



# SHOW DAILY



**4** 'A bicycle nation'  
Angela Merkel comes to Eurobike

**6** Super excited  
Getting a few minutes with the Chancellor

**20** Stiff upper lip  
Moustache bikes are stiff but lively

**31** Bigger than Denmark?  
Is cycling worth 200 billion to the EU?

**44** Solo act  
Kiwi bikewear brand makes FN debut

**53** Going for GoPro  
Garmin gets into action cam market

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# What's on today Thursday, Aug. 29

**09:00**  
Conference Center East, Room Rom  
**ADFC—TechTalk 2013 | Panel Discussion**  
"Is it only scrap that is on tour on Germany's cycle paths? Or can the wrong check routine 'kill' even the best bicycle?" In German.  
Organizer: Allgemeiner Deutscher Fahrrad—Club e.V.

**09:30-12:30**  
Conference Center East, Room Paris  
**Bicycle Retail Fundamentals | Seminar A (Info & Application)**  
Basic knowledge of the bicycle trade, for people entering the trade from a different professional background, young entrepreneurs and start-ups. Simultaneous translation from German into English  
Organizer: LBU Lübeck & Blume

**11:00, 14.00 & 16.00**  
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

**11:30**  
Conference Center East, Room Rom  
**Go-To-Market (GTM) software**  
Wholesale Systems and Software Innovations. In English.  
Speakers: John Shirley and Christian Gu

**11:30**  
Conference Center West, Room Schweiz  
**eSocialBike Seminar and Live Demo**  
Focusing on potential market evolution of merging LEVs with the latest connectivity technology and devices, such as eSocial Bike. Introduction: Ed Benjamin.  
Organizer: LEVA

**12:00**  
Foyer East  
**Taiwan Excellence Show | Fashion Show**

**12:00-14:00**  
Meeting room 5A, Administration Building  
**ETRA seminar for bicycle retailers**  
Ramon Salceda, Dutch Twowheel Academy (Tweewielacademy) will discuss pricing second-hand e-bikes for retailers. Sponsored by ETRA.

**12:45**  
Conference Center West, Room Schweiz  
**eSocialBike Seminar and Live Demo**

**13:00**  
Conference Center East, Room Prag  
**Plan for success and secure | Seminar B (Info & Application)**  
Basic knowledge of the bicycle trade, for people entering the trade from a different professional background, young entrepreneurs and start-ups. In German.  
Organizer: LBU Lübeck & Blume

**13:30**  
Conference Center West, Room Liechtenstein  
**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**  
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

**14:00-15:00**  
Bio-Racer B1-409  
**Marino Vanhoenacker**  
Belgian Triathlete, Multiple Ironman Winner, current European Champion

**14:00-15:00**  
FSA (A1-402)  
**Elia Viviani**  
The Cannondale rider will be available for interviews, autographs, videos and photos.

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

**15:00**  
Conference Center West, Room Liechtenstein  
**China's market for sport bikes**

**16:30**  
Conference Center East, Room Berlin  
**The Advocacy Summit**  
promoted by European Cyclists Federation, Allgemeiner Deutscher Fahrrad-Club and COLIBI. Media Partner: Bike Europe

**17:00**  
3T (A1-426)  
**Happy Hour**



**Pedelec Adventures debuts its short film about its "Iceland Challenge" — touring Iceland on eFlow e-bikes — today at 5:15 p.m. on the Eurobike Fashion Show stage, Foyer East.**

# Table of Contents

**'Germany is a bicycle nation'**  
German Chancellor Angela Merkel visits Eurobike ..... 4

**'Everybody was super excited'**  
The few who got to meet Merkel have prepared for months ..... 6

**VoxPop**  
What are your thoughts about Angela Merkel's visit? ..... 10

**No green, but plenty of gold**  
10 companies claim coveted Eurobike Gold Awards ..... 12

**How low can they go?**  
New e-bikes go on a diet and shed weight ..... 16

**No more 'helmet hair'?**  
'Air bag' helmet stays hidden in a neck collar ..... 18

**Not just lip service**  
Moustache brings French flair to electric bikes ..... 20

**On a shoestring**  
Fashion designer Quoc Pham slowly grows his urban shoe line ..... 22

**Fueling performance**  
Nutrition and hydration products help retailers win the race, too ..... 24

**Thousand points of light**  
Lights are getting smaller and more powerful ..... 28

**Bigger than Denmark?**  
ECF says cycling's benefits to Europe exceed €200 billion ..... 31

**Skin in the game**  
Road apparel lines emphasize 'second skin' performance benefits ..... 33

**New Products**  
Dozens of new, novel and quirky products at Eurobike ..... 34


**No longer going Solo**  
New Zealand apparel brand debuts at Eurobike..... 44

**Shots from the Show**  
All of the action from the first day of Eurobike ..... 46


**A GoPro Killer?**  
Electronics giant Garmin gets into action cameras ..... 53

**Riding & Dining**  
Hop on your bike after the show for the picturesque 'Hops Tour' ..... 63

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B2-209


**Today**  
23°C (73°F)  
Turning cloudy



**Tonight**  
10°C (50°F)  
Partly cloudy



**Tomorrow**  
23°C (73°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.

Our cover shows Chancellor Angela Merkel at Kreidler's Eurobike booth yesterday.  
**Photo:** Bernhard Wrobel

# 'Germany is a bicycle nation,' Angela Merkel says at Eurobike



**German Chancellor Angela Merkel opened Eurobike yesterday at an exclusive ceremony attended by the leaders of the world bicycle industry.**

Quoting Adam Opel, who founded the car company, she said, "The bicycle combines what is pleasurable with what is useful like no other invention."

Noting that the Friedrichshafen region is a hub for many transport-related industries, she praised Eurobike's leading status for the bike industry.

"The importance of Eurobike is on a par with Cebit in Hanover for the IT industry and IAA motor show in Frankfurt for the car industry," Merkel said. "The bicycle is an integral part of modern transport. Germany is not just a car, but a bicycle nation."

Merkel, the first German leader to visit Eurobike and perhaps any major bike show, was welcomed by Friedrichshafen Mayor Andreas Brand. He said the chancellor's visit to the world's most important bicycle trade show was an extraordinary token of appreciation for the bicycle industry.

"Friedrichshafen is the home of mobility and Eurobike is a perfect fit for us," he said.

Bernhard Lange, head of Shimano importer Paul Lange & Co. and president of Germany's Bicycle Industry Association, noted that the bike has arrived in politics and has become an integral part of mobility.

"While the use of the bike for leisure and sports has all-around positive health effects, it has the greatest meaning in terms of environmental protection and transportation as a viable, sustainable mobility concept," Lange said.

Merkel reiterated her government's commitment to cycling, stated in its Cycling Plan 2020, which aims to raise cycling's share of trips to 50 percent from the current level of 10 percent.

She said her administration wanted to create the best conditions for cycling, which would involve participation and cooperation at many levels of government and industry associations.

"We are committed to promote cycling and want to create good conditions to also encourage those who would like to start riding a bicycle," she said.

Merkel was particularly drawn to the growth in e-bikes, "which make cycling attractive again even for older generations." To get as many people biking as possible, she said it is important to combine different modes of transport, and e-bikes can bring more people into cycling.

Speaking about the question of compulsory helmet use — currently a matter of debate in Germany — Merkel sided with many in the industry when she rejected such a measure.

"We think it should be voluntary, so people do not avoid cycling," Merkel said to the applause of many in the room. "But at the same time we must educate cyclists about the safety benefits of helmets, especially children."

On a personal note, Merkel recalled that as a child her bicycle was stolen as she played in the forest near her home. It was probably taken by the Soviet soldiers who at the time outnumbered

the local population in her East German hometown.

Some people, she said, have blamed her attitude toward Russia on this childhood incident.

"I've gotten over it now," she joked.

Although Merkel's speech was restricted to members of the press and VIPs, a crowd of show visitors watched a live feed of her remarks carried on a big screen at the Eurobike Fashion Show stage.

After her speech, Merkel spent an hour touring the booths of five pre-selected

exhibitors: Bosch, Cycle Union, Winora, Scott and Specialized.

"The bicycle moves the heart and mind. Popularity and therefore the

importance of mobility has increased," she said at the Bosch booth. She praised the German electronics giant, which quickly grew to dominate the e-bike business in Europe, for its "innovative solutions" in pedelecs that has "created a real boom in Germany."

At the Cycle Union booth, Merkel seems impressed by the huge variety of models, ranging from classic city bikes to the new Kreidler Las Vegas 650B FS e-mountain bike.

According to Werner Forster, Cycle Union's co-general manager, the visit was the first time Merkel was aware that "pedelecs are only a few kilometers per hour faster than ordinary bicycles."

Officials at the Winora Group, another of Merkel's stops, had to figure out an alternative plan when they learned the chancellor would stop at their booth only for eight minutes.

The company created a "Walk of Bikes," which it said was designed to be like a Walk of Fame: six bikes arranged for a quick tour, from its classic Louvre commuter bike to a brand-new urban pedelec, the e-Super Race 28. ■ TK/JB



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# For some, a rare chance to meet the chancellor

Angela Merkel breezed through Eurobike in just two hours, but for the five brands that hosted the German chancellor, her trip lasted for months.



Angela Merkel with Scott's Pascal Ducrot and Hans Holzinger

The handful of company executives permitted to greet Merkel had to submit their passports several months ago so they could be cleared by security.

Booth layouts and presentation plans also had to be approved in advance. The exhibitors had to reconfigure their displays to accommodate Merkel's entourage and the scrum of press.

About 20 minutes before Merkel's arrival, booths were closed to regular show visitors as her security team swept the space.

"It was pretty impressive. Especially the organization," said Pascal Ducrot, one of three Scott executives to shake Merkel's hand. "It was a big hype. I didn't expect that, but people had been standing and waiting here a half-hour before. Everyone was very excited. We could feel there was something special going on."

Although Merkel's focus was urban transportation, Scott couldn't resist showing Germany's leader its sexy new feather-light Addict road bike. "We thought she might like to see something different," Ducrot said.

Merkel's schedule called for eight-minute stops at Bosch, Cycle Union, Scott Sports, the Winora Group and Specialized when she toured the show after delivering a speech.

At Specialized, the only U.S. company Merkel visited, David Heine, marketing manager for the German-speaking market, was still excited about Merkel's cruise through the booth two hours after she left.

"Everybody was super excited and you could feel the tension that everybody had: 'Oh, she's coming.' It was a big honor for us to have her here," Heine said. While there, Merkel saw the Turbo e-bike, women's bicycles and urban bikes made specifically for the German-speaking market.

Specialized's founder and owner Mike Sinyard, who reportedly hasn't

missed a Eurobike in a decade, fell ill a few days ago and had to cancel his trip — missing his chance to hobnob with the woman considered to be Europe's most powerful politician.

Heine said Merkel was friendly, chatty and curious about the company.

"She was pretty open-minded about everything: Where the company is based, what are our main topics. Later on with the e-bike she was super interested in how it works. I felt like she's very eager to learn about e-bikes, and how they're going to be implemented in our daily business," he said.

Before she left, Specialized presented Merkel with a custom Street Smart city bike helmet painted in the colors of Germany's flag.

The Winora Group broadcast her visit there to a large crowd that had congregated outside its secure booth.

Merkel seemed partial to the Rob Cargo bike since it showed the possibilities of integrating bikes into daily life, especially for families. She also liked the Xdura Race, the new sportive e-bike, said Isabel Eglseider, a spokeswoman for the Winora Group.

Eglseider said industry folks from across the Messe started showing up two hours before Merkel's arrival to listen to her speak and potentially catch a glimpse of the politician.

"At the end of the day, we are family-run business. They feel that we are family and they really are excited with us and they wanted to be part of what happens here," she said. ■ **NF**



Tight security surrounded Merkel's visit to Eurobike, shown here with Friedrichshafen Mayor Andreas Brand

## What's on today continued...

17:00-17:45

Continental (B1-102)

**Danny MacAskill, Anton Thelander, Richie Schley and Andreu Lacondeguy** signing session

Zeppelin hall and Open Air Grounds East  
**E-Bikes/Pedelecs**

An overview of the market and spacious test tracks

17:15

Foyer East (Eurobike Stage)

**'Iceland Challenge' premiere**

Pedelec Adventures premieres its short film about its midsummer Iceland Challenge, as riders on eFlow speed pedelecs traveled from glaciers to hot springs and gravel roads to Iceland's lava desert. Speaker: Susanne Brüsck.

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.

17:30

Santini (A1-305)

**Santini Night**

See the apparel maker's "future classics." RSVP to mktg@santinisms.it

Entrance West

**Test Course: Recumbent bikes**

18:00

Lake

**Eurobike Lake Jump**

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.

18:00

Hartje/Tern B4-401

**Party 2.0**

Food, drinks and a great atmosphere. RSVP to jens.weller@inmotionmar.com

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.

18:00

Entrance West

**Rapha Evening Ride**

Eurobike and the British cycling apparel brand Rapha invite you to take part in a group ride.

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)

18:00-21:00

Zeppelin Hangar Restaurant (on Eurobike grounds)

**LEVA/ETRA Networking Dinner**

Cost is €50 for members; €60 for non-members.

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](mailto:EurobikeShowDaily@gmail.com). Please include your booth number and a contact name, phone number and email address.

## All Day Events

Open Air Grounds West (in front of hall B1)

**BMX Flatland Show: Deep Autumn**

## Press Events Thursday, Aug. 29

### What's on today

08:30-10:00

Conference Center East, Room Berlin

**Hutchinson Tires Press Conference**

New product presentation. In English.

09:30-12:00

Iko Sport/Corratec (B1-300)

**Bavarian veal sausage breakfast**

New product launch. In German and English

10:00-11:00

Schaeffler (A3-807)

**Press breakfast and product tour**

11:00

Silverback Technologies (A4-202)

**Press conference**

11:00-11:45

Conference Center West, Room

Liechtenstein

**Varibike press conference**

CEO Martin Kraiss discusses Varibike. In English.

11:00-12:00

Shimano (A1-200)

**Bernhard Eisel**

Meet this one-day classic rider and one of the most experienced and tactical riders on Team Sky

12:00-12:45

Foyer East

**Taiwan Excellence Show**

Award-winning Taiwan products

12:00-12:45

Rudy Project (B2-302)

**New product presentation**

13:00-14:00

Conference Center East, Room Berlin

**Press Conference Taiwan External Trade Development**

Taiwan products launch, featuring Giant, Merida, Tern, Tektro and Kenda.

14:00-15:00

Conference Center East, Room Rom

**Dahon press conference**

In English

15:00

Darfon (A4-604)

**Announcement of e-bike brand**

15:00

Conference Center East, Room Berlin

**Hayes Performance/Manitou press conference**

Speakers: Sean McNally, Andreas Schmidt and Scott Struve. In German and English

16:00-17:00

Conference Center East, Room Rom

**Velo Enterprise press conference**

2014 new products

17:30

VSF (FWO-100)

**Champagne reception**



reddot design award  
winner 2013

A1-414

# Miranda

The European Bike Fundamentals.

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



carbon fiber

# Fizik launches noseless UCI-compliant TT saddle

Specialized has one. ISM built its business on one. Now Fizik has one, too: A noseless time trial and triathlon saddle.

"It's our first noseless saddle. It increases hip rotation and is better for aerodynamics, too," Fizik spokeswoman Sarah Colpo said.

She added that the Tritone is UCI-compliant for use in road time trials.

The saddle ships with a modular carriage kit for storing spares and, optionally, two bottle cages that can be bolted to this aluminum platform. The carriage kit can hold a spare tube and a CO2 inflation cartridge.

Silk-screen printed silicone stripes, each side of a comfort channel,

increase the grip on the cover. Fizik describe the Tritone as "the ultimate triathlon saddle." ■ CR



Sarah Colpo and Fizik Tritone

# Panasonic resurfaces in European market

Once a leader in e-bike systems, Panasonic is playing catch-up. The company is making its Eurobike debut. Earlier this year, it created a European service team for its Panasonic Cycle Technology.



Naoki Obita (left) and Martin Münchschwander. (Photo: JB)

"PCT realized that on a longtime basis, the e-bike system business needs direct local support," said Martin Münchschwander, Panasonic's European technical service manager. He and Japanese service manager Naoki Obita are based in Munich, Germany.

Both say the parent company has put its support behind the Eurobike appearance.

"The booth looks great and isn't part of any joint presentation. All you see at our booth are Panasonic's e-bike systems, including the new, small 36-volt center motor unit," Münchschwander said.

The first priority for the two PCT employees is to visit the brands that are Panasonic customers.

Obita said Panasonic has sold e-bike systems in its home market of Japan since 1996, and in Europe since 2000.

Panasonic's investment in PCT may have something to do with competition from Bosch, which entered the market only four years ago and has already established itself as the market leader in most of Europe.

Some industry observers say Bosch has done a good job of staying close to the market and working with IBDs as well as bicycle suppliers.

PCT's parent company Panasonic merged with Sanyo, another Japanese corporate giant, at the end of 2009 and has been preoccupied with the merger. The PCT service team is headquartered at Sanyo Component Europe in Munich.

By setting up its European service office and exhibiting at Eurobike, Panasonic is showing that it is interested in investing in a field in which Japanese companies once led the world. ■ JB

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EUROBIKE BOOTH NO: A5-205



# Pioneer tries another approach to cycling with a power meter

Tucked in the back of Hall A4, the Pioneer booth blends in among a smattering of companies selling electronic products and e-bike systems. Yes, that Pioneer.



The Pioneer pedaling monitor sensor for its new power meter system.

The Japanese audio behemoth is at Eurobike promoting its high-end power meter, now ready for the market after more than three years of development.

"At a certain moment you're looking for new opportunities," said Wim Van Den Eeckhaut, explaining the company's diversification into cycling. "We have a lot of engineers available, a lot of

knowledge, so what can we do? And sports products were one of the pillars where we were going to invest and that was three years ago. We developed some ideas and it took some time."

Van Den Eeckhaut is business development manager for Pioneer's cycling business. Pioneer is a category leader in its primary business divisions,

which include high-fidelity audio, car navigation, car audio and DJ equipment. The company sold off its TV business years ago.

With the new power meter, Pioneer becomes a big-name entrant in a category with no clear leader. Garmin, SRM, Quarq and PowerTap all sell varying styles of power meters at different price points.

The potential for sales and market share is significant, said Ryujiro Fujita, the lead developer for Pioneer's power meter. "In Japan, road racing is a very small business. In Europe, there are many bicycles and they are a very big business."

With a retail price of €2,500 in Europe (\$3,335; however, U.S. pricing has not yet been established), the Pioneer system definitely falls at the upper end of the price spectrum. Pioneer will start sales in the Benelux region this fall with plans to expand to Germany and France. In North America, it will begin selling in the Western United States after debuting at next month's Interbike trade show.

The Pioneer system integrates an ANT+ pedaling monitor sensor in both crankarms to measure the power placed on the crank for every 30 degrees of

rotation.

The data is wirelessly transmitted to the handlebar-

mounted, touchscreen cycle computer, which also displays gradient, distance, GPS coordinates and temperature.

After the ride, cyclists can upload their data to the cloud and view graphs and maps on a Pioneer-owned website, cyclo-sphere.com.

The Pioneer system got a real-world test in this year's Tour de France under the legs of Belkin team riders, and before that, Team Rabobank.

Right now, the system is only compatible with Shimano Dura-Ace 7900 and 9000 series, and must be installed by a retailer.

Pioneer engineers have also been developing a navigation system for cyclists. However the prototype Pioneer showed at last year's shows has been shelved, Van Den Eeckhaut said.

"We're moving forward, but not with the platform. The platform last year was based on 3G with a SIM card, also with live information," he said. "But that platform has been stopped, based on the comments we got here and at Interbike."

■ NF

STAND  
A4-800

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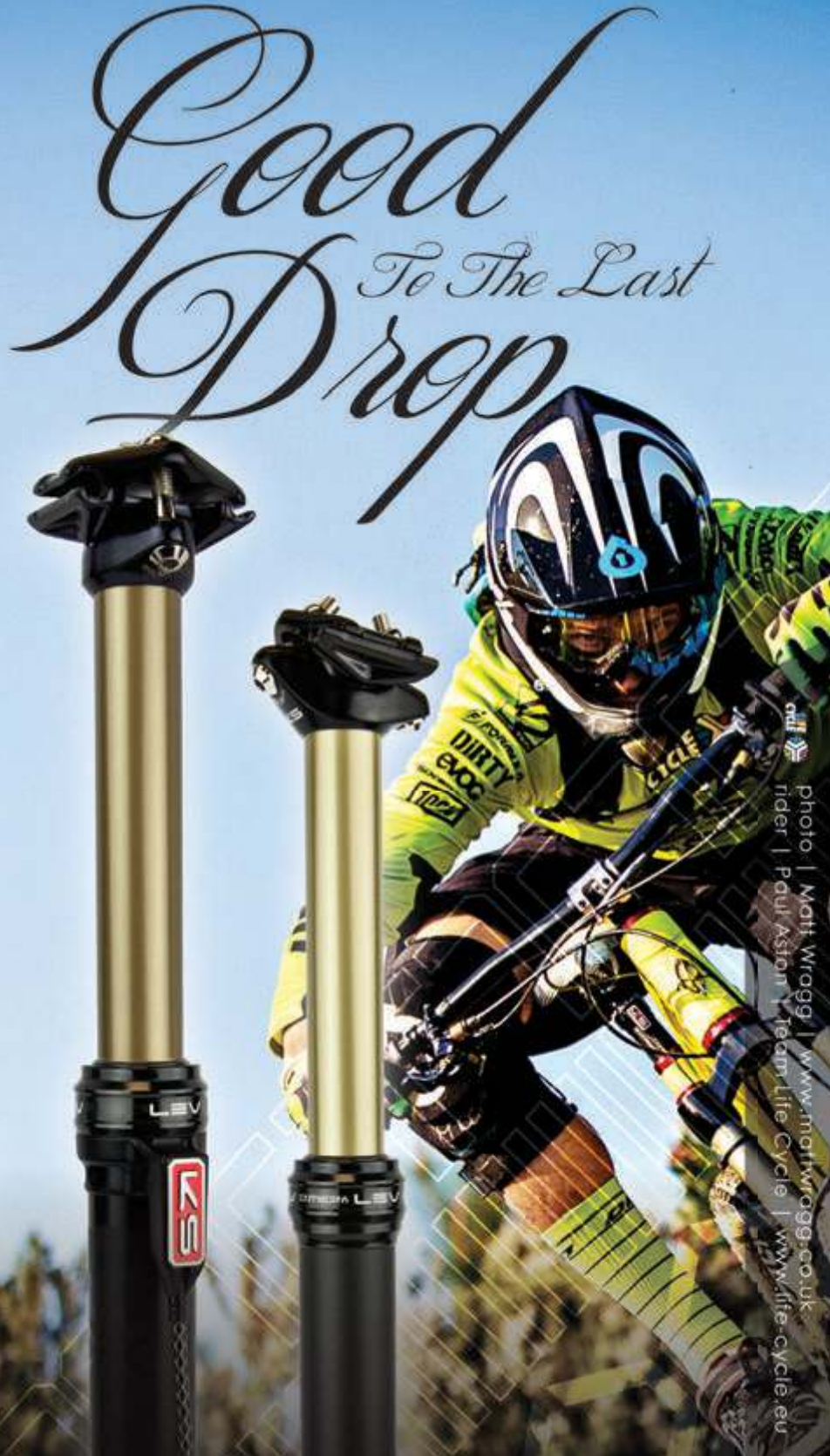
**DIENATRONIK** your electric ride

**E-3cycle**

Dienatronik has developed a new e-bike concept for physically challenged individuals and the e-3cycle helps those with physical disabilities to get on the road with family and fellow cyclists to enjoy the freedom and outdoor lifestyle brought by cycling. Experience has proven E-3cycle very useful and reliable product appreciated by many happy users. Traveling distance on this trike is exceeding the capabilities of wheelchairs so distant places are now easily achievable.

**BOOTH FGO-128**

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**SEE THEM AT BOOTH A6-406**



# Vox Pop

**What are your thoughts about Angela Merkel visiting Eurobike today?**



**Antje von Dewitz**  
CEO, Vaude  
Tettwang, Germany

It's the first time that we have had a chancellor opening this show and the important thing is that it shows that Eurobike has reached such an important level. She said today that this show is as important as the IAA, [Frankfurt International Auto Show] and she now considers them both to be of the same importance. This has real meaning for the entire bike industry in Germany and how the bike is seen as part of the transport system. It's an indication of how cycling will be seen in the future as the industry grows. Also it is very important to Friedrichshafen as the town that hosts Eurobike. She says that she doesn't really have time to cycle, but hopes to do so when she is no longer chancellor.

have that in the United States — to have the president of the United States come to Interbike. So I think it's awesome and says a lot about cycling and its place in the culture here in Germany. It's a very strong statement, a huge statement — we hope it happens for us someday!



**Davin Palmer**  
Middleburn  
Alton, England

I don't know too much about Angela Merkel, but we know a bit about politicians, and most of our politicians in England, apart from a few, are too stupid to ride bikes. Hence we have no cycle tracks, no facilities, but we are trying.



**Tobias Spindler**  
Riese & Müller, Weiterstadt,  
Germany

Generally we were very pleased and happy about it. Of course it's true there's an election in September, but nevertheless it's a good thing that she was here and she gave her recognition to the bike industry. It's a good sign because it means that bikes and cycling have finally arrived in German politics. We can only say that it's a positive sign.



**Prem Preamsaccha**  
Mezio  
Bangkok, Thailand

I didn't realise that she was coming to the show. I don't know much about her personally as I come from Thailand. I think now that she is coming as chancellor, it's a honour for the people involved that she has taken the time to come to the show. I am sure she can boost the sales of bicycles. If the chancellor is here at the show, sales will increase. Any support from the government side is always good.



**Pat Hus,**  
Interbike show director  
San Juan Capistrano, California

I think that it's impressive that she is recognizing cycling and its role in society. That's how important it is in German society. We would kill to



**Dirk Strothmann**  
Magnic Light  
Borgholzhausen, Germany

I think it will be in the news and that is great for the event. The exposure will mean that more people, including politicians, will know that cycling is important.

## Hock keeps you dry — just ask a German cop

Want to know something about keeping dry in the rain? Why not ask a German policeman, the kind who has to be out on the streets all day whatever the weather, and keeps smiling through the thunderstorms?



Hock's Robert Schmitz

Hock has been supplying official German police ponchos for two years, and soon will be delivering several thousand more. It's based in Bavaria, not a notably rainy part of the world, but "we're lucky because it rains all over Europe," said managing director Robert Schmitz.

Police-branded ponchos aren't available to the general public, but its range of ponchos for everyday cyclists use exactly the same nylon materials. A neat touch on the kids' version is

that it extends to cover both the child's feet and the back of the child seat, for maximum protection.

There is a poncho for the older cyclist, too, that features a full-length zip so riders don't have to pull it over their heads. It also doubles as a jacket to make it useful off of the bike as well as on. The company's rain trousers, meanwhile, feature retractable shoe covers that fold back into their own waterproof pocket when you get back to the house.

Pointing to the mannequin family on a tandem at the Hock stand, Schmitz said the outerwear was designed for "the typical German family" — the sort that cycles for transportation and wants to get around town or drop the kids at the kindergarten every day without getting wet. The entire range is available in a variety of colors. ■ ML



## Viva bikes expands from retro bikes to retro lights

Lars Andersen started to design custom, retro-style bicycles in 2006 when he couldn't find anything that matched his personal preference. This year, the Copenhagen native branches out with his first retro lighting set.

"I was on the search for a classic retro-styled lighting set and couldn't find what I would mount on my bikes. That's why we created one by ourselves," said Andersen, a former cyclist from the Danish national team.

The LED lighting is on display at the entry of the larger booth space Viva is occupying at Brandenburgische Fahrradgesellschaft (BBF), its exclusive distributor in Germany, Austria, Poland and the Czech Republic.

"We offer this set with hub dynamo and with batteries," Andersen said as he showed both the front and rear light. The housing is made out of plastic — and is therefore very light—but looks like chrome.

Andersen is presenting his line of lights alongside his retro-styled commuter bikes and classic retro single speeds.

"The design of our products is all made in Copenhagen," Andersen said. "We are a small but innovative company. We are passionate about the design and development of each bicycle product. To achieve a cohesive design on each Viva, we develop most of the main components of the bicycle such as

fenders, chain guards, saddles, grips, cargo carriers, chain covers, pedals, frames and forks, ensuring high-quality standards and durability. Now we keep rolling by creating this lighting set for 2014." ■ JB



Lars Andersen. (Photo: JB)



## Hutchinson debuts all-around Taipan tire

Hutchinson is launching its multi-dimensional Taipan today with a morning press conference at Eurobike.



Clémentine Sillam with Hutchinson's new Taipan.

The company made a significant investment of time and money in the new tire, which is suitable for cross-country as well as enduro or all-mountain riding. It performs well on dry, wet, muddy, rocky and mixed terrains and is compatible with such technologies as Air-Light, Hardskin, Tubeless-Hardskin, Tubeless-Ready and Super-Light.

"The Taipan is simply a universal off-road tire with great performance on all different terrain," said Clémentine Sillam, the company's PR & communication manager. "We think this tire will be a great success in the marketplace, since recreational riders want to be

able to ride on any mixed terrain at any time. I think our racing development team has done a great job."

The tire features a competitive and modern design with many technical features that boost performance in a lightweight and grippy package.

The side V-shaped knobs shed mud very efficiently. The lateral large knobs vary according to the angle of inclination for maximum grip.

The Taipan's performance is enhanced by Hutchinson's proprietary double rubber XC Race Riposte compound. The Taipan comes in a range of common sizes and widths including 26x2.10, 27.5x2.10, 27.5x2.25 and 29x2.1. ■ GE



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# No green, but plenty of gold for Eurobike Award winners

Ten companies walked away with coveted Gold Awards at last night's Eurobike Awards presentation, but the jury declined to present a Green Award for environmental friendliness.

Here are the Gold Award winners:

**Niner Rip 9 RDO.** The full-suspension mountain bike from California company Niner offers 125mm of travel with Niner's patented CVA suspension, including a Fox Float CTD Factory Shock.

**Factor Vis Vires.** UK brand Factor Bikes was cited for the level of electronic integration it provides in combination with the frame, fork and front-end design. Because of its precise steering, thanks to a double fork with the integrated front-end, the Vis Vires takes curves with ease.

**Coboc eCycle.** Coboc's eCycle is a single-speed, minimalist pedelec with all drive components integrated into the frame. The total weight of the bike is 13.7kg (30 pounds, 3 ounces). The bike sports a lean, purist design.

**BlueLabel Charger.** The high-tech urban e-bike from Germany's Riese und Müller incorporates a carbon belt drive system and the infinitely variable

NuVinci Nabe hub. Cables are laid inconspicuously in ridges under the top tube and through the frame.

**Adizero SS jersey.** From Adidas, the Adizero cycling jersey weighs only 65 grams (2 ounces) but protects cyclists from wind and sun while giving aerodynamic benefits as well. A back piece discharges excess moisture, while two well-planned back pockets offer maximum storage space.

**Cervélo Rca.** Designed by Cervélo Europe, the Rca is lighter than the previous model but retains the rigidity of the R5ca. Thanks to the Concurrent Aero and Structural Engineering approach, Cervélo reduced the frame weight to 667g (1 pound, 8 ounces) and decreased the air resistance with the Squoval 3 tube design.

**Brooks Cambium C17.** The Cambium is a saddle series made of vulcanized natural rubber and organic cotton with a thin layer of structured textile for additional elasticity and durability. This saddle is put together with replaceable parts; it is maintenance-free, waterproof and is comfortable as well as user-friendly.



Factor Vis Vires

**Conti Drive System.** Continental's belt drive system is an alternative to bicycle chains. It's light, clean and quiet while also being robust, durable and maintenance-free. The belt operates at very low tension and is compatible with back-pedal brakes and gear hubs.

**Ortlieb Back-Roller High Visibility bags.** German accessories maker Ortlieb is promoting safety first with its line of bright, reflective bags. Other features include PU-coated Cordura fabric, waterproof, roll top closing and a Quick-Lock2 mounting

**Abus In-Vizz helmet.** The visor on the In-Vizz can be lowered as quickly as needed. Unlike most helmet visors that are fixed or require a lot of bother to mount, the In-Vizz visor goes on or off with a simple one-handed motion.



BlueLabel Charger

A total of 61 products received awards out of a pool of nearly 500 entries. E-mobility products were well represented in the competition, leading jury chairman Nils Holger Moormann to remark, "There's clearly a lot going on in the field of e-mobility, which is a good thing. But there's still a long way to go before we have holistic, integrated solutions."

The Awards are organized by Eurobike in cooperation with iF International Forum Design GmbH of Hanover, Germany. All of the award-winning products are on display in Foyer West throughout the show.



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# 50 years on, KTM bikes are still 'for the people'

**KTM general manager Franz Leingartner has a bit of history to reflect upon.**

"Everyone knows that for about 60 years KTM has produced motorbikes," Leingartner said. "But not many know that KTM has been producing bicycles for 50 years, and mountain bikes for 25 years."

Austria's leading bicycle manufacturer celebrates its 50th anniversary as a bikemaker, and estimates it has sold more than four million of them on the global market.

Today, KTM produces about 190,000 units a year worth €120 million (\$160 million). KTM sells 250 models of bikes in 47 countries.

For 2014, KTM is making a big push into 27.5-inch mountain bikes and relegating 26-inch bikes to minor players. Its new marketing campaign across categories plays on a "...for the people" concept.

"We took the risk and investment to rely in the future on 27.5- and 29-inch," sales and marketing manager Stefan Limbrunner said. "26-inch will only cover some entry level models as well as one downhill bike."

Another major move is KTM's introduction of a fleet of full carbon bikes at killer prices.

"Carbon for the people" is KTM's motto for the new line, which includes such models as the Aera mountain bike and Revelator road bike. Pricing is aggressive: Aera will include two 27.5-inch and 29-inch full carbon hardtails starting at €1,699, while the full carbon Revelator will start at €1,499.

In its all-important trekking and city bike range for 2014, KTM is rolling out models under the slogan, "Function for the people."

Major changes are in details and cleaner shapes and optics. R&D manager Thomas Pressl noted such improvements as a new dropout design and a rear carrier mount that is hidden beneath the fender.

For its pedelec range — a full 50 models — KTM will use the slogan (what else?) "E-power to the people." Its pedelecs are equipped with e-bike kits from BionX, Bosch and Panasonic.

KTM is again serving as a launch partner for a new Panasonic motor. After debuting an e-bike motor it developed with Panasonic last year, the two are launching a second joint development, this one a center motor that is based "on a completely new technical platform," R&D manager Gerhard Leingartner said.

KTM doesn't have an exclusive on the new motor, KTM owner and CEO Carol Urkauf-Chen noted.

"Panasonic needs an amount of unit sales that KTM can't fulfill," Chen said. "Nevertheless, we are with them right

from the beginning."

Finally, KTM is expanding its parts and accessories range, offering its first line of cycling shoes and compression socks. The shoe line includes road, mountain and touring models. ■ **JB**

**STAND A4-300**



KTM CEO Carol Urkauf-Chen (left) and general manager Franz Leingartner with the new Scarp Prestige. (Photo: JB)

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# 2014 Overview: Lightweight and folding e-bikes E-bike brands try to answer the question: How low can they go?

Electric bikes get a lot of stick because they are so heavy. But e-bike motors and systems are getting slimmer every year, and manufacturers are on a mission to see just how light an electric bike can be.



The Vivax motor fits in the seat tube.

(frameset version available). For 2014, Gruber has moved the battery to the bottle from the seatbag.

Unlike other pedelec designs that deliver power in small surges corresponding to the cyclist's pedaling action, the Vivax 4.0 drives directly onto the bike's bottom bracket at a preset (but rider-adjustable) cadence using an almost invisible on-off button on the handlebar.

Because of a very low resistance freewheel in the motor, when it's off the bike rides like a normal pedal bike with little weight gain. So riders can still go fast and ride hard with the motor off, unlike with other e-bikes.

The Vivax 4.0 makes headlines with

They are making progress: The lightest motor and battery system now on the market weighs, according to its manufacturer, just 1.8 kg (3 pounds, 15 ounces). Some cyclists carry around that much extra weight in their love handles.

So if you're waiting for a light electric bike, you might not have to wait any longer.

That 1.8kg system is the Vivax Assist 4.0, from Austrian firm **Gruber** (FG-AK3). It is the latest incarnation of the tiny Vivax motor that is housed in the bike's seat post tube.

The motor is now significantly quieter than the original noisy design. The company offers a reinforced, custom carbon racing frame, the Vivax Forza

a sub-9kg, electrically assisted road bike, but the kit is also fitted to a range of mountain bikes.

In contrast to Vivax's minimalist approach, the Spanish company **BH Bikes** (A4-404) says it has slimmed down a Panasonic-equipped bike to just 15kg with its new Emotion Carbon model. While Panasonic technology is relatively dated, the Emotion Carbon is a desirable flat-bar racing bike with a Shimano 105 10-speed group.

Urban bike specialist **Momentum Electrics** (FGO-111) is also going lightweight. The company says its new Upstart City is close to 17kg, and raises the tantalizing promise of a concept bike that is "near 13kg."

What about riders who want a "normal" bike — one with full-size



Gazelle T3i

wheels, standard geometry, mudguards, kickstand and lights? The 2014 **KTM E-Street** makes a claim to be lightest in this segment at a claimed 18.5kg. Its BionX system packs a huge 557Wh battery, making the lower weight all the more remarkable (A4-300).

A greater challenge is a fully equipped, Dutch-style city bike with even more equipment, such as a wheel lock and rack. **Gazelle** (FGO-311) has released teaser information for its T3i new premium electric bike line, which makes extensive use of carbon fiber.

"We designed, engineered and re-engineered many components. We thought outside the box and went away from the industry standard when it gave the possibility to create a better product. This resulted in very functional bikes with a clean appearance," the company says. One interesting design element is the carbon fork with an integrated hydraulic rim brake. Stated weight — without battery — is 18.5kg.



Gazelle T3i

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BH Emotion Carbon

Folding bikes are natural candidates for power assist because their typically smaller frame sizes already reduce weight. Several companies offer 20-inch electric folders, including Biketec's **Swiss Flyer** (FGO-405) and **BH Bikes**.

A more novel approach is to split a bike into two or more parts. That's the approach of the recently relaunched **GoCycle G2** (FGO-119). The G2 replaces

NiMH batteries with Li-ion and has various engine modes that can be programmed via the handlebar console or a free smartphone app, which links via Bluetooth to the bike. Other high-tech touches include torque-sensing pedaling and automatic gear shifting. New quickfit accessories include lights and kickstand. The G2's claimed weight of 15.6kg shaves a fair bit off the first generation's 16.2kg.



GoCycle

While not as light as the GoCycle, the 20.5kg M1 Secede is, according to the company's Leo Schmid, "the world's only 'split-able' carbon pedelec." Made by **M1-Sporttechnik** (A6-307), the Secede is unashamedly high end. Its gearless rear hub motor is courtesy of **GO Swissdrive** (A4-802), and the very efficient, low energy ANT+ wireless technology is used to control power settings.

Schmid said carbon has many advantages for electric bikes.

mini bikes.

Claimed weight is between 9kg and 10kg. The weight savings come courtesy of a small, 120W motor driving a toothed front wheel. Although the technology has been around for a while and the motor power is admittedly low, the eego line might suit cyclists who need it for only light riding.

At 19.3kg it's not particularly light, and its 60Wh battery not particularly



M1 Secede

"Special high-tech solutions, such as our 'split-able' Secede frame and our modular assistance system, can only be implemented due to specialization in carbon technology," he said. All M1 pedelecs can be turned into regular bikes. Removing the motor and battery cuts about 7kg from the bike's weight.

M1's non-divisible e-bikes start at 17.5kg (M-1 Sedan). At Eurobike, M1 also planned to launch a 650B, 120mm travel suspension bike, which it says uses carbon fiber in the motor's construction to save weight.

powerful. But the **Bigfish Line+** (A4-603) is a funky folding bike powered by the superbly engineered Sunstar SO3 crank motor.

This eye-catching Slovenian bike from Gigodesign has intuitive push-button folding and is made to be wheeled onto trains, buses and other types of urban transport. For a 16-inch bike, it has a stable and comfortable ride. A Shimano Nexus 3-speed hub helps riders climb hills.

**Richard Peace is a cycle journalist and co-author of Electric Bicycles – the Complete Guide (www.excellentbooks.co.uk)**

For real lightness and folding ability, **eego** (A4-802) makes a line of micro and

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**VIVAX VELOCE CF**

The new Vivax Assist 4.0 is the lightest electric motor available anywhere. The kit weighs just 1.8kg (including battery); and 9.3kg for a complete bike means it can still be used as a 'normal' bike. No other motor system complements performance cycling as perfectly as the Vivax Assist 4.0.

an unpowered racing bike. The start button is now wireless, and with 200 watts of motor assistance the going is both quick and easy. When switched off there is virtually no resistance, thanks to the motor's freewheel, maintaining an authentic-feeling ride.

[www.vivax-assist.com](http://www.vivax-assist.com)

With the new Vivax Assist 'Invisible Performance Package' you can invisibly transform your road bike into an e-racer. The battery, previously tucked away in the saddlebag, is available as a bottle battery from 2014, maintaining the overall look of



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# Taiwan scooter giant motors into German e-bike market

A lot of new e-bike brands come to Eurobike every year, but few have the resources of Klever Mobility behind them.



From left: Victor Ko, Jeffrey Ho and Fritz Baumgarten ride near Klever's Taipei headquarters. Ho's yellow bike is a fast pedelec that is not yet on the market. Photo: JB

Klever, which has been selling e-bikes in Germany on a pilot basis since April, is making its "big bang" in Friedrichshafen. It plans to focus first on Germany, then gradually expand into the Netherlands and Switzerland before entering the rest of Europe.

Behind the Klever brand is Kymco. If you don't know Kymco, you've probably never traveled to a major Asian city.

The Taiwan company is one of the world's largest scooter manufacturers, and also makes motorbikes and four-wheel ATVs. Kymco not only runs a big manufacturing operation, but has spent two decades working on electric vehicles.

"Kymco started work on an electric scooter in 1993. In 1999 we introduced the first mass-produced e-scooter to the market," said Victor Ko, the chairman of Klever Mobility and the grandson of one

of Kymco's founders.

When the company explored the e-bike market, officials soon discovered that electric bikes were a far cry from electric scooters.

"We did detailed market research to figure out consumer target groups and distribution channels," Ko said. "What we realized quickly is that scooters and bicycles are like oil and water. Therefore we separated the e-bike business from our motorized business."

The e-bike business, Klever Mobility, was founded in 2011. From the start, Klever decided to focus on Europe.

"We concentrate on the valuable European pedelec market. That's why we created Klever Mobility Europe GmbH," said Jeffrey Ho, the company's president. "We want to be close to the market."

Because some 65 percent of the

European e-bike market is in Germany, the Netherlands and Switzerland, this was a logical market to launch in.

Ko moved his family moved to Cologne, Germany, in April.

"I want to study the market for myself because we will only survive by making good products and selling them," he said. "If there are some unexpected surprises we need to make fast decisions."

Frames and e-bike kits are made in Taiwan. All Klever bikes are assembled at company headquarters in Taipei.

Fritz Baumgarten, the former head of Campagnolo Germany, is general manager of Klever Mobility Europe GmbH, also based in Cologne. He says the company uses an unusual distribution method that he calls "B2B2C."

"Klever is not only investing in the product, but also in the IBDs we are partnering with," Baumgarten said, explaining how Klever assumes much of the risk normally borne by retailers.

"They get a demo bike fleet and

in-store displays. They don't have to tie up any capital to keep these bicycles in stock. We pay for both bicycles and displays. If consumers buy a Klever bike from them we send it directly to him. But invoicing and payment runs through us."

For every sale, a retailer gets a "margin participation" payment and a "setup fee" for assembly.

Ko said IBDs are key to reaching consumers.

"Consumers prefer a local face and local support. For us this is the

local service-oriented bicycle dealer around the corner," he said

Kymco is working with about 20 German IBDs, and is looking to expand.

Although Kymco has an established international distribution network, Ko said it was clear from the beginning that Klever needed to be independent.

Its S-25 model, on the market since April, won a prestigious Reddot Design Award.

At Eurobike, Klever is also displaying a second, more urban-oriented model, the B-25. The company plans to launch a 45-kph fast pedelec version

"With Klever, we want to fill the niche of the final few kilometers that urban citizens have to travel when going home or going to work," Ko said. ■ JB



Klever S-25

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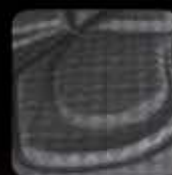


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# Moustache pays more than lip service to creative bike design

From Dali to Zorro, some men are as striking for their moustaches as for their personalities. The same goes for Moustache bicycles, which brings together an almost eccentric urban flair with the utility of electric bicycles.



Moustache Samedi 27.9FS Gold

The small French company, which is exhibiting at Eurobike for the first time, distinguishes itself with a full range of eye-catching electric bicycles, including mountain bikes. Most have a thick handlebar reminiscent of a designer moustache, and slick black frames that give them a resolutely urban touch.

These frames also set Moustache apart due to the technology behind their

hydroformed tubes. They are designed for high torsional stiffness with some vertical flex to absorb vibration, making the bicycles all the more comfortable.

“What strikes people first is the design, but then they find out that there’s a lot more to our bicycles,” said Emmanuel Antonot, president and co-founder of Moustache Bikes. “Our customers often tell us how much

they enjoy riding our bicycles, because they are uniquely dynamic as well as comfortable.”

Antonot is a former product director at Lapierre, the French bicycle company that belongs to the Accell Group in the Netherlands. He left the company three years ago and created Moustache with Greg Sand, who oversees sales.

Their offices and small production plant are in the village of Golbey, in the Vosges, a region named after a mountain range in northeastern France. The Moustache plant turned out about 1,300 bicycles when production began in 2012, and its capacity has been ramped up to more than 3,000 units this year.

Antonot, whose upper lip is disappointingly bare, said Moustache is one of the few companies that make only e-bikes. Bosch is the exclusive provider of the brand’s e-bike kits. At Eurobike, Moustache is debuting a full-suspension e-mountain bike, the Samedi 27.9FS Gold, and a light fitness bike.

“This mountain bike is meant for committed riders who want comfort as well as sharp steering sensations,” Antonot said. “At the same time, it could also appeal to younger users who want an alternative to enduro motorcycles.”

He said Moustache chose an unusual

wheel setup for the bike: a 27.5-inch wheel in the back and a 29-inch wheel in front, similar to an enduro motorcycle.

“The big 29-inch front wheel improves comfort, grip and downhill efficiency, mainly in rough area or steep conditions,” Antonot said. “The 27.5-inch rear wheel keeps chain-stays short — very important for nice handling — for fun and to keep a high torque level for better climbing efficiency.”

With retail prices starting from €2,500, Moustache’s bikes are meant for demanding consumers. Moustache says its typical mountain bike customers are adults who are getting a little less reckless as the years go by. Its city bikes, meanwhile, appeal to younger buyers who appreciate design.

And the design behind Moustache bikes is evident. Antonot says he received an order from Philippe Starck, the famous French designer, and gladly made the delivery himself in the south of France.

The company mostly sells its bicycles in France, Switzerland, Belgium and the Netherlands. At Eurobike, it is seeking a distributor for Germany. ■ BS



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# Rockwell's helmet launch swells to a crescendo

**It took an opera singer to sound the call for a better bicycle helmet.**

The singer is Eva Vogel-Kaup, who is also an everyday cyclist. One day she wondered why "there is no cool headgear for urban riders on the market."

Friends, and friends and friends, eventually led her to designer Thomas Schirmer, who is experienced in starting companies. Together the two founded Rockwell GmbH and serve as co-general managers. The company is in Dusseldorf, Germany.

At Eurobike, Rockwell is debuting its a very unusual cycling helmet that takes its main technology from the orthotics industry.

"We're starting from scratch, we don't know this industry and we will see how the market will react to our first product," Schirmer said.

The Rockwell helmet looks like no other. The outer shell is made of ABS plastic, and its inner surface is lined with a textile softshell.

But instead of the EPS foam layer found in almost all bicycle helmets, the Rockwell helmet instead uses something called the Vaco12 system, which is the brainchild of a German orthotics company, Oped.

Vaco12 consists of countless tiny polystyrene beads, gathered into larger soft balls that line the helmet's inner shell. In case of an impact, the beads spread energy over a large area in all directions to damp the force of the blow.

Because the beads are so small, they mold to the shape of the user's head when he or she puts the helmet on. Rockwell says the helmet design allows for constant ventilation, so it's comfortable even in hot weather. And it allows users to mix and match colors for the outer shell and inner Vaco12 liner.

Because there's no EPS foam, the helmet is lighter, more flexible and has significantly less volume than typical bike helmets.

"All we want is to create a cool and functional product," Schirmer said. Vogel-Kaup said Rockwell features a product configurator that allows customers to choose different outer and inner shell colors.

"Users can chose the colors that fit their outfits, or the sport activity they intend to do next," she said.

Rockwell plans to assemble the helmets at a German workshop for handicapped. The Rockwell helmets will carry a suggested retail price of €139 (\$185). The company is showing prototypes here but says it will begin production soon after the show.

The Vaco12 system has been used in a line of Oped orthotics, called Vacomed, that is designed to replace uncomfortable plaster casts with a lightweight vacuum

splint.

Rockwell isn't the only bicycle company to use the Vaco12 system. SQLab has been experimenting with Vaco12 for years and is launching a saddle that uses Vaco12 for cushioning. ■ JB



Thomas Schirmer (left) and Eva Vogel-Kaup of Rockwell. (Photo: JB)

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# Quoc Pham shoes are classic, understated

Stroll through the welter of products on display at the Eurobike stand of distributor RTI Sports, and you'll find a selection of shoes that looks like it was misrouted from a menswear store.

them in the suitcase, flew back to the U.K. and made appointments with bike shops," Pham said.

**STAND B4-101**

Four years after he launched the shoe line at a London bike show, Quoc Pham now distributes in the United States, some European countries and Japan and is slowly expanding.

"There are no other nice shoes you can wear after you've been riding if you want to have dinner or drinks, that are compatible with the bike and also 'walkable' on the ground," Pham said. "That's why I decided to give it a go myself."

To the existing line of four models — the Fixed, Tourer, Tourer Boot and Derby — Pham is launching the Urbanite here at Eurobike.

Next month at Interbike, he hopes to show a prototype of the Hard Court, designed for bike polo. It features a strong synthetic material that Audi uses on the seats and dashboards of its cars.

Pham, who now lives in Taipei where he spends most of his time, said rolling out new shoe models is slow work for a little company.

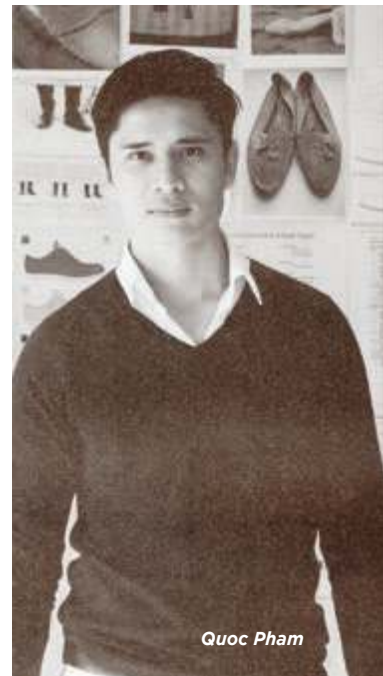
"For every single model we make, we open our own mold. We don't use existing molds from the factory," he said. "When we develop a new model we develop all new tooling for it."

He said each shoe line consists of seven sizes, and just producing a sample in one size requires an investment of about \$10,000.

Although Pham has made his mark with urban cycling shoes, he's preparing to get into the more traditional side of the business with a road bike line using "full-on carbon fiber and synthetic material."

The road line could launch in two years.

"We'll keep on using leather because I believe that it's still one of the best materials for shoes," Pham said. "But we will find new ways of using leather for the road shoes to make them lighter, faster, and stronger." ■ DM



Quoc Pham

These classic, understated leather lace-ups are indeed cycling shoes. They're the eponymous line of young London designer Quoc Pham.

"I have a massive passion for sport and cycling," said Pham, who grew up in London and competed in the long jump for a well-known athletic club.

After he graduated from London's Central St. Martins with a fashion degree, Pham first attempted a menswear label.

"We did it for four years and realized that fashion is a tough business," he said. "You have two seasons, so every six months you have to come up with new ideas. Each new collection is 24 different garments. Just to get one garment completed is a logistical nightmare for business."

After four years, Pham and his partners closed down the line. "I had about £1500 to my name. I bought a ticket to Taiwan where my girlfriend — now my wife — lived," he said.

He discovered that Taiwan was a good base for manufacturing high quality shoes, so he ordered samples from a manufacturer.

"I got five of them made up, put



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# 2014 Overview: Hydration and nutrition Fueling performance at the cash register

Supermarkets stock chocolate bars and other sweets at the check-out stand — the same place bike shops put their energy bars, gels and electrolyte tablets. These impulse buys fuel profits, not just athletic performance.

Maltodextrin has come a long way from being a cheap and cheerful filler in processed food. The science of sports nutrition has advanced at the same time as maltodextrin's elevation as a wonder fuel. The latest energy foods and hydration products are often the subject of claims and counter-claims from suppliers.

In sports, performance-enhancing drugs are banned, but performance-enhancing foods are allowed. The line between the two hasn't always been clear.

Additives such as creatine — and even caffeine — have been on the World Anti-Doping Authority's "monitor" list. So it's key that sports nutrition products are provably unadulterated. Athletes need to know their fuel is "clean" and free from banned substances. But cleanliness drives up costs: Many go-faster powders and gels are made in facilities with laboratory levels of sterility.

Sports nutrition products, which include foods and drinks as well as delivery systems such as bladders and bottles, can be magnets for consumers. Here are some of the latest sports nutrition products that you'll see at Eurobike:

**Camelbak.** "Hydrate or die" is Camelbak's rather dramatic advertising slogan to support its argument that adequate H<sub>2</sub>O intake is essential for optimum athletic performance.

The American company offers a range of electrolyte tablets to make water more palatable and replenish lost salts, but

it's best known for its bladders, backpacks and bottles.

Camelbak's 2014 packs are essentially unchanged from last year, except for colors (more subdued, solid and plain rather than vivid and in-your-face).

The bottles, however, have had a major facelift. Camelbak's Podium bottles are now shorter, easier to squeeze and easier to clean. The new cap retains the one-way valve and twist-lock capability but has been resized for greater water flow. The twist lock is easier to operate. The valve has been moved into the rubber bite piece and is easier to remove for cleaning.

The Podium bottles, including the insulated Podium Chill line, are available in the same sizes as before: 610ml/21 fl oz and 710ml/24 fl oz.

**Hydrapak.** The Woolly Mammoth insulated bottle from Hydrapak keeps liquids at a stable temperature thanks to PrimaLoft insulation between double walls. The polypropylene bottle is BPA-free and features a large spout for a maximum flow rate. It's available in 610ml/21 fl.oz. and 720ml/25 fl. oz sizes.

Hydrapak has added three sizes to its line of soft flasks. Featuring large

filling ports, shut-off valves, and optional hand straps, dust covers, or carrying loops, the new SoftFlask 350ml, 500ml and 750ml flasks are made from a collapsible material but now have more capacity. The SoftFlask compresses easily. The



Hydrapak Woolly Mammoth bottle

Bishop Hydration Backpack from the American company has jointed shoulder straps for a wider range of fitting options, and internal aluminum support stays as well as an integrated rain cover. The Quantum is Hydrapak's magnetic tube holder.

**Xenofit.** Zinc coupled with vitamin C can help riders stay fit and fight off colds. Xenofit's chewable Zink Plus blackcurrant-flavored tablets have 5mg of zinc and 90mg of vitamin C.



Camelbak Podium bottles



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The Source Ultimate Hydration System is an ideal hydration kit that includes everything you need for optimal water supply on the bike! The set comes with a two- or three-litre Source Widepac™ featuring Quick Mate Technology (QMT™), a Helix™ valve and a magnetic clip to simply secure the tube while you're on the move. The new tube cover protects it from dirt and UV rays. Lastly, the unique Universal Tab Adaptor (UTA) allows one to quickly refill the bladder via tap or bottle. Thanks to patented technologies, such as Glass-like™, Grunge-Guard™, and Taste Free™, all Source hydration bladders are absolutely BPA-free, neutral in taste, and anti-bacterial. The high-tech bladders fit into almost any backpack or daypack with a hydration system pocket.



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HALL  
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## CamelBak Podium Bottle

CamelBak® has re-engineered its leading Podium® line for cyclists and everyday athletes, with a higher flow rate, an easier-to-clean cap and Jet Valve™, and a wider variety of colours. The innovative Jet Valve technology that made Podium the go-to bottle for enthusiast cyclists remains an integral part of the updated CamelBak Podium, but it is now housed within the nozzle, making the entire cap easy to clean. The new Podium bottles feature higher water flow, thanks to more flexible bottle walls and a larger nozzle diameter. The new design introduces a velocity aesthetic to the bottles and adds ergonomic finger placements. CamelBak Podium is now more versatile, fitting a wider array of bike frames and cages, and has a larger lock-out toggle for leak-proof transport.



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STAND  
B2-406

## Hydrapak Woolly Bottle

The Woolly bottle uses Prima-Loft™, a proven outdoor insulation, within the double walled bottle, creating the most advanced insulated sports bottle. Tests show leading brands are no match for the Woolly's performance in keeping the temperature stable.

The Woolly is constructed using polypropylene, a lighter weight, more flexible material and is molded at varying thickness for strength and reflexive capabilities.

[www.hydrapak.com](http://www.hydrapak.com)





**UltraSports.**

“Train low, compete high” is the latest sports nutrition strategy (some call it a fad) from the U.S. It promises improved performance from training in a glycogen-depleted state.

Training with low-glucose availability is said to activate the “fat metabolism” and “enhance mitochondrial biogenesis.”

Gel-Chips, from UltraSports of Germany, has just 20 calories so taking them does not block the fat metabolism the way that gels or bars does, according to the company.

“You hold it in your mouth and you absorb the energy via the oral mucosa. It does not need to go through the stomach,” the company says. The claim is that Gel-Chips trick the



Xenofit zinc tablets

brain into thinking it's going to get a carbohydrate infusion. Instead, there's only a small supply, “so you keep on burning fat in the muscles.” Gel-Chips also contains guarana and rhodiola plant extracts to boost mental capacity. Refresher is UltraSport's recovery drink, a carbohydrate-protein beverage with whey protein.

**Jelly Belly.** For post-training recovery, Jelly Belly Candy Co.

is offering its new Sport Beans Protein Recovery Crisps. They combine whey and pea protein in a bite-sized crisp. A 1.5-ounce bag provides 10 grams of protein and come in vanilla, chocolate and berry smoothie flavors. ■ CRT



UltraSports Gel-Chips

# After absence, Clif Bar seeks to click in Europe

Clif Bar, a leading American organic energy food company, is surprisingly appearing in its own Eurobike booth for the first time. It will also be represented at the booths of distributors Intercycle and RTI.

Despite being a leader in the big American snack bar market, Clif Bar has been unavailable in many European countries for years. That's given rise to rumors, strongly denied by the company, that the company stayed away from Europe because it used genetically modified corn syrup.

The real reason, according to a company statement, was that Clif Bar was dealing with strong demand in its home market. Clif Bar posted revenues of \$340 million in 2011, according to media reports.

“We left voluntarily because we had so much domestic opportunity and wanted to put our resources towards that,” the company said in a statement. “Also, we weren't set up internally with the sales and marketing team needed to be able to tackle international distribution. We now have a full team in place and

are ready for that challenge.”

As far as those GMO rumors, the company is keen to scotch them.

“Clif Bars has never had corn as an ingredient,” the company statement said. “Clif Bar & Company has sourced non-GMO ingredients since the late 1990s as part of its commitment to help create a sustainable food system. More than

70 percent of the ingredients that we purchase are certified organic under USDA National Organic Program, which doesn't allow GMOs. All of our ingredients, including organic, must be non-GMO. [We must] be able to provide evidence of this via a non-GMO affidavit signed by all suppliers.”

The employee-owned firm was founded in 1990 by husband and wife Gary Erickson and Kit Crawford. ■ CR



Clif Bar — now available in Europe again.



# Urban cyclists revive MKS, a traditional Japanese firm

Japanese pedal maker Mikishima Industrial Co., Ltd., better known as MKS, is a traditional family-owned Japanese producer that has been revived by younger enthusiasts.



Toshiyuki Ogino (left) and Yasushi Mandai. (Photo: JB)

MKS is more than 60 years old, but the boom in fixies, single-speed and retro bikes have breathed new life into companies like MKS as young fans come to appreciate their classic, high-quality (and high-priced) products.

MKS is one of the “made in Japan” manufacturers exhibiting at Eurobike as part of a joint booth sponsored by the Japan Bicycle Promotion Institute (JBPI).

At Eurobike, MKS president Toshiyuki Ogino and his team are debuting an urban, double-sided cleat pedal. The body is made of “glass fiber-reinforced polymer,” or GFRP, and is offered in several colors.

It's also offering a new take on an old product: toe clips, or what MKS calls “cage clips.”

“Our cage clips are made out of stainless steel wire and therefore have a fresh look,” said Yasushi Mandai, R&D section leader. The company is offering three versions.

“We have a deep cage clip with straps as well as a half cage and a quarter cage clip without straps,” Ogino said.

For folding bikes, MKS refines its Ezy line, which was one of the first removable pedals on the market.

The new Ezy Superior line uses a clever “twist and slide” mechanism. The company still makes the original, high-quality Ezy with sealed bearings. ■ JB



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# POC hopes road line will be a 'piece of cake'

Business hasn't always been the "Piece Of Cake" that Stefan Ytterborn envisioned 10 years ago when he was trying to come up with a name for his fledgling helmet company.

But POC, as he called the company, is on a roll today. Last year it was acquired by Black Diamond, a maker of premium climbing and outdoor gear that is based in Salt Lake City, for about \$43.5 million.

Here at Eurobike, POC is delving into the road cycling market for the first time.

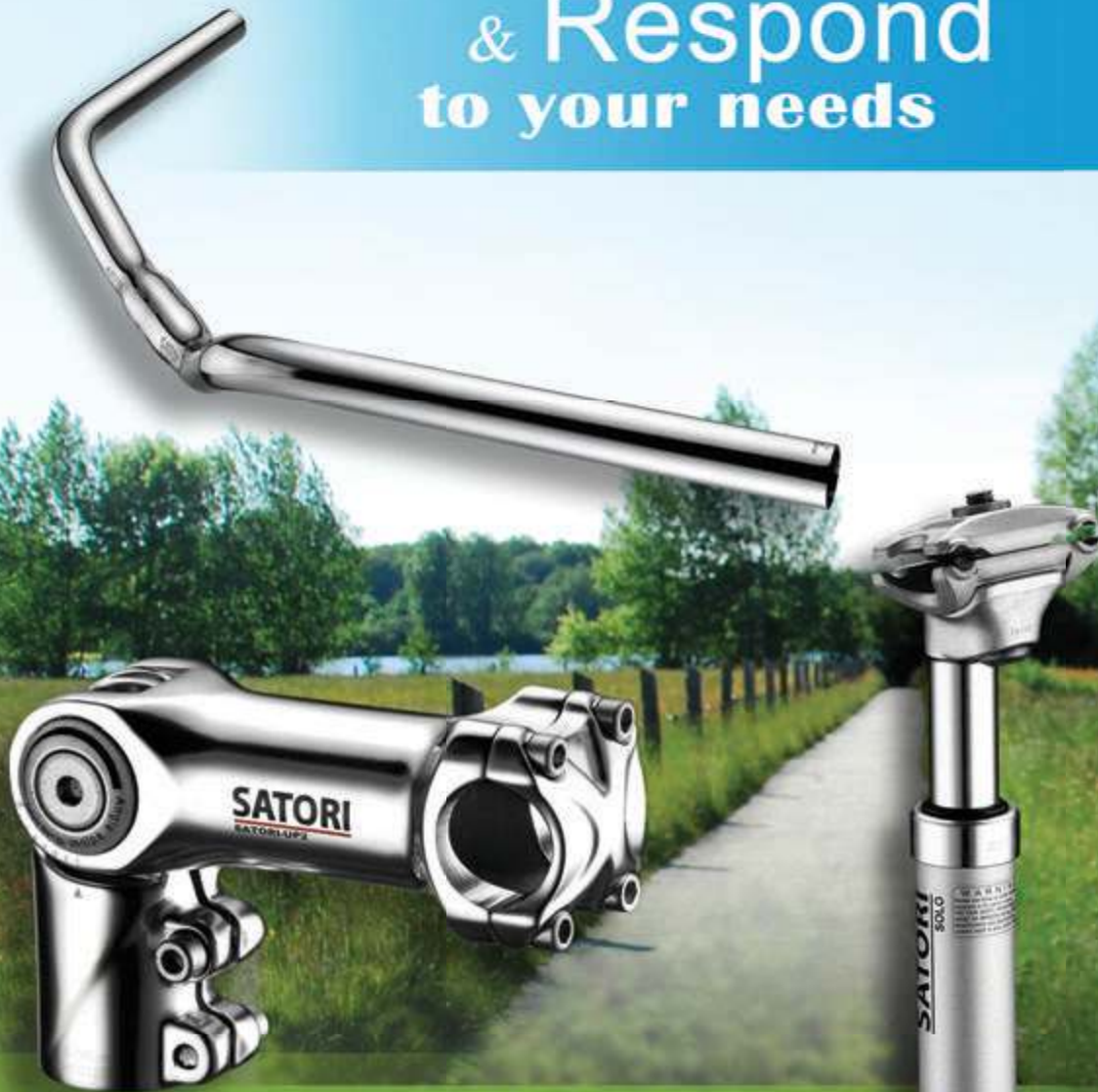
It's debuting a new road line that includes a sleek helmet, a full apparel line, and eyewear.

"An entry point for POC into



POC's Oscar Huss describes the new Octal helmet. (Photo: DM)

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the road bike market was not obvious," Ytterborn told journalists last month during a press event at the company's Stockholm headquarters. POC decided it could differentiate itself by emphasizing safety and design.

"The reality of being a road biker these days is that it is very hazardous," he added.

To reduce the hazards, POC looked at ways of making its products highly visible from hundreds of meters away. It settled on fluorescent orange combined with optic white and navy black.

The color schemes carry through from the helmets to the apparel line.

"[There is] fantastic attention to visibility here, but so well done that it does not scream a 'dustbin man' or 'construction worker' in any way, shape or form," said Peter Appleton, POC's global sales manager.

The Octal helmet is the highlight of the road line. Instead of fins, the helmet offers a smooth profile. Instead of lots of smaller vents, the Octal has fewer, larger vents that open up as much of the front part of the helmet as possible for airflow.

POC also developed an aero version of the Octal, the Octal Aero, essentially covering much of the helmet's surface with a translucent shell. The Octal Aero is intended for time trials and other events where aerodynamics are essential.

The POC helmet also accommodates an innovative crash sensor developed by a U.S. inventor. Called ICE — "In Case of Emergency" — it's a small yellow disc that attaches to the rear of the helmet.

The ICE unit is paired with a rider's smartphone. In an accident, the unit begins a countdown that can be cancelled by the rider. If it isn't cancelled — perhaps the rider is unconscious — the ICE unit sends out a message to emergency responders and includes the cyclists' GPS coordinates.

The road apparel line, which POC calls Essentials, includes jerseys, wind and rain vests and jackets, bibshorts, gloves and socks.

Ytterborn said POC is interested in the commuter and urban market for helmets and apparel, which he described as "anything that relates to people who don't want to look like Lance Armstrong, and being able to get in to that first meeting at nine o'clock in the morning without having to change."

He said POC plans to pre-launch a commuter line in May, and develop a fuller line for introduction at the 2014 shows. ■ DM

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# 2014 Overview: Lights

## And cyclists said, Let there be little lights that use less power

The needs of cyclists regarding lights are diverse, and the latest market developments reflect this: Commuters need sturdy, reliable systems with limited output; road cyclists put an emphasis on low weight and compact size; and mountain bikers prioritize output and run time. All these trends are being represented at this year's Eurobike.



Busch & Müller Lumotec

changing German laws to allow battery-powered lights, not only on lightweight sports bikes, but on all bicycles.

**Commuters.** For commuters, there is a clear trend towards compact sizes and customization. **Busch & Müller's** (A4-401) new Lumotec IQ2 headlight has been downsized substantially. By combining just one LED with both a lens and a reflector, this matchbox-sized headlight still coughs out plenty of light so riders can be seen and can find their way home. The new Secula rear light

Bicycle lights might not be the most spectacular or exciting of accessories, but the category has made some impressive advances.

LEDs have replaced classic or halogen light bulbs, reducing the size and power needed to light up the night. Better hub dynamos deliver plenty of power even at walking speeds without a lot of drag.

Compact Li-ion batteries, similar to those found in smartphones or laptops, have replaced heavy, bulky lead-acid batteries. And the rise of electric-powered bicycles has created a push for lights that can run off of the e-bike's battery. That's stirred an ongoing discussion about



Supernova E3 Pure 3



Schmidt SON hub

is just as small and can be mounted on either the seat stays or rear fender.

Another tiny but strong headlight is the E3 Pure3 from **Supernova** (A2-106), the smallest road-legal aluminum headlight.

**Schmidt Maschinenbau** (A2-402) flexes its muscles in terms of flexibility: It offers the proven SON hub dynamo in various colors, with a more compact shape for folding and recumbent bikes with 20-inch wheels, and for fat bikes with a 135mm front axle and disc brakes, including a Edelux headlight in the matching color.

With its compact Echo headlight, **AXA** (A7-503) shows that a lot of features can come at a low price.

The X4 and X8 headlights of Taiwanese manufacturer **Roxim** (A5-228) combine a compact build and a small battery pack to offer a system that appeals both to commuters and to cyclists training in the dark rural areas. With up to 400 lumens for the X4 and 800 lumens for the X8, these lights underscore another trend towards super-compact, battery-driven lights for road bikers who want to ride into the evening hours.

Available in various anodized finishes, the Blinder Road 3 from **Knog** (B1-504) caters to those needs, like **Lezyne's** (B3-106) new Deca Drive and Hecto Drive lights. These lights come with an integrated battery that can be



AXA Echo

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STAND A5-408

### Reelight GO

Winner of the Reddot design award as "best of the best" 2013. Reelight GO is created for intuitive use and easy storage, accommodating modern lifestyle on the go. Reelight GO uses magnets for easy fastening, effortlessly clicking onto a magnetic base which is permanently mounted on the handlebar and seat post. Once connected the light turns on automatically. When not in use the front and rear lights connect magnetically into one compact unit that can be kept in a pocket or bag.

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STAND B4-403

### Spanninga Roxeo

Roxeo provides light, day and night! The first innovation of the Roxeo lies in its design: it gives bike manufacturers the possibility to have a really unique headlamp with an original shape integrated in the design of their bikes. The most outstanding innovation is in its functions: it provides a powerful light beam in the dark (over 15 Lux conforming to StVZO) and strong visibility during daylight.

The Roxeo Xda lights are now equipped with two extra LEDs featuring the DRL function (Daytime Running Light) on top of the standard automatic functions (light and motion sensor). And exclusively for the Eurobike, the Roxeo headlamp is now available in four new trendy colours!



Roxim Raptor X

charged with a micro USB cable. That also goes for tiny lights such as **Lezyne's** Zecto series or **Crops'** (A6-104) SX100-MU for urban cyclists who just need to be seen.

**Sigma's** (A5-200) new Sigi headlight and diminutive Mono lights also fall into this category, weighing less than 40

grams apiece. With the Ixon Core headlight and Ixxi rear light, **Busch & Müller** presents USB-charged, small lights with integrated Li-ion batteries for the first time as well.

**On the trail.** For mountain bikers, sheer power is still paramount, and when it comes to that, it's hard to beat the Betty R from **Lupine** (A2-400). This headlight comes at a steep price, but its seven LEDs produce up to 4,500 lumens, and you also get a choice of battery packs and mounting systems. With the Wilma and the Piko, Lupine also has less powerful models that suit more limited budgets.

Value-wise, **BBB's** (A3-101) Scope 1300 system with its twin LEDs and machined aluminum body is an interesting choice, delivering 1,300 lumens for an affordable €230. Due to the branding of Chinese-built systems, the value-oriented market for mountain bike lights has become highly competitive. Don't be surprised to see some new brands at Eurobike.

**Out of the mainstream.** Some interesting bicycle light projects can be found

at the crowd-funding platform Kickstarter.com. The Magnic Light uses a strong neodymium magnet and the bike's alloy rim to produce the electricity needed to power two tiny LED lights.

Another interesting project is the Sparse lights, integrated in the seat clamp and a headset spacer, respectively, making them very hard to steal. The Helios handlebar goes even further by integrating the headlight and two rearward pointed lights at the tips of the bars into the design.

While not all of these products will make it to mass production, they show interesting trends that for the moment may be too radical for mainstream producers. Who knows? Some of these Kickstarter projects may become Eurobike exhibitors.

Meanwhile, ongoing projects by such brands as **Spanninga**



Lezyne Hecto Drive

(B4-403) accentuate the ongoing trend of integrating key components such as the lights. Take a look at some of **Tern's** (B4-401) folding bikes, with the headlight integrated into the stem, to see where this trend is heading. ■ **LvR**



Knog Blinder Road 3



Crops SX-100

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# News flash: Bicycle Retailer publisher demotes himself

As publisher of Bicycle Retailer and Industry News for most of its 22-year history, Marc Sani has laid off the occasional underperforming employee. In the midst of the recession, he had to temporarily trim employee salaries (including his own) to stave off layoffs.



Megan Tompkins (left) and Marc Sani.

But Sani, who co-founded the U.S. trade magazine in 1992, recently made a more surprising personnel decision: He cut his salary and demoted himself to become a staff reporter.

Replacing him as publisher is Megan Tompkins, Bicycle Retailer's former editor. The transition became official at Eurobike.

"It's a changing world. Everybody's time comes to an end,"

the 66-year-old Sani said. "I think it's time for me to look in different areas."

Tompkins, 35, takes charge of continuing Bicycle Retailer's push into digital publishing. One of her first moves was creating a weekly e-newsletter to complement the Bicycle Retailer website.

She said she would continue looking to broaden the magazine's reach, especially internationally.

"When you look at making a print publication into a digital format, then the distribution question for an international audience is one that we can solve," Tompkins said. "We know that our website is well-read internationally, and we do have some distribution of the magazine in international markets."

After seven years as editor, Tompkins left the magazine two years ago. She was an OEM liaison with Shimano American and worked in marketing for Specialized.

Sani, who spent months recruiting Tompkins to return to the magazine, said he's happy to leave the management responsibilities of the publisher's job and concentrate on reporting. He was a longtime newspaper reporter before starting the magazine and also served as a speechwriter for a New Mexico governor.

"I can only ride my bike, paddle my kayak and ski on my skis so much during the course of the year," he said. ■ DM



## eSocialBike lets an e-bike talk back to users, manufacturers

Imagine an e-bike that talks to its manufacturer, and its owner, through the Internet and a smartphone app.

That's the concept behind eSocialBike, a system developed by the Italian electronics company Sitael, which makes products for the aerospace and industrial markets. The eSocialBike system, which is making its debut at the show, is designed to provide real-time monitoring of all of the e-bike's components.

It also lets riders keep tabs on their e-bikes at all times and can stave off visits to a bike shop for servicing.

"One of the big benefits of eSocialBike is delivering a better user experience during an e-bike ride," said Agostino De Angelis, a developer of the new system.

Sitael developed a key component for NASA's Curiosity rover, which has been exploring the surface of Mars for more than a year. De Angelis said e-mobility is a natural field for Sitael.

"We said, OK, we have tools for diagnostics. We know about engineering and microelectronics. We have really good knowledge



about building apps. So we tried to put all these things together and came up with eSocialBike," he said.

The system integrates with the e-bike controller. It can provide detailed information on the health

of the battery and other components, and even call attention to problems before they occur.

Riders can track how far they've gone and how much CO<sub>2</sub> they've displaced. Manufacturers can tell whether e-bike owners are properly charging or maintaining their bikes. The feedback also could help them detect manufacturing defects early.

"Having all the information about the real-world usage of the electric bike is really interesting for system producers, because they can reduce a lot of costs that are associated with battery problems, for example," De Angelis said.

The company is hosting two seminars today to introduce the system to bike brands, e-bike system makers, and others. The seminars are at 11:30 a.m. and 12:45 p.m. in the Schweiz Meeting Room in Foyer West. ■ DM



# Bigger than Denmark? Cycling's value to EU exceeds €200 billion

At its Advocacy Summit today, the European Cyclists' Federation will unveil a study showing that the value of cycling to Europe is more than 10 times bigger than previous industry estimates.



Kevin Mayne

With an annual value of €200 billion (\$268 billion), cycling's contribution to the EU is bigger than the GDP of Denmark, Europe's 15th biggest economy, the ECF study claims. Most of those benefits are health-related.

ECF's Cycling Industry Club argues that these figures show that the cycling industry needs to be much more ambitious in its political aims, building on attention from politicians and economic leaders like German Chancellor Angela Merkel. No other transport choice can deliver these results, officials argue.

"This is equivalent to a €400 saving for every citizen of the EU. This is a figure that should be understood and repeated by every person in the bike world," said Kevin Mayne, the ECF's development director. "That's why we can justify asking governments to give tax breaks to cycling and mayors to spend money on cycle paths. It pays."

Creating the world's most cycle-friendly country, the Netherlands, is estimated to cost around €40 per person a year. The ECF argues that is an incredible value for money.

Industry leaders and advocates say bike businesses have the most to gain from understanding these new results because bicycle-friendly cities and cultures also have the highest cycling sales in both units and price.

The ECF conducted its analysis using a tool called HEAT, created by the World Health Organization, which measures the impact of cycling and walking.

Health benefits are by far the biggest contributor to cycling's value, contributing 80 percent of the benefits.

"This also matches what we know from cyclists' behavior: Health is a major incentive to taking up cycling," Mayne said.

"Smart companies have to sell health for two reasons now," he

continued. "One is to sell more bikes, and the second is to remind their cities why the bike is such an important transport and leisure choice."

The analysis published today is ECF's first attempt to monetize the internal and external benefits of the current levels of cycling in the EU-27.

The ECF looked at six areas where the bicycle industry, including cycle touring, benefits EU citizens. Combined with turnover, the ECF calculates that the economic benefits of cycling in the EU-27 were €205 billion to €217 billion based on 2010 cycling levels. ECF's stated goal is to see this double by 2020.

The ECF said the number is a minimum because other benefits could not be calculated, such as the cycling's contribution to an increased quality of life, the economic benefits of bike sharing and the construction and maintenance of cycling infrastructure.

According to the ECF's analysis, cycling's benefits break down as follows, based on 2010 statistics:

— SOURCE: ECF

<b>Health benefits:</b>	€114-121 billion
<b>Congestion-easing:</b>	€24.2 billion
<b>Fuel savings:</b>	€2.7-5.8 billion
<b>Reduced CO2 emissions:</b>	€1.4-3.0 billion
<b>Reduced air pollution:</b>	€0.9 billion
<b>Reduced noise pollution:</b>	€0.3 billion
<b>TOTAL</b>	€143.2 - 155.2 billion
<b>INDUSTRY BENEFITS</b>	
<b>Tourism</b>	€44 billion
<b>Bicycle industry</b>	€18 billion
<b>TOTAL</b>	€62 billion
<b>COMBINED TOTAL:</b>	€205.2-217.3 billion

## ECF hosts today's Advocacy Summit

The European Cyclists' Federation hosts the Advocacy Summit today from 4:30 to 6 p.m. at the Berlin Room, Conference Center East.

Learn about "The New Cycling Economy," and the numbers behind the ECF's claim that cycling has an economic benefit of at least €200 billion in the EU-27 countries.

Drinks and finger food will be provided.



Mark Cavendish of Omega Pharma Quick Step enjoys additional confidence with Hydro R®.

# 2014 Overview: Road apparel

## As the high-end cycling apparel goes, so goes the rest of the bikewear market

What mountaineering is to outdoor apparel, road racing is to bikewear. High-end road apparel is far from the biggest segment in terms of cycling apparel sales, but it's definitely the most prestigious. Races deliver the photos seen by hard-core cycling enthusiasts and wannabes around the world. Where race apparel goes, the rest of the cycling apparel market often follows.

For Spring/Summer 2014 lines, the buzzwords in high-end bikewear involve enhancing "power," "energy" and "performance." Secondary concerns are comfort, protection, and weight.



POC Essential Jersey

With **POC** (B2-103), a new player joins the road race. The young Swedish company, known for helmets and body armor, launched its first road bike apparel line here at the show (along with a road helmet; see related story, page 26).

"It's our intention to develop new solutions, ideas, innovations for higher safety standards, more protection and enhanced performance," said CEO and founder Stefan Ytterborn.

POC calls its line AVIP, which stands for "attention, visibility, interaction and protection." Its color concept is particularly eye-catching (on purpose): fluorescent orange paired with contrasting optic white and navy black. The colors are intended to arouse attention and raise a cyclist's visibility.

"A cyclist wearing fluorescent clothing is acknowledged as part of the traffic from up to 670 meters, whereas a cyclist wearing dark colors is only

perceptible from a distance of about 120 meters," the company says.

"There is no such thing as a classic cyclist. The ambitious cyclist wants a body-hugging cut, high moisture management and, as far as appearance is concerned, an aerodynamic design," **Gonso** (B5-402) spokeswoman Stephanie Müller said. "Regarding fabrics, he definitely wants light weight and durability."

Few apparel brands would disagree.

To better differentiate its products, Gonso has regrouped its bikewear into three lines: Excellence, Expert and Essential.

Its top-of-the-line Excellence collection is where Gonso puts its "most advanced fabrics and state-of-the-art design." The company says Excellence is for the most ambitious cyclists.

Jersey and tights come in an extra tight fit to give the wearer the impression of a second skin. Gonso combines elements that relax and stabilize the body in its Dynamic Fitting Support (DFS) system.



Gore Oxygen Windstopper jersey

**Craft** (B5-403) also emphasizes compression, along with a very lightweight mesh fabric, in its Grand Tour Bike Wear line for Summer 2014.

"Low weight, high standard. Classic look, up-to-date technology" is how Craft describes its new bikewear line that, it says, incorporates technology "from compression to body mapping."

The Italian apparel brand **Castelli** (B5-505) introduces Airway Technology in its Endurance Jersey. The two-layer

material combines an inner fabric similar to a functional base layer with a very light and elastic outer fabric. Castelli says air circulation between the two layers improves comfort on long rides.

Canadian bike wear specialist **Sugoi** (A6-301) also seeks better ventilation with its highly breathable fabric Revo. Revo, also used in Sugoi's high-end RSE range, features a UPF of 50+ combined with an "optimized moisture management." Its RSE Jersey uses Revo with Revoflex Mesh in the back for ventilation.

For **Gore Bike Wear** (B5-404), the slogan for 2014 is "train hard and feel good." The company has revamped its Oxygen line for long-distance, performance-oriented racing cyclists. Its new jerseys are especially clever. They implement Gore's body-mapping technique with a stretchy Windstopper soft-shell laminate. Gore says the material is "so pleasant and breathable that it can be worn next to the skin" in summer, or paired with a base layer and arm warmers in colder weather.

**Löffler** (B5-503) also talks about how pleasant its apparel makes cyclists feel. The Austrian brand says its Hot Bond system has been a success. "You feel that



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**B245 PLATFORM**

316g (Magnesium)

BODY: Aluminum or Magnesium

SPINDLE: Cr-Mo spindle

BEARING: DU / Sealed

**EUROBIKE BOOTH #B2-502**





there is nothing to feel," the company says. "No itching, no chaffing, no pressure, no rubbing — no matter how long your ride, just like a second skin." Löffler offers the system in its men's lightweight Race Aero Line and women's Race Soft Line.

Swiss apparel makers **X-Bionic** (B5-602) says it has found a way to "trick" the body into better temperature regulation. X-Bionic said it turns "sweat into energy" by making the body sweat earlier than usual, thus starting a cooling process before the body actually overheats. The Trick, as X-Bionic calls the system, puts insulation along the spine.

Also tricky is the way Gore Bike Wear and **Specialized** (A3-206) have focused on improving storage possibilities in a jersey. Specialized calls its approach SWAT, for "storage, water, air, tools," and focuses both on the bike and on the apparel.

Gore's unique backpack design, featured in the Oxygen jersey, distributes equipment over the shoulders, chest and back. By distributing weight evenly, Gore says it prevents items from shifting uncomfortably across the body. "The pockets follow the cyclist's movements and remain stable, even when full," the company says.



Jerseys are the stars, but bikewear brands aren't neglecting bike pants. **De Marchi** (B5-112) offers a new road short, the Road Master Bib Short and a trail counterpart, the Trail Master Bib Short. They use different fabrics that target specific muscle groups and deliver the "right" amount of compression during different phases of the pedaling movement.

**Protective** (B2-404/2) and **Zoot** (B5-107) focused on the chamois itself. Zoot's Performance TT Pants feature the new TT Chamois, made specifically for aero-position cycling.

Zoot says the aero position put different stresses on the body from a

classic riding position. The TT Chamois has extra padding at the pubic bone and the perineum to reduce vibration and enhance comfort in the aero position.

Protective's other news for 2014 also involves padding. It uses a material called SeaCell that combines cellulose and ingredients from seaweed, which is said to have a stimulating and healing effect. The new padding, developed jointly by Protective and **TMF** (B5-511), is breathable and soft. It's said to support blood flow in the skin and stimulate skin cell regeneration. And, the companies say, it's pleasant to the touch. Protective has the exclusive rights to SeaCell for the 2014 season. ■ **RSB**



**X-Bionic**  
The Trick

sponsored by 

**STAND B5-304**

### Northwave Treasure Project

Designed to offer the highest performing technologies, comfort and breathability, Northwave Treasure Project bibshorts collection comprises four models of bibshorts. Each is named after a different bicycle gear: the highest gear is used to mark the most technical bibshorts, suitable for pros and for the longest and hardest races and training sessions.

The top-of-the-line 53/11 stands out. Designed with BioMap technology, from lines to materials nothing is left to chance. The ergonomic design supports and optimises muscular performance when the cyclist is sitting on the saddle. Stitching is flat and strategically positioned to avoid friction when cycling. Unparalleled comfort is granted by the highly supportive Treasure Air pad, which is sculpted without heat so its open cells considerably enhance breathability.



sponsored by 

### Quibos My Bike clothing

The new summer 2014 My Bike collection is characterised by innovation in materials, ergonomics and technical details. It retains the linear, almost minimalist, aspect that is the brand's hallmark.

The Air jersey offers the rider maximum breathability and lightness, thanks to the laser perforations on the back panels and the application of a perforated elastic band. It is made of Revolutionary® fabric. The bibshorts are made of 210g/m2 lycra, with laser-cut holes just below the padding, the point of maximum sweating. The front of the straps are in mesh, while the back is a light fabric, for maximum comfort; they have laser cuts in the centre to increase ventilation.

Quibos also designs and produces technical apparel for some of the most prestigious international brands.



**STAND B5 - 305**

# New Products 2014

## AGOGS Uphill

STAND ZH-310



The AGOGS Uphill is two e-bikes in one. It switches between pedelec, or road, mode, where the motor provides the legally required 250W of power. But with a flick of a switch, the Uphill goes into "off-road" mode, which provides 350W of power (800W peak) and higher torque. It uses a Bafang CST freewheel motor and has a range of up to 120 km.

## Dahon MU Rohloff

STAND A4-308



At the top of Dahon's high-performance line, the MU Rohloff sports a Rohloff 14-speed internal hub. Equipped with reliable 451mm wheels, the bike is built atop Dahon's popular Mu frame, which can handle long-distance treks yet still fold up into a small package.

## Foldylock

STAND A7-416

It's a bike lock that folds up to fit in a backpack or a case on a bike frame, and unfolds to create a sturdy lock that's 90cm long. Connecting rivets are designed with VSR Rivet technology to protect against drilling. Foldylock is rust-free. The lock cylinder is protected in a hardened steel housing.



## Infini Maia Cycle Computer

STAND A5-304

With its soft body in several vibrant colors, the Maia cycle computer has a large display that can be read at a glance. Users appreciate how easy it is to set up and use the Maia.



## Ghost Cagua 650B

STAND B1-400

Cagua is the name of an active volcano in the Philippines, but it's a good name for Ghost's new enduro bike. The 650B wheels with 155mm of travel and a solid aluminum frame give you everything you need for an explosive ride from top to bottom and back up again.



## 720armour Rock

STAND A5-413

A refinement of the 720 Cross, Rock offers a wide choice of frame and temple grip colors. Fog-busting, nano-coated, full-framed A-Trak system lenses protect against wind while allowing top and bottom venting. Lenses swap out in an instant with the A-Trak magnetic quick release system.



## Crops Q10 Lock

STAND A6-104



Q10 has strengthened the lock by using flat-10 (double 5mm) steel cables. The slim cylinder head slips through many saddle railings for protection, and the cables form a double loop to lock up both front and rear wheels.

## Castelli Gabba WS

STAND B5-505

The Gabba WS Jersey is the pro's favorite piece for wet, cool and dry conditions. It offers core protection without overheating, even when the sun is shining. And its breathability keeps you dry. Water-repellent Windstopper fabric provides lightweight total wind protection. Silicone gripper on the waistband limits ride-up. Storm-flap construction at back protects from wheel spray.



## SRAM X01

STAND A3-202



The SRAM X01 borrows from the XX1 for a simpler, lighter and faster drivetrain. A single front chainring (from 30 to 38 teeth) with a 10-42 11-speed cassette combines fast shifting and optimal gear range, while the X-Sync chainring technology and X-Horizon rear derailleur with Type 2 technology provide optimal chain management.

## Tektro Spyre

STAND A5-205

Spyre's two-piston mechanical disc brake is for road and cyclocross bikes. It works with all road brake/shift levers and provides better performance than rim brakes, especially on carbon rims and in wet conditions. The two-piston system enables even pad wear and keeps the caliper centered over the rotor. At 154g (and 146g for the Spyre SLC) it's 40g lighter than the competition.



## Urban perfection.

### The ZECTO DRIVES

Compact, high-visibility safety lights, designed for the urban cyclist. Equipped with Daytime Flash, the Clip-On System, providing versatile strapped or clipped mounting and USB recharging for ultimate convenience. Available as a FRONT, REAR, or PAIR.



CLIP-ON SYSTEM  
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# LEZYNE

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HALL B3  
BOOTH 106

# New Products 2014

## Miranda ICG

STAND  
A1-414



The award-winning Delta Crank arm gets a new configuration with Miranda ICG. The ICG is integrated on the Delta Crank arm to protect the chain in the new generation of Bosch motors and gives a more premium look to the bicycle. It also prevents the rider from coming in contact with the chain.

## Neco H52MP headset

STAND  
A7-213



Strong, light and value-priced, the Neco H52MP is made for a 1-1/8-inch straight fork steerer. It uses a two-piece cartridge ball bearing. Nylon fiber "M" size is 15mm high. Weight is 68g in nylon and 80g with an M-sized alloy cover.

## Axman R26

STAND  
A1-108

With the R26 project, Axman surfs the aerodynamic wave. The combination of aero tubing, integrated seat binder and full internal cable routing to eliminate air resistance brings out riders' best performances. The R26 frameset weighs just 900g with no loss of stiffness.



## Liv/Giant Lust Advanced 0

STAND  
B3-300

The Lust Advanced 0 is the first composite, full-suspension 27.5-inch bike designed for women. Liv/giant has moved its entire 2014 performance line to the new wheel size. Made for technical XC terrain, the Lust Advanced combines Giant's Advanced-grade composite frame material and Maestro Suspension.



## Nutcase Gen3

STAND  
B2-508



The Gen3 is the third generation of Nutcase's iconic street helmet for bike, skate and scooter. The shell is more contoured and has more ventilation for better comfort, even on hot days. Helmets have a snap-in/removable visor for sun and rain protection. Available in eight tongue-in-cheek graphic styles.

## Ion Ledge

STAND  
B5-603

The Ion Ledge is the first enduro/freeride glove with "digital tips," or fingertip panels that let riders use their smartphones or other touchscreen devices without removing the gloves. Ion's digital tips are located exactly on top of the fingertips to improve their usability.



## Punch Cycles

STAND  
A2-105

### Titanium Bikes

Mario Sillack, founder of Punch Cycles, focuses on optimized tube profiles, highest quality titanium alloys and precision workmanship. Punch uses aviation- and aerospace-grade titanium. While the bikes push the cutting edge, they remain affordable.



## iXS Dagger

STAND  
B3-100

The Dagger knee guard is based on the iXS family of lightweight protective gear. Made for heavier use, the Dagger comes with ArmadilloDuo, a dual compound hardshell knee reinforcement. Developed in cooperation with Darren Berrecloth, the Dagger also provides extended shin protection.



## BioLogic FixKit Multi-tool

STAND  
B4-401



The thin, compact FixKit multi-tool has a patented design with a high-leverage 15 mm wrench for axle nuts and pedals in addition to 19 other handy tools, including an ever-important bottle opener. Its design makes the body an extended handle for better leverage to loosen tight axle nuts or pedals. The FixKit folds flat and slips into a pants pocket or jersey.

## Airace Mini Veloce Mountain

STAND  
A5-108

The CNC'd aluminum mini pump for mountain bikes incorporates Airace's Clever Twin Valve head with thumb lock. Inflates to 80 psi (5.5 bar). Fits Schrader, Presta, Dunlop and E/V valves.



# New Products 2014

## Kreidler Straight Carbon 2.0

The Straight 650B Carbon is Kreidler's first all-mountain bike. The 140 mm full-suspension bike offers a streamlined combination of high strength and low weight. The frame features a tapered headtube, press fit BB92 bottom bracket casing, a back wheel with a 12mm half axle, and a direct-mount derailleur seat.

STAND  
A6-300



## Roxim Raptor X4E/X8E

STAND  
A5-228

The Roxim Raptor XE series is a compact system for e-bikes. The streamlined housing weighs only 80 grams, but the light provides 200 degrees of visibility for clear side and forward vision. Output is 400 or 800 lumens, depending on the model, and the glare-free design won't blind oncoming riders. Includes other optional features for e-bikes.



## Chosen MGC Hub

STAND  
A6-305



The MGC high-ratio drive system provides better power transfer, giving cyclists a faster and better response when putting the hammer down.

## Shimano Click'R

STAND  
A1-200



With the Click'R, cyclists never need to worry about being unable to click out of the pedals in time. Shimano's new shoe pedal system makes it 60 percent easier to step in or out. A reduced release angle eases the transition phase. Available with the CT (Country Touring) shoe, which comes in three new models for spring/summer 2014.

## KMC Chain reel holder

STAND  
A5-101

For professional bike shops, KMC now offer some of its most popular chains on convenient shop rolls. These 50-meter reels offer flexibility and reduce the waste involved with trying to fit the large variety of chain lengths, especially with e-bikes. Available in triple or single racks, with a magnetic bracket to hold the chain end.



## Formula Engineering EV39 alpha

STAND  
B4-309



Formula makes the carbon rims in-house for these lightweight cross-country wheels, which are available in 29-inch and 27.5-inch sizes. They are compatible with SRAM 11-speed groups. In addition to a traditional 21T and 24T cassette gearing ring system, Formula Engineering has developed an advanced, long-lasting 39T ratchet clutch for quicker engagement.

## DK City Manhattan Urban

STAND  
A5-221

Based on the work of a Spanish designer, the Manhattan is an elegant and practical take on urban utility. Available in 26-inch and 28-inch men's and women's models, the streamlined frame is a graceful touch of European style. As in other DK e-bikes, the battery is integrated into bike frame.



## Xpedo Spry

STAND  
B2-502

Weighing just 260g a pair, the sleek, low-profile Spry is a worthy addition to Xpedo's flat pedal lineup. The magnesium cast body is 11mm thin, allowing for plenty of ground clearance in most aggressive terrains. A large platform with 14 pins provides superior grip. Available in black, white, red or gold.



## Kinetic Traxle

STAND  
B4-305/3

The Traxle is the solution to mounting 142x12 thru-axle bikes, which have become standard on mountain bikes, on a trainer. Most thru-axle bikes can't mount on a trainer because there's nothing protruding from the frame for the trainer to grab on to. The Traxle replaces the stock axle for a solid interface with a trainer. Three models accommodate Syntace, Shimano and Maxle.



## Hydrapak SoftFlask Drink Flasks

STAND  
B2-406

Hydrapak adds to its SoftFlask line with a series of jersey pocket drink flasks. They have wide filling ports, twist shut-offs, finger loops, and dust covers, and use the same flexible material as the original gel versions. The new line has won an iF award.



# New Products 2014

## Schwalbe Rock Razor

STAND  
A5-300



The fastest tire in Schwalbe's Super Gravity range, the Rock Razor is a semi-slick for gravity bikes. It's intended as an interesting option on the rear wheel and for fast, dry trails. Super Gravity carcass design means the sidewalls are more stable, the tread more flexible and the tire lighter, for downhill stability with enduro weight.

## Bigfish Wave

STAND  
A4-603



The new Bigfish Wave uses Smart Folding Technology — Bigfish's button-operated folding system — for easy handling. It's convenient to wheel it folded as you walk. Equipped with a Shimano Nexus 3 internal hub, the Wave features a highly original, fish-shaped aluminum 6061 T6 frame, for riders who want a bike that stands out while delivering great performance.

## BLB Classic Fenders

STAND  
A4-705A

These elegant, classic fenders were uniquely designed with CNC'd brake cut-outs to fit slim brake clearances and frames without special mudguard drillings. Available in alloy or bamboo, these full-length fenders fit race and city bikes and come with an adjustable clip-on system. Available in polished silver or black, matte black and bamboo.



## Novatec Jetfly-D

STAND  
A6-409

These new disc wheels for road bikes feature the all-out performance of alloy rims. Jetfly's 32mm-deep alloy rims include a micro-peened braking surface built to take a beating with a minimal weight penalty over higher priced carbon wheels. Novatec's unique 3-in-1 rear hub is compatible with Shimano, SRAM and Campagnolo. Wheels are disc-brake-compatible.



## Sigma Sport Rox 10.0 GPS

STAND  
A5-200

The Rox 10.0 GPS is Sigma's first bike computer with GPS. With five navigation functions and nine bike, nine heart rate, eight performance, five altitude measurement, and various other functions, it's a perfect companion for an athlete in training. Includes a PC interface and comprehensive analysis and planning modules. It is ANT+ compatible.



## Bosch eBike Systems Performance Line

STAND  
A6-204

The Performance Line e-bike drive system offers a new kind of riding experience. The powerful drive unit provides pedal assist up to 25 kph (Cruise) and 45 kph (Speed), powered by PowerPacks of 300 or 400 Wh. The Intuvia control unit ties it all together.



## Fabike

STAND  
A4-608A



A Fabike is a Flexibly Adjustable Bike. It's not a road bike; it's not an off-road bike; it's not a city bike. Instead, it's one frameset that can satisfy all of these needs.

## Wheeler Protron Anniversary

STAND  
A6-101

Wheeler celebrates its birthday with the limited-edition Protron Anniversary. The carbon monocoque frame offers comfort while the 27.5-inch wheels provides speed and agility. It's spec'd with the 120mm travel RockShox Reba suspension, Shimano XT and SLX for 30 usable gears, and hydraulic disc brakes.



## CatEye Volt300

STAND  
A1-201



The Volt300 is a USB rechargeable headlight with a quick-change cartridge battery. Five modes offer a maximum 300 lumens: high, normal, low, hyper-constant and flashing. The Volt300 mounts on or under the handlebars or on the helmet. Spare batteries and charging cradle are available as add-ons.

## EIT by CyTech TT Performance

STAND  
B5-208

Made for time trials, the TT Performance offers multi-density protection that's concentrated in the perineal zone toward the nose of the saddle. That's where pressure typically peaks from a time trial rider's low, aerodynamic position and frequent, strong pedal strokes. Also available with a Lycra backing that allows for the pad to be applied in direct contact with the saddle.



# New Products 2014

## Aclass ALX635

STAND  
A5-204

Aero wheels don't have to be carbon, or expensive. The Aclass ALX635 (700c) and ALX 635tri (650c) prove you can have maximum performance without the high cost of carbon. They provide a 35mm deep aero profile matched up to aero spokes that are hand-tensioned to a proprietary hub design.



## Ming Cycle Strida Evo 3

STAND  
A5-233

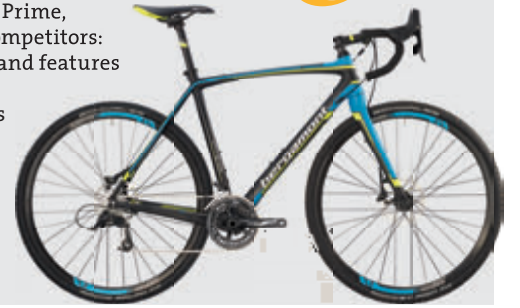


The latest innovation in the Strida line includes a three-speed gear system that is incorporated into the bottom bracket. Shift gears by simply pedaling backwards; no cables or shifters needed.

## Bergamont Prime CX Team

STAND  
B3-400

Bergamont's road range, now called Prime, features a new cyclocross bike for competitors: the Prime CX Team. It weighs 8.8kg and features a full carbon frameset. Bergamont's team design makes it pretty, SRAM's hydraulic disc brakes make it perform. Available in September.



## Selle San Marco Native

STAND  
B3-405



Native is the Selle San Marco's first dedicated enduro race saddle. Its compact design guarantees balance, feel and freedom of movement whether climbing, on the downhills or riding singletrack. It offers the comfort of a cross-country saddle with the dimensions, shape and strength of a downhill saddle.

## Schoeller e3+

STAND  
B5-506



Schoeller's e3+ Protection Plus fabrics offer outstanding weather protection while being light and breathable. It's available in a superlight 3-layer or 2-1/2-layer laminate. The vibrant orange fabric is ideal for light rain jackets that can pack very small.

## Cratoni C-Loom

STAND  
B2-102

The C-Loom is a new helmet series for urban, trekking and e-bike riders, with innovative new vents, foamed chin strap, integrated rear light and Cratoni's Light Fit System with triple height adjustment. Available in four color combinations: white-lime, purple-lime, brown-blue and black-yellow, in small/medium and medium/large sizes.



SCHWALBE

Steve Smith  
Worldcup winner Hafjell 2012  
on Magic Mary SG

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ROCK RAZOR

HANS DAMPF

MAGIC MARY

DIRTY DAN



# New Products 2014

## Schindelhauer Friedrich Commuter Bike

STAND A2-313



The Friedrich, a new member of Schindelhauer's Urban Line, is a fully equipped commuter bike that blends a smooth ride with first-rate style. Mudguards, lighting system, and rear rack are included, as well as a maintenance-free Gates CenterTrack drive.

## Super B TB-PF25

STAND A7-317



Super B's ingenious wheel truing stand will be a home mechanic's best friend, thanks to its folding design and portability. It fits all wheels from 24 to 29 inches.

## Crankbrothers Cobalt 11

STAND A5-301

A redesign has made Crank Brothers' wheelsets stronger, stiffer and lighter. The new Cobalt 11 is a carbon cross-country race wheel. The unidirectional carbon fiber rim now features a tapered wall design to reduce weight, and the wheels come specified with the DT Swiss patented star ratchet system. Weight is 1,425g for 27.5-inch and 1,555g for the 29-inch.



## Taya Evo-Light Series Chain

STAND A2-312

The Evo-Light provides a new definition of lightness. The EL chain for internal gear hub bikes is as much as 40 percent lighter than standard chains. Taya's "weight-buster" redesign of basic chain components saves up to one-third of the energy used in manufacturing.



## M1 Erzberg

STAND A6-307



The Erzberg pedelec is a carbon, full-suspension e-mountain bike that weighs only 19kg. It's equipped with 650B tires and is available as either a standard or a speed pedelec. With two batteries that fit in a bottle cage, the Erzberg has a range of up to 140 kilometers.

## Velo Senso Miles II0

STAND B2-503

The Senso Miles II0 for high-performance cyclists and bike enthusiasts — men and women — is one of the lightest saddles in the competition category at 143g. A carbon injection component base keeps it light. Two rail options are available: the lighter carbon rail and CrN/Ti alloy rail. Dimensions are 274mm by 134 mm.



## Feedback Sports Sprint Work Stand

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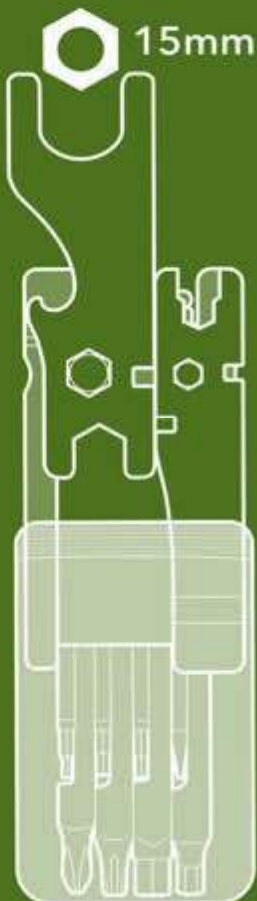
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## Bosch launches a new 'e-ra' in e-bike drives

Bosch, which has become a dominant player in electric bike systems in just three years, has launched its latest generation of systems at Eurobike.



Bosch Active Line  
(Photo: JB)

Its new Active and Performance lines join the existing Classic+ e-bike kit, which will remain on the market.

Several e-bike brands are showing bikes equipped with the new Bosch systems at the show.

"We now have enough energy on board so that we can, for example, feed a lighting system," said Claus Fleischer, the head of Bosch eBike Systems. "More is coming. In the near future bicycle producers will have a growing 'agony' of choices."

The new drive unit for the Active and Performance lines is smaller and lighter. It's been redesigned so that brands don't have to install it upside down to increase ground clearance, as Haibike famously did on its e-mountain bikes with the Classic+ Bosch system.

Another striking change that is immediately apparent is the small front chain ring.

"The smaller chain ring improves stability in case of strong shocks off-road. Chain derailments and improper stresses are less likely to occur," the company explained.

The new system relies on three

sensors that track force, cadence and speed for optimal coordination.

The Active line is only for traditional pedelecs that travel up to 25 kph (15 mph). However — key for the German market — an optional version accommodates the all-important coaster brake.

Like the Classic+, the more powerful Performance Line offers a version that can go up to 45 kph (28 mph) on derailleur-equipped pedelecs.

Bosch said the Active and Performance Line kits weigh less than four kilograms, while the Classic+ weighs 4.1 kilograms.

Meanwhile, Bosch is not retiring the Classic+ line, which means bike manufacturers won't have to immediately redesign their frames to accommodate the requirements of the new systems.

Retailers can pick up plenty of technical tips at the Bosch booth, including how to update the system software with a special computer dongle. ■ JB

STAND  
A6-204

## ETRA lunch seminar on 2nd-hand e-bikes

Bicycle retailers are invited to attend a lunch seminar today to help them calculate accurate pricing on second-hand electric bicycles. The seminar is from noon to 2 p.m. in Meeting Room 5A in the Administrative Building. (Exit the show at the West Entrance and head for the square building on the right, where the press center is located. Room 5A is on the fifth floor.)

Ramon Salceda of the Dutch Twowheel Academy (Tweewielacademy) will discuss the pricing method, which the academy developed for retailers.

The seminar is sponsored by ETRA, the European Twowheeler Retailers' Association. ETRA believes that the market for second-hand e-bikes is becoming increasingly important. It is therefore important that retailers learn

sound business practices for handling transactions involving second-hand e-bikes.

Retailers are invited to skip the crowds at the show restaurants and have a sandwich at the seminar instead. Admission is free for retailers. Other pay a modest fee.

For more information, contact Annick Roetyneck, ETRA's secretary general, at [etra@pandora.be](mailto:etra@pandora.be).



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# Paul Mason brings his Solo act to Friedrichshafen for show debut

If the world were a tennis ball and you pushed a needle straight through from Friedrichshafen, it would come out the other side through New Zealand. It's probably the most geographically distant country on the planet from Eurobike — a mountainous, lush, green, former British colony of just four million souls, best known as the backdrop for the *Hobbit* and *Lord of the Rings* movies.



Solo Equipe jersey

But distance is not deterring Kiwi apparel company Solo Cycle Clothing from exhibiting at Eurobike for the first time.

Although it may be a newcomer to Friedrichshafen, Solo has been around since 2005.

"My background is graphic design," founder Paul Mason said. "I've been in that industry for 30 years now and I've cycled for a long time. I'd had enough of doing commercial design work for other people. I've always loved the retro look of cycle clothing from the 1950s and 1960s but I couldn't find anything of that style in the market."

Mason followed the path taken by many entrepreneurs:

"I decided that if I liked it, I'd try designing some and see if anyone else was interested."

Solo's customer is a male cycling enthusiast in his 40s or older. One look at the company's marketing immediately brings to mind the London phenomena, Rapha.

Mason acknowledges the comparison. "Guys that buy Rapha buy our clothing," he said. "I'll see someone wearing a Solo jersey with a pair of Rapha bibs. I think there's enough space in the market for the two brands, especially now that Rapha have gone down the track of sponsoring a pro team (Team Sky)."

He said the two brands aren't clones. "We're more about color and being inclusive," Mason said. "We're not trying to be as elitist as Rapha is sometimes. I think the retro style of our classic jerseys is stronger than any retro connection that Rapha might have."

Mason is looking to expand Solo's distribution through existing IBIDs.

"We have distributors in some European countries, but we're looking to expand distribution in Europe because that's definitely our biggest market. Our

UK distributor has effectively become our distributor for the entire European Union."

Solo ships in bulk to the UK distributor, which then ships to individual bike shops throughout Europe.

"They can purchase online through a B-to-B system, which means they can order in small quantities and have it shipped cheaply from the UK," Mason said.

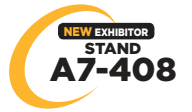
When Solo began, all of its apparel was made in New Zealand. But increased demand forced Mason to move to Asia.

"Pretty much all our products are made in China now," he said. "I actually think we've got a superior product now, compared to the made-in-NZ product."

Mason is looking forward to having a booth at Eurobike for the first time.

"Even though a lot of people are aware of Solo, having the entire collection in one place at Eurobike will make it a lot easier for me to communicate about our clothing," he said.

"There's no substitute for touching and seeing our clothes." ■ PL



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# European trends lead Cannondale deeper into electric bike category

**Cannondale deepened its commitment to battery-powered pedaling yesterday by announcing an extensive new e-bike series that including trekking, touring and urban models and its first e-mountain bike.**



Antonia Binder of Cannondale Europe with the new Tremont e-mountain bike.

The European market has long been a strong part of the U.S. brand's business, and its e-bike development is driven by demand from Europe, where pedal assist bikes represent a much more significant market share than in the United States.

However, Cannondale plans to take some models to the U.S., based on feedback it received from retailers who tested some of the e-bikes at Cannondale's recent sales meeting in Park City, Utah, said Bob Burbank,

Cannondale's general manager.

The company needs to verify that its e-bikes meet U.S. regulations before it makes a decision, Burbank said.

"We will be coming to the U.S. with e-bikes. We're still determining which models and the timing," he added.

Cannondale engineers in its Freiburg, Germany, R&D headquarter have greatly expanded and reworked Cannondale's e-bike line.

Mavaro represents the mainstay trekking, commuter and urban segment with three frame designs and two fork options. The Mavaro City is a mixte frame with integrated rear rack, Headshock Fatty suspension fork, OPI adjustable stem, fenders, chainguard, Deore 10-speed drivetrain and Magura disc brakes.

It's powered by Bosch's G2 Active drive unit with a 400-watt rack-mounted battery. It also comes in a rigid frame and non-mixte frame.

The Tramont serves the up-and-coming e-mountain bike segment with an aluminum hardtail 29er. It's aimed at the middle-age adventurer, holiday rider, hikers and backpackers or new mountain bikers who want to keep up with their

more experienced riding partners. The Tramont comes outfitted with a Lefty fork and Bosch G2 Performance 25 kph, 400-watt battery.

The frame is designed around a 377g motor mounting node that allows for internal cable routing from the headtube to dropouts. It comes in two spec options, one with Shimano XT components and carbon seat post and a lower-priced version with SLX/Deore parts.

While a number of full-suspension electric mountain bikes are on display at the show from such European brands as Cube, KTM and Haibike, Cannondale isn't yet ready to commit to the unproven category, Burbank said.

"This is definitely a situation where if you have a full suspension bike you'd almost be creating a market from scratch," he added. "Globally, it doesn't exist in any mass scale right now."

Kinneto is the sportive, performance-oriented e-bike that comes with 700c wheels, disc brakes and a rigid frame or a frame with the HeadShok 50-millimeter travel front fork. It has mounting options for fenders, kickstands and lights and comes with the first-generation 400-watt Bosch drive system. ■ **NF**

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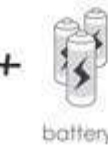
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# Chancellor Merkel at Eurobike



*Felix and Susanne Puello with Chancellor Merkel at the Winora Group stand yesterday*



*Watching the opening speech on the big screen*



# Opening Day Impressions



# Apparel, helmet brands seek a piece of the tri pie

One school of thought says a good bike ride should never be preceded by a swim or followed by a run. But more and more triathletes are ignoring such sage advice and have been willing to spend their euros on the latest riding technology.

While bicycle and component brands have long catered to the gadget-hungry triathletes (and their big wallets), Eurobike has yet to see an explosion of triathlon apparel. Until, perhaps, now.

**Cytech.** "Tri-athletes are really particular," Michella Jorgenson of Cytech said yesterday.



The respected chamois manufacturer supplies quality pads to many of the biggest names in bibs and shorts, and offers an increasing range of pads designed specifically for triathletes — the most serious of whom want to swim, bike and run without changing their shorts or skinsuits and don't want to be encumbered by a thick pad.

The pads range from thin single-density foam for the truly hardcore to a range of padded options that would seem slight to most road cyclists. Since the pads are wet after the swim, they're made-up of quick-drying cubes of polyester cubes alternating with comfy cubes of polyamide. They're often significantly more padded on the front, since triathletes ride in more of a tuck and are more likely to rest on the saddle's nose.

**Zoot Sports.**

From Hawaii, Zoot also produces pads, again thin and weighted towards the front. But Zoot also makes other products, from training shorts to quick-drying running shoes that use the Boa locking system popular in cycling shoes.



Last year it made jerseys incorporating what it calls Icefil technology, which combines xylitol (the cool-feeling chemical found in menthol) and moisture-wicking nano technology. Zoot says the combination reduces skin temperature by a claimed 3 degrees Centigrade (5 degrees Fahrenheit). This season, it has extended Icefil to its arm screens, shorts and caps.



Bruno-Luc Gauthier with Louis Garneau's new helmet.

It's not all high technology, though. Zoot recognises the popularity of tri and offers personalized sublimated printed jerseys so it can deliver matching kit to clubs.

**Louis Garneau.**

Meanwhile, if you're playing around at the sharp end, where the head hits the air, be prepared to spend a lot of time in the wind tunnel. Louis Garneau, the French-Canadian brand, has debuted the P09, the ninth generation of its aerodynamic helmet. It's more compact than previous iterations and has an inbuilt visor and a front vent with a stopper so the rider can choose the amount of airflow depending on the distance of the course and the heat.



It has been extensively tested in the wind tunnel with the result that "the preturbation stays," said Bruno-Luc Gauthier, sales manager at Louis Garneau. He's referring to the golf ball-like dimples that rough the air up as it hits the surface, making the object — be it a wheel rim or a helmet — slip through easier. "It has a proven wind-tunnel benefit," he said.

This also marks the Eurobike appearance of Louis Garneau's road-going aero helmet, the Course. Designed for longer distances, it debuted on Team Europcar heads at the Tour de France. It is a more traditional vented design, eschewing even the filled-in vents currently popular in aero road helmets.

"Airflow is as important as aerodynamics," Gauthier explained, observing that riders hold their heads at about 15 degrees and that, by positioning the lateral fins in between the vents at the right angle to slice through the air, you can both facilitate airflow, reducing drag, and cool the rider.

The company is presenting data from wind-tunnel tests to show that this vented aero helmet is significantly more aero than even its own non-vented ones.



Zoot Sports' Benjamin Rex

■ ML

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# Selle Royal saddles now made from 'fantastic eco-plastic'

**Saddles should be eco-friendly. Why? Becoz. Italian saddle company Selle Royal has improved its Becoz line of comfort saddles, made from natural and eco-friendly materials. Some of the plastics used are made from castor seeds.**

The Selle Royal booth suffers from a split personality. One half is black and contains a new range of Performa sport saddles; the other half is green and contains the component parts of the Becoz line.

Monica Savio, Selle Royal's marketing coordinator, said yesterday the Becoz range was updated to make it as eco-friendly as possible.

"We have increased the percentage parts and materials used on our Becoz saddles, including more natural cork in our Corkgel," Savio said. Corkgel is a bio-sourced polyurethane gel infused with 20 percent natural cork.

Other eco elements include the distressed cover on the Becoz saddle, which is made with conifer wood flour taken from responsibly managed forests and certified by the Forest Service

Council. The elastomers and foam used in the saddle are made using natural oil polyols, a mix of castor oil from sustainable cultivation, and soybean oil from non-food sources.

The shell of the Becoz saddle is now fully bio-sourced. It is made from Rilsan PA11, a lightweight bioplastic produced from castor seeds.

"The result is an eco-friendly hull that is both supportive and flexible in all the right ways," Savio said.

According to a Selle Royal statement, Rilsan PA11's offers a "great balance of high service temperatures, exceptional chemical resistance, and great impact strength. This is a genuinely fantastic, eco-plastic."

The saddle nose protection is made from 95 percent bio-sourced material through a process that reduces CO2

emissions. The Becoz name is stamped on a scrap of waste leather that was destined for landfill.

All of these component parts are on a table on the Selle Royal booth, with wood flour, cork granules and eco-plastic pellets contained in see-through, touchy-feely buckets.

A promotional business card for the Becoz saddle is made from recycled cardboard and holds seeds. "Plant me!" it reads. "These are the same seeds used for the saddle," Savio said. "We want people to place the cards in the ground. Plants will grow from them." ■ CR



Monica Savio

# Crema represents the 'cream' of small brands

**Like coffee and cream, Crema Cycles hopes its collection of small hand-built bicycle brands will prove an irresistible combination for its German customers.**

Founded by American Ken Bloomer, Crema Cycles is based in Füssen, a town in the scenic Allgäu region close to the mountains. Bloomer moved to the area after marrying his German wife, Sandy.

"The name Crema Cycles is the combination of our two passions: coffee and bikes," Bloomer said yesterday.

Crema Cycles sells steel bicycles under its own name, which feature hand-built custom frames made in Italy. But Bloomer has also been adding other brands to the mix.

He distributes Firefly Bicycles, a small handmade titanium bike builder from Boston, which is also represented at the Crema booth. Bloomer also carries Chris King's steel bike brand, Cielo Bikes.

"What's new at this year's Crema

Cycles booth are the brands Argonaut and Vandeyk Contemporary Cycles," Bloomer said.

Argonaut, from Portland, Oregon, makes only high-end, custom carbon bikes. A new variable baking mold technology allows the company to create custom carbon monocoque frames, said Ben Farver, company founder and general manager. Crema Cycles distributes Argonaut in Europe.

Vandeyk Contemporary Cycles is a German brand that produces hand-built steel and carbon bikes. Arend van Deyk, the company's founder and general manager, said Crema Cycles is the brand's first distribution partner for Europe.

Vandeyk is also launching its first carbon bike, with a frame made in Germany by AX-Lightness.

Meanwhile, Bloomer, who had a prosperous racing career in cross-

country and cyclocross, enjoys living near the mountains.

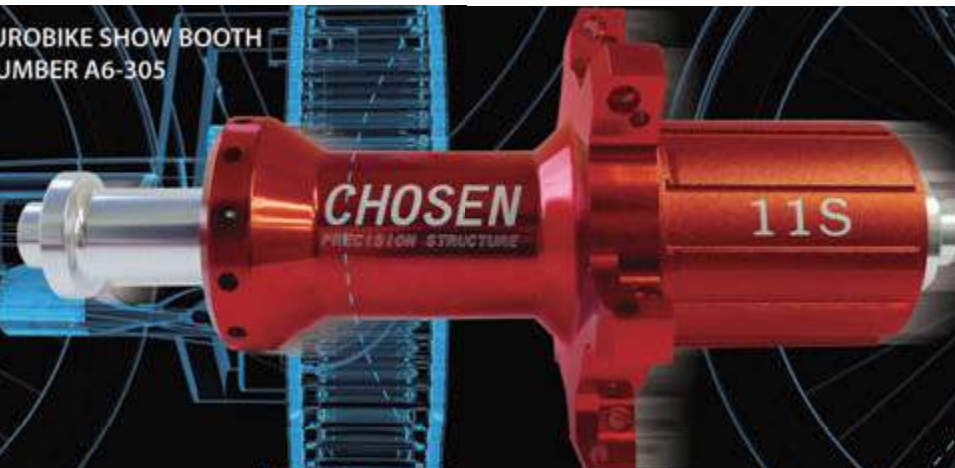
"I live now in the Allgäu region," he

said. "If you have a chance to come over, go for a ride. It's a fantastic region for mountain and road biking." ■ JB



(from left) Arendt van Deyk, Ken and Sandy Bloomer and Ben Farver. (Photo: JB)

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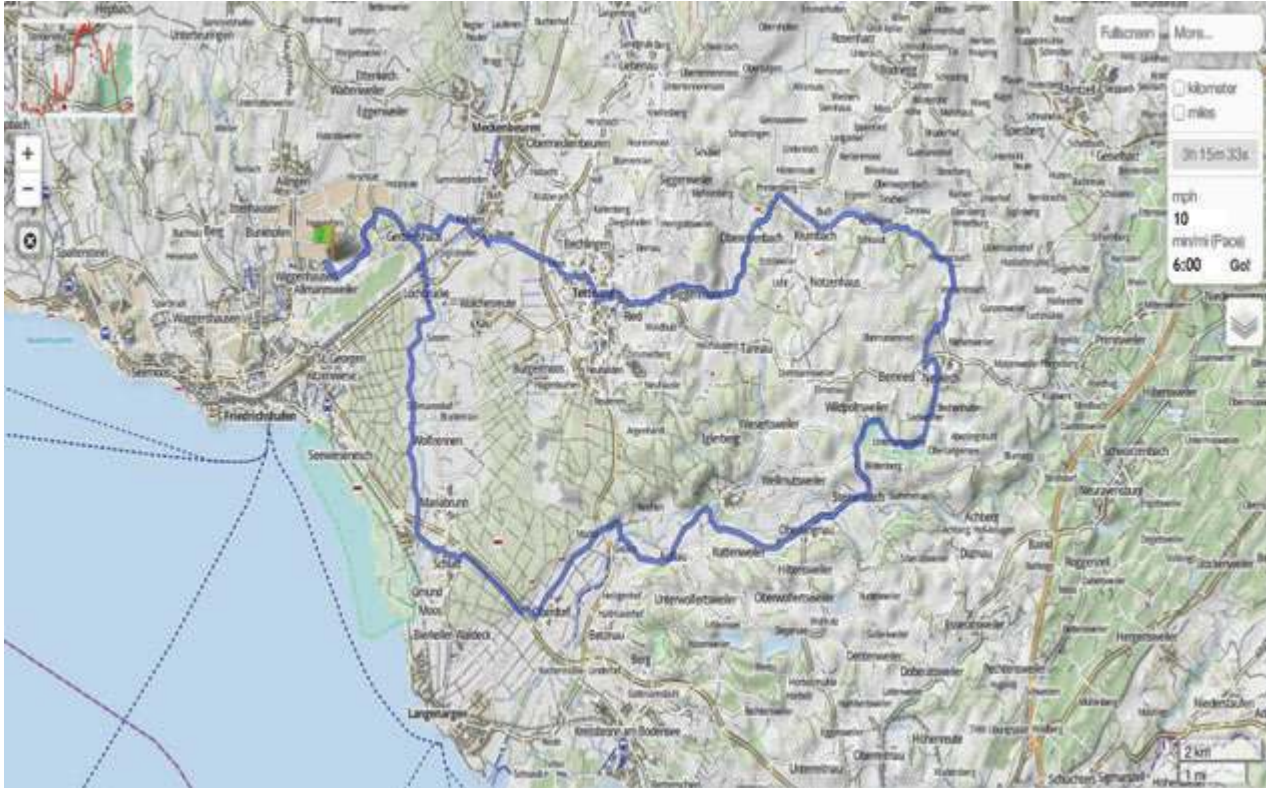
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## Riding & Dining after hours

# Hop on your bike and take the picturesque ‘Hops Tour’



**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.**

Today, local roadie couple Dani Sprinz and Tom Reger share their favorite chill-out ride. As members of the Uphill club board, the couple offers bike get-togethers and organizes tours.

They call today’s route the “Hops Tour.” Download the route for your GPS device at [www.gpsies.com/map.do?fileId=uwwquefgylwseerk](http://www.gpsies.com/map.do?fileId=uwwquefgylwseerk).

The Hops Tour runs through the picturesque Argental (Argen Valley) north of Langenargen (which is right on the lake, southeast of Friedrichshafen).

Starting from the Eurobike fairground, Langenargen is an easy ride of about 10 kilometers (6 miles) through the Tettngauer Forest to the town of Oberdorf.

Here riders will find themselves in the midst of the orchards that define the Lake Constance region. The entire tour, which totals about 50 kilometers (31 miles), runs through strawberry fields, large meadows with apple and cherry orchards and — lest we forget — fields of Tettngau’s famous, export-quality aromatic hops.

Following the Untere Argen river

through the Argen Valley is one of the gentle ascents in the western part of the hilly Allgäu region you pass through when coming to Tettngau. At the end of the valley you see a scene typical of the fertile Allgäu area: fields of hops and corn, dairy farms and apple orchards. Here the asphalt gets a little rougher, and you’ll pass tractors, villages and farmhouses as you pedal through the rustic countryside.

What you don’t find here are flat, straight runs. Although this may be considered a short training ride, it includes an altitude change of 400 meters (1,300 feet). These

small climbs in the middle of the route can get nasty.

The 20-kilometer section through the wildly romantic countryside leads to the old town of Tettngau.

Here, Sprinz and Reger provide us with their insider’s tip for good eating: For them, a stop at the Torstube at Bärenplatz (“Bear’s Plaza”) is a must.

It is one of countless restaurants with open-air cafés in Tettngau’s historic center that offer everything from cold drinks to great meals.

The café has a picturesque view of the newly renovated, historic town center. A stream runs right through the center of town, the streets are paved with cobblestones and automobile traffic is restricted — typical features of the pretty, laid-back towns away from the more crowded shores of Lake Constance.

At the Torstube, Dani and Tom recommend the trout meal. Diners can choose their own trout from the restaurant’s own tanks — something you won’t find in many other restaurants.

Dani prefers a fresh summer salad with an ice-cold aperol-spritz (a fashionable white wine spritzer). Tom goes for a Kristall wheat beer that is made with the region’s famous Tettngau aromatic hops — so famous they are exported as far as Japan.

— Roland Hecht



Tom Reger (center) and Dani Sprinz (left) at the Torstube restaurant in the historic town center of Tettngau (Photo: Roland Hecht)

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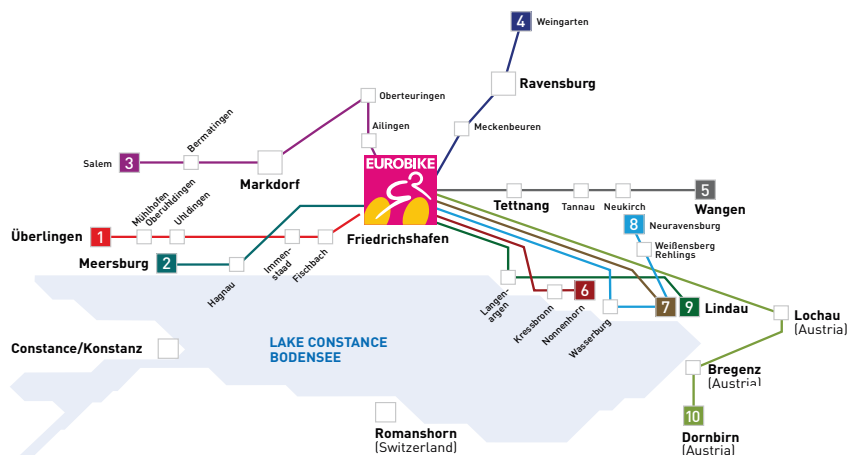
## Eurobike Commuter Services

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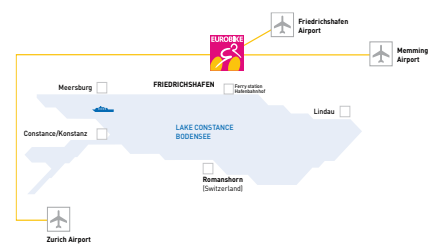


1 Hotel Shuttle Überlingen - Uhlhingen - Immenstaad - Fischbach			
Bus Stop/Haltestelle	Tour 1	Tour 2	
Überlingen/Andelshofen Hotel Johanner Kreuz*	6:54	8:39	
Überlingen ZOB*	6:59	8:44	
Mühlhofen Hotel Kreuz*	7:12	8:57	
Oberuhldingen Marktplatz*	7:18	9:03	
Unteruhldingen Meersburgerstraße*	7:21	9:06	
Immenstaad Rathaus*	7:37	9:22	
Immenstaad Dornier*	7:40	9:25	
Fischbach Hotel Maier*	7:43	9:28	
Friedrichshafen Hotel Fähr/Albrechtstraße*	7:49	9:34	
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:45	
Departure Entrance East/Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:20	
Sat/Sa 31.8.	18:30		
2 Hotel Shuttle Meersburg - Hagnau			
Bus Stop/Haltestelle	Tour 1	Tour 2	
Meersburg Ferry station/Fähranleger*	7:30	9:00	
Meersburg Kirche*	7:33	9:03	
Meersburg Sabatheim*	7:35	9:05	
Hagnau Mitte*	7:39	9:09	
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East/Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:05	
Sat/Sa 31.8.	18:30		
3 Hotel Shuttle Salem - Bermatingen - Markdorf - Oberteuringen - Ailingen			
Bus Stop/Haltestelle	Tour 1	Tour 2	
Salem Hotel Schwane*	7:11	8:41	
Salem Hotel Recks*	7:16	8:46	
Salem Hotel Apfelblüte*	7:18	8:48	
Bermatingen Markdorfstraße*	7:23	8:53	
Markdorf Bahnhofstraße (Reisebüro Lippmann)*	7:28	8:58	
Markdorf Hotel Wirthshof*	7:33	9:03	
Markdorf Hotel Letze*	7:35	9:05	
Oberteuringen Hotel Adler*	7:41	9:11	
Ailingen Hauptstraße*	7:49	9:19	
Ailingen Rathaus*	7:51	9:21	
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East/Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:05	
Sat/Sa 31.8.	18:30		
4 Hotel Shuttle Weingarten - Ravensburg - Meckenbeuren			
Bus Stop/Haltestelle	Tour 1	Tour 2	
Weingarten post office/Post*	7:17	8:47	
Weingarten Charlottenplatz*	7:20	8:50	
Weingarten Linse*	7:21	8:51	
Ravensburg Marienplatz*	7:30	9:00	
Meckenbeuren Hotel Wiesental*	7:42	9:12	
Meckenbeuren Buch*	7:43	9:13	
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East/Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:00	
Sat/Sa 31.8.	18:30		
5 Hotel Shuttle Wangen - Neukirch - Tannau - Tettang			
Bus Stop/Haltestelle	Tour 1	Tour 2	
Wangen Hotel JUFA (formerly/ehemals Waltersühl)*	7:00	8:45	
Wangen Bahnhof*	7:05	8:50	
Neukirch Rathaus*	7:23	9:08	
Tannau*	7:30	9:15	
Tettang Bärenplatz*	7:35	9:20	
Tettang Seestraße*	7:37	9:22	
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:45	
Departure Entrance East/Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:20	
Sat/Sa 31.8.	18:30		

6 Hotel Shuttle Nonnenhorn - Kressbronn			
Bus Stop/Haltestelle	Tour 1	Tour 2	
Nonnenhorn Hotel Zum Torkel*	7:25	8:55	
Nonnenhorn Hotel Haus am See*	7:30	9:00	
Kressbronn Strandhotel Nonnenhormer Straße*	7:32	9:02	
Kressbronn Hauptstraße*	7:35	9:05	
Gohren Langenargenerstraße*	7:40	9:10	
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East/Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:00	
Sat/Sa 31.8.	18:30		
7 Hotel Shuttle Lindau Island/Insel			
Bus Stop/Haltestelle	Tour 1	Tour 2	
Lindau Bahnhof (Insel/Insel)*	7:12	8:47	
Lindau Casino/Spielbank*	7:15	8:50	
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:35	
Departure Entrance East/Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:05	
Sat/Sa 31.8.	18:30		
8 Hotel Shuttle Neuravensburg - Weißenberg - Lindau - Wasserburg			
Bus Stop/Haltestelle	Tour 1	Tour 2	
Neuravensburg Schwarzenbach*	6:59	8:34	
Neuravensburg Gasthof Hirschen*	7:02	8:37	
Weißenberg/Rehligs BIZ*	7:09	8:44	
Lindau-Reuflin Rathaus*	7:12	8:47	
Lindau Berlinerplatz/Lindaupark*	7:14	8:49	
Lindau Aeschacher Hof*	7:17	8:52	
Bad Schachen Kreuzung Schachenstr./Badstr.*	7:25	9:00	
Wasserburg Bahnhof*	7:35	9:10	
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:35	
Departure Entrance East/Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:20	
Sat/Sa 31.8.	18:30		
9 Hotel Shuttle Lindau - Oberdorf - Langenargen - Eris Kirch			
Bus Stop/Haltestelle	Tour 1	Tour 2	
Lindau Casino/Spielbank*	7:15	8:50	
Langenargen Oberdorf*	7:30	9:05	
Langenargen Marktplatz*	7:40	9:15	
Eris Kirch Moos Theresienheim*	7:50	9:25	
Arrival Entrance East/Ankunft Eingang Ost	8:00	9:35	
Departure Entrance East/Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:20	
Sat/Sa 31.8.	18:30		
10 Hotel Shuttle Dornbirn (Austria) - Bregenz (Austria) - Lochau (Austria)			
Bus Stop/Haltestelle	Tour 1	Tour 2	
Dornbirn Rathaus*	6:55	8:55	
Dornbirn Sheraton Panoramahaus*	7:00	9:00	
Bregenz Hotel Deutschmann*	7:15	9:15	
Bregenz Bahnhofplatz*	7:20	9:20	
Bregenz Hafen (Seestraße)*	7:22	9:22	
Lochau Seehotel am Kaiserstrand*	7:30	9:30	
Arrival Entrance East/Ankunft Eingang Ost	8:00	10:00	
Departure Entrance East/Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri/Mi - Fr 28.8. - 30.8.	18:30	20:30	
Sat/Sa 31.8.	18:30		

### Airport Shuttle

Zurich, Friedrichshafen, Memmingen



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

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

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

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

### Free Rental Bikes

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

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

### Rental Process

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

### Rental Stations

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

### Friday:

#### After-Party Shuttle

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

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

#### Airport & Train/Ferry Shuttle

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

#### Ferry Services

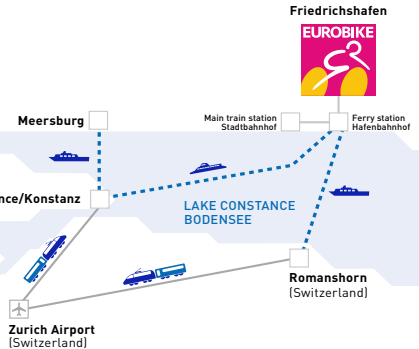
You can also reach Eurobike by ferry across beautiful Lake Constance.

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

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

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

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



# GPS leader Garmin goes for GoPro market

Garmin isn't just about navigation any more, it's moving into two fiercely fought-over categories that, on the face of it, aren't very Garmin-esque: The GPS innovator is showing its Vector power meter pedals at its Eurobike booth, but the product getting the most fondling — and the most notice from Garmin investors — is the Virb action camera.



Peter Weirether, product marketing manager outdoor for Garmin Germany, models the new Virb helmet camera.

With the cameras, Garmin is aiming squarely at market leader GoPro.

The Garmin offering is neither a bullet camera nor a squat, GoPro-style box. It's sleek and could have been styled by Pixar, the creators of "Wall-E." A video preview and settings screen is set back from the bulbous lens. This 1.4-inch color display screen uses ambient light for illumination so it doesn't drain the battery.

There are two models available, including an Elite model with Wi-Fi, an accelerometer and an altimeter. The Virb Elite can be controlled from a soon-to-be-released smartphone app. Garmin's proprietary wireless tech also allows it to be controlled via ANT+ from other Garmin products, including the Fenix sports watch.

A big button on the side of the camera allows for quick, simple, idiot-proof recording. Both Virb models can capture 16-megapixel stills, even while filming. Footage can be shot in wide, medium or narrow modes.

The camera has on-board image stabilization. Its software auto-corrects for the fish-eye distortion that is common with wide-angle action camera lenses. Garmin claims the auto-correction creates more "natural-looking" footage. Storage is via a microSD card, with a maximum capacity of 64gb. There's also a microHDMI port for direct output to an HD-TV.

The Virb Elite has the ability to track speed and elevation, overlaying them on the video file if this option is chosen. Making good use of the GPS, a small moving map can also be included in this overlay. The camera's Ski Mode turns off the camera when it

detects downtime and turns it on again when the sensors detect movement. The Virb Elite also packs a heart rate monitor and can start recording when a user's heart rate gets to a pre-set level.

Both cameras mount via a quick release platform that ratchets to swivel. Bar mounting and handlebar mounting are standard, with seven other mounting options available.

The basic Virb is set to cost \$299. The Elite will retail for \$399.99. Both products are set to ship in the fall.

GoPro dominates the action sports camera category. One of its competitors, Contour, recently shut down. The maker of the Contour bullet camera closed in August, surprising both staff and investors.

Garmin is a publicly traded U.S. company. Shortly after it announced the Virb this month, Goldman Sachs upgraded Garmin from sell to neutral, raising the company's price target from \$34 to \$39. Equity research company Dougherty also upgraded its price target for Garmin to \$50, citing the Virb as a catalyst.

"We have said for some time that it would take an exciting new product category to change our investment thesis on [Garmin]. We believe the Virb — a wearable sports camera meant to compete against the GoPro — qualifies," Dougherty said in a report.

Founded in 1989, Garmin posted \$2.72 billion in sales in 2012.

GoPro, the action cam market leader, is valued at \$2.25 billion after its parent company Woodman Labs raised \$200 million from Foxconn in December 2012. ■ CR



# Amp Up

the Sporting Life

2013 Aug. 27th  
DEMO DAY Booth : -07  
2013 Aug. 28th-31th  
EUROBIKE Booth : A5-413



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DEMO DAY Booth : 107  
2013 Aug. 28th-31th  
EUROBIKE Booth : A5-413

• German general agent : [www.hartje.de](http://www.hartje.de)



# Friedrichshafen Tourist Guide

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

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

**02 DUKE ZEPPELIN HOUSE (GRAF-ZEPPELIN-HAUS)**  
Culture and Congress Centre. **INFO:** Tel. +49 (0)7541 2880. Web: www.gzh.de.

**03 SCHOOL MUSEUM (SCHULMUSEUM)**  
From convent schools to modern schools - more than 1,000 years of school history. **OPEN:** Apr. to Oct. Mon.-Sun. 10:00-17:00. Nov. to Mar. Tue.-Sun. 14:00-17:00. **INFO:** Tel. +49 (0)7541 32622. Web: www.schulmuseum-fn.de.

**04 LAKESIDE PROMENADE (UFERPROMENADE)**  
Attractive lakeside promenade looking out on Lake Constance.

**05 POST OFFICE (POSTAMT)**

**06 ZEPPELIN MEMORIAL (ZEPPELIN-DENKMAL)**  
Monument created by the sculptor Prof. Toni Schneider-Manzell.

**07 CITY CENTRE STATION (STADTBAHNHOF)**  
Trains and busses.

**08 TOURIST INFO (TOURIST-INFORMATION)**  
**OPEN:** Apr. & Oct. Mon.-Thu. 09:00-12:00 & 14:00-17:00. Fri. 09:00-12:00. May-Jun. & Sep. Mon.-Fri. 09:00-12:00 & 13:00-18:00. Sat. 09:00-13:00.

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

**09 ZEPPELIN FOUNTAIN (ZEPPELIN-BRUNNEN)**  
In the year 2000 (the 100th anniversary of the Zeppelin), the fountain was reconstructed according to the original one built in 1909.

**10 MUSIC PAVILION (MUSIKMUSCHEL)**  
Venue for promenade concerts during the summer months, mostly Wednesdays at 20:00 and Sundays at 10:30. **INFO:** Duke Zeppelin House (Graf-Zeppelin-Haus). Tel. +49 (0)7541 2880. Web: www.gzh.de.

**11 BOAT OF SOUNDS (KLANGSCHIFF)**  
After its long journey to Sarajevo (the twin town of Friedrichshafen), the Boat Of Sounds (created by the Breisgau artist Helmut Lutz) finally dropped anchor here.

**12 BOAT RENTAL (BOOTSVERMIETUNG)**  
Rent electric boats, motor boats, rowing boats and pedal boats. **INFO:** Boat Rental Christiane (Bootsvermietung Christiane); Tel. +49 (0)160 2501606. Web: www.bootsvermietung-christiane.de. Boat Rental Fluck (Bootsvermietung Fluck); Tel. +49 (0)171 6509249. Web: www.bootsvermietung-friedrichshafen.vpweb.de.

**13 PANORAMIC DISPLAY BOARD (PANORAMATAFEL)**  
The alpine panorama at a glance. On a 4-metre viewing board along the promenade you can see a panoramic view from the Rätikon mountains all the way to the

Bernese Alps.

**14 NICOLAS CHURCH (ST.-NIKOLAUS-KIRCHE)**  
The Nicolas Church was first mentioned as a chapel in 1325. Destroyed during in 1944 at the end of World War II, the church was reconstructed between 1946 and 1949. The present interior design is from 1987.

**15 TOWN HALL (RATHAUS)**  
Right in the centre of town, the Town Hall was newly built between 1953 and 1956 by the architects Tiedje & Kresse.

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

**17 BOAT TRIPS (RUNDFAHRTEN)**  
From May to September. **INFO:** Seeschwalbe Boat Trips (Seeschwalbe Rundfahrten); Tel. +49 (0)170 3457430. Web: www.rundfahrtenschiff-seeschwalbe.de.

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

**19 K42 MEDIA & BUSINESS HSE. (MEDIEN- & GESCHÄFTSHAUS)**  
Town library with focus on new media, cabaret stage.

**20 BOATS, FERRIES & CATAMARAN HARBOUR (HAFEN FÜR SCHIFFE, FÄHREN UND KATAMARANS)**  
Round trips and regular routes during the season. Ferry service to Romanshorn and Catamaran service to Constance all year round. **INFO:** Lake Constance Boating Companies Travel

Centre (Bodensee-Schiffsbetriebe Reisezentrum); Tel. +49 (0)7541 9238389. Web: www.bsb.de. Catamaran Operator Lake Constance (Katamaran-Reederei Bodensee); Tel. +49 (0)7541 9710900. Web: www.der-katamaran.de. **21 ZEPPELIN MUSEUM (ZEPPELIN MUSEUM)**  
The world's largest exhibition on the history of airship navigation as well as an important collection on art in Southern Germany. **OPEN:** May. to Oct. Mon.-Sun. 09:00-17:00. Nov. to Apr. Tue.-Sun. 10:00-17:00. **INFO:** Tel. +49 (0)7541 38010. Web: www.zeppelin-museum.de.

**22 HARBOUR STATION (HAFENBAHNHOF)**  
Ferries and busses.

**23 ADULT EDUCATION CENTRE (VOLKSHOCHSCHULE)**

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

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

B. 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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## Advertising index

720Armour	53	Formula Engineering	12	Roxim	51
Airace	21	Giant	13	Schwalbe	39
Alex Global	16	GoCycle / Karbon Kinetics	8	Selle San Marco	2
Axman	29	Hangzhou Zhongce Rubber/Arisun		Shimano	23
Big Fish	25	44		Sram	31
Biologic	42	HL Taiwan - Satori	26	Super B	40
Brick Lane Bikes	43	Hydrapak	49	T.M.F.	15
Camelbak	15	IXS	14	Taipei Cycle	55
Cat Eye	48	Kinetic	42	TaYa Chain	18
Chosen	50	KS / Kind Shock	10	Tektro	8
Control Tech	30	Lezyne	35	Tern	56
Cratoni	12	Messingschlagler	1	Velo	41
Crops	32	Ming Cycle	31	Wellgo Pedals	32
Cytech	19	Miranda	7	Wheeler - Hostettler	17
Dahon	27	Neco	29	Winora/Staiger	22
Dienatronic	9	Novatech	20		
DK City	45	OK Baby	11		

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## Call for Participants!

Registrations to the TAIPEI CYCLE d&i awards 2014 opens from August 1st to December 20th, 2013. Grasp the opportunity and become one of the winners of the TAIPEI CYCLE d&i awards 2014!

### Categories

#### 01 Bicycles

Mountain Bikes, Racing Bikes, Cross Bikes, Urban Bikes, Special-Purpose Bikes, Kids Bikes etc.

#### 02 Components + Parts

Frames, Handle Bars, Forks, Wheels, Crank Arms, Electrical Components, Generators, Brakes, Gears, Saddles, Pedals etc.

#### 03 Peripherals + Accessories

Speedometers, Water Bottles, Bells, Air Pumps, Bags, Lights, Locks, Fenders, Paints, Tool Kits, Glasses, Helmets, Tires, Bike Racks, Bicycle Children's Seats, Sportswear etc.

#### 04 E-bikes + Pedelecs

### Online registration

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

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