Böse is introducing his company's S'Cool brand to the international marketplace at Eurobike, where he hopes to promote quality bikes for children as young as two.

"With S'cool I want to close the gap between the classic kid and juvenile bike ranges and the sportive brands," Böse said. "My long-term goal is to create awareness among parents and kids of the value of a bicycle. I want to get them enthused about my products."

Böse, the former co-general manager for the German buyers group Bico, left to try his hand at building a company from scratch. After founding Coolmobility, he bought the existing S'Cool

name — a local brand that never took off globally — from Development Engineering GmbH. Development Engineering general manager Stephen Hahn is a consultant to Böse but is now focusing on his company's electric bike brand, Ave.

"I bought that brand name because I like the play of words. It doesn't matter if you're in Germany or somewhere else

in the world. 'S'cool' is a name everyone understands," Böse said.

Coolmobility brings some 35 models to the international market, based on the four pillars of German manufacturing: engineering, safety, quality and style.

"Our range starts with 12-inch bicycles and goes up to 26-inch bicycles," he said. "We offer high-value products with a lifestyle and coolness factor."

For the littlest riders, S'Cool offers balance (or learner) bicycles. The S'Cool range accommodates children up to the age of about 15 with city, hybrid, mountain and road bikes.

"Most bicycles don't please today's kids and teens," he said. "Moreover, they don't feel classic advertising addresses their needs. This is a challenge faced by me and my team." ■ JB

NEW EXHIBITOR  
STAND  
A7-502



Axel Böse  
(Photo: JB)

## Wanted: Stable partners for long-term relationship

Axman is looking for a few good bicycle brands. The Taiwan manufacturer is at Eurobike to find a small number of road



Axman general manager Jackson Jiang with a 4.6kg (10 pounds, 2 ounce) road bike.  
(Photo: JB)

"With our expanded R&D and quality control divisions, as well as our EN-standard testing laboratory, we are a first-choice partner for smaller sportive bicycle brands," said Jackson Jiang, Axman's general manager.

Based in Fongkeng Village in Taiwan's Changhua district, Axman has a staff of about 150. It's looking to grow slowly with long-term relationships.

"Our yearly capacity is up to 150,000 units," Jiang said. "At the present time we do about 80,000 units per year. We want to grow step by step, with longtime premium customers."

Axman began as an assembly plant in 1985. Ten years ago, the company upgraded its capabilities to offer OEM and ODM services.

Today, about 40 percent of Axman's production consists of carbon frames and 60 percent of aluminum frames, with a few retro steel frame bikes thrown in for good measure.

All road and mountain bike frames and forks are made in Taiwan and China. ODM projects now account for 80 percent of Axman's production.

"Normally we have an idea and present it to our customer. We discuss everything before creating the first molds," said Mark Lien, Axman's

R&D manager. "If our customer chooses to have the design exclusively, he has a one-year lead-time. Or he can rely on an open mold."

In exchange for higher volumes, Axman is willing to discuss longer exclusive relationships.

Axman is a sponsor of the Taiwan Cycling Team, whose Mei Yu Hsiao won the gold medal at the Asian Cycling Championship from 2010-2012 on an Axman-branded bicycle.

But Jiang said the company is not going to promote the Axman brand on the global market.

"We don't want to compete directly with our boutique customers. We just wanted to show that our high-quality products are able to win," Jiang said. "Our focus remains on OEM and ODM production. That's what Axman stands for." ■ JB

STAND  
A1-108

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# Making ergonomic saddles hip enough

Former BMX champ Sascha Meyenborg has a simple rationale for his new saddle brand, 66 Sick. He wants to “create cool products for young people who don’t want to ride on non-cool looking saddles — and want to have a family later.”

In other words, ergonomic saddles are a great idea. They just haven’t been very appealing to younger, edgier riders.

Meyenborg is getting help from SQLab, which supported him during his riding career and has helped his new line, which features tattoo- and graffiti-inspired graphics.

“I licensed SQLab’s famous, patented step system with the lower nose, but created everything else such as shape, covers and design by myself,” he said. He released the first 66 Sick saddle range last August.

His former sponsor remains supportive. SQLab founder Tobias Hild said he backs Meyenborg “because he is reaching riders who for us wouldn’t be that easy to reach.”

The 66 Sick team currently consists of Meyenborg and his girlfriend, Yvonne Brachmann. “We are still small but very ambitious,” he said.

66 Sick is making its international show debut at Eurobike. In addition to saddles, the Reutlingen, Germany, company is presenting its first line of colorful ergonomic grips.

“Ergonomics and coolness are not at all conflicting ideas,” Meyenborg said.

■ JB

NEW EXHIBITOR  
STAND  
FG-A7/3B



## Infini lights up Eurobike

Chance Good, which makes Infini lights, is celebrating its 30th anniversary.



Susan Lin (right foreground) and the Infini team. Photo: JB

Led by general manager Susan Lin, Chance Good is returning to

Eurobike after exhibiting for the second time at the OutDoor show, also in Friedrichshafen.

“We believe that our products are not only good for cyclists but also for the outdoors,” Lin said.

Cycling remains Infini’s main market. All research and development and production is done in Taiwan. The highlight of Infini’s Eurobike display is the Luxo front light, which uses three LEDs. It’s flat enough to stow in a pant pocket.

■ JB

STAND  
A5-304

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# 2014 Overview: Urban apparel

## Urban cyclists challenge brands for bikewear that doesn't look the part

The boom in bicycle commuting and other kinds of “everyday” cycling, along with bike touring, has created a demand for cycling apparel that doesn't look like cycling apparel. These everyday cyclists may spend more time in the saddle than a road rider who trains for a couple of hours and goes home.

They have to be prepared for any kind of weather, so they want the functionality of traditional cycling apparel. But they also want to look normal at the office or a restaurant.

“Bike sports and everyday cycling are continuously moving closer together,” said Harald Gehring, sales manager of Protective. But he said two things set everyday cyclists apart:

“The request for functional apparel that has a fashionable, ordinary appearance is becoming increasingly important,” Gehring said. But, he added, “nobody wants to abstain voluntarily from the functional details of athletic bikewear.”

Stephanie Müller, PR and marketing manager at Gonso, agreed. “The everyday cyclist, cycling tourists and bike adventurers generally set great importance in a more ordinary ‘optic,’ in multi-function gear and, of course, in protection from all kinds of weather,” she said.

One challenge is educating casual cyclists of the advantages of the advanced functionality of premium bikewear.

“The ambitious bike racer is familiar with the advantages of thermo-regulating bike wear,” said Hannes Asam of Switzerland's X-Bionic Technology. “This awareness is increasingly becoming part of the mindset of the holiday and everyday cyclists.”

If the everyday cyclists don't get find what they are seeking from bikewear, they may turn to outdoor apparel brands or not buy special clothing at all. Look at what's happened with helmets — many casual cyclists just don't bother with them.

Here's how some bikewear makers are addressing the urban market at Eurobike:

Unlike many road riders, commuters and bike tourers demand 100 percent weather protection as well as comfort.

That's why Canadian bike specialist **Sugoi** is extending its waterproof line of Polartec NeoShell jackets, which it calls “the most breathable waterproof bike hardshell in the world.”

**Ziener** focuses on low weight and minimal packaging. Its Aquashield membrane two-layer, seam-sealed construction jacket weighs just 100 grams (3.5 ounces) and stows in a 9 cm by 7 cm (3-1/2-inch by 2-1/2-inch) bag.

“Ideal for all cyclists who need a waterproof jacket, but want or need to

travel light,” the company says.

Ziener's Ciba and Celene women's jackets and Conn and Coos models for men not only protect from the elements, but offer high visibility with loud, luminescent colors that can be seen even in bad weather.

**Protective** offers apparel from the feathery light to pieces that use robust Schoeller Keprotect fabrics, with visibility always built in. Gehring's favorite is the Night and Day jacket, which takes LED safety elements from workwear for visibility, but gives them the style of leisurewear.

New bike technologies offer opportunities for apparel makers to revive classic pieces. Take the venerable poncho, for example: **Pro-X Elements** is launching the E-Bike Poncho, one piece of a whole line of bikewear made especially for e-bike and pedelec users.

To navigate among the requirements of different types of cyclists, **Gonso** has created three lines classified by a cyclist's level. Its Excellence line is for top cyclists and Expert for ambitious amateurs.

For everyday cyclists, Gonso offers the Essential line, which the company describes as “for every terrain and every level, made for all those who enjoy cycling without competition, but who are on the lookout for a perfect outfit without compromise.”

Its 2014 Essential line includes windproof, waterproof, non-stink, quick-drying apparel with clever details but styled to be worn throughout the day.

**Maloja**, a relatively new player in the market, has positioned itself as a fashion and style bikewear brand. While functionality is a “must-have,” Maloja focuses on such design cues as ethnicity, colors and inspiration.

A season ago its line was based on the style of the Northern Alps. For 2014, Maloja has taken inspiration from the colors and patterns of Moroccan mountain nomads, the Berbers, who call themselves the “Imazighen” or the “Free.”

The line incorporates Moroccan colors like the orange of curcuma, or turmeric; the red brown of henna; and Berber



Pro-X  
e-bike rain gear

blue. Combined with designs, stripes and other Moroccan patterns, the new Maloja line looks like nothing else on the bikewear market.

**Gloom** also takes inspiration from elsewhere — in this case, “bike fashion with surfer spirit.”

With colorful styles and a life-is-good

mentality, Qloom makes “functional bike wear that incorporates a casual look on life, passion and the love towards cycling.”

Color is at the center of **Fanfiluca's** line for next summer. The new road line wants “to nail its colors to the mast in terms of sustainability” owner



Maloja Morocco-inspired line

SUGOI STAND  
A6-301

ZIENER STAND  
B5-302

PROTECTIVE STAND  
B2-404/2

PRO-X STAND  
B5-610

GONSO STAND  
B5-402

GLOOM STAND  
FG-B7/3

FANFILUCA STAND  
FG-A6/2

MALOJA STAND  
FG-B8/1



Gloom pant

Christiane Reisinger said. The Flick Flagg jerseys, made from 100-percent recycled Econyl Polyamid, will be presented in the national colors of France, Germany and Italy in homage to the 2014 World Cup. The Streetfighter bike pants should also gain attention.

Meanwhile, Fanfiluca wants its Office collection to avoid attention. Its cycling polo shirts, Harry and Sally, go for an elegant but normal look. Reisinger calls them "the ideal companion for a cycling tour or on the way to work." Technical details include reflective Safer-Tex on the collars and high-end fabrics like Dryarn. Companion pieces are the Officer and Valanche bike pants.

**Chiba**, known for its bike gloves, is presenting a new bikewear line for commuters and urban cycling. Its highlight is the New York Scout jersey.

**CHIBA STAND B5-201**

**Triple2** has found a niche in sustainability. Owner Johannes Drews started the Munich company because, he said, "at that time

**TRIPLE2 STAND B5-206**

no bikewear existed that combined super functionality with a casual look."

Its pieces are casual, functional and sustainable and can be worn in the city or on the trail.

Triple2 Highlights for 2014 are its hardshell Flog and Bries jackets made with Cocona laminate. They are waterproof, breathable, PFC-free and fashionable enough to wear to the theater. ■ **RSB**



Sugoi jacket



Fanfiluca Sally polo shirt and Officer pant.

sponsored by



**STAND FG-A6/2**

**Fanfiluca Officer**

For all women cycling to work everyday and encountering the fashion v function conundrum, Fanfiluca Lifestyle is introducing Officer – trousers designed both for cycling and the office. Made out of a functional Swiss material, they are water-repellent, with high abrasion resistance yet without losing any softness or smoothness. A bike-specific cut with rider-friendly shifted seams reduces any rubbing or chafing to a minimum. The high-cut waistband in the back protects the rider's back from draughts and two zipped side pockets provide storage for a mobile phone, keys and more. As a finishing touch, there is a reflective material hidden in the inner-leg seam which, when turned up, provides high visibility in night-time traffic. Reflectors on the side and back pockets assure additional security.

[www.fanfiluca.de](http://www.fanfiluca.de)



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*De Marchi*

**De Marchi Innovation road apparel**

The De Marchi Innovation 2014 Spring/Summer road racing collection is a new breed of technical wear that sets the standard in uncompromised performance, with classic De Marchi style. The Veloce top is a lightweight, high-performance race jersey that is aggressively cut for a typical road-racing position, and made of an Italian microfibre that wicks moisture. The inelastic mesh back panel stabilizes pockets and improve air circulation.

seat pad offers unparalleled anatomical shaping and the maximum level of cushioning available on the market, while maintaining a minimum of weight.

**De Marchi Sport**

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Italy

The Road Master bib features an exclusive body mimicry design that supports specific muscles group when pedalling, and the exclusive Elastic Interface for De Marchi

**STAND B5-112**



# 2014 Overview: Shoes

# There's not one 'right' cycling shoe, but it's hard to go wrong with these

Competitive road cyclists seek the stiffest, best-fitting cycling shoes for seamless power transfer, while enduro riders look for better support and protection. And casual riders want cycling shoes that don't look like cycling shoes.



Northwave Extreme Tech Plus MTB shoe

In other words, there's no such thing as one "right" cycling shoe for all purposes.

Shoe manufacturers offer concepts as diverse as the cyclists they serve. From very light race models that are as stiff as planks to shoes with sturdy outer soles, more flexibility for better walking and slightly higher cut uppers for more ankle protection, there are new shoes for all types of riders.



Shimano XC90

The fashion-

conscious can find shoes that offer cycling function without the cycling look. To fine-tune fit and increase comfort, many manufacturers have added ergonomic insoles to their portfolios.

**Pearl Izumi** (A1-401) offers its 1:1 insole system that uses wedges of varying thickness to better support the arch. **Giro** (B2-402) and **Shimano** (A1-200) both add similar insoles to some of their models. Insole specialists **Booth-Doc** (A7-309), **Chakra** (A1-307) and **gebioMized** (A3-812), all are exhibitors at Eurobike.

**Mass reduction.** As any engineer would tell you, shoes are part of the rotating mass when one pedals a bicycle. That means weight is all-important for competitive cyclists. And when it comes to weight, **Northwave** (B5-304) makes a good argument with its new top-of-the-line Extreme Tech Plus road shoe.

Weighing a mere 235 grams, these shoes combine a seamless, synthetic upper with an extremely stiff carbon sole and the company's SLW2 lacing system for a precise fit.

A bit more affordable is **Shimano's** new second-tier road shoe. The SH-R260 shares many features

with its top-of-the-line model, including CustomFit technology in the upper and insole, a light carbon fiber sole and Shimano's Dynalast last for optimized ergonomics. One ratchet and two Velcro closings help maximize fit.

**Trail mix.** As there are hardly any hiking sections in cross-country races, competitive mountain bikers are just as weight-conscious as roadies. To meet these demands, Northwave's Extreme Tech Plus MTB weighs just 280 grams — impressive for a shoe with a vulcanized tread. Other features are a seamless synthetic upper, a stiff carbon sole and the SLW2 lacing system.

Shimano's new top-of-the-line cross-country racing shoe, the XC90, also eschews unnecessary features to stay svelte. The upper is made of Rovenica synthetic leather, while an articulated



Pearl Izumi X Project 1.0

heel cup, CustomFit technology, and the ratchet and two Velcro closings improve fit. A redesigned sole offers better off-bike grip, while the toe section accommodates two types of spikes for traction when running up steep slopes.

For more budget-conscious riders, Shimano offers the less expensive SH-XC70 and SH-XC61.

With its X-Project, **Pearl Izumi** combines the stiffness of a cross-country race shoe with a controlled amount of flex in the toes. An EVA heel cushion provides extra comfort when running or walking down stairs. The outer sole has surprising non-slip qualities on slippery surfaces. Because the carbon sole is tapered toward the toes, the X-Project 1.0 allows riders to roll their feet properly without wasting energy. This makes the shoes



Giro Terraduro

sponsored by



## Northwave Extreme Tech Plus MTB shoes

Extreme Tech Plus MTB shoes feature the brand new Ultralight MTB sole made with 100% ultra-thin uni-directional carbon and world-exclusive Vibram® rubber studs for maximum grip even on tricky and wet terrain. They offer unrivalled levels of technical and sporting performance with the lowest weight in the market: just 280g each.

The Extreme Tech Plus MTB shoe also features the efficient rapid lacing S.L.W.2 (Speed Lace Winch 2) dial. Lighter and more compact, this micrometric system provides fast and accurate adjustment with one easy move, while the side button permits a step-by-step release even when riding.

STAND B5-304



sponsored by



## Vaude Taron MTB Shoe Series

Vaude presents its new Taron MTB Shoe Series. With two low-cut and one waterproof mid-rise versions, mountain bikers can pedal hard into the upcoming 2014 bike season.

sure footing on any tough passages is a given. A nice little side benefit: the sole profile is constructed to prevent it from getting clogged up with dirt. The new Taron series of bike shoes is compatible with all standard MTB clipless systems.

The new mountain-bike shoes from the mountain-sports and bike supplier Vaude have been specifically designed for all-mountain terrain and feature optimal performance at a minimal weight. Equipped with a grippy Vibram® sole, a

STAND B5-400







Mavic Crossmax Enduro

suitable for cyclocross racers as well as mountain bikers.

**Rock steady.** Perhaps the most consistent shoe for adventurous mountain bikers who need support and protection when carrying their bikes is the Crossmax Enduro, from **Mavic** (B3-301). Weighing 460 grams, these shoes offer an extra bit of protection for toes, heels and ankles; plenty of grip when walking, thanks to the treaded outer sole made of the company's own Contagrip rubber; and a combination quick-lacing system and ratchet for a precise fit.

A slightly scaled-down version of this concept comes from **Vaude** (B5-400). Its sturdy Taron all-mountain models come with a non-slip, treaded Vibram outer sole. Vaude combines a ratchet, Velcro strap and classic laces for a closing

system. A Sympatex liner keeps the mid-height model waterproof.

**Giro's** Terraduro and Terradura (for women) models are for riders who need one shoe for pedaling and walking. Using a ratchet and two Velcro straps as closure, these shoes have an EVA midsole and a treaded Vibram outer sole, plus extra protection for toes and heels.

**Made for women.** As more women buy cycling gear, more companies offer women's shoes — and not just entry-level products.

**Sidi** (A1-412) debuts the Wire Carbon Women as its new top-of-the-line road shoe. Like the men's counterpart, it comes with a very stiff carbon sole, a leather and synthetic upper, an adjustable heel retention device and two Techno 3 buckles to evenly distribute pressure and optimize fit.

**Shimano** has a selection of new

women's shoes for road and MTB, led by the SH-WR83 and SH-WM63 models.

**The Empire returns.** **Giro** turned heads with its half retro, half futuristic Empire shoes. For 2014, a limited number of Empires will be available for mountain bikers. The upper is perforated Teijin synthetic leather mated to Easton's EC90 carbon sole. Simple but proven, lightweight laces serve as a closing system.

But Giro has other unconventional products to offer. Casual riders looking for subdued cycling shoes might gravitate to the Republic and Civila models. At first glance, these shoes, from Giro's New Road collection, look like loafers, but their outer soles prove they are made



Giro Republic

with bicycles in mind.

The Grind and Whynd models aim at younger riders used to skate sneakers. They are compatible with clipless pedals and offer other nice features that make sense when riding a bike. ■ **LVR**



Vaude Taron



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# New Products 2014

## Brick Lane Bikes Via Hubs

STAND  
A4-705A



Launching at Eurobike, Brick Lane Bike's Via hubs are an innovative range of road, MTB and cyclocross hubs. These high quality hubs are offered at competitive price points. The hubs feature interchangeable cassette bodies that contain six pawls and 60 ratchets, ceramic bearings and a unique 3-in-1 MTB system.

## Controltech Aero Cockpit Plus

STAND  
B4-206



A new concept in triathlon clip-on bars, the Aero Cockpit Plus meets ITU regulations. The carbon bar is surprisingly light and easy to assemble. A central bridge accommodates a mount for a cycling computer or HRM. The bar has 34mm of adjustment and is perfectly aerodynamic.

## Crops K4: Rydeen lock

STAND  
A6-104

The heavy-duty Rydeen lock is designed like an electrical socket. Straight double steel cables can be used on front or rear wheels or on the saddle. A double-ball locking system maximizes security. Available in two versions: straight wire with double cable, or coil wire with single cable.



## Lezyne Deca

STAND  
B4-204

Designed with a sleek CNC-sculpted aluminum body in a compact, self-contained configuration, the Deca Drive uses Constant Lumens power management that drives three LEDs at a true 800 lm. The Intelligent Power Indicator button displays the power level to the user. The light recharges through a wall adaptor, or a convenient Micro USB cable.



## 720armour Form

STAND  
A5-413

Precision function and great fit are equally important with this versatile sunglass. The Form fits extra wide, tough polycarbonate lenses into its sleek frame for added protection against sun, bugs, and wind. Ample venting keeps them clear from moisture, fog, and sweat. The A-Trak Magnetic Quick Release system makes lens changes quick and sure.



## EIT by CyTech Road Performance Slim

STAND  
B5-209

Road Performance Slim is the lightest version of the Elastic Interface Technology Road Performance pad, engineered for road biking. The perineal insert works best for rides of up to 2.5 hours. Road Performance Slim is recommended for cyclists demanding maximum freedom of movement for shorter rides.



## Chosen DA8187B-142 Hub

STAND  
A6-305



Chosen applies its "Floating system" hub design to MTB freeride/DH bikes. By using the Floating system, the cassette allows instant response when the rider is climbing. It also helps mountain bikers maintain speed when cornering. This hub fits the 12 mm x 142 mm standard and can be adapted for 12 mm by 135 mm, QR or XX1 systems.

## Dahon Eezz

STAND  
A4-308

The small, sleek and award-winning Eezz is a folding bike superstar. The folding hinge is almost invisible in the stylish hydroformed frame. It uses Dahon's Jiffold vertical folding technology and collapses with just a few flicks. Although it's small, it's also mighty – fitting riders up to 185cm (6 feet, 1 inch) and weighing up to 100kg (220 pounds).



## Sigma Sport Mono Lights

STAND  
A5-200



The Mono FL and Mono RL from Sigma Sport are small, modern lights for everyday use. They feature adjustable, detachable brackets and integrated lithium ion batteries with a Micro USB recharging function so they are always ready for use. The FL front light and RL rear light are available in black or white.

## Endura Tobermory Jersey

STAND  
B5-504

There's nothing wrong with showcasing the things that you like on your cycling jersey. Endura's roots lie in Scotland, and nothing says Scotland like whisky. This year Endura launches the Tobermory Jersey, with more Scottish-themed jerseys to come. To celebrate, come to the Endura booth at 6 p.m. tonight and enjoy real Scottish whisky, along with Scottish cake and German beer!



# New Products 2014

## Shimano Hydraulic disc brakes

STAND  
A1-200

After intensive testing, Shimano launches a new direction for road bike brakes: hydraulic disc brakes for use with its electronic Di2 shifting. The BR-R785 brakes maintain a high and consistent level of braking performance regardless of weather conditions. Innovative heat management maintains performance on long downhills. Braking power can be tuned to riding conditions, terrain, riders' size and abilities.



## Humpert Ergotec rear-view mirrors

STAND  
A4-400

The M-98 and M-99L rear-view mirrors have an aspherical mirror to significantly enlarge the field of vision and reduce blind spots. The M-98 has a short arm for mounting on the end of the handlebar; the M-99L has a long arm for mounting on the inner section of the handlebar.



## Tern Node Urban Bikes

STAND  
B4-401



Tern's newest bike line rides big but packs small with 507mm tires. The Node bikes ride like full-sized bikes but have the same footprint as many 20-inch folding bikes. They can accommodate riders up to 115 kg (250 pounds) and 195 cm (6 feet, 5 inches). The Node D7i uses a Shimano 7-speed internal hub, and the Node D8 an eight-speed Neos derailleur.

## Schwalbe Ironman

STAND  
A5-300



This isn't just a triathlon bike tire — it's the official tire of Ironman. Ambitious triathletes use special time-trial bikes with aerodynamically optimized wheels that leave only limited space for the tires. The Schwalbe Ironman is designed for this setup and has been optimized in the wind tunnel. Its optional tubeless version is particularly fast and puncture-proof.

## Hydrapak Bishop Backpack

STAND  
B2-406

The Bishop uses advanced materials for a new level of performance in hydration packs. No detail has been overlooked, from jointed shoulder straps, active ventilation, and internal aluminum frame to an integrated rain cover and inside pocket icons. The Bishop uses Hydrapak's patented Reversible Elite Reservoir with baffled technology and new high flow Blaster Bite Valve.



## Novatec Demon 27.5

STAND  
A6-409



Surgeons demand precision tools. So do mountain bikers jumping off a rock face or barreling down a tree-lined mountainside. The Novatec Demon, now in the 2.5 version, offers more stable, confident handling that is surgically precise at speed. A 31mm wide micropeen-finished rim is optional. Tubeless ready. Rear wheel has option for 12 and x12 axles.

## Ghost Bikes ASX

STAND  
B1-400

The ASX offers everything riders need for the best trail-riding experience. Now with 27.5-inch wheels and 130mm of travel, the ASX is backed by 20 years of Ghost expertise. Whether riding uphill, downhill or across the mountain, the proven Horstlink suspension is convincing.



## Taya Muddy Warrior GST chain

STAND  
A2-312

For mountain bikers who love to get down and dirty, Taya's Muddy Warrior GST chain is the ideal partner. The chain features Taya's environmentally friendly, anti-corrosion protective coating. It's the first anti-rust chain made with zero toxic metals. The Muddy Warrior GST chain is easy to clean and easy to maintain. And it won't rust after a good hose-down.



## Super B 2 in 1 Display Stand

STAND  
A7-317

The 2 in 1 Display Stand displays and stores bicycles at home, in the shop, at the trade show, or in the retail store. Its frame holder accommodates bikes with or without disc brakes. It's easy to set up, and the frame holder can be switched without tools. The display stand fits 24- to 29-inch bikes.



## Selle San Marco Milano Capitonné Trendy

STAND  
B3-405

Who says recreational saddles can't be trendy? The Milano Capitonné Trendy offers comfort without sacrificing fashion. Not only does the saddle give a new look to any bike, but its side bumpers offer protection from accidental impacts or from leaning the bike against a wall. Available in men's and women's versions.



# New Products 2014

## Bosch eBike Systems Active Line

STAND  
A6-204



The Active Line e-bike drive system provides a pedal assist of up to 25 kph (15 mph), powered by the lightweight PowerPacks with 300 or 400 Wh. Its brain is the Intuvia control unit with display and remote control. It's an intelligent, ergonomic and aesthetic drive system that meets the highest demands for quality, convenience and riding enjoyment. Available with an optional backpedal brake function.

## DK City db0-7

STAND  
A5-221

This striking e-bike is available in 20-inch, 26-inch and 28-inch versions. The height adjusts in two ways, making it an ideal bike for everyone in the family. Available with a 250-watt or 500-watt battery, a fully equipped db0-7 can travel up to 100 kilometers (62 miles) on a full charge. Offers three levels of power assist and a Shimano 7-speed derailleur.



## Airace Mini Veloce Road

STAND  
A5-108

Crafted from CNC'd aluminum, this mini road bike pump hangs with the big boys. It inflates to a maximum pressure of 120 psi (8 bar) with a secure-sealed Presta valve that won't pop out even under pressure. Also fits Schrader, Dunlop and E/V. Includes thumb lock and Airace's "clever twin valve."



## IXS Trail RS helmet

STAND  
B3-200

The Trail RS was developed with freeride legend Richie Schley. Double in-mold construction keeps heads cool with 22 vents while offering extended rear coverage. A quick release mechanism ensures the visor will not break in a crash. Available in four matte colors and weighing just 320 grams, the helmet is EN1078 and CPSC certified.



## Wheeler Evo 2.0

STAND  
B3-200



The Wheeler Evo 2.0 pairs a state-of-the-art electric propulsion system with a modern and extremely stiff frame. Components are elegantly integrated in the bike, and the battery is easy to insert and remove. Wheeler developed the battery platform in cooperation with BionX. The battery's low position, combined with the low step-through frame, make the Evo 2.0 easy to get on and off.

## Cateye Strada Slim

STAND  
A1-201

A slimmed down version of the popular Strada Wireless computer, the Strada Slim is 35 percent thinner but its screen is 23 percent larger. It has the same cycling features as its bigger sibling and users can customize the display. Its Slim Sensor can be placed inside the front fork so it is virtually invisible.



## Leatt Fusion 2.0

STAND  
B3-510

Leatt presents a neck and torso protector for junior riders. The CE-certified Fusion 2.0 uses Leatt's expertise in soft protection and neck brace technology. It protects while providing comfort and ventilation. Small/medium size fits riders 100-125cm (3 feet, 3 inches to 4 feet, 1 inch), and large/XL size fits riders 125-150cm (4 feet, 1 inch to 4 feet, 11 inches).



## SealSkinz Waterproof Over Sock

STAND  
B5-604



Cyclists can ride hard without getting sweaty feet with SealSkinz' waterproof, windproof, breathable over sock. They're versatile enough to protect in the worst weather but keep shoes clean all year, even in dry and dusty conditions. The close-fitting, stretchy material slides easily over cycle shoes, and they wash like a pair of socks.

## Giant TCX Advanced 0

STAND  
B3-300



Part of Giant's new cyclocross range, the 2014 TCX Advanced has a frame that is handcrafted with Giant's Advanced-grade composite fiber, for a lightweight, snappy feel. The frame weighs less than 1,050 grams in a medium size. It features hydraulic disc brakes, an innovative 15mm front thru-axle, and Giant's new D-Fuse SL composite seat post.

## Wellgo B242 pedal

STAND  
B2-502

Usually, anodizing can be used to apply only one color on an item. But Wellgo has a new technology that can create a triple-anodized surface — three colors instead of one, to make your products stand out in a crowded market. As always, Wellgo's pedals are durable. A cro-mo axle adds durability, while sealed bearings and waterproof seals mean they'll stand up in water and mud.



# BIKING IS ABOUT **KICKING ASS** NOT KISSING IT

## ROX 10.0 GPS



28.08. - 31.08.2013  
Hall A5 / Stand 200



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# New Products 2014

## Bionicon DoubleAgent 2.5

STAND B1-203



All Bionicon forks, including the DoubleAgent generation 2.5, get completely new internals. Engineered in Tegernsee, Germany, Bionicon's patented Triple Valve damping system offers adjustable compression and rebound damping while adding new functionality with NDL ("Non Digital Lockout") technology. The air spring cartridges now feature two positive chambers, allowing the spring curve to be individually tuned. The 180mm fork weighs less than 2,350 grams.

## Bigfish Line

STAND A4-603



With its button-operated Smart Folding Technology, the Bigfish Line is as intuitive a folding bike as it gets. There's no need to follow a certain folding order — the bike can be folded in any sequence. The full-size wheelbase and pedaling performance make the Line ideal for commuters. It's equipped with a Shimano Nexus internal hub.

## Okbaby Eggy Relax

STAND B2-409

The patented Eggy Relax child carrier can be reclined to an angle of 22 degrees even with the child in it. Okbaby's "Automatic Barycenter System" maintains the center of gravity in the correct position regardless of the seat back angle. The Eggy Relax fits to the head tubes with diameters between 28 mm and 40 mm.



## Camelbak Volt 13 LR

STAND B5-500

Part of Camelbak's new Mountain Bike Lumbar Collection, the Volt 13 LR fully integrates the 3L Antidote lumbar reservoir. The reservoir allows mountain bike riders to carry the water weight on the hips instead of the shoulders for free shoulder movement, reducing strain and balancing water on a stronger point to help on long technical rides.



## Ming Cycle Infinitas e-MTB

STAND A5-233

Ming Cycle's 650B e-bike includes an innovative regenerative braking system for longer battery life and longer range. The 250-watt, 36-volt battery charges in four to six hours and provides maximum output of 400 watts.



## Herrmans Grit grips

STAND A7-504

With or without gloves, the Grit's got grip. The dual density MTB grip has Herrmans' proven diamond pattern in the second layer with an optimized fit for the palm. Comfort is enhanced with a thicker softer layer in "hot spots" that penetrate the hard first layer. Available in several colors.



## Roxim Raptor X lights

STAND A5-228



The innovative Raptor X serves cyclists whether they're on the pavement or off it. Although compact, the light provides a 200-degree light spread for side and forward vision. The X4/X8 models output up to 400/800 lumens, while Roxim's anti-glare technology won't blind oncoming riders.

## Velo Plush e-Quest

STAND B2-503

For unisex e-bike and recreational cyclists, the Plush e-Quest allows for comfortable cruising around town on electric and traditional city bikes. Its extra-wide berth makes pedaling easy. The e-Quest has Velo's U-Carry convenience grip built into the saddle and weighs 445g with dimensions of 260mm by 216mm. (Prototype pictured.)



## Velo Computer power meter

STAND A5-100



Why spend more when the Velo Computer offers precise power measurement for less than €250 (\$330)? GPS positioning keeps its tolerance to within 1 percent. Display data on a smartphone with an inexpensive app, and upload it to Facebook or Twitter. Weighs only 19g and has a simple universal chain stay mount.

## KS LEV Carbon

STAND A6-406

The KS LEV Carbon is a cutting-edge drop seat post. A full carbon mast with molded-in cable interface houses a hydraulically locked, air sprung cartridge with 65mm of smooth travel. A full compression molded saddle cradle and lower clamp and other features bring its weight to less than 410 grams, excluding cable and remote.



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- CERAMIC BEARINGS
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# New Products 2014

## Crank Brothers 0° float premium cleat

STAND  
A5-301



For cross-country racers who want less float in their pedals, Crank Brothers introduces the 0-degree float premium cleat. This cleat eliminates the 6-degrees of float on Crank Brothers' original pedals, for maximum efficiency, power transfer, and stability. Tread contact sleeves and shoe shields help riders customize their pedal setups.

## Haibike Xduro Nduro Pro

STAND  
A4-100



With 180mm of travel and the new Bosch performance motor, the Nduro can turn every urban forest into a bike park. And you don't need a ski lift to take you to the top of the mountain. It's equipped with Mavic Enduro wheels, Sram XX1 components and Haibike's "Sprocket Equalizing System."

## Ibera Smartphone Cam Case

STAND  
A7-414

The Ibera Cam Case carries and protects smartphones while retaining easy access to all controls. Includes a built-in camera lens aperture. With Ibera's new angle-adjustable StemClamp, cyclists can take action photos and videos of themselves or the road ahead without extra equipment. Compatible with HTC One X, HTC Butterfly, Samsung S3, and similar phones.



## M-1 Secede

STAND  
A6-307

Its urbane looks are deceiving. The M-1 Secede is a speed pedelec that can zip along at up to 45 kph (28 mph) — and its carbon frame easily dismantles into two parts, without tools, for easy transport on airplanes, ships, trains or cars. The parts can be stored in optional bags. They fit together with a "click" to make an instant 26-inch bike.



## Axman S8

STAND  
A1-108

Axman translates its successful 29-inch suspension design to a full carbon, very light 650B bike that weighs just 1.9kg. The S8 offers 130mm of travel with a similar geometry to a 26-inch bike for more agility on mountain trails.



## Kinetic Rock and Roll 2

STAND  
B4-305/3

The completely redesigned Rock and Roll 2 offers a better ride and improved compatibility. The rider's weight is now centered between the elastomer pivot points, rather than cantilevered out front. This distributes the load more evenly, improving lateral motion and decreasing bounce. It also offers a smaller footprint and is two pounds lighter.



## Ellsworth Absolute Truth 27.5

STAND  
B4-207



Ellsworth's 2014 version of the Absolute Truth takes the wheelbase and geometry of its popular XC/Race Truth frame and puts it in a 27.5-inch carbon model. The frame, of Toray Aerospace High Modulus carbon, is finished in a multi-toned candy apple red with pinstriping. With 120mm of travel, the Absolute Truth is made for XC and endurance racing. Available in five sizes.

## Neco WP333 pedal

STAND  
A7-213

For performance mountain or road bikers, the WP333 pedal is CNC-machined from aluminum, with a cro-mo axle for strength. Weighs 290 grams/pair. Available in anodized finishes including black, gold, red, purple, silver, green, pink and blue.



## SKS Airmenius

STAND  
A5-400

The new Airmenius combines high-quality materials, including comfortable cork grips, easy-to-read 100mm pressure gauge, and solid aluminum die cast foot, in a professional floor pump. The long aluminum trapezoidal barrel enables easy pressure buildup in the tire. The SKS Multi Valve head fits all valve types.



## Miranda Delta Crank

STAND  
A1-414



Miranda's award-winning, super-strong e-bike crank arm now comes in four premium finishes. The Diamant and Double Diamant feature variations of a high-tech scratched surface texture. Another finish has an engraved Miranda logo for a sophisticated look, while a fourth features the logo embossed in the arm. The Delta cranks are available in several colors.



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# Taipei Cycle decides to remain a March show

The Taipei Show has no plans to move out of its traditional March time frame, a top show official says.

The timing of the Taipei Show, which by some measures is the world's largest bicycle show after Eurobike, was thrown into question earlier this year when Tony Lo suggested that it move to July to better serve the fast-growing Asian market.

When Lo speaks, people listen: He's CEO of Giant, Taiwan's biggest bicycle manufacturer, and chairman of the Taiwan Bicycle Exporters Association (TBEA).

But Yih-Jyh Kang, executive director of the exhibition department for TAITRA, the show organizer, said surveys have settled the question for now.

"We at last achieved a consensus for Taipei Cycle to stay in March. Taipei Cycle 2014 will be held from March 5-8, and the 2015 show is set for March 18-21," Kang said.

Although he assumed his position in January, Kang is very familiar with Taipei Cycle. He is the former head of the Nangang Exhibition Center, where the show is staged.

Kang said TAITRA surveyed more than 1,000 domestic and international exhibitors. TAITRA branch offices queried overseas visitors through questionnaires and telephone interviews.

"More than 70 percent of exhibitors and 60 percent of overseas visitors suggested that the March show dates are most appropriate," Kang said. "In addition, TBEA has also conducted a survey of its members, and they also support the March show dates."

Traditionally, Taipei has been a magnet for trade buyers and bike brands from Japan, Europe and the U.S., and Kang thinks this will continue.

But he agreed with Lo about the boom in exporting Taiwan cycling products to other Asian countries.

"Exports to Asian countries such as China, Indonesia, Thailand, and Malaysia have grown rapidly in recent years, as cycling becomes a fashion among the growing middle class in these countries," he said. "As a result there has been strong growth in the number of visitors from these emerging markets. I believe that in the future visitors from emerging markets will become just as important as those from mature markets."

Kang said Taipei Cycle encompasses every link in the bicycle manufacturing supply chain and has increasingly become a showcase for bicycle accessories.

"Its great strength is that it offers a comprehensive one-stop sourcing center for every procurement need," he added.

Before his stint overseeing Nangang, Kang worked at TAITRA overseas offices in Seoul, Korea and in Berlin and Dusseldorf in Germany.

In other comments, Kang left the door open for cooperation with Taichung Bike Week, which has become a spec' show for many brands because Taipei Cycle is too late.

"The function of Taichung Bike Week is very different from Taipei Cycle, but there's one thing in common: both events help the Taiwan bicycle industry to connect with the global industry," Kang said. "Taipei Cycle team staff also visit the Taichung event, and TAITRA is open for discussion for possible cooperation."

Taichung Bike Week takes place Nov. 5-8 this year. ■ TK



Yih-Jyh Kang

# Novatec works to be a Factor with wheel line

After debuting the line at the Sea Otter Classic in April, Novatec is making the European debut of its aftermarket wheel series, Factor.

Factor is the cream on the top of the Novatec range, U.S. director Henry Hinojosa said. The brand gets its R&D in the United States and is manufactured in Taiwan.

As an aftermarket brand of Novatec, the premium line will "directly compete with other premium brands on the aftermarket," Novatec EU director Milan Krusinsky said.

Factor starts with CNC-machine made hubs and works outwards to complete wheels.

For 2014 Factor will offer mountain bike wheelsets in three sizes (26-, 27.5- and 29-inch). "For 2015 we hope to be able to offer some road wheelsets under the Factor name," Rastislav "Ray" Gegus, the EU deputy director, said.

Jeff Chen, global marketing director, and his team plan to create a separate website for the Factor line.

"The premium brands in the field of hubs and wheels Factor goes in direct competition with also have their own websites," Chen said.

Novatec also renovated its headquarters complex. "Now the entire factory is more organized and has a clean look you easily can show to your customers," Krusinsky said. A new building is under construction next door, and Chen said Novatec plans to expand there by year's end. ■ JB



Henry Hinojosa (left) and Jeff Chen with Factor hubs. (Photo: JB)

# Formula puts premium on Xero hub, wheel line

Formula Engineering believes Europe can be a net positive for Xero.



Brenda Yu with a Xero carbon MTB wheel. (Photo: JB)

Formula — not to be confused with the Italian brake expert of the same name — is focusing on its premium wheel brand at Eurobike and wants to spur better sales on the continent.

"We have been every year at Eurobike and rely on a European sales agent. But this business can definitely grow. It'll be tough because there are already a lot of brands on this market," general manager

Reagan Yu said. "For Europe we are kind of newcomers. But we believe in our innovative quality products."

Formula is expanding its Xero aluminum and carbon wheel ranges for 2014, offering 26-, 27.5-, 29-inch and 700C wheels.

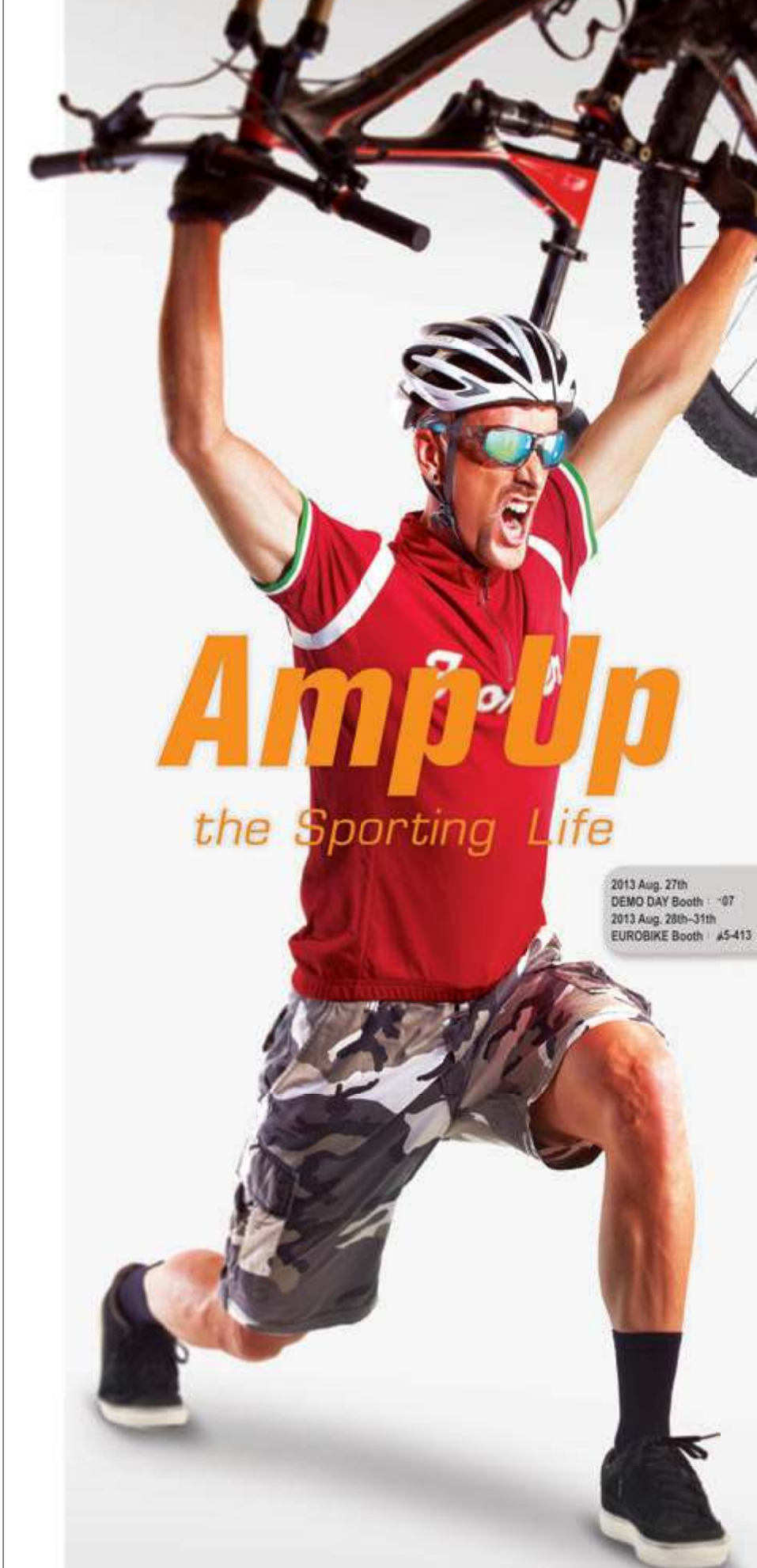
"Xero is also offering hubs. But we want to give a push to our business by focusing on our expanded high-end wheel range," the company's Danny Hu said.

All wheels, whether aluminum or carbon, are made in-house. "This gives us a much better control of our production and of the products leaving our factory," Hu said.

Formula has a new headquarters and factory near Taichung, Taiwan and operates two Chinese factories.

"While our Shenzhen factory produces entry level hubs and wheels our Kunshan facility is responsible for assembling," Yu said.

The new Taiwan factory has a capacity of 4.5 million hubs and 200,000 wheels, said Brenda Yu, customer service manager. About 20 percent of its sales are for the Xero brand. ■ JB



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# Portuguese supplier Miranda cranks up e-bike components

**By far the leading supplier of cranks for e-bikes in Europe, Portugal's Miranda is unveiling four new finishes to its Delta cranks at Eurobike.**



*Delta's Double Diamant cranks*

far greater stresses than those for conventional bikes, and the Delta is exceptionally strong.

Last month, the Delta underwent testing at Velotech in Germany. Although the test equipment operated at its maximum possible load of 2,200 newtons, the cranks withstood at least 150,000 load cycles (three times the number of load changes required by European standards, which require only 1,300 newtons of force).

The cranks were undamaged at the end of the test period, which ran from

July 18 to July 31.

"We requested testing at the maximum available load. The cranks underwent 150,000 cycles at the maximum loads the machine could handle after being reinforced," Marketing Director João Filipe Miranda said.

"By the time of the report, 500,000 load changes were reached on the Delta without any damage — that's 10 times more than the norm demands, and with massive loading," he said.

The new finishes on display at Eurobike offer e-bike brands plenty of options to make their products stand out. The Diamant finish has an evenly scored

surface texture all over the arm. The Double Diamant variation has the same texture on the laterals and on the back, but the front has a silk-like texture with a more polished surface that enhances the distinctiveness of the crank.



The new Inline finish features the Miranda logo engraved on the surface for a sporty and sophisticated look. A machined version, the Inline Plus, makes the logo stand out, with a striking contrast between the machined surface and the embossed logo. All the new finishes are available in a range of colors to complement any e-bike.

Miranda has plenty more to talk about at Eurobike, including the patented twist-to-fix ClickPost, a unique design that allows a saddle to be fitted in under 10 seconds. The ClickPost, which won another Red Dot design award this year, is likely to be popular with dealers because it allows customers to try out a variety of saddles with the minimum of fuss.

"We are very versatile and we have a huge amount of know-how that comes from our long experience in the industry," João Miranda said. "All the manufacturing happens within our factory and we know how exactly how each product is made. So we can respond to any request immediately." ■ TK



*Delta Inline Plus crank*

*Delta cranks undergoing testing at Velotech.*



The crank, which was awarded a Red Dot prize for product design earlier this year, also gets a new configuration with a svelte new integrated chain guard compatible with Bosch motors.

Benefiting from its European location and the rise of e-bikes, family-run Miranda has succeeded as a parts maker due to its expertise in engineering. The company said 2012 sales reached €7.6 million (\$10.1 million).

"Lead times are much shorter than Asian suppliers and it's much easier for customers to meet us," said João Miranda, the company's president. Just 50 minutes from the Porto airport, the Miranda factory is less than a two-hour flight from most of the EU.

E-bike cranks have to withstand

Photo: Nick Untiveros

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VL-6363      VL-6263      VL-6268      VL-6269

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# Shots from Demo Day



*Alphorn enthusiasts from the traditional 'Syrgensteiner' club entertained visitors at Demo Day.*



*Over the past five years local official Bernd Reck has made exhibitors and visitors feel at home at Demo Day in Argenbuehl.*



*All hail this year's Allgäu Cheese Queen: Andrea Haussmann charmed the crowds in traditional dress.*



*Hendrik Tafel of Alex Rims gets the stand ready for the crowds at Demo Day*



*Thomas "The Professor" Schmitt, former German DH champ and now a magazine contributor, brings along a spare bike.*

# Weldtite ships its Cyclo workstation

Cyclo, the workshop equipment brand of the British company Weldtite, is now shipping its Cyclo Modular Workstation. The company showed a prototype at the Taipei Cycle show in March, sales director Chris Jenkinson said.



Chris Wilkinson with the head of the Cyclo Modular Workstation

"The head of the workstand can be fitted to a range of stands and mounts, including a portable stand, or mounts fixed to the floor, a wall or a workbench. It's very flexible," Jenkinson said yesterday.

He demonstrated the clamping action of the clamp head at his company's Eurobike booth yesterday. "You can operate it with one hand," said Wilkinson. "It's quick release, but very secure."



Consumers could use the wall mounting plate and Modular Workstation as a bike storage device when not in use. The 360-degree rotating head, secured by a locking lever, means bikes can be held from many different angles and from the seat post, top tube or seat tube.

Weldtite was founded 74 years ago and offers tools, lubes, cleaners and bike repair accessories. Many of the products are made in Weldtite's factory in Barton-on-Humber in northern England.

Weldtite has its own design and quality control team in house, and all of products are designed in conjunction with a team of expert bike mechanics, the company says.

"We export to 40 countries and proudly market our British heritage," said Jenkinson. "Our international distributors are seeing an increased interest in British products, particularly our distributors in Australia, South Africa and Scandinavia." ■ CR

# Open Cycle launches 2 ultralight MTB bikes

Open Cycle may be a small young company, but its founders are anything but. The high-end niche brand was created by Andy Kessler, the former general manager of BMC, and Gerard Vroomen, co-founder of Cervélo.



AX-Lightness GM Axel Schnura (left), with Open Cycles' Andy Kessler. (Photo: JB)

The two said they are launching two new mountain bikes that come in under the 6.8kg UCI limit — for road bikes. The weight limit doesn't apply to mountain bikes.

"You can race without any problem," Kessler said.



The bikes weren't available to demo yesterday, but Kessler said they will be in the spotlight during the show.

"Our highlights for next year are at our booth on the show floor," Kessler said. "Don't miss stopping by."

The Ora Ltd model will have a rigid fork, and the Lola Proto a suspension fork.

The Ora Ltd bike in a large frame, without pedals, weighs 6.4kg (14 pounds, 1 ounce).

The Lola Proto bike, with a Lauf leaf-spring suspension fork, weighs a bit more at 6.6kg, also without pedals.

The Swiss-based Open designed the carbon frames, but most of the lightweight parts on the bike come from German carbon expert AX-Lightness.

Open's strategy is to keep the business small but high-end.

Both founders have decided not to chase volume — with the assorted problems that creates — and instead offer an exclusive brand.

Open sells through about 60 IBDs around the world and has no plans to offer a large model range. Open instead concentrates on urban and mountain bike models

■ JB

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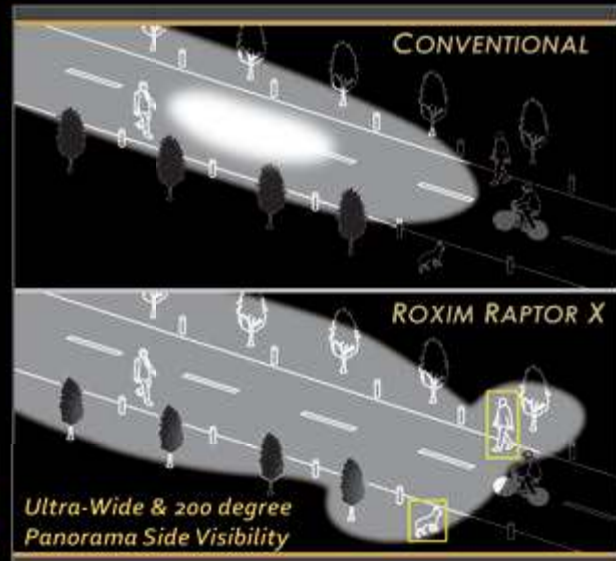
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# Navad targets bike hotels and tour companies with its 'simple' GPS unit

Navad's handlebar-mounted GPS unit is "so damn easy to use," company co-founder Gil-ad Arad said yesterday. Arad may be biased, but he said he is quoting the typical comments his company gets from consumers.



Navad's co-founder Gil-ad Arad

"Our GPS is fully featured and was designed specifically for cycling, but it's not as complex to use as some other GPS devices," he said. "It doesn't need a user manual. Use it for a few seconds and you've mastered most of it."

Simplicity is the key to the use of the device in the rental market, including bike hotels and tour companies, where Navad is focusing its marketing efforts.

The Tour B2B version of the device can be programmed with custom content, including photos, text, logos and recommended routes.

Tourist information centers, bike tour companies and hotels with cycling programs could customize the Tour B2B with their own information, such as listing recommended road routes of mountain bike trails.

Hotel Randolins in St Moritz, Switzerland, is testing the Navad with its guests. The hotel markets itself to cyclists and is member of Bike Hotels of Switzerland, a promotional organization for 21 cyclist-friendly hotels.

While other GPS devices use expensive proprietary maps, Navad device uses open-source maps from OpenStreetMap, which can be downloaded to the device for free. Route turns are marked by beeps, not voice.

The Navad doesn't provide routing on the fly. Instead, users hook it into a computer through a mini USB cable and upload the GPX files to the device.

The Tour B2B unit is a stripped-back version of the device but works with custom information, including GPX files, which are supplied by the client.

Arad and business partner Alex Hertz, both GPS entrepreneurs, founded Navad in 2010 in Cyprus. Both worked on satellite navigation systems for cars, but as mountain bikers, they wanted to create a GPS unit just for bikes.

The unit keeps a battery charge for up to 12 hours, said Hertz. "The backlight can be turned to auto and will only come on for turns, saving battery life."

For hotels, tour companies and other

businesses seeking to provide bike route information to cyclists, Navad's Tour B2B offering could be a money spinner, Hertz said. "Bike hotels could charge per day for rental but, more importantly, offering such a simple GPS unit is an added value for guests."

The Navad is available in four versions: Trail, Race, Race HRM and Tour B2B, all with three-inch touchscreens.

There's also a mini unit, which beeps for turns but doesn't include mapping. The Trail retails for €329 while the ANT+ compatible Race HRM unit retails for €499 Euros. Pricing for the Tour B2B depends on order size and the complexity of the information to be installed. ■ CR



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# Velo markets Senso line through word of mouth

Saddle giant Velo is looking to promote its mid-range Senso line through word of mouth, sponsoring smaller pro and amateur teams around the world. The idea is that riders who use the company's products will recommend them to their circle of friends, who may not be as knowledgeable about cycling, but still like to ride and sometimes go to races.



Stella Yu (left) and Ann Chen.

"We're supporting smaller teams that may not have other companies sponsoring them — young riders who are passionate about the sport," Velo's Ann Chen said yesterday.

The teams supported by the saddle maker include Star Cycling in South America.

"These teams really help us to improve the functional aspect of our saddles," she said. "This year we'll be using the riders' impressions of Senso saddles in our marketing campaigns. We'll ask if they would recommend Velo saddles to their friends...I hope they say yes!"

Velo, whose top brand is Prologo, followed by the Senso and Plush brands, is likely to sign up some new distributors during the show, including in the territories of Switzerland, Spain and the USA. The firm is also looking for new distributors in the South American market.

At Eurobike, Velo is debuting a newly refined version of its Miles IIO racing saddle. After hearing feedback from

team riders, Velo redesigned the flat back area so it has a body-fitting contour. The e-bike saddle that was launched at the Taipei Show earlier this year, with an integrated handle for lifting or carrying heavy e-bikes, is being shown at Eurobike with an "invisible handle" at the rear of the saddle, dubbed the U-Carry.

"Since there is not much weight placed on this part of the saddle, we could sculpt out the handle underneath," Chen said. The same saddle is also being launched in a sportier, slimmer version in Friedrichshafen.

Silicone is a material found in a lot of kitchen tools these days, due to its flexibility and temperature resistance, and now silicone in foam form is being applied to handlebar grips, where its qualities are perfectly suited to the task, Velo founder Stella Yu said. "It's light with great shock absorption, and it's earth-friendly as well," Yu said. The grips are still affordable compared to PU. ■ TK



# Dahon inks deal with U.S. automaker Ford

While there are no products yet — they are still a twinkle in David Hon's eye — the Ford logo takes center stage at the Dahon booth. It highlights a recent agreement between the folding bikemaker and the big U.S. auto company where Dahon will produce a line of Ford-branded bicycles, including folding bikes and e-bikes.



Rob Kozich

Rob Kozich, Dahon's European market development manager, said the agreement covers the global market. The Dahon staff planned to discuss initial details of the program last night.

The new line is expected to launch in 2014.

"No specifics on products have been decided yet," Kozich said yesterday from the Dahon booth. A company press statement said Ford bicycles would be available via "select retail channels," but Kozich wouldn't be drawn out on whether this means Ford car dealers alone. The Ford line is expected to feature bikes for adults and children as well as a line of accessories.

In the statement, Dahon founder David Hon said, "This is a very exciting opportunity for us. We are highlighting



the need to reduce carbon emissions, and influencing today's auto-dependent public to think about the importance of changing their transport habits to help sustain a greener future."

John Nens, Ford's director of global brand licensing and corporate identity at Ford, said, "Dahon is a great company and we are excited to be working with the industry leader, with 30-plus-years of bike-making experience. Both our companies are committed to delivering smart, high-quality mobility solutions that meet customers' needs."

The press statement said both companies work on urban mobility and are "committed to delivering products that serve to enhance the lives of consumers."

Hon founded Dahon in 1982 when he left a career in military aerospace — it was rocket science — to market his first folding bike.

According to Roadswerenotbuiltforcars.com, the Ford Motor Company was founded by a cyclist. An August 1940 issue of Time reported that, on his birthday, Henry Ford "took a ride for photographers on the light (12 lb.) English bicycle on which he likes to take a three-mile spin every evening after supper." ■ CR

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# Blackburn designers revive brand's heritage in new line

In the early days of Blackburn Designs, product and design defined the culture, and the brand became known as a must-have among adventure-bound touring cyclists. Racks were the marquee category and in the '80s, a Blackburn rear rack was a rider's ticket to exploring the open road.

But somewhere along the way, Blackburn's identity became diluted as its product catalog grew fatter and its founder, Jim Blackburn, and original designers moved on.

"When Easton-Bell purchased it...I think it was a bit lost," said Robin Sansom, a noted designer and previous product manager of urban bikes for Kona and Specialized. Sansom, who joined Blackburn 18 months ago, talked as he set up Blackburn's booth yesterday. "I'm sure they had good people in place championing it, but I'm not sure if those people were heard."

Sansom, and the rest of the new team at Blackburn — including another product manager, an industrial designer and a product creation leader — are now seeking to reconnect with the past. They have developed a new line of racks, bags, lights and pumps aimed at cyclists bound for a multi-day trek, a commute to and from the office or any long day in the saddle.

The aftermarket line, debuting here at the show, includes 11 racks, eight of which are new designs this year.

Several use Blackburn's proprietary Interlock system, allowing panniers and trunk bags to be locked to the rack. The new bag line is also extensive with a whole family of Barrier waterproof panniers, bags and electronics cases.

The Central commute series has practical features such as padded laptop and tablet sleeves, stowable shoulder straps and raincover and weather resistant fabric. The Local series features entry-level, durable, do-it-all bags.

The product line should appeal

to consumers on both sides of the Atlantic. Touring and adventure riding are staples of European culture, while that type of riding is recently re-emerging in the U.S., Sansom said.

In order to refocus the brand, the Blackburn team took a long look in the rearview mirror over the past 18 months.

Members interviewed Blackburn and original designer Robert Egger, pored over old catalogues and tried to figure out what was still meaningful and relevant from that era.

They discovered a culture focused on making products that work well, and work forever, and also took away a few business lessons.

"They weren't averse to take any risks. This market? Racks? Not really seen as a big market back then, but it was," Sansom said. "It's just that nobody was making the right product to serve it. Not to be afraid of emerging cultures like fat bikes or other things that people may poke fun at, but that actually has something to it," Sansom said.

He said Blackburn envisions expanding other categories in the future with support from parent company Easton-Bell Sports.

"EBS has a very strong sales and distribution mechanism so they're able to leverage that as we add categories and SKUs," he said. "But that only goes so far. You've got to have pendulum swingback to focus on the brand and certain categories and products so you don't lose that authenticity." ■ NF



# 'Spread the word' — Votec is back with premium bikes

With its Votec brand, e-commerce powerhouse Internetstores GmbH, which concentrates on cycling and outdoor sports, is making its first appearance at Eurobike.



Stephen Geiss (left) and Hanna-Marie Mayer of Internetstores. (Photo: JB)

"Votec is known as a technical German high-end premium brand. We've proved that this didn't change after the takeover," Stephan Geiss, Votec's brand manager, said yesterday.

Geiss said Votec went to Demo Day because it wanted to reach members of the international media. Votec was one of the earliest German bike brands to launch high-end, full-suspension aluminum mountain bikes. They now offer carbon models as well. The line has been extended to 12 bike models from six.

"They can test our new Votec range and spread the word that this German brand is back," he said.

Internetstores acquired Votec and Fixie Inc. at the beginning of 2012. Both are now flagship brands of the e-commerce retailer.

The company also owns brands including Ortler and Serious.



Internetstores is the parent company of on-line bike stores Fahrrad.de and Brügelmann. In several European countries it also operates as Bikester and Bikeunit. The company posted sales of €90 million (\$120 million) for fiscal year 2012/2013. ■ JB

## Shimano recalls mechanical disc brake calipers

Shimano is voluntarily recalling its mechanical disc brake calipers BR-CX75, BR-R515 and BR-R315, Shimano Europe announced this week in a news release.

The company said it had identified a "potential performance issue" with the calipers and will replace them with an improved part. On its website, Shimano said that it was possible for consumers and retailer to incorrectly readjust worn brake pads and harm the performance of the brakes.



Robin Sansom with a fat bike loaded with Blackburn's new rack and waterproof 17-liter Barrier Universal pannier.

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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.

**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. **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, FÄHREN UND KATAMARANS)**  
Round trips and regular routes during the season. Ferry service to Romanshorn and Catamaran service to Constance all year round. **INFO:** Lake Constance Boating Companies Travel

Centre (Bodensee-Schiffsbetriebe Reisezentrum): Tel. +49 (0)7541 9238389. Web: www.bsb.de. Catamaran Operator Lake Constance (Katamaran-Reederei Bodensee): Tel. +49 (0)7541 9710900. Web: www.der-katamaran.de. **21 ZEPPELIN MUSEUM (ZEPPELIN MUSEUM)**  
The world's largest exhibition on the history of airship navigation as well as an important collection on art in Southern Germany. **OPEN:** May. to Oct. Mon.-Sun. 09:00-17:00. Nov. to Apr. Tue.-Sun. 10:00-17:00. **INFO:** Tel. +49 (0)7541 38010. Web: www.zeppelin-museum.de.

**22 HARBOUR STATION (HAFENBAHNHOF)**  
Ferries and 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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# Riding & Dining after hours

## Take the 'Hammer Tour' to the Hammerhof 'hay hotel'

**Roland Hecht, chairman and “el presidente” of the Friedrichshafen-area road bike club, Freundeskreis Uphill e.V. (FkU for short: [www.team-fku.de](http://www.team-fku.de)) shares his members' favorite late afternoon/early evening bike rides and restaurant stops with Eurobike Show Daily readers. These rides will recharge you after a long day at the show, although we recommend you ride with lights.**

The Hammer Tour is what FkU member Martin Walfvogel calls his favorite “chill-out loop.” His definition of chilling out, however, may not fit everyone's.

Walfvogel's bike rides can be as “hard as hammers,” Hecht said. “This crazy guy does 300-kilometer [186-mile], one-day trips over the Alps to Italy.” It helps him stay hard for his day job as a prison guard, where he works with some tough characters.

Walfvogel knows the Friedrichshafen area well; He's been living and cycling here for 50 years.

So his Hammer Tour is a bit challenging. The 65-kilometer [40-mile] loop, which starts and ends at the Messe, takes about 2-1/2 hours — which includes a nice meal at a unique Hammerhof restaurant.

Walfvogel suggests you take your time riding through this very scenic area. We encourage Eurobike visitors to ride with lights because the sun sets around 8:30 p.m. at this time of year.

The Hammer Tour leads along the northern shore of Lake Constance to the Hammerhof (“Hammer farm”), which — no joke — is owned by the Hammer family. Begin the ride at the Messesee (the lake at the western entry of the Eurobike show grounds), which is a good starting point for several bike tours.

For the first 10 kilometers, the Hammer Tour heads through picturesque apple orchards on gently rolling terrain, and then through a small hamlet with other fruit orchards into Oberteuringen.

Here the route heads out of the orchards and into the Deggenhausertal (or “D-Valley,” for short). You'll ride through the villages of Gehrenberg, Höchst and Heiligenberg, where orchards give way to dairy farms.

An ancient glacier smoothed out the D-Valley, while two rivers, the Rotach and the Deggenhauser Aach, shaped it over the millennia to create hills that are 200 to 300 meters (655 to 985 feet) high.

From there, the Hammer Tour heads through the towns of Urnau and Obersiggingen, around 100 meters in altitude, up to Lellwangen.

In Lellwangen, five kilometers before the turn-around point, riders should stop at the village well and fill up their water bottles before cruising down to the foot of Heiligenberg.

After about five kilometers along the Deggenhauser Aach river to the village of Untersiggingen, you come to a 6-kilometer, 210-meter (690-foot) climb on the northern slope of Gehrenberg.

That takes you to your destination: the Hammerhof ([www.hammer-hof.de](http://www.hammer-hof.de)).

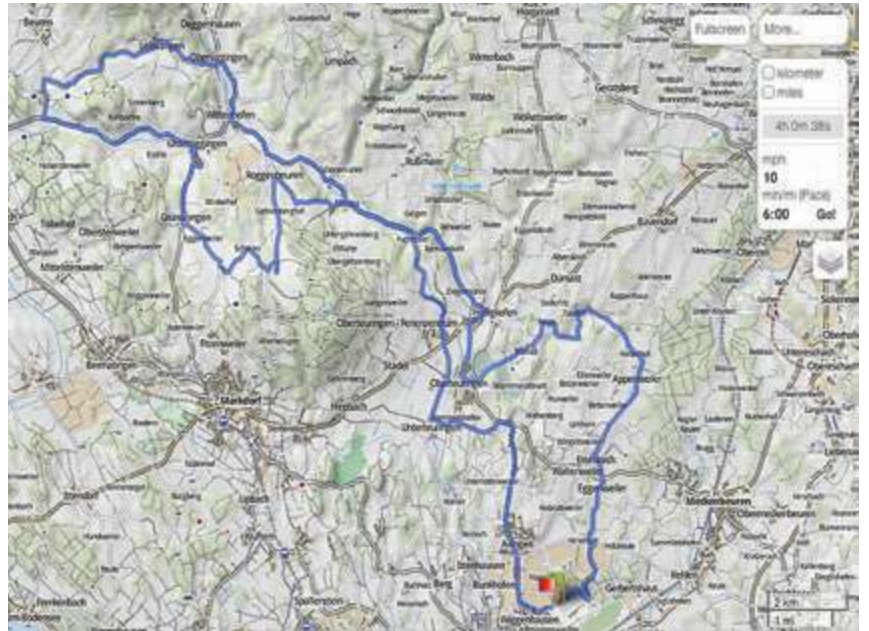
This traditional farm is Walfvogel's secret tip. So — psssst! — don't tell anyone.

The Hammer family owns Hammerhof, which is set amidst meadows and old orchards, and turned it into a “Hay Hotel.” Overnight guests can snuggle with their sleeping bags into bales of fresh hay.

Diners can enjoy a cozy atmosphere on the sun terrace or, if the weather isn't nice, in the old-fashioned “nostalgia restaurant.”

Walfvogel particularly likes the restaurant, which he says is like being in “grandma's living room.” He enjoys hanging out on “grandma's couch” and ordering what the locals call “dinnele.”

“Italians call it ‘pizza,’ Alsatians, ‘flaming cake,’ and Swabians from the Lake Constance region ‘dinnele,’” Walfvogel explained. It's a flat bread topped with seasonal vegetables, cheese and ham — and, for Walfvogel



— Limburger cheese (the smelly stuff). His favorite drink when riding is a mug of “gespritzter Most,” or apple juice mixed with soda.

Well fortified by his spell on grandma's couch, Walfvogel heads home to Friedrichshafen. On a nice downhill section, he can easily reach speeds of

80 kph (50 mph). Then it's through the village of Roggenbeuren and back into D-Valley, where the route heads through Unterteuringen and Ailingen to the Messe.

Best of all, you don't have to drop the hammer to enjoy the Hammer Tour!  
— Roland Hecht



*Martin Walfvogel relaxes on grandma's couch at Hammerhof — the highlight of the 65-kilometer Hammer Tour. (Photo: Roland Hecht)*

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