



Aug 30, 2013

# SHOW DAILY



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Whether you're on the attacking head down or sitting back in the pack biding your time the Aspide's unique shape offers day long support and comfort. The central relief zone is long enough to work in all riding positions but a structural stability bridge prevents unwanted flex.

### DIMA:

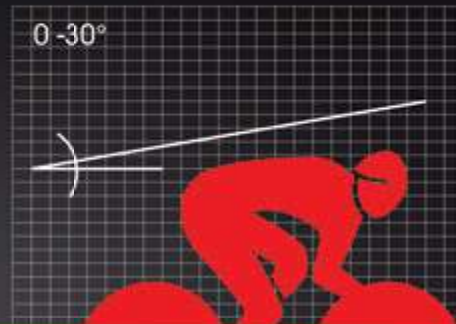


NARROW + WAVED

Dimensions: 277x131mm

STABILITY BRIDGE

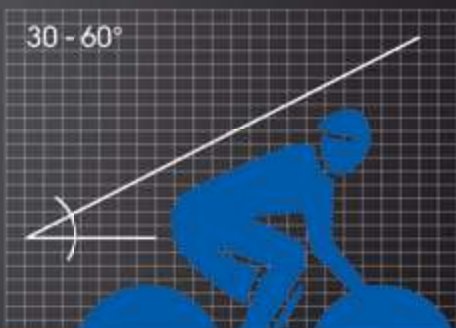
0 - 30°



### AGGRESSIVE PEDAL POSITION

While riding a steep climb or forcing in the flat sections, the basin rotates frontally and there is an advancement of the position, exerting more pressure on the front. The progressive perineal discharge in the front helps the comfort.

30 - 60°



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# What's on today Friday, Aug. 30

- 09:00**  
Conference Center East, Room Rom  
**ADFC—TechTalk 2013 | Panel Discussion**  
Cyclists should be safe, recall actions, if necessary, need not be a PR disaster. So what are the consequences of the test debate? In German Organizer: Allgemeiner Deutscher Fahrrad-Club e.V.
- 09:30**  
Conference Center East, Room Bern  
**vivavelo 2014 - the Industry Congress in Berlin.**  
In German.  
Organizer: VSF e.V.
- 11:00**  
Foyer East  
**Eurobike Fashion Show**  
Cycling is the trend. And bikewear is not only an eye-catcher. A large spectrum of events offers you the possibility to catch up on the topics of the industry from a functional point of view. The fashion show will reveal what cyclists will be wearing in the saddle next year.
- 11:00**  
Chris King (B1-304)  
**Technical Service Demonstrations**  
Company founder Chris King and senior technical services technician Ed Rogers will lead 45-minute demonstrations of Chris King hub service tool, hub adjustment tool, and bottom bracket grease injection system, followed by a Q&A session
- 12:00**  
eSocialBike ZH-200  
**eSocialBike Contest**  
eSocialBike contest ends at noon today. Download 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.
- 14:00**  
Foyer East  
**Eurobike Fashion Show**
- 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
- 15:00**  
Foyer East  
**Taiwan Excellence Show | Fashion Show**
- 15:00-15:30**  
TSG (B4-117)  
**Sam Pilgrim, Thomas Genon, Timo Pritzel, Daryl Brown and Angie Hohenwarter**  
Autograph session
- 16:00**  
Foyer East  
**EUROBIKE Fashion Show**
- 16:00-17:00**  
Dirty (B4-204)  
**Cédric Gracia**  
Downhill legend, Dirty Team rider signs posters
- 17:30**  
Open Air Grounds West  
**Eurobike course: Dirt jump qualifications**
- 18:30**  
Open Air Grounds West and Atrium  
**Eurobike Party**
- 18:30**  
Atrium  
**FiveTen party**
- 18:30-21:00**  
Zeppelin Hangar Restaurant (on Eurobike grounds)  
**LEVA/ETRA Networking Dinner**  
Rescheduled from Thursday night. Cost is €50 for members; €60 for non-members. Can pay at the door.
- 19:00**  
Conference Center West, Room Österreich  
**TrendLounge | Made to measure**  
presented by Eurobike and fahrstil  
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The TSG Nipper Race kicks off at 11 a.m. and 2 p.m. Saturday.

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Today's Weather brought to you by



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**B2-209**

**Today**  
**23°C (73°F)**  
Sunny to partly cloudy and pleasant

**Tonight**  
**13°C (55°F)**  
Partly cloudy

**Tomorrow**  
**24°C (75°F)**  
Partly sunny 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.

Cover photo: courtesy of Messe Friedrichshafen

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INERTIA RI



BOOTH B4-309

# IMBA Europe is ready to ride

Mountain biking in Europe is as diversified as the countries that make up the continent. Go to the Alps, and you'll tackle steep, technical terrain — perfect for advanced riders, but offering little for beginners. In flatter regions like the Netherlands, the lack of rock gardens and other riding challenges may appeal to beginners but will quickly bore more experienced riders. And in Eastern Europe, trail access is almost non-existent.

Trail projects that could level the pitch and expand the market for mountain biking is one priority of the newly formed IMBA Europe, in its first full year as a registered nonprofit with a director on staff.

The advocacy organization — a spin-off of the U.S. International Mountain Bicycling Association — officially formed last year in the Netherlands. Mark Torsius, the director and the only full-time staff member, came on board in January.

"One of the most important things is to get all of our industry partners involved in IMBA Europe," Torsius said yesterday. "We should join together to grow the mountain bike market here in Europe because there are so many chances that we are missing right now. There's a lot of EU funding out there that we should try to get."

IMBA Europe is holding a press conference today at 1:30 in Room Rom in Foyer East to discuss its goals and new projects.

Joining Torsius will be Stan Day,

SRAM president; longtime IMBA supporter Hans Rey; Torsius; Darco Cazin from Allegra Tourismus; Tomas Kleinjohan, director of the Germany trail organization DIMB, and Frank Aldorf, Specialized chief brand officer.

Other priorities include strengthening Europe's national clubs; building alliances with the tourism industry to increase IMBA's eligibility for grants; and building trails in Norway, the Czech Republic, Greece and the Netherlands.

IMBA Europe is seeking a budget for 2014 of €300,000, of which IMBA has already raised €100,000 through donations from Specialized and SRAM.

"This is our first press conference, where it's like, 'Hey, we are the real deal now,'" said Rich Cook, development director for IMBA U.S. "We can lobby at



the EU. We applied for our first grant at the European Union, and so now it's really get the industry engaged, get some more investments, and really get this rocket off the pad." ■ **NF**

## What's on today

... continued from page 3...

### All Day Events

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

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

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

Conference Center East, Foyer East, 1st Floor  
**Eurobike Travel Talk**  
Cycling tourism is developing from a niche market into a massive trend. The 12th annual Travel Talk congress will discuss the trends, from cycle tourism in "exotic" countries to the effect of e-bikes on the market. Free to attendees. Simultaneous translation in German and English for most sessions.

Entrance West  
**Test Course: Recumbent bikes**

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.

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)

Saturday, Aug. 31

### Eurobike Public Day

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

11:00  
Zeppelin Walkway  
**TSG Nipper Race**

11:00  
Chris King (B1-304)  
**Technical Service Demonstrations**

11:00-11:30  
GoPro (B2-400a)  
**Danny MacAskill and Martin Soderstrom**  
Meet MacAskill, one of the world's best street trials riders, and Soderstrom, one of the most successful freeride mountain bikers.

11:00-11:30  
Syntace/Liteville (FG-B9/1)  
**Tom Öhler Trialshow**

12:00-12:30  
Rose Versand (B1-414)  
**Bobby Root, Joost Wichman, Petrick Brückner, Steffen Thum, Simon Gegenheimer**  
Autograph session



12:30  
Open Air Grounds West  
**Eurobike course: Dirt jump contest finals**

12:30  
Foyer East  
**Iceland Challenge**  
Pedelec Adventures shows a short film about its midsummer Iceland Challenge, as riders rode eFlow speed pedelecs from glaciers to hot springs and gravel roads to Iceland's lava desert. Speaker: Susanne Brüsch.

13:00-13:30  
Canyon (B4-307)  
**Tibor Simai, Rob J Heran and Stefan Herrmann**

13:30-15:00  
Conference Center East, Room Rom  
**IMBA Europe Launch**  
Showcasing activities of the International Mountain Bicycling Association (IMBA)

in Europe. Panelists: Stan Day, SRAM; Hans Rey; Mark Torsius, IMBA-EU Director; Darco Cazin, Allegra Tourismus; Tomas Kleinjohan, DIMB; and Frank Aldorf, Specialized. Happy hour follows at the DIMB booth, Conference West (FW-203).

14:00  
Foyer East  
**Eurobike Fashion Show**

14:00  
Zeppelin Walkway  
**TSG Nipper Race**

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  
iXS (B3-100/101)  
**Richie Schley, Szymon Godziek, Guido Tschugg**  
They and others sign autographs at iXS.

15:00-15:30  
Syntace/Liteville (FG-B9/1)  
**Tom Öhler Trialshow**

15:00-15:30  
Canyon (B4-307)  
**Thomas Genon and Anton Thelander**

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

### All Day Events

Open Air Grounds West (in front of hall B1)  
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Foyer West  
**Holiday on Bike**  
Cycle tourism at Eurobike

Entrance West  
**Test Course: Recumbent bikes**

## Press Events

Friday, Aug. 30

### What's on today

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

10:00-11:00  
Conference Center West, Room Liechtenstein  
**Deutsche Initiative Mountainbike DIMB e.V. press conference.**  
In German

11:00-12:00  
Kettler (A4-201)  
**Heiko Maas (SPD), Saarland Minister of Economics, Labor, Transport and Energy**

13:00  
Bike magazine (A3-104)  
**Hans Rey**

17:00-18:00  
FW-206  
**Winfried Hermann, Minister of Transport and Infrastructure in Baden-Württemberg (Friedrichshafen's parent state)**  
Available for interviews on the RadKULTUR initiative.

Saturday, Aug. 31

### Eurobike Public Day

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

# Danny MacASKILL



*signing session*

*August 30th @ 11:00am*

*Hall B3, Booth 106*

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## MRP makes shock buy and drops White Brothers name

MRP has found the missing piece to its suspension puzzle through the recent acquisition of the bicycle division of Elka Suspension, a producer of motorsports and mountain bike aftermarket shocks.



MRP Raze

In buying the Québec-based business MRP gained both the raw parts and the patents to Elka's Stage 5 coil-spring rear shock with adjustable high- and low-speed compression, rebound and spring pre-load. The renamed Raze is on display at the MRP booth. The Raze will be manufactured in MRP's Grand Junction, Colorado, machine shop.

"We've been doing front suspension for a while and as we got more into the OEM market we realized we had to have a front and rear solution. Especially for a product manager for a bike company – they want those to match," said Noah Sears, product and marketing manager for MRP. "We'd already been working on our prototype air shock for a while and then the opportunity to purchase Elka came up, and we thought it would be perfect because right out of the gate we'd have product to sell."

MRP also debuted its Stage enduro front suspension fork that works with all three wheel sizes: 26, 27.5 and 29 inches. The 34mm-stanchion fork has up to 170mm of travel for 26- and 27.5-inch bikes and 150mm for 29ers.

"There are no internal modifications or anything, it just works out of the box. We've accomplished that by building in capability of 27.5-inch without making

it longer than a 26-inch fork so it's actually on the short side for a 27.5-inch," Sears said.

Another product that will grab the attention of the enduro and gravity crowd is the new 830mm carbon fiber HB1 handlebar with a 35mm bar-clamp diameter.

Visitors to the MRP booth may notice that all MRP's forks are branded as such, without a White Brothers logo in sight. That's due to a recent decision to rebrand White Brothers, a name MRP licensed in the early 2000s. MRP was initially targeted at the DH crowd while White Brothers appealed more to 29er, XC riders, but in recent times products began to overlap, the lines between the two brands blurred and the customer bases began to converge, Sears said.

"MRP is a much better-known brand, especially internationally. It's always been the same people for the last decade or so, the same sales, engineers, marketing. It just didn't make sense any more to continue to market and sell two different brands. In such a small company, it just wasn't very effective or efficient," he said. ■ **NF**



## Shimano says goodbye to advocate Hans van Vliet

Shimano chief Yozo Shimano and the company's top management team celebrated Hans van Vliet's long career at an emotional retirement party Wednesday night.



Hans van Vliet (left) with Yozo Shimano at van Vliet's retirement party. (Photo: Pressedienst-Fahrrad)

Van Vliet, who in later years was a wide-ranging ambassador for Shimano and one of the most vocal advocates for cycling in Europe, is retiring after more than 30 years with the company. His official retirement is effective when he turns 65 next month.

"Hans always had two jobs. One was to pass the Shimano DNA on to a younger generation. The other was to ensure Shimano's contribution to society," Satoshi Yuasa, a senior Shimano executive, said yesterday. Yuasa formerly headed Shimano Europe.

Shimano and Marc van Roy, Shimano Europe's current managing director, said van Vliet often would be the only bicycle representative at early advocacy events.

He also provided significant early support for a fledgling trade show in 1991 — the first Eurobike.

"With him, Shimano has been a strong Eurobike supporter since the beginning," said Yoshi Shimano, chairman of the board of the company. "We were one of the first to sign a contract with Messe Friedrichshafen to exhibit at the new Eurobike."

At his retirement dinner, some said Eurobike may not have gotten off the ground without van Vliet's and Shimano's support.

Shimano booked an entire hall at

the first show, thereby throwing its lot in with the mountain bike community at a time when the category was being ignored by the bike show powerhouse of that time, the IFMA show in Cologne.

As marketing manager of Shimano Europe, Van Vliet became "the voice" of the company throughout the continent.

Early on, after Eurobike started growing and mountain bikes had become a big industry, van Vliet startled many when he predicted their decline.

"I see the future of bicycles more in the field of urban transportation and mobility than off-road," he said, leading to an outcry from many of his mountain bike supporters.

Shimano later promoted Van Vliet to become a kind of at-large ambassador, leading him to focus more strongly on advocacy.

While today there are many lobbying and advocacy groups working on cycling issues in Europe, van Vliet was at first a "Lone Ranger," representing cycling at many European and global events.

In 2011, van Vliet joined the Corporate Social Responsibility committee of the World Federation of the Sporting Goods Industry, representing the view of the bicycle industry, not just Shimano. ■ **JB**



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# Fix a bicycle saddle in under 10 seconds

1. Put saddle down as in the image.
2. Rotate the saddle 90° degrees
3. Adjust to your liking and fix the screw



A1-414

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## Get a grip on all-season hand protection with Hirzl

Swiss glove maker Hirzl is a big name in golf, perhaps because losing your driver at the top of your swing is very bad form and its fearsomely grippy gloves makes sure that doesn't happen.

Its first cycling-specific products, the Gripp gloves, were an instant success. Now, Hirzl had presented a fresh approach for all-weather gloves, using various layers made of different materials.

The core of Hirzl's layered concept is a glove that combines neoprene on the back of the hand with the company's proprietary non-slip kangaroo leather on the palm. Because neoprene has good insulating properties, the glove can be worn on its own for fall and spring rides.

However, when the temperatures dip, Hirzl provides a thin silk liner glove to be worn underneath – also handy for running in cold weather.

And if the cold is accompanied by wet, windy conditions, there's a lobster-style glove that can be worn over the main glove, made from a thin, wind- and waterproof material to keep the wet

and cold out. Since the Swiss brand specializes in the non-slip properties of the kangaroo leather it uses on the palm of its gloves, the lobster-style over-glove has no palm at all, but rather a hole with an elastic hem, allowing the kangaroo leather contact with the handlebars. Thus, even when wearing all three layers, riders still get to enjoy the famous Hirzl grip. ■ LVR



Hirzl's all-weather glove

## Northwave goes from top to toe with new launch

In 20 years in the bicycle business Italian company Northwave has extended its range of products from bicycle shoes to bikewear and sports shades. As a next step, the Treviso-based brand has launched a small range of bicycle helmets – it can now dress a cyclist from head to toe.

The company, which also makes snowboard equipment, chose Eurobike to present the new helmet range, which comprises the Speedster bike model and the Scout mountain bike or multisport model.

The latter sports fewer but bigger vents to help the flow of air at lower speeds. Both models

are offered in two sizes (a small/medium for head circumferences of 52-58cm and large, which will fit 58-62cm), and both helmets feature an in-mold construction, a convenient mechanism to fine-tune the fit at the back of the head and pads with an antibacterial treatment that can easily be taken out for washing.

While the mountain bike model sports a visor and is a microshell construction, Northwave went for a

multishell construction with the Speedster to optimize the weight and the protection the helmet offers. In addition, the road bike version allows the vertical position of the size-adjustment mechanism to be altered to suit the rider's needs. ■ LVR



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A3/202





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# Industry's issues with the UCI go beyond upcoming elections

If you work in the bike industry, you may know about a little election coming up at the UCI, the association that oversees professional cycling. Incumbent Pat McQuaid and challenger Brian Cookson are engaged in a bitter campaign that is scheduled to culminate Sept. 27 in Florence, Italy.



Robbert de Kock (left) and Yves Möri of the WFSGI

But there's a lot more than politics involved in the industry's relationship with the UCI. From proposed new wheel tests to disc brakes, saddle angles and tubing dimensions, there are plenty of UCI rules the industry would like to discuss — whoever its next leader may be.

"The industry and the federation [UCI] will never be at the same speed. The federation always wants to slow down. They are afraid of progression. The industry always wants to do more. They want to be innovative," Robbert de Kock, the secretary general of the World Federation of the Sporting Goods Industry (WFSGI), said this week. De Kock's group has acted as the liaison between the industry and the UCI for 3-1/2 years.

Initially, it represented a group of 10 bike industry companies, with Phil White and Cervélo pioneering on the bike side and Full Speed Ahead's Claudio Marra pioneering on the component side. Now, it represents the interests of more

than 40 brands.

Tuesday at Eurobike, the WFSGI met with the UCI to discuss its proposed new wheel tests along with other technical issues.

Fail the proposed tests, and a company's wheels will not be sanctioned for use in any professional or top amateur race around the world, although current wheels and those now in development will remain subject to today's testing regime. But the industry and the UCI are unable to agree on what the new tests should include.

For example, the UCI proposes an intrusion test — when in all of road racing last year there were only four wheel failures due to intrusion, said De Kock, who argues it isn't an issue at all.

"We are working on parameters now," said Yves Möri, the WFSGI's communication and bicycle manager, explaining the collaborative effort to replace the current unsatisfactory tests.

"Every single brand that produces

wheels do their own tests, of course, since they want to produce safe wheels," Möri added. "We've given a lot of input so far. The UCI knows our opinion. They are in the position now to decide what kind of test they want."

Claudio Marra, FSA's European general manager, said it's important that FSA be a part of the WFSGI effort.

"Working together with the industry, we have more power to talk to the UCI and offer our support based on our experience," he said. "We are with the teams, the riders, the mechanics and together we're trying to develop new products that really innovate in safety and performance."

There's a lot at stake, since top-level racing is a major draw for consumers — the biggest shop window the road bike industry has.

Much work has been done to clarify the UCI's labyrinthine rules and regulations, since in many cases their meaning was opaque even to the UCI itself.

The WFSGI had asked the UCI to explain 84 of its rules and regulations; under industry pressure, the UCI responded to the final 11 points in July.

"Are we satisfied? No, we're not, but at least now we know what the rules mean," De Kock said. "So now we're working to see how we can further improve the rules, or where we want to change the rules."

In some areas, clear guidelines are all that's necessary.

"Once those regulations are made clear and we can understand them, then we just design within them and it's easy: Here's your sandbox, go play," said Damon Rinard, senior advanced R&D engineer at Cervélo — a framebuilder known for its innovative frame and tubing design.

However, in the case of wheels, it's very different, since the industry has vastly more experience in manufacturing and testing than the UCI.

Only by working with the expertise within the bike industry and by batch



Claudio Marra

testing can satisfactory, workable new tests be designed, industry leaders say.

De Kock said the industry has offered to share test results and parameters with the UCI but has gotten little response.

"We are prepared to invest in the new tests as an industry, collaborative investment. But we've had no feedback," De Kock.

De Kock added this is only the second time he knows of that the UCI has sent a representative to Eurobike.

"Why weren't they here? Why are they not in Taiwan at the Cycle Show, where they can see every new component? Why can't they talk to the people, listen to the market, listen to what's happening?" he said.

"For the moment we have been very co-operative and collaborative and nice and gentle," De Kock added. "But maybe we should kick some ass." ■ ML



Damon Rinard

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# Vox Pop

What is the sexiest thing you've seen at the show so far?



**Charly Kunz**  
Checkpoint Charly  
Pieterlen, Switzerland

I have just been looking at handmade bicycles from Vandeyk and I think their products are cool. However I have only been at the exhibition for one hour and I think I will see a lot more cool stuff. But so far the pink Vandeyk race bike is the sexiest thing I have seen.



**Anja Jerenko**  
Power Flower Ladies MTB team  
(twice German 4X Champion)

I am a professional mountain bike racer and I am here with my girls' team. I am not long here and only have one hour to spend at the show today, but look forward to looking around a bit more. There are lots of cool bikes with cool designs around. I do like the products from Hope, their precision engineering and cool colors as well.



**Linda White**  
Peter White Cycles  
New Hampshire, USA

I like the Rapha clothing. They use very nice lines and there is a nice feel to the fabric in the ones I was looking at. I particularly liked one jersey they have in the front — a long-sleeved, women's-specific one that they call Souplesse. It's a great design and comes in a nice color, again a soft feel to the fabric. I'll be wearing one.



**Cian Shortt**  
LifeCycle  
Dublin, Ireland

The Stromer ST1 e-bike. It's beautiful, with integrated lights. It's an e-bike, but where some have a motor bolted on the outside, this is far more integrated and it looks just like a regular mountain bike. The finish on it is gorgeous. It's

really nice. Another thing that I think is cool is the Kickr iPhone-powered fitness trainer from Wahoo, where the magnetic resistance is controlled by an app on your iPhone to recreate your favorite training rides inside.



**G.S Matharu**  
Managing Partner, Top Trak  
Jugiana, India

I think that the coolest thing about Eurobike is the overall size. It is quite difficult to cover everything in two days! A lot of the components are for high-end bikes, rather than kids' bikes. I think the lightweight aluminum bikes are wonderful, really cool, but if I think of \$1,500 in terms of my currency in India, it becomes 100,000 rupees. I am a manufacturer in India and the whole thing is inspiring to us. We are already making 500 bikes daily in our own country.



**Michael Junehannss**  
Skoda  
Dresden, Germany

I've been here at the Skoda stand beside the main stage and have not had a chance to see the exhibitors yet. When I get my break I'll go and have a look around. My girlfriend is writing her master's [thesis] about helmets, so I will go and some research for her. The dancers in the fashion show are the coolest thing I have seen, and the sexiest thing would have to be the red-haired, dark-skinned girl who was absolutely amazing in one of the dance routines. WOW, really WOW!



**Mathias Broschart**  
Radsport Sieber  
Zweibrücken, Germany

I have only been looking around for a short while, but I like the Specialized bikes. The carbon downhill bike is cool and the construction and the quality are great. I am more interested in the smaller manufacturers. I spotted a really nice smartphone holder from KCNC. It's beautifully machined from aluminum and is a really nice design. I also like the products from Dock11. They make cool-colored bags and accessories in an urban street style.

## Polish gearbox has slim design and price to match

Crankset-based gearboxes have a reputation for being heavy, with the weight penalty often not worth the shifting benefits. But the three Migaszewski brothers from Warsaw, Poland, say their father's invention, the Efneo X3, is different.



From left: Freddie, Wiktor and Franciszek Migaszewski

"It's light," said Wiktor Migaszewski. "It's not much heavier than a front derailleur. It weighs about one kilogram, which is very little in comparison with the gearboxes on the market."

It also contains three gears, while gearboxes typically use just two, and it's nearly flat as a pancake due to the elder Migaszewski's invention. The gearbox frame, freewheel and main bearing are

built as one so it only requires one layer of thickness instead of three. The gear range includes a 24-tooth ring, a 28-tooth ring and a 34-tooth ring. There are also bearings located between the axles and the satellite gears — rare for a gearbox — vastly improving its efficiency.

The patent-pending design is made from steel in Poland. It's been in development for three years, and is 95 percent ready for production. The Migaszewskis are at Eurobike drumming up interest from OEMs. Wiktor said pricing will be half as expensive as the Truvativ HammerSchmidt or the Schlumpf.

"We should be very price competitive," he added.

They are targeting the middle 5 to 10 percent of the cycling market: middle-range recreation, trekking, hybrid and folding bikes. There is also an e-bike version in development. ■ NF

STAND  
A7-302

## All carbon quick-release pedal has got the Look

Look, the French company that pioneered clipless pedals, is presenting a new road pedal for the professional and amateur racer.

On the Blade 2 full carbon pedal, even the tensioning spring is built of a special carbon blade (hence the name). To adjust the cleat-release sensitivity, the user chooses from three different carbon spring blades to install under the pedal. A carbon blade allows for a more rigid cleat release, ejecting the foot much faster than a traditional spring.

The Keo Blade 2 is the fruit of extensive R&D by the company engineers, which they claim has improved all the innovative concepts developed on the Kéo Carbon Blade: the blade is now completely integrated into the body of the pedal, ensuring better aerodynamics. The stack height is lower and it is also more stable, lighter and more powerful, while being compatible with standard Look Kéo cleats.

"Kéo Blade 2 is the new (r) evolution of road clipless road pedals," spokesman Mike Kerbage said.

With the full integration of

the carbon spring blade into the body of the pedal, the Kéo Blade 2 has the best aerodynamic profile of any pedal, Look claims. In addition, the two channels on either side of the body allow for optimal airflow.

The weight of each pedal has been reduced to just 90g (3.2oz) for the titanium axle version. The standard CrMo version, at 110g (3.9oz) is also light.

■ GE



Kéo Blade 2

STAND  
B2-301

# Lo is pro as Taiwan brands show a wealth of wares

Despite the global economic difficulties, the bicycle industry will survive and thrive, Tony Lo said at the “Branding across Borders”-themed Taiwan Excellence New Products Launch.

The chairman of Taiwan’s Bicycle Exporters Association continued, “In my career of over 40 years, I’ve seen how European road bikes became popular in the U.S., then America gave Europe the mountain bike. Now Europe leads in the e-bike and also in bike-sharing systems in cities. I’m glad to see this is now spreading to the U.S. I’m glad to see each region share its best ideas with other markets.”

He noted the strong growth in Asian markets, especially China, and advised any brands that wanted to take part in this growth to use Taiwan as a base.



**Tern Eclipse S18**

was introduced by Merida Europe R&D senior manager Daniel Schwenk. The bike uses direct-mount brakes, wide-set fork blades and a ‘fastback’ aero profile, as well as an integrated seatpost clamp to reduce turbulence.

TRP brand director at Tektro Technology Corp, Larry Larrabee, introduced the company’s new Spyre 2-piston mechanical disc brakes for road use, whose two-piston design allows brake pads to contact rotors evenly for better braking power and modulation.

BioLogic, meanwhile, designs and manufactures gear for cycling and urban mobility. Chief executive Joshua Hon and designer Joakim Uimonen showed the Valo 2, a hub dynamo-powered bike light that features a special wide, even beam pattern that puts 150 lumens of light just where it’s needed. The light is visible from the side for better safety and has a standlight function so you’re visible to traffic while stopped. A special cooling design allows the LED to run brighter and more efficiently. ■ TK



**Tony Lo**



**Spyre 2-piston mechanical road disc brake by TRP/Tektro**

This year’s product launches featured Giant Bicycles, Kenda Tire, Tern Bicycles, Tektro and Merida.

Giant’s Steffen Barkhau showcased the new Trance Advanced 27.5, a bike which is light, agile and fast on technical trails.

Kenda’s Uwe Daniel showed the Nevegal X Pro tire for enduro and trail applications. It’s a lighter and faster version of the original Nevegal. Available in 27.5-inch as well as 26-inch and 29er versions, the tire is 100-120 grams lighter and provides reliable grip in all conditions.

Merida’s Reacto Evo aero TT bike

# Ideal delivers first duty-free shipments to EU from China

European Union customers of Fuji, Breezer, Kestrel, SE and Terry bicycles began receiving shipments of low- to mid-priced bikes this month from China, a direct result of the exemption from anti-dumping duties Ideal Bikes won earlier this year.



**Pat Cunnane**

Ideal Bikes is the manufacturer and part owner of Advanced Sports International, which markets those five brands. The European Union levies a duty of 48.5 percent on bikes shipped from China, but Ideal was granted an exemption by proving that it wasn’t selling bikes in the EU below fair market value. It is one of only two factories with duty-free shipments from China.

As such, ASI has moved production of its bikes in the \$800 to \$1,000 range — amounting to about 50,000 units a year — to China from its factory in Taiwan. Higher-end models for the EU are assembled in Ideal’s Kutno, Poland, factory, while the Taiwan factory handles high-end production for the U.S. and other international markets outside the EU.

The company expects a cost savings of about 6 percent on every bike with the shift to China, which should lower prices by about the same amount at retail, said Pat Cunnane, ASI president and CEO.

“For us, it simplifies our life because where the volume is on lower-end bikes,

we had to make them in China for the U.S. and most of the world markets — and also in Taiwan, in smaller quantities for the other markets.

“Now,” he continued, “we’ll dual source the higher-end bikes. We’ll make some in Poland and some in Taiwan.”

Because Ideal doesn’t produce any mass-market brands, its average selling prices are higher than those of most Chinese factories. That may have helped it gain an exemption on duties.

In other Ideal news, longtime company leader Andy Lee was recently appointed president and general manager as Hermes Chang took over as chair of the board. Chang, son of Ideal founder Pen-Tseo Chang, became president of Ideal in March 2009. Pen-Tseo Chang is now chair of the entire Ideal group, which also includes businesses in fiberglass and high-tech, as well as bike manufacturing, the smallest of the three. ■ NF



**SPYRE**  
what's stopping you?



A male cyclist wearing a black and white jersey, black shorts, a helmet, and sunglasses is riding a mountain bike on a dirt trail. The sun is low in the sky, creating a bright glow and lens flare behind the rider. The bike is a full-suspension mountain bike with a grey frame and black components. The background shows a hilly landscape under a clear sky.

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# 2014 Overview: Gloves

## Little gloves play a big role in protecting cyclists and keeping them comfortable

Compared with the mass of the body, the parts that actually come in contact with a bicycle are pretty small: hands, feet and sit bones.



Chiba gloves

Yet the weight of the body, combined with vibrations from the road or trail, can generate significant forces that act on these body parts. So adequate padding in gloves and chamois are important for protection and comfort.

Getting a good grip on the bike is a fundamental part of riding. Some companies talk of an "intuitive connection" that gives riders confidence to face the challenges of the trail or the road. Gloves give improved grip and control, comfort and warmth. They absorb shock and protect in case of crashes. And they can ease the pressure on the ulnar nerve to prevent numbness — all told, a lot of duties for a little glove to perform.

Marcus Chiba, owner and CEO of glove maker **Chiba** (B5-201), says gloves will continue to offer more functions, pointing to such trends as "well-ventilated bike gloves with a waterproof cover for the summer, or gloves with the BioXCell System that prevents numbness in the hands."

"Must-have" glove features, even for recreational riders, include properly positioned padding to prevent carpal tunnel syndrome, and a channel at the base of the palm to prevent numbness.

Not all glove trends are about more, more, more. **Ziener** (B5-302) says it is seeing more demand for unpadded bike

gloves, especially from roadies.

"That's the reason we will be presenting two new models in Friedrichshafen, where the palm is completely unpadded. This gives the best touch on the handlebar," the company's Carole Berger said. "They give the



Specialized Deflect H2O glove

impression of a second skin."

Removing the padding also makes the gloves very light. The palm part of Ziener's new Cagilo and Cagil Long gloves is made of a kind of mesh fabric that has been perforated for ventilation. A light wicking micro-mesh fabric covers the backs of the hands.

Air ventilation is a feature for many 2014 gloves. **Roeckl** (B5-502) launches its "happy-go-lucky" Irimada glove with a ventilation system that the company calls Air Control. Roeckl says Air Control cools hands through evaporation. Using material with an open honeycomb structure, the gloves provide ventilation while protection from vibration and pressure.



Ziener Cagil Long glove

Compared to Ziener and Roeckl, Chiba's ventilation system is based on minimalism. The New York Scout more resembles the protection that high-bar gymnasts use.

Only the inner palm, the index finger and the thumb to the first joint are covered by a soft Nappa leather. Nevertheless, the glove's gel padding protects against vibrations.

Speed (or wind) combined with wet conditions lead to high windchill factors, and thus to cold hands and fingers.

A waterproof glove helps, but isn't always enough. And since cold fingers react more slowly than cozy warm ones, windchilled hands can be a safety hazard.

We've mentioned the waterproof cover on Chiba's summer glove. Ziener uses a more versatile version of the idea: Its Cover is a true waterproof mitten with "lobster claw" fingers that let riders keep a grip on the handlebar and still use the fingers to change gears or put on the brakes.

Like its new rain jacket, the Cover is made of a light, easy-packing Aquashield membrane. It stays stowed in a little bag until called to duty.

More sophisticated but less versatile is **Specialized's** (A3-206) new waterproof technology. The American brand uses Outdry for its Deflect H2O glove. Outdry is a waterproofing system where the membrane is completely bonded to the inside of the shell fabric.

Unlike insert or liner-technology where some water can get in, absolutely no water can penetrate the glove with Outdry. ■ **RSB**

## Nice catch! GripGrab nabs pro photographer

Prize-winning action sports photographer Martin Paldan is a new employee at GripGrab, the Danish maker of cycling gloves and accessories.



GripGrab athletes and gloves take the spotlight (Photo: Martin Paldan)

Paldan will be responsible for both product shots and feature shots of sponsored athletes, as well as managing online content for GripGrab. He'll also do some short videos for the company.

"By having our very own in-house photographer who is capable of capturing the drama and passion in our sports, we are ensuring world-

class content for both online and printed media," said Bjorn Kroyer, GripGrab's head of marketing. "We strongly believe that by sharing stunning photos we both strengthen our brand, and contribute to inspire people to explore the world of bicycling."



Ziener Cover gloves

IF YOU WAIT UNTIL YOU'RE  
**THIRSTY,**

YOU'RE ALREADY  
**DEHYDRATED.**



# With a new focus on Germany, A2B comes back to Eurobike

A2B is returning to Eurobike after the e-bike brand was acquired last year by Hero Eco Ltd., a subsidiary of Indian's biggest bicycle manufacturer.



The new A2B Entz comes with an AEG e-bike system, Conti drive system and NuVinci hub. Photo: JB

"A2B is on the way to become a global e-bike premium brand," claimed Naveen Munjal, managing director of the Hero Eco group.

He said A2B will focus exclusively on IBD distribution and has stopped selling through motorbike dealers, as the brand did under its previous owner, Ultra Motor.

It will play up its European design and will begin manufacturing here next year, officials said.

"A2B is owned by an Indian company but is still a European brand," said Fernando Küfer, general manager of Hero Eco. "It even becomes more European due to our plans to move production to Germany by the end of 2014."

Hero Eco is a subsidiary of the Hero Group, which produces more than 6.5 million bikes a year. It acquired A2B after Ultra Motor declared bankruptcy in January 2012.

Horst Schuster, manager of the German-speaking countries for

Hero Eco, said the production move makes sense given the realities of the market.

"The German-speaking market is our first priority because this is by value the largest e-bike market in the world," Schuster said. He formerly worked for Honda Germany and for Clean Mobile.

A2B is also equipping its e-bikes with other "made in Germany" components. The A2B Entz, for example, is the first bike on the market to use the new AEG e-bike system. The Entz also includes the Conti Drive System and a NuVinci seamless internal hub shifter.

All other A2B models use the Neodrive system Ulrich Alber GmbH.

At Eurobike, A2B is showing a total of 15 models. New models are almost exclusively pedal-assist bikes (pedelecs). ■ JB



## Hutchinson goes big into wider road tires

Hutchinson, which pioneered tubeless bicycle tires in 1997, is pushing the boundaries of road tires toward wide sizes in tubeless and tubular versions.

At Eurobike the company is presenting the Sector 28, a very wide C28 road tubeless tire that was originally developed for the Paris-Roubaix classic. The 700x28mm tire, with a 127 TPI casing, weighs 295g.

The trend toward wider road tires started in the United States but has arrived on the continent. While the wider sizes are more popular for commuting and comfort drop-bar bikes, they are showing up on some road bikes with disc brakes. The tires provide added cushion because of their relatively low pressure.

Hutchinson is also releasing a 25mm version of its Fusion 3 road tubeless tire (700x25). The company is betting that Europe will move toward wider road bike tires, which are already becoming popular in northern Europe.

The company has also expanded its range of road tires with the Fusion-3 Kevlar Pro Tech, now with stronger puncture protection. It's designed for racing and training. At 700x25, this is also a wider size, but is light at 213g.

Hutchinson also presents a new Pro-Tour in 700x24. ■ GE



From left: Horst Schuster, Naveen Munjal and Fernando Küfer  
Photo: JB



Hutchinson Sector 28



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# Controltech stays to high road with Ti line

**Controltech USA is debuting its first line of titanium road bike components at Eurobike. The California-born brand, famous for introducing the first aluminum bar end in 1989, wants to maintain its high-end image with new materials.**

“Controltech USA is an internationally known premium brand with a long history. That’s why we keep it as a U.S. brand,” said Alex Chiu, sales manager for Controltech’s Taiwan parent company, Wei Hau Accessories Co. Wei Hau acquired Controltech in 2001 and continues to work with American designers.

Officials say the company borrows from many international influences. Today, Controltech represents “Italian-influenced U.S. design with Taiwanese production know-how,” marketing department manager James Chen said.

The highlight of the new road bike range is the first dropbar made from titanium.

R&D director Jack Huang said Controltech had to use two materials “because you can’t bend titanium.”

The solution was more subtle. “We solved the problem by adding light carbon for the dropping part to the straight titanium part. The entire handlebar weighs only 245 grams in a 42 cm width.”

The secret is that the handlebar tape hides the carbon pieces.

“Everyone thinks this is a full titanium dropbar. That’s exactly what we want,” Chiu said with a laugh. “We want people to ask themselves, ‘How did they make that?’”

Controltech launched a line of mountain bike titanium parts last year. Combined with its new road bike line, Controltech now has a full collection of titanium parts for 2014.

The company also worked a little magic with its new monocoque stem.

Huang said it’s the first titanium stem made without welding. To avoid pressure when tightening the stem, the Taiwanese developed a patented system it calls the Diagonal Closing System, or DCS.

“This fork clamp closing system has been designed to avoid extra load in order not to squeeze and stress the carbon fork steerer,” Huang said. “Many riders overtighten the screws when the stem moves and often make the steerer break.”

With DCS, both clamps work independently on the diagonal. The system has been tested for both road and mountain bikes.

The Controltech USA titanium range includes a seat post plus saddle clamp, handlebar and stem. The company is targeting the mountain bike, road and triathlon categories.

“With this Ti 64 line we are pushing

the image of the Controltech USA high-end brand to a new high within the bike market,” the company said.



JB



From left: Jack Huang, James Chen and Alex Chiu with new Controltech parts including the titanium dropbar. (Photo:JB)

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# What do tourists want? Today's Travel Talk symposium: e-bike tourism and exotic locales

Today's Eurobike Travel Talk celebrates bicycle tourism as a motor of innovation.



Ulrike Saade

relates to tourists. Experts will discuss research into travelers' habits and decision-making processes, from the idea to the booking. And they'll try to explain what their findings mean for tourism agencies trying to promote their destinations.

A speaker from Naviso Outdoor Navigation will explain the different ways cyclists can navigate when traveling by bike, whether by GPS, smartphone app, digital maps or by an old-fashioned paper map.

The Austrian destination resorts of the Tirol region, and the European cycle route system Eurovelo, provide case studies of successful development. Short presentations in the PechaKucha format (limited to 20 slides shown for 20 seconds each) will examine new approaches in bike tourism related to the diversification of target groups and marketing to these groups.

The afternoon session begins at 2 p.m. with a discussion of e-bike tourism, and how electric bikes have boosted the potential of bicycle tourism and expanded the distances that cyclists can travel in a day.

Representatives of several e-bike rental systems will discuss their operations.

A simultaneous program will take a look at how infrastructure to support bicycle travel is developing in four countries.

Oman, on the Arabian Peninsula, offers an interesting combination of cycling, cultural and natural experiences.

Israel is beginning to promote cycle tourism in the Negev desert with such projects as the Israel Biking Trail and Timna Park Biking Trails.

An explosion of organized local bike

The annual symposium on cycle tourism, now in its 12th year, opens at 10:30 a.m. in the Conference Center, Foyer East, on the first floor.

Travel Talk this year focuses on the growing market for e-bike tourism; bicycle navigation and digital technologies; and an analysis of how customers make decisions.

The symposium for the first time takes a closer look at the the growing potential of cycling tourism in the "exotic" non-cycling countries of Oman, Israel, Turkey and Japan.

The congress is free for industry visitors with their Eurobike admission. Simultaneous English translation is provided for most presentations and discussions. Participants are free to come and go for particular segments.

What do customers want? That's a question that vexes any consumer industry.

Morning presentations at Travel Talk will try to answer that question as it

tours, and plans for Eurovelo routes, point to an increasing demand for cycle tourism in Turkey.

Even Japan, home of track racing and bicycle component manufacturers, is drawing more cycle tourists. With its world-famous culture and a widespread network of cycling roads, Japan is looking to draw more international visitors.

At the conclusion of Travel Talk, organizers will offer several theme-based walking tours of Eurobike so attendees from the tourism industry have a chance to meet their counterparts from the bicycle industry and learn about the latest trends and innovations.

**Ulrike Saade is manager of Velokonzep Saade GmbH in Berlin, which organizes Travel Talk.**

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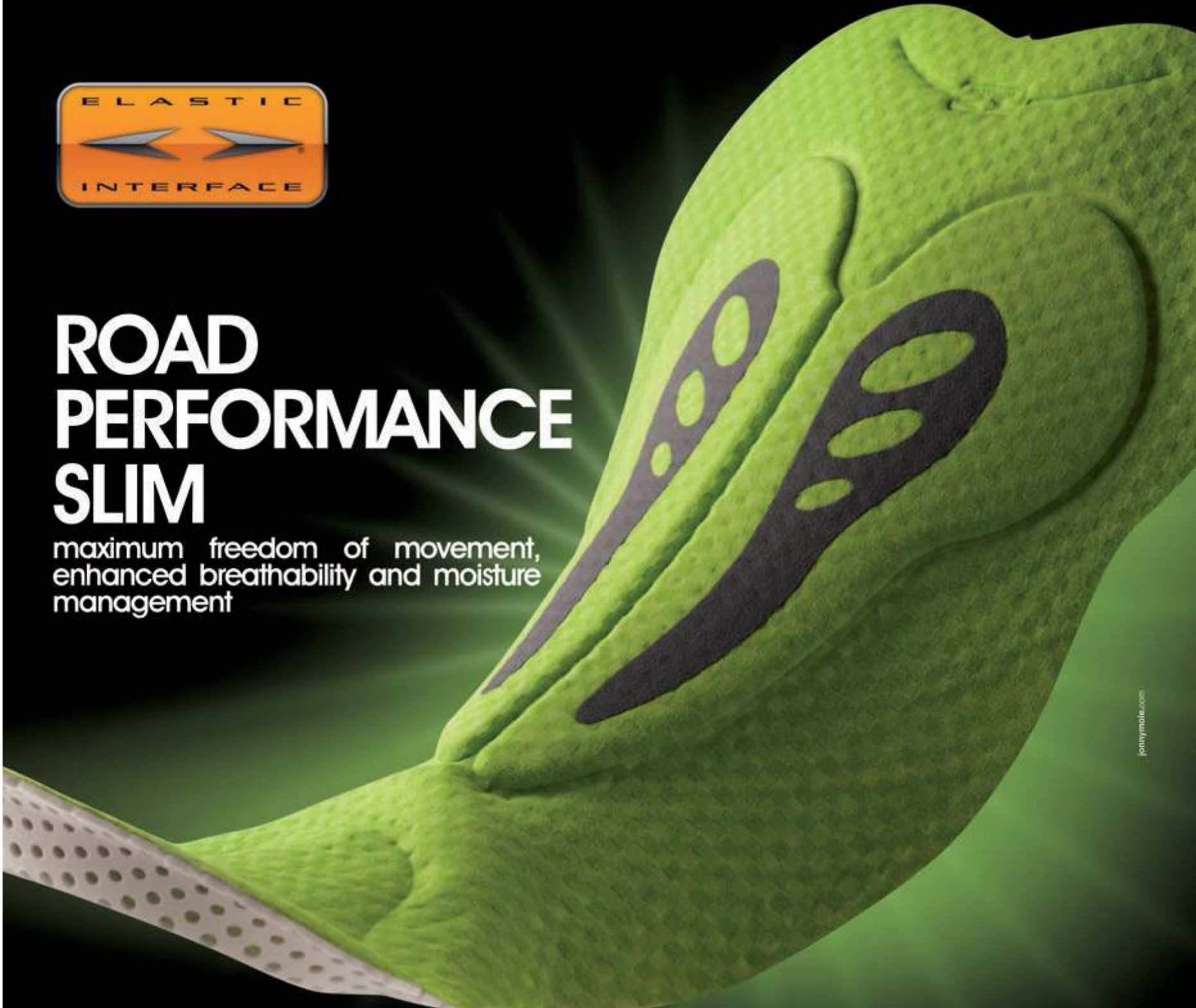
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# Corratec extends Inside Link, grows e-bike line

Corratec, the family owned bicycle producer in southern Germany, is expanding the use of its Inside Link virtual pivot suspension system to lower price points and to a broader array of models.

And it is greatly expanding its e-bike range from a handful of bikes this year to approximately 20 models for 2014.

Also notable is the brand's decision to move away from 26-inch mountain bikes.

"Corratec in general is stepping big

into the 27.5-inch category," said Konrad Irlbacher Jr., the son of the Corratec founder and CEO. "We see 27.5-inch next to 29-inch bikes, while 26-inch will remain only for entry-level and women's categories."



Konrad Irlbacher Jr. with a new Corratec speed MTB pedelec. (Photo:JB)



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Corratec was one of the earliest brands to embrace 29ers in the trekking bike segment. It created the first modern 29er trekking bike when the U.S.-led 29-inch mountain bike boom first came to Europe. The company says the market has been a niche one so far, but Corratec still had the courage to launch several 29-inch trekking models.

Irlbacher said the large tires benefit pavement bikes, not just their off-road siblings.

"It's not only because of their better rolling features, but also their suspension characteristics," he said. "Large balloon tires are able to absorb a lot of shocks. These tires offer enough damping for on-road use. There is no need for any other suspension."

The Inside Link suspension was the brainchild of Corratec founder and CEO Konrad Irlbacher, who created it with suspension expert Wolfgang Klöpfer and Corratec designer Luca Burzio.

The system aims to provide the uphill performance of a hardtail and the downhill response of a full-suspension system by creating a "virtual pivot point" inside of the rear wheel.

"The ingenious part of the technology behind Inside Link is the position of the center of rotation. It is located inside of the back wheel and not, as usual, in front of the bottom bracket," the senior Irlbacher said. "Damping doesn't affect the ride when riding uphill or out of the saddle."

The system also eliminates the need for a lockout, he said.

Corratec and its parent company, Iko Sportartikel Handels GmbH, sell about 80,000 bikes a year, Irlbacher said. Almost 10 percent of bike sales are through two sporting goods stores it owns. One is next to the Corratec factory in Raubling and the other is in Salzburg, Austria.

Iko and Corratec remain a family company. Konrad Irlbacher's wife, Cielo, serves as co-CEO. Along with Konrad Irlbacher Jr., three other children — Melissa, Tessa and Johannes — also work for the company.

Cielo Irlbacher oversees international sales for Corratec and runs a nonprofit foundation, the Corratec Charity Mission, in her native Philippines. ■ JB

# Born in a bathroom, Wishbone goes global

Jennifer and Richard McIver, two New Zealanders, created a global children's bicycle brand from the most unlikely of beginnings: a bathroom in a Manhattan apartment.



Wishbone Bike  
Recycled Edition Paisley

"We were posted to New York City," Jennifer McIver explained. "I'm a lawyer and was working for the Ministry of Foreign Affairs in New Zealand. I went as a diplomat to the United Nations."

While she practiced international diplomacy, Richard McIver, an industrial designer, got busy creating Wishbone Bike, which makes children's learning bikes.

"Our goal is to offer a complete solution from teaching children to walk to teaching them to balance, teaching them to ride, and teaching them to pedal," she said.

But first they had to create a product.

"Stage one was one bike at a time coming out of the bathroom," Jennifer McIver continued. "We were living on the 20th floor of a Manhattan apartment building, and Richard would smuggle the wood in through the back door because he was friendly with the doorman."

Although they started small, the McIvers knew their concept was worth protecting.

"While we were in New York we purchased a patent over the design, because people were so keen on it that we knew we had something valuable," she said.

When the two returned to New Zealand, they began planning the business in earnest.

"For Christmas 2007, we made 100 bikes for the New Zealand market out of our garage in Wellington," she

said. "At the same time we prototyped the product in Asia. We also tried Estonia and disabled workshops in Germany and all sorts of places, but China was the one that could deliver the quality we wanted."

They took the very first sample from China straight to the 2008 Nuremberg Toy Fair, which Jennifer McIver describes as the "Eurobike of the toy sector." Wishbone received container orders from Holland, France and the UK.

"We were making thousands of bikes in China by June 2008 and we've never looked back. We now sell in about 40 countries, through around 3,000 shops worldwide," she said.

Wishbone has six warehouses around the world and also sells on-line.

At Eurobike, the company is launching the Wishbone Bike Recycled Edition.

"It's made from injection-molded plastic, which is made from glass fiber nylon material from recycled carpet that is sourced in the U.S.A.," McIver said. "It's made using a gas injection-molded technology that I don't think has ever been used before in the cycling industry."

The Recycled Edition will be offered as a two-wheel balance bike with an optional trike kit and optional chain-driven pedal kit. The seat adjusts from 23cm to 51cm, so it fits kids up to the age of six. ■ PL

NEW EXHIBITOR  
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The three iterations of a Wishbone Bike, showing how it changes as a child grows, from a trike to a low seat balance bike to a high seat bike.



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**From laptops to e-bikes, Darfon is ready to ride**

Last year, Darfon brought an e-bike kit to Eurobike. This year it's debuting a complete e-bike line along with an improved e-bike drive system.



Darfon's Alou Chang tests the noise levels of the Excimer motor. (Photo:JB)

Darfon's Lion X1 e-bike has already garnered a design and innovation award at Taipei Cycle Show this year, and the Taiwan company is hoping the accolades will continue in Europe.

"The Lion X1 was a prototype we created to show what an e-bike, backed by our world-class integrated design capabilities and advanced manufacturing technologies, should look like," said Milla She, Darfon's marketing and communications manager. "The response we received shows that we are on track."

Darfon Innovation Corp. is a subsidiary of the world's leading manufacturer of notebook computer keyboards and power supplies. Its parent company, Darfon Electronics, is publicly traded on the Taiwan stock market and has about 20,000 employees. Its 2012 sales were 26.3 billion Taiwan new dollars, or €660 million (\$880 million)

The company, which seeks to be a "one-stop-shopping" OEM and ODM resource for other bicycle brands, has dived into the e-bike business at its headquarters in Taiwan's Taoyuan province. About 30 people work on the e-bike project.

Next door to its assembly line for the bikes, Darfon produces the battery packs for the e-bikes. It's also invested in a bicycle testing facility.

Although Darfon makes laptop batteries in China, the e-bike batteries will be made in Taiwan.

"Because a good product relies on having all components perfectly matched, we decided to keep it here all together," said Gabriel Hsu, manager of the e-bike development center. "This also facilitates short-distance communications."

The step from laptop components to e-bikes doesn't surprise Darfon officials.

"We rely on our competence in IT

to reconsider user demands and go back to basics to design unique products,"

She said. "Darfon is also dedicated to improving human interface mechanisms, adopting new materials for products and manufacturing high-capacity batteries for better efficiency and safety."

Darfon is already involved in making e-scooters, which have obvious similarities to e-bikes. It's also exploring other similarities within the company.

"We are, for example, working on synergies between smartphones and e-bikes," senior manager James Huang said. He cited an anti-theft concept as one example: "As soon as someone moves the bike, the owner receives a signal on his smartphone."

At Eurobike, Darfon is showing four new e-bike models alongside the Lion X1. Three are trekking bikes and one a mountain bike, and the company is developing its first e-road bike.

Darfon is also launching its e-bike kit, which it calls the Excimer Power Drive System.

The Excimer systems are available from 250W to 350W capacities and include front and rear motors, but no center motor.

Darfon says all of its motors are virtually silent (under 60dB). Its experience with laptop systems has taught it about the importance of hushing components.

"You can't imagine how sensitive people are about noisy laptops," said Alou Chang, in charge of quality assurance. "We are aware of that. Therefore we also know that they are sensitive to noisy drivetrains."

For the European market, Darfon presents a system with a 250W front motor, torque sensor and six driving modes. ■ JB



# Croatians welcome EU membership, but its bike industry faces challenges

Joyous cries erupted around Croatia in the early hours of July 1, when the country became the 28th member of the European Union — opening up prospects of badly needed economic improvements.



Rog-Joma has opened striking retail stores, like this one in Zadar, to reinforce its business as Croatia's EU membership introduces costly anti-dumping duties on imported Chinese bicycles.

But for the Croatian bicycle market, the change isn't immediately positive and will require far-reaching adjustments.

Croatian bicycle importers estimate the market has shrunk by nearly half in five years to about 130,000 units last year. The average retail price of an adult bike was just €200 to €250 (\$265 to \$335). Only about 20 percent of the bicycles are sold by some 70 IBDs at prices exceeding €500.

Spending power among Croatia's 4.4 million people is low, with average monthly wages of less than \$750. And their interest in cycling is nowhere near as acute as in neighboring Slovenia.

For the Croatian bicycle trade, the most immediate consequence of EU membership is that it was suddenly confronted with anti-dumping duties on bicycles imported from China. This badly hurts importers, because more than 70 percent of bicycle imports last year came from China.

Yet Croatia gains little from trading freely with other EU countries. Croatia was already exempted from customs duties on imports of bicycles assembled in the EU (and only paid them on parts).

And while some bicycle production remains in Slovenia and Serbia — like Croatia, former members of Yugoslavia — there is almost none to speak of in Croatia, save for a small electric bike manufacturer, Bioplanet, in Zagreb.

"This means that free trade will actually be a big challenge for us," said Kristijan Keindl of Keindl Sport in Zagreb, who imports Cannondale, Cube, and other brands. "We used to have zero duty on bicycles from China, so we will have to learn to cope with lower markups."

The global economic downturn has hammered the Croatian economy, which has not expanded since 2008. It's projected to shrink by another 1 percent this year.

Croatia is worse off than most other

sluggish European economies. The country's GDP per capita stands at 61 percent of the EU average in 2012, two percentage points lower than in 2008. The unemployment rate has soared to more than 21 percent.

The plunge in bicycle sales contributed to the collapse of Croatia's leading sporting goods retailer, Turbo Sport, which was also the Giant importer.

Ivo Skorin, the general manager of Rog-Joma, said he is preparing for more upheavals. His company is the market leader in Croatia and distributes brands including Trek and Fuji.

"Our membership in the EU is the way forward for our children. We are going to have to adjust a lot and the changes will cause big turbulence in the bicycle market," Skorin said. "But we have been preparing for this already for the last two years, restructuring our company and thinking of ways to make up for lower margins."

To reinforce its business ahead of EU membership, Rog-Joma opened 10 stores with slick designs and neat displays that set it apart from most retailers in Croatia.

Keindl Sport has also upgraded three stores, which helps improve margins. Others are following suit.

To stimulate the market, suppliers are battling for more bicycle paths in major cities.

Udruga Bicikl, an advocacy organization that has been clamoring for better cycling infrastructure, claims some successes in Zagreb, Zadar and Osijek, among others cities.

These efforts may well get a boost from EU membership, which will bring in about €13.7 billion in development funds through 2020 — at least some of it earmarked for transportation infrastructure projects.

EU membership also removes the administrative hassles and costs of customs clearances for products coming from other EU countries.

"We have three to four shipments per month, which used to mean a lot of paperwork and cost about €500 every time," Keindl said. "That is quite significant for a company of our size."

■ BS



The Croatian coast is dotted with islands like Cres, which offer stunning spots for leisurely bike rides. (Photo by Luka Tambaca for the Croatian Tourist Board)

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# Big changes loom for EU e-bike regulations

The European institutions agreed on a new framework for the type-approval of two- and three-wheel motor vehicles at the end of last year. This legislation sets out new technical rules that will also apply to electric bicycles beginning in 2016.

The text approved by the European institutions categorizes different types of vehicles. Two categories are particularly important for e-bikes:

Category Lie-A is defined as "powered cycles" and will cover both pedal-assisted cycles and so-called open-throttle bikes (i.e., those that can be propelled by motor power alone) with a maximum speed limit of 25 kph and a maximum motor output of 1 kW.

Category Lie-B is defined as "mopeds" but also includes all electric cycles, both pedal-assisted and open-throttle, with a speed limit of between 25 kph and 45 kph. So-called "speed pedelecs" fall into this category.

The maximum motor output for the "moped" category is 4 kW, but the regulations impose an additional limitation for bicycles: The power provided by the motor should not be more than four times the power provided by the cyclist.

The European Two-wheel Retailers' Association (ETRA) strongly opposed this provision. We believe there is no proof that such a restriction is required for safety reasons. We also believe it discriminates against weaker cyclists.

Based on our objections, the Commission agreed to revisit the four-to-one ratio at a later date when there is scientific data and research to support a revision.

As a result of the categorization, all electric cycles subject to type-approval will be considered mopeds. Furthermore, member states retain the authority to impose further regulations in such areas as helmets, age limits, insurance requirements, and usage restrictions.

In some countries, such as the Netherlands and Germany, Lie-A vehicles are considered low-performance mopeds that can be ridden

without helmets.

In the majority of the countries however, helmets are compulsory on Lie-A and Lie-B vehicles. They are also subject to insurance requirements and to age limits. Some member states allow mopeds on cycle paths, but in most cases restrict them to normal roads.

As for type-approval, from an administrative point there are few compared with the existing system. Both Lie-A and Lie-B (including speed pedelecs) must be type-approved by an officially accredited organization, upon which the vehicle must be supplied to the customer with a certificate of conformity.

The technical requirements in the current type-approval were developed for motorcycles and are therefore unsuitable for electric bicycles. After intensive negotiations with the European Commission, however, ETRA succeeded in obtaining a number of adaptations for this new type-approval that apply specifically to bicycles for such components as tires, brakes, lights and audible warning devices.

ETRA also persuaded the Commission to include testing of frames and forks, an essential requirement to ensure the safety of electric bicycles.

Since the Commission is still finalizing the technical rules, ETRA continues to negotiate adapted requirements for electric cycles. The new rules will come into effect in 2016.

For pedal-assisted cycles with speeds of up to 25 kph and a motor output of 250W, nothing changes. They are excluded from the current type-approval and will also be excluded from the new legislation.

**Annick Roetynck is secretary general of ETRA. Contact her at tel. +32 9 233 60 05 or by email at etra@pandora.be.**



Speed pedelecs like M1's new Secede will be covered by the new EU regulations, which are effective in 2016.



# Bike Brno refocuses on Czech market for 2013

While Bike Brno couldn't quite fulfill its promise to be "the gateway to Eastern Europe" at last year's show, organizers of the Czech trade show are focusing on its home market this year.



The organizers, Veletřhy Brno (BVV), say more than 100 exhibitors are expected to attend this year's show, Nov. 7-10, where they will present their 2014 lines to the Czech market. This will be Bike Brno's 15th year.

"Bike Brno is not only the meeting point of the industry but also the spot to build up new contacts and business partners and to watch a full side program of sports and cycling events," organizers say.

Sports cycling, and bicycle manufacturing, have a long history in the Czech Republic, as the velodrome next door to the Bike Brno fairground reminds visitors. But urban cycling is

slowly growing in the country as well.

Czech cycling heroes include Roman Kreiziger, who was fifth at this year's Tour de France, along with Zdenek Stybar, Jaroslav Kulhavy and Jiri Jezek.

BVV is also home to the Sport Life and Caravaning Brno expos and last year founded the Dance Life Expo. It also hosts the Gaudeamus show, one of a series of trade show for Central European students who want to study abroad.

BVV events attracted more than 38,000 visitors last year from 26 countries.

For more information on Bike Brno, visit [www.bvv.cz/de/bike-brno](http://www.bvv.cz/de/bike-brno). ■ JB

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# 2014 Overview: Electric Cargo Bikes From heavy hauling to precious goods, electric assist gives cargo bikes a boost

**Cargo bikes are a late addition to the world of electric bikes, but the category is rapidly gaining ground. Most cargo bike manufacturers now offer electric assist options. Here's how some brands have energized their lines:**

Since its founding in 1993, **Riese & Müller** (A2-306) has specialized in producing full-suspension bikes (starting with its famous folder, the Birdy). So when the company decided what kind of cargo bike to add to the range, a full-suspension model made sense. Cargo bikes are often used for quick trips

The Bosch-powered 30kg Load hybrid carries a maximum payload of 100kg. It can seat two smaller children, or an older child, as an option. A cargo box and cover add to its potential uses.

The proprietary handlebar stem is adjustable in height and fore and aft. R&M says it will fit riders between 1.5

the cargo from bouncing around haphazardly," R&M co-founder Heiko Müller said. "In addition, the low cargo area between the handlebar and front wheel as well as the long wheelbase provide a very low center of gravity and a smooth and balanced ride."

R&M's other Bosch-powered cargo offering is a longtail offered under its **Blue Label** (A2-307) brand. The Blue Label Transporter hybrid, with an elongated rear carrying rack, carries a maximum load of 50kg.

"Electric assist systems are really coming of age and we believe cargo bikes are the most appropriate use of electric motors; you really need a bit of extra assistance with heavy loads," Schum said. "We see electric cargo bikes as a real growth area, for all bike manufacturers."

Since picking up a Eurobike award in 2010, **Urban Arrow** (A4-311) has expanded from a single, family-oriented cargo bike to a range of offerings based around a modular system.

The powered back half of the bike remains the same, while customers can attach various front options as desired. The family option carries two to four children, while the cargo option replaces seating with a spacious box. A third option, the Shorty, is for riders who don't need as much cargo capacity.

Urban Arrow has also made changes to the innards of the system.

"It now has a Bosch motor instead of the Daum motor. Hydraulic disc brakes are an available option, and the aluminum we use is a few kilograms lighter," the company's Jorrit Kreek said.

The Urban Arrow bikes have a load rating of 110kg. The Shorty bike weighs 30kg, while the family and cargo options weigh 45kg (the 2014 versions may be lighter with the use of lighter tubing).

The modular system has provided an unexpected benefit to Urban Arrow's logistics, Kreek said.

"We have been able to distribute the Urban Arrow in two separate boxes, the front frame in one with the rear frame in the other," he said. "This has made international logistics much simpler, cheaper and less vulnerable to damage. So now we are also able to ship the bikes



Riese & Müller Load

around town and so need to negotiate curbs, cobblestones and other humps and bumps while keeping cargo safe, sound and comfortable.

"Full-suspension systems are our core competency," said Steven Schum, international sales and marketing manager for R&M. "We weren't sure we could pull off applying the concept to an electric cargo bike but we think the idea has worked really well. In the Load hybrid bike, it has produced a bike that handles well, even fully loaded."

and 2 meters tall (4 feet 11 inches to 6 feet 7 inches). For easy storage and transit, the front section detaches via four bolts.

The standard "Long John" layout, with a 26-inch rear wheel and 20-inch front wheel, is complimented by Tektro hydraulic disk brakes and a choice of NuVinci continuously variable gearing or 9- and 10-speed Shimano derailleurs.

"Full suspension makes sense, especially when transporting heavy loads. It provides a stable, secure and comfortable ride while preventing



R&M's Blue Label Transporter

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### Pino Porter

The Pino Porter is the first recumbent cargo bike tandem suitable for everyday use, enabling eco-friendly car-free shopping for the fitness conscious. This innovative, comfortable transport is having its world launch at Eurobike.

Load-carrying options are: the waterproof Porter Bag which mounts on the front seat (expandable to 120L, 40 kg capacity); the folding Porter Rack which fixes under the front seat for crates, boxes and the Porter Rackbag.

The Pino Porter can be fitted with the ultra-quiet 250W direct-power Heinzmann hub motor, which can cover up to 40km even with a full load.

The Pino Porter is highly adjustable, very comfortable and gives both riders excellent views. Accessories include restraining harnesses and belts for small children and people with disabilities.



Urban Arrow family configuration

intercontinentally.”

In addition to its home market in the Netherlands, Urban Arrow has dealers in Belgium, France, Switzerland, Germany, Denmark, Finland, UK and the United States.

“We especially look forward to meeting new dealers from Scandinavia, England and North America,” Kreek said.

Kreek also pointed to another potential growth market for

controls while steering from the rear seat and the extensive range of accessories, such as restraining harnesses and belts, ensures that even small children or people with disabilities are able to ride forward-facing on the tandem,” Hase says.

The space where the forward rider would sit can be converted to a cargo carrier. Combined with another cargo loading area beneath the main frame, the bike carries up to 80kg.



Urban Arrow Shorty

e-cargo bikes. “We see an increasing interest from business-to-business distribution clients because of the legal limitations they experience in inner city transport, due to environmental and financial issues.”

The Pino Porter bike from recumbent specialists **Hase Bikes** (FG-B7/4) gives a choice for a rider to sit in the rear for carrying cargo, or share the pedaling with a recumbent rider upfront. It’s an unusual configuration, to say the least — especially when combined with an electric assist option.

Unlike “normal” tandems, Hase says that when the Pino Porter is in tandem mode, both cyclists enjoy panoramic views.

“The huge range of adjustment

As an option, Hase offers Heinzmann’s new Direct Power rear hub motor. Hase claims an impressive range under power of up to 40 kilometers with a full load.

For a tried and tested electric assist system combined with Dutch cargo-carrying tradition and high build quality, **Sparta’s E-Kargo** is worth looking at. For bespoke solutions, Austrian e-mobility specialists **ElfKW** (FW-311) has a track record in converting bikes for load carrying purposes. **Gobax** (A4-702) provides longtail fleets to businesses.

**By Richard Peace — Freelance cycle journalist and co-author of Electric Bicycles — the Complete Guide (www.excellentbooks.**



Sparta E-Kargo



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# Taya's lighter, greener Evo-Light bike chain

Taiwanese chain manufacturer Taya has been innovating in bicycle chains since the 1980s, when it became the first to mass-produce bushless chains.



Taya general manager Jill Wu

In 1999, Taya opened a factory to produce chains with a rust-proof surface treatment. Ten years later the company announced its GST (Greener Surface Treatment)

process, an environmentally friendly anti-rust process that is free of hexavalent chromium.



This year Taya launches another ground-breaking advance in chain manufacturing with the Evo-Light, a chain that is up to 40 percent lighter than conventional types, while also cutting energy use during production by a third.

The company says the weight saving is unprecedented and that the new design lowers carbon emissions by the equivalent of over five million trees per year.

With the Evo-Light chain, Taya bolsters its reputation as an innovator in environmentally friendly, anti-corrosion coating and curing technologies. ■ TK

# Wahoo makes training smarter via smartphone

Wahoo Fitness of the U.S. is introducing two new "smart" products at Eurobike: a home trainer and an on-bike monitor that sucks up sports data from an iPhone.



Wahoo Fitness Kickr



The Kickr Power Trainer allows iPhone- and iPad-controlled bike training at home. The trainer allows the user to adjust the electromagnetic training resistance through an iPhone, iPad, or Mac computer by using several different apps.

The iOS device and the Mac receive training data via ANT+ and Bluetooth sensors. The data and training routes can be displayed on a TV monitor. The new home trainer can be used with any mountain bike or road bike, including 29ers. Users remove the rear wheel from the bike, put the trainer into the dropouts, lock the quick release and start riding.

The Kickr also measures power and the company says it runs very quietly. Wahoo Fitness claims the Kickr has "extremely realistic road feel with real-world levels of inertia." The 25kg (55-pound) trainer is collapsible and easy to transport.

With software such as TrainerRoad, users can create personal training plans and work on continually increasing performance. Race simulations motivate

riders to hop on the trainer more often, also boosting performance. With the Kinomap Marker App, racers in training can ride famous race routes and from around the world.

Rflkt from Wahoo Fitness is a monitor that receives ride data from an iPhone, via Bluetooth. Rflkt works as the display of the iPhone screen while a user is riding, enabling iPhone use but without using an iPhone holder on the handlebars.

The graphic display and training data from the iPhone are transmitted via Bluetooth Smart (4.0). Four buttons on the side control compatible apps, switch data screens, start and stop the lap timers, and control other app functions such as playing music tracks.

The small bike computer is mounted on the handlebar or stem while the iPhone remains safely tucked into a jersey pocket or backpack.

Wahoo Fitness products are on display at the Eurobike booth of its German distributor, NC-17. ■ CR

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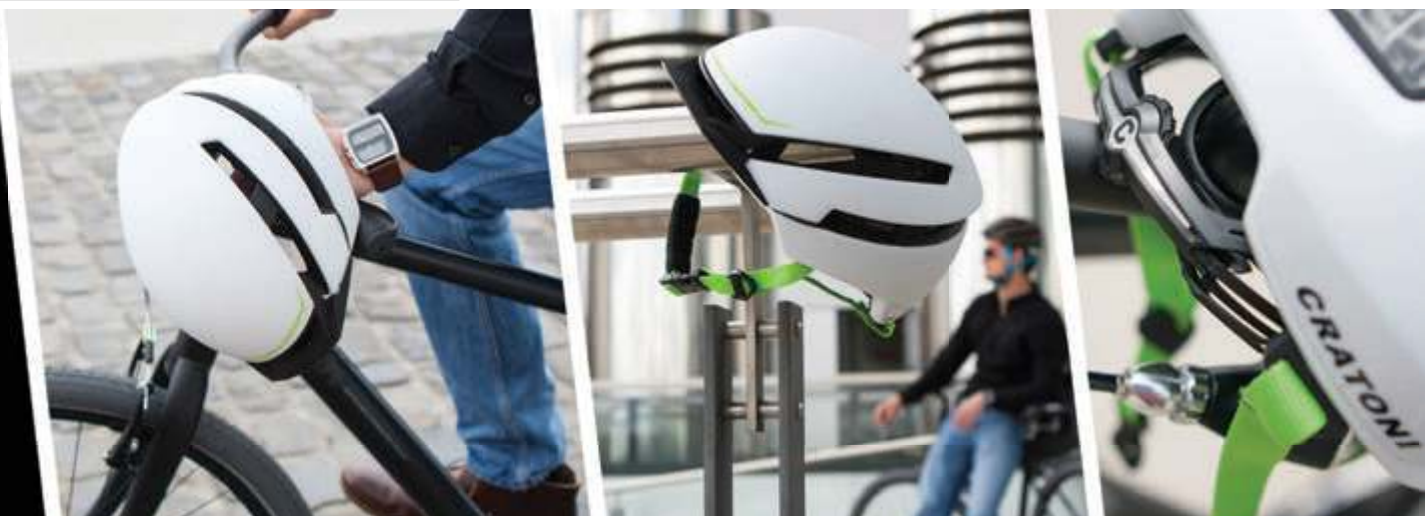
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# New Products 2014

## Taya Onze-115 (UL) Chain

STAND  
A2-312



Taya's new "5" series chain for 11-, 10- and 9-speed chains provides a new era of durability. Taya developed a new material that enhances reliability and strength to create a chain that lasts up to 6,000 km. The 11-speed 5 series chain is compatible with Shimano's electronic shifting system.

## Airace Econo-14

STAND  
A5-108



The Econo-14 offers 14 tools in one. The housing is nut-free so it won't snag on fingers or catch on fabric. Made of Cr-V in a dark nickel finish, it includes six hex keys, screwdrivers, spoke wrenches and chain tool.

## Pearl Izumi Transfer Baselayer

STAND  
A1-401

A special sleeve construction converts the Transfer Short Sleeve Baselayer into a garment that will always stay in place. The rotated sleeve construction, derived from Pearl's patented Speed Sleeve pattern, gives a cycling-specific fit. Stretchable Transfer Dry Minerale fabric provides comfort with a "close-to-body" feel. It's made of porous material from volcanic rocks for moisture transfer, odor absorption and reduced drying times.



## Liv/giant Envie Advanced

STAND  
B3-300

Created with input from Olympic and world road champion Marianne Vos, the 2014 Envie Advanced is the first women's aero road bike. Its lightweight frame is handcrafted with Advanced-grade composite using AeroSystem Shaping technology—a process by which every frame tube and junction is engineered to optimize overall system performance factors including weight, stiffness and aerodynamics.



## Ghost Bikes E-Hybride SE29

STAND  
B1-400



Ghost packed everything it could think of for riders to go out and enjoy the mountain: 29-inch wheels, disc brakes, a lightweight aluminum frame and the Bosch electric system.

## Schwalbe One

STAND  
A5-300

It's the fastest and most reliable competition tire Schwalbe has produced. The new OneStar triple compound is based on new polymers, allowing Schwalbe to achieve a big improvement in the familiar tradeoff between rolling resistance, wet grip and durability.



## EIT by CyTech Iron Performance

STAND  
B5-209

Iron Performance is the Elastic Interface answer to the need for an innovative pad for long distance triathlon and Ironman races. A perforated lamination delivers maximum breathability but dries quickly. A high level of elasticity assures complete freedom of movement when swimming and running.



## Lezyne Deca Drive

STAND  
B3-106

A sleek, CNC-sculpted aluminum body contains three LEDs that provide a true 800 lumens of illumination. Lezyne's "Infinite Light" design allows for on-demand battery replacement. The Deca Drive can be recharged through a wall outlet or a micro USB cable. The fully loaded package includes aluminum handlebar mounts, spare battery pack, micro USB charging cable and storage case.



## Chosen A7045BTXHP-FG

STAND  
A6-305



This is a specially designed competition hub for BMX racing. The cassette body uses "multi gear" design to boost the riders' efforts when accelerating. Integrated bushings in the cassette body reduce weight and enhance durability.

## Aclass Karves

STAND  
A5-204

Karves all-mountain wheels use Aclass T-Bar technology for a perfect fit between rim, spoke and hub. Precise CNC drilling allows the spoke to rotate freely without interfering with the hub, resulting in a stiff wheel that can better tolerate the hits from all-mountain and enduro riding. Tubeless fans will rejoice in the ease of servicing the spokes without having to remove the tire.



# New Products 2014

## Kinetic Road Machine

The best-selling Road Machine has been refined in the Road Machine 2.0, with a lighter and more compact frame that's compatible with knobby 29er tires. Kinetic's unmatched fluid resistance unit remains unchanged. Fluid trainers are renowned for their ability to mimic the resistance of riding outdoors.



STAND B4-305/3

## Selle San Marco Wear San Marco

Wear San Marco is Selle San Marco's new clothing brand, born from the needs of SSM's employees, who are regular, passionate cyclists. The brand includes an urban performance line for riders who seek design and style, featuring unconventional colors and lines.



STAND B3-405

## Crops SX100-MU



The Crops SX100-MU headlight now features a micro USB port for recharging. A high-capacity AA battery (1800mA) ensures long run use. The white LED headlamp provides more than 10 lumens of light.

STAND A6-104

## Niner WFO 9



STAND B3-109

Niner's newest addition to its air-formed full-suspension alloy bikes is the WFO9. With 150mm of travel, it's a 29er at home in the bike park and the backcountry. Niner is dedicated to making high-quality alloy bikes. Airforming gives significant advantages over hydroforming in lightness and for shaping ride quality.

## Paul RHub

Paul Components partnered with Industry Nine to create a cassette hub that marries Paul's renowned hub shell, axle, and bearing adjustment system with its premium Mountain Freehub. Two sets of three pawls on a 60-tooth ratchet provides 120 points of engagement at just 3 degrees — in other words, it responds nearly instantaneously to rider input. Available through BLB Bigmama distribution.



STAND A4-705A

## Controltech Timania Road Handlebar



The ControlTech Timania Road Handlebar was designed from scratch using high-end materials for the lightest, stiffest product.

STAND B4-206

## Novatec R5 Disc

The R5 disc, part of Novatec's full carbon wheel line, takes the R5's performance and adds compatibility with disc brakes for more speed and braking performance. The wide Hypertoroid profile and 50mm deep cross section allows for impressive straight line performance while minimizing deflection in cross winds. The clincher version weighs 1,773 grams/pair.



STAND A6-409

## OKBABY Eggy Pack

This version of the Okbaby Eggy Relax comes with a fastening bracket for carriers with widths from 120mm to 175mm, and with a capacity of 25kg. The seat can be reclined at an angle of 22 degrees even with the child in it.



STAND B2-409

## Shimano Unzen 2

Made for aggressive off-road riding, the Unzen 2 adapts to each rider with an internal Velcro ladder. The Rider Fit Cross Harness provides perfect hold on rough terrain. There's space for the included hydration system and more. A small pocket is lined with fleece for delicate items. A second pocket has an integrated hook for keys and a wallet.



STAND A1-200

## Super B Brake Shoe Tuner

Super B's TB-BR20 now lets mechanics true brake shoes. Its clip-shaped and handy design allows precise measurements. It's a practical, essential tool for any mechanic.



STAND A7-317

# New Products 2014

## Novatec Engineering QBike Washing Station STAND A1-115



Wash bikes in minutes with the QBike Washing Station. It accommodates any kind of bike, and won't damage sensitive components. An "eco" system reduces water and detergent consumption. Installs easily and requires little maintenance.

## Amplifi Stratos MK II Pack STAND B5-206

The Stratos pack includes an integrated MK II back protector made of Armourgel. Its innovative geometric cavity design, combined with an active smart material, delivers a superlative comfort-to-protection ratio. It adapts its level of shock absorption relative to the amount of impact. The pack flows with the body while riding and allows full freedom of movement.



## Polisport OE City Mudguard STAND A5-506

Polisport applies its Inmold Plastic Decal technology to a range of mudguards for OEs. The process, an alternative to decals, fuses graphics onto plastic parts so they don't fade, peel, crack or come off. Parts are available in any color. These are designed for 28-inch city bikes and have a rubber nose and spoiler with aluminum stays.



## Sweet Protection Bushwhacker helmet STAND B2-408

The Bushwhacker is a versatile MTB helmet with copious ventilation. The five-piece in-mold shell uses variable polycarbonate outer shell thicknesses and geometrical shapes for protection. The Carbon MIPS version has an in-molded carbon fiber shell to reinforce critical areas. The patented MIPS system reduces rotational forces to the brain in the case of an impact.



## Tektro Spyre SLC STAND A5-205

A 2-piston mechanical disc brake fits road and cyclocross bikes. The SLC version weighs just 146g — 40g lighter than the competition — but offers improved performance over rim brakes, especially on carbon rims and in wet conditions. The 2-piston system ensures even wear on brake pads and keeps the caliper centered over the rotor.



## Ibera Bike Phone Cam Case STAND A7-414

The award-winning Ibera Bike Cam Case carries and protects an iPhone 5 while allowing complete access to all controls. The semi-rigid case has a built-in camera lens aperture. Its new, angle-adjustable StemClamp lets cyclists take action photos or videos of themselves or the road ahead without extra equipment. The phone snaps into the carbon fiber and thermoplastic case.



## Uvex Quatro Pro STAND B2-202

For enduro and all-mountain use, the Quatro Pro catches the eye. A long, height-adjustable visor provides optimal glare protection for a clear field of view on steep descents.



## Airstreem Aerotype STAND FG-A5/7

Clean optics, aerodynamics and excellent stiffness sum up the new Aerotype. It uses high-performance 1K carbon fiber. Following the suggestions of its athletes, the Aerotype includes a shorter top tube for long-distance races. Airstreem's Flexible Adjust System lets riders adjust the seat angle between 73 and 78 degrees.



## Storck Aernario Disc G1 STAND A3-100



The Aernario now accommodates hydraulic and mechanical disc brakes for better performance. Storck reinforced the rear triangle and used a 10-mm through axle in the rear to handle the increased loads of disc brakes.

## MENTORbike Reha STAND A6-303

MENTORbike is a new, intelligent assistant to help patients in rehabilitation. It links pedelegs, smartphones and sensors with a service platform, trainer tablet and apps. It allows trainers to monitor a user's power and ECG information while exercising, offering a new motivation for rehabilitation.





# New Products 2014

## VDO M4

STAND  
A5-206

The M4, part of VDO's new six-model range, is a wired computer made for road riders. The housing is small and light, and the large digits on the display are easy to read. It simultaneously shows three functions so key data is always available while riding. It stores important information including speed, average speed, maximum speed, ride time, ride distance, total distance, time and temperature.



## Intelligent Mobility Ass Savers

STAND  
A2-503

This emergency mudguard is there when you need it and gone when you don't. The SmartAss fits onto the rails of your saddle without any tools or fittings. When the rain stops, the SmartAss folds and stores beneath the saddle. It fits about 80 percent of all standard rail saddles. Not intended as a permanent fender.



## Stringbike Carbon Road Bike

STAND  
A3-709



This is the first of Stringbike's unique chainless drive bike to offer a carbon frame. Weighing only 9.5kg (21 pounds) it's different from any other bike on the market. Stringbike proved itself in the grueling 4,800-km (2,990-mile) 2012 Race Across America, when the Stringbike rider finished tenth.

## Panasonic Electric Drive System

STAND  
A4-605



Panasonic's 2014 unit is a one-axle type, central motor. Flexible mounting options fit a variety of e-bike designs. The quiet, powerful motor rides comfortably. A new Li-ion battery has an optimized output and safety controls. It's available with batteries in three capacities. A stylish new central control switch with an LCD screen looks like a smartphone.

## NoTubes ZTR Valor Carbon Wheelset

STAND  
A3-201

The ZTR Valor is the first carbon fiber rim with NoTubes' Bead Socket Technology for tubeless conversion. A more precise lay-up process permits higher tolerances and a more consistent bead shape for tubeless performance. Lighter, stronger and two to three times laterally stiffer than aluminum rims, the Valor absorbs radial vibrations for better ride quality. It's available in 26-, 27.5- and 29-inch sizes.



## Rockwell Ice

STAND  
B2-410A



Rockwell's stylish helmet brings new technology to the market. The material used for the impact absorption cushions, as does the textile layer that shimmers through the organic weave pattern of the hardshell, create a new design standard.

## Ergon SME3 Pro

STAND  
B4-101

Ergon focused on downhill ergonomics with the SME3 Pro. The saddle's V-Shaped design allows for changes in position and height. The padding is relatively flat, with no kick up at the rear, so riders can change quickly from sitting to standing to getting behind the saddle on descents. EVA padding and flex-optimized shell boosts comfort.



## Humpert Ergotec Futura

STAND  
A4-400

The Futura gives cyclists wide flexibility to adjust their saddles. The saddle can be fixed in any position within a 50mm semicircle, which gives it an adjustment range of up to 10mm in the front and 50mm in the rear. It's great for cyclists with long or short thighs, or who are on bikes that are too big or small. Fits almost all seat tubes.



## Oxygen Maxpro Pedicab

STAND  
A4-607

With its modular design, the Maxpro Pedicab tricycle covers a range of daily transport needs. Use it as a pedicab/ rickshaw to carry up to three passengers or as a cargo trike for moving goods of up to 250kg (550 lbs). Electric assist is optional. Converts between pedicab and cargo bike in minutes.



## Rotor Rex MTB Cranks

STAND  
A1-202A

Rotor's new MTB crank line, Rex, uses the same Trinity Drilling System used on its road cranks. They are made of 7055 alloy for durability. The nomenclature of the new line shows the level and number of chainrings, so the Rex 1.1 means it's a Level 1 crank with 1 chainring. Cranks will be available in several lengths, including 170mm, 172.5mm and 175mm.



# New Products 2014

## GMG Yepp Cargo

STAND  
A7-401



The Yepp Cargo is a series of foldable carrier baskets in different materials that mount on existing cargo carriers. Instead of a bulky crate, the Yepp Cargo folds up to save space when it isn't hauling gear. It's available in a range of materials and colors, and in exclusive versions for OEMs. Cargo shopping bags are also available.

## Andy Muff Concept Cycle

STAND  
A2-209



Swiss designer Andy Muff developed and patented a method of integrating an e-bike battery in the frame, using a specially shaped down tube. That makes it possible to design e-bikes that look like regular bikes. It can be adapted to most electric assist systems such as front hub motors, rear hub motors and central motors.

## Louis Garneau Course Skin suit

STAND  
B5-401

The one-piece aerodynamic Course Skin Suit provides the convenience of a full zippered front and three floating back pockets. The pockets, unseen on other suits, reduce pull on the body when contents are stored. A full-length zip and lower front drop allow fast pit stops. Internal rear pockets are made with a Mesh 1001 panel to avoid overheating.



## Drift HD Ghost

STAND  
A2-503

Smaller and more robust with improved, full-HD recording, the new Drift HD Ghost is also easier to operate than the previous model. A side-mounted, 2-inch display is made of Gorilla Glass so users can control the orientation when attaching the camera, and immediately review videos or photos.



## Vaude Path Backpack

STAND  
B5-400



The new Pack series includes three all-terrain packs for mountain bikers, offering a choice between 9-, 13-, and 18-liter carrying capacities. The large main compartment can hold gear and a hydration system, while side straps can hold a helmet and shin guards and double as compression straps. Roomy pockets on both sides of the hipbelt can hold a smartphone, camera and other electronics.

## Evoc Protector Jacket

STAND  
B4-202

For downhill runs or bike parks, the Protector Jacket offers protection for less. Novel impact damping systems include protector elements from SAS-TEC, specially perforated viscoelastic foam pads and removable hip belts. A Polygiene coating provides another kind of protection — against bacteria and odor.



## Project 346 Cruiser

STAND  
FG-AK10

This modern cantilever-design bicycle combines classic lines with current technology. This cruiser is slightly bigger than most beach cruisers on the market, for the feel of a city bike but the look of a beach cruiser.



## Serfas TSL-2500

STAND  
A3-806

The new TSL-2500 is Serfas' highest-powered headlight ever. It offers 2,500 lumens of light, plus an integrated USB outlet for on-the-go charging. Ram Air Cooling increases brightness and LED life, while a tough nylon and alloy construction protect against shocks. Run time on high is 1.45 hours.



## SQlab Super 6.1

STAND  
A7-100



It weighs less than 100g, but the Super 6.1 is infinitely adaptable for road and mountain bikes. Riders can attach pads that come in different shapes and hardnesses for maximum seating comfort. The pads attach to a carbon shell. Like all SQlab saddles, the Super 6.1 comes in several widths.

## Derby Cycle Werke Izalco Max 0.0

STAND  
FG-E1

### Izalco Max 0.0

At just 5.4kg in a 56cm size, the Izalco Max 0.0 is lighter than the UCI minimum and shows what today's materials and manufacturing methods are capable of producing. The Izalco Max 0.0 is the top model in Derby Cycle Werke's Izalco Max series, which include a total of five models.



# New Products 2014

## Topeak PrepBox



Since launching a tool line for home and shop mechanics, Topeak debuts the PrepBox. Eighteen shop-quality bike tools made of chrome vanadium steel and hardened steel fit neatly into a pro-level carrying case. It's great for bike shops, events and at-home bike maintenance.



## Cicli Blume Lampociclo



The Lampociclo seeks to recreate the legend of classic Italian light motorcycles in an e-bike. Inspired by motorbikes of the 1920s, the Lampociclo combines beauty with advanced technologies. Designed and made by hand in the Cicli Blume workshop, the Lampociclo targets "eco-chic" riders.

## Rolf Prima Vigor Alpha



Built upon Rolf Prima's Delta Rim Technology, the 2014 Vigor Alpha has a new wider rim profile to improve the tire-to-rim transition, smoothing airflow and decreasing drag. Tire sidewalls get more support for improved performance. The TdF5.5 hub features a CNC-machined titanium freehub and ceramic bearings, all at just 1,450g a set.



## Ion K Pact Select Knee Pads



Ion's K Pact Select uses a new construction concept for a knee and shin pad. Its patent-pending Ion Tectonic Fit system uses overlapping and sliding protection panels that always keep the pad close to the knee while permitting maximum freedom of movement. The SAS-TEC performance padding is the same used by BMC Motorsports for its motorcycle protective clothing.



## Varibike



Get a full-body cycling workout on a Varibike, which lets riders pedal with their arms, legs or both. Burn more calories and boost power output by more than 30 percent. The Varibike improves endurance because riders can switch between arms and legs, letting one muscle group relax while the other takes over.

## Garmin Virb Elite



GPS giant Garmin gets into the action camera market with the HD 1080p Virb and Virb Elite. They record up to three hours of HD video with on-board image stabilization and lens distortion correction. They can also capture still images while the video camera is recording. The Elite adds built-in WiFi, data sensors and GPS. They are ANT+ compatible.



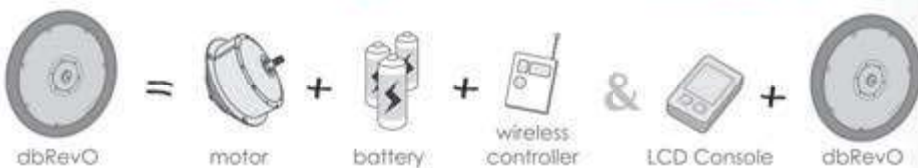
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# Don't just sit there: pedelec batteries need special care

Following this year's poor sales season, there are a lot of pedelecs sitting on retailers' sales floors, and a lot of batteries sitting in manufacturers' warehouses.

falls to the desired capacity.

- Check the state of charge every two months. If necessary, recharge until the battery reaches 50 percent. The optimal (ambient) temperature for recharging a battery is around 20 degrees Celsius.

- Recharge batteries only during the day and only in dry rooms that are equipped with smoke and fire detectors. Place the battery on a large, non-flammable surface, such as ceramic or glass.

- Charge the battery only with the charger supplied by the manufacturer. Never use another manufacturer's charger, even if its connector matches the battery.

Follow these recommendations and you will satisfy your insurance company and, more important, sleep well in spite of having these hazardous items in stock.

Finally, make sure you show your customers how you handle rechargeable pedelecs batteries. An attractive and professionally equipped battery center builds up their confidence and underscores your competence as an e-mobility retailer. ■ **DIRK ZEDLER**



All pedelec batteries require special care, especially if put in storage.

But unlike bicycles and regular components, batteries require attention, even if they are in storage or have never been used.

Retailers and manufacturers should know how to handle these products, which, after all, can be hazardous. And retailers also should know how much to discount a battery in storage. Just like a bicycle, a leftover battery is still last year's model.

In simple terms, pedelec batteries are rechargeable batteries. The battery generates energy through chemical processes that take place in a receptacle that is filled with metal compounds.

Like many chemical reactions, what happens in a battery depends on the temperature. In cold conditions, chemical reactions typically proceed very slowly or not at all, while in hot conditions they may be very fast or even get out of control.

Lithium-ion batteries are the current state of the art for many electronics, including pedelecs. In addition to their good energy-to-weight ratio, Li-ion batteries offer several other significant advantages. One is that they no longer have a "memory effect," so they do not lose capacity even when only partially charged.

Every time a battery is charged, however, it suffers a certain amount of wear. Therefore, even with sophisticated systems, manufacturers do not provide warranties that exceed more than 500 to 1,000 charging cycles.

This does not mean that a battery that has been charged more than 1,000 times is as dead as a doornail. But it has lost a certain

percentage of its capacity, which means it has a reduced range and requires recharging more frequently.

Running down a battery completely and then storing it indefinitely is fatal to its storage capacity. Every battery discharges slowly when not in use, eventually reaching a deep discharge state that can be harmful.

Even when stored in a charged condition, rechargeable batteries age. How fast depends significantly on conditions. Here is how bicycle retailers and manufacturers can minimize the wear and the risks of storing batteries:

- Store batteries in a dry room at a temperature between 5 and 20 degrees Celsius (41 to 68 degrees Fahrenheit). The optimal temperature is 10 degrees Celsius (50 degrees Fahrenheit).

- Do not keep batteries in a commonly used warehouse, and do not put them in between cardboard boxes holding bicycles and components. The ideal location is a dedicated room that is free of combustible materials. If you have only a small number of batteries to store, we recommend using a battery safe. Be sure to also discuss storage conditions with your insurance company.

- Batteries deteriorate most when they are either fully charged or fully discharged. The optimal state of charge during storage is between 40 percent and 60 percent of the battery's capacity. If the battery carries too full a charge, ride the pedelec until the charging indicator



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Dirk Zedler

Dirk Zedler, a mechanical engineer, has led his independent company Institut für Fahrradtechnik und -Sicherheit GmbH for more than 20 years. After founding the company in 1993, Zedler soon became one of the first officially appointed and sworn bicycle experts. Today his institute employs 15 and specializes in testing, writing user manuals and developing new test facilities for the ever-changing e-bike sector.

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# Cycling Industry Club leaders want you to help boost advocacy

Launched at Eurobike 2011, the Cycling industry Club (CIC) is the new voice of advocacy for cycling at the international level. Now, the top companies that belong to the CIC — a part of the European Cyclists' Federation — are encouraging others to join them.



Tony Grimaldi  
(Photo: JB)

Its campaign to double cycling in Europe by persuading governments to spend billions of euros on cycling has garnered high-level business and political support. The club has doubled in size as new members join founding firms Accell Group, SRAM, Trek, Schwalbe, Selle Royal, DT Swiss and Trelock.

"Professional advocacy should be an integral part of our activities. A professional club can do that much better than any individual company," said Jeroen Snijders Blok, Accell's chief operating officer. "One voice representing cycling is much more powerful to local, national and

international decision-makers than a scattered approach,"

Giant's John Koo agreed. The CIC, he said, "represents the European cycling industry instead of any specific bicycle company's normal marketing activity." Koo is general manager of Giant Europe.

Tony Grimaldi, CEO of Cycleurope, echoed Snijders Blok's comments on the need for professional advocates.

"As an industry we have to talk about infrastructure for cycling, for livable cities, about public health. To do that we have to work with people who have those skills, those contacts, that experience," Grimaldi said. "Since I started speaking on these subjects in Sweden I am being approached by politicians to help prepare strategies for cycling and for road safety. Working with ECF is a team effort for me. I can get the access to politicians as a business leader but I need ECF's professional support in these subjects."

Members describe the work of the CIC as something that is very different from the day-to-day marketing and promotional work that brands engage in.

"Our company spends most of its energy competing for a bigger share of existing business. The Cycling Industry Club is different. It is an efficient way to grow our business by cooperating with customers, suppliers and competitors to

grow the size of the market," said Stan Day, CEO of SRAM.

Grimaldi said the work of the CIC is important in the broader context of corporate social responsibility.

"As bicycle companies we all have a responsibility to society, to show that cycling is part of the future," he said. "And if we do that it is good for our businesses too. We all benefit. We all must be part of this."

New members bring more funding that help the CIC expand its work.

"The most important work of the Cycling Industry Club is making sure that the European cities and countries that need strategies for attractive cycling infrastructure have the resources they need to succeed," Day said.

It's worth listening when the heads of many of Europe's largest cycling companies are unanimous in encouraging others to join them.

"Join, because it of high economic interest for your company's future. Getting more people on bicycles means more business for you," said Snijders Blok, the COO of Europe's biggest bicycle company. "The business case is that simple." Find out more at the ECF/ADFC stand. ■ KM



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# FSA breaks out its new hydraulic brake system

Herb Tai, engineering manager at FSA, said lines of employees from other component manufacturers come to the FSA stand to look at its first-ever hydraulic disc brake system, which FSA launched at Eurobike.



Herb Tai

a wide range of people and applications.

Tai said FSA considered the user experience and firmed up the rear hose so that front and back brakes gave the same feel and modulation.

"We want to change the idea that the rear brake should feel mushy compared to the front. We want to make it even," Tai said, adding that rider feedback at Demo Day was positive.

The K-Force has a magnesium caliper body, carbon lever and one-piece 180mm rotor plus an accessory titanium bolt kit and comes in at 305g per wheel.

The Afterburner equivalent is more heavy-duty, in alloy, and weighs 345g. There are heavier rotors available for better heat dissipation in 160mm and 180mm, and the company has also formulated its own mineral oil.

Its semi-metallic pads are also proprietary, though they are compatible with aftermarket pads and can be swapped out for resin or organic pads.

The brakes will be available for the aftermarket in the first quarter of 2014. ■ ML

"We have not entered this category in the past, and we're coming out with two different models right out of the gate for XC Race, XC and Trail applications," Tai said yesterday.

The models fit into the company's existing tiered component structure: both the top-of-the-line K-Force and the Afterburner have tool-free reach and stroke adjust, and the easy thumb-wheel motion offers a large range of adjustment. The company hopes it has made the optimum brake set for



# Sky's the limit as Kask rides high on Tour success

Four years ago, Kask didn't sell helmets outside of its native Italy; today, on the eve of its tenth birthday, it receives high recognition across the world and has enjoyed 50 percent growth every year since it started exporting.



Elisa Tedesco

notable for its aero look, which Team Sky wore during the Tour de France this year. Two small vents are concealed at the front, which, when the cover is lifted, draw fast air through the helmet thanks to the larger vents at the back.

Tedesco said the company developed it separately — it was not designed as part of Sky's 'marginal gains' program — but the team has given rigorous and positive feedback.

Kask founder Angelo Gotti still designs every helmet, including colorways. For 2014, the Mojito, the breakthrough model, is available in 23 color schemes, almost doubling the previous amount.

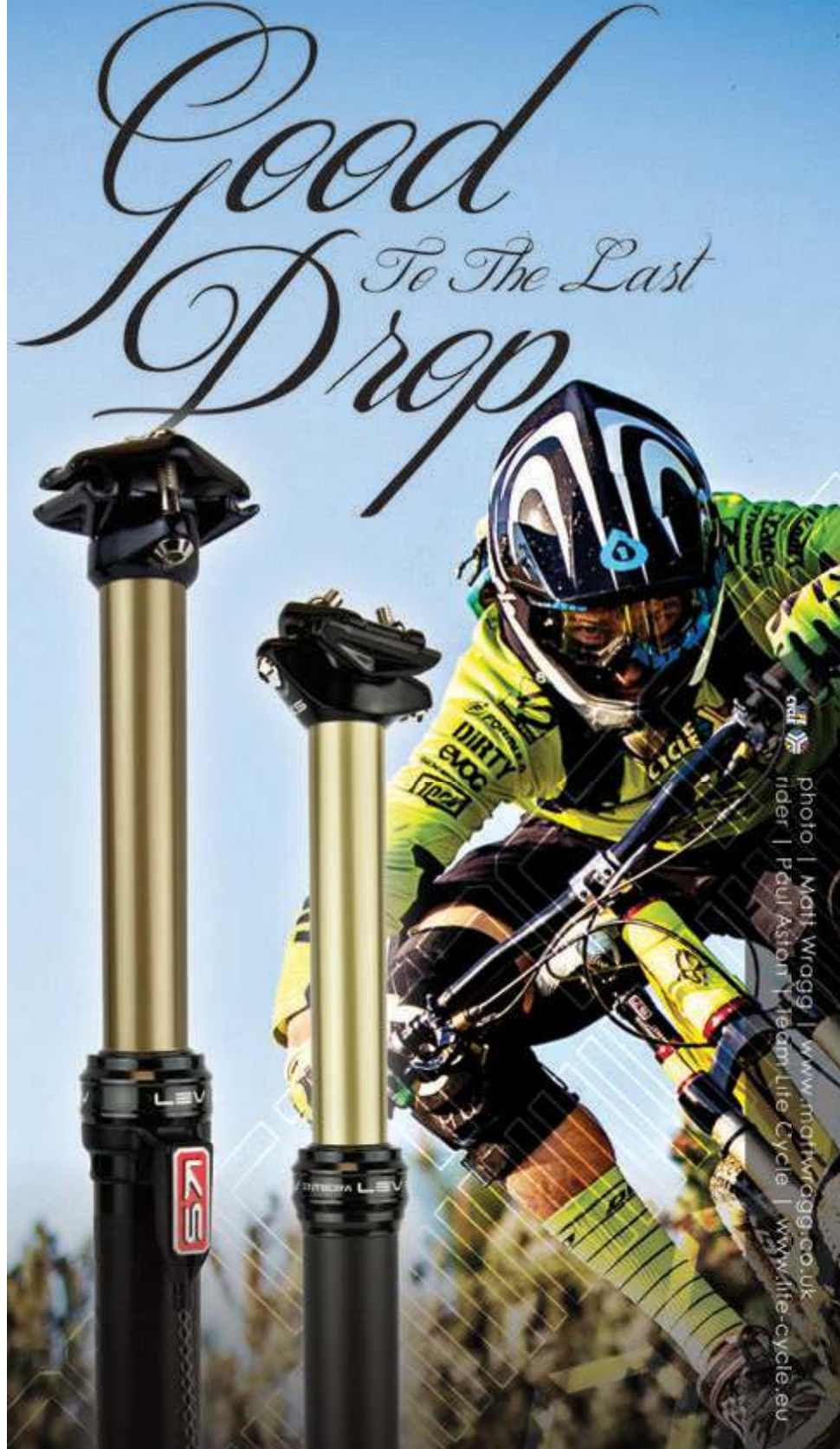
Kask helmets are sourced and made in Italy, mainly from the northern industrial region that has long been cycling's heartland. The company employs around 20 people in Bergamo. ■ ML



That's what sponsorship of the world's leading professional road cycling team and two consecutive Tour de France wins can do for a brand.

Is it all the Team Sky effect, then? "Our UK distributor, Velobrands, is the most profitable," said Elisa Tedesco of Kask's sales department. The Mojito, the helmet that the pro team used last year, has been a huge seller. But the company still makes its Dieci, the mainstay of its line, and this year has introduced the new entry-level Rapido.

There's also the new Infinity,



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## SEE THEM AT BOOTH A6-406



Photo | Matt Wrogn | www.mattwrogn.co.uk  
rider | Paul Aston | Team Life Cycle | www.life-cycle.eu

# Itek takes a shine to hydraulic disc brakes

Shine Wheel, the Taiwan supplier of high-end frames, is showing a carbon road bike with SRAM Red 22 hydraulic brakes.



Rocky Chen

"It is a big task to keep up with the newest developments in bicycle road groups," said Rocky Chen, the company's general manager. Shine Wheel also owns the Itek brand name.

"It is not just a matter of using the highest resistance carbon mats, but knowing how to lay them down in critical areas," Chen added. "Road frames with hydraulic brakes have additional stiffness requirements. The same is valid for the fork. We have to design the frame and fork, produce prototypes and we have to test, test and test again and again."

The result is a road disc-equipped bike that weighs not much more than 7kg (15 pounds, 7 ounces).

Shine Wheel is also showing an aerodynamic road bike.

"This frame is designed in a way that the bicycle manufacturer can build not only a road bike but also a TT or a triathlon bike using the same frame and fork," Chen said. "For the TT and triathlon versions we just supply a different seat

post. The bike manufacturer does not need additional stock for frames and forks."

The road-TT-triathlon frame is designed for mechanical and electronic components and features asymmetric chain-stays. It incorporates BB-86 press-fit bottom brackets. According to test results it is very stiff.

Chen said Shine Wheel is also involved in the e-bike market.

"We have been supplying e-bike frames for our customers for a while already," he said, including frames for the new Bosch motor for 2014.

"Frames for e-bikes are mainly manufactured in aluminum alloy since they have the best stiffness for the higher torque," he said. "For high-end MTB frames we normally use carbon." Shine Wheel also helps customers design their bikes. The Taiwan manufacturer mainly produces frames and forks for high-end European brands.

STAND  
A1-501

# Tout Terrain expands its Cinq line of innovative accessories

The German company Tout Terrain is known for its future-oriented commuter and touring bicycles. At Eurobike, the company is expanding its accessories brand, Cinq.

"Our products are the result of ideas which can only be developed by bike enthusiasts who ignore any conventions and try to achieve the impossible," said Oliver Römer, Tout Terrain's general manager. "We are designers and engineers who are passionate for bicycles but we are also influenced by other areas of interest."

Cinq's The Plug is a USB power supply that is energized by the bike's dynamo hub.

All electronics are integrated into the fully sealed TopCap (a sort of aluminum ring that sits on top of the bar stem). Users can plug in any battery-powered device, such as a smartphone, MP3 player, GPS unit, or whatever, through the standard USB plug. The Plug converts the power from the dynamo hub into USB 5V standard.

Tout Terrain is also releasing the Smart Power Pack II. It's an optional backup battery for The Plug that can recharge a tablet computer or iPad,

smartphone or GPS.

The Smart Pack itself can be charged by The Plug, or from a PC or other USB power supply.

Another interesting item is the C-Light, essentially a customized seat clamp with an integrated light. Four high-powered LEDs with a 180-degree beam angle provide security when stopping.

Completing the new Cinq portfolio is the Shift:R, which combines the durability of a Rohloff Speedhub 50/14 with the shifting convenience of a modern derailleur. The Shift:R updates the gear changing of the Rohloff hub to two push levers, providing a new ergonomic option.

Within its Tout Terrain line, the company is showing a new children's trailer, the Loops XL. The aerodynamic capsule transports two children and keeps them protected, even in bad weather. The trailer has 75mm of full

suspension. The child seats adjust to almost any position, from upright to reclining.

Cinq sells through bicycle and outdoor retailers and online. ■ GE

STAND  
A2-110



Tout Terrain's Stephanie Römer with the Loops XL.

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B2-406**

AWARD WINNING HYDRATION TECHNOLOGY

# Day Two Impressions





# One stay at the 'Hymer Hilton' and campers keep coming back

When Angela Merkel, the German chancellor, was being driven to the trade fair this week, she thought Eurobike also sponsored a camping show when she saw the campgrounds ringing the access road.



**Bastiane Rothe**  
(Photo: Pressedienst Fahrrad)

"People quickly told me that this isn't true, but that [show visitors] want to stay close to the show," she told the press when she arrived.

Merkel's misconception is understandable. Eurobike, which struggles to find accommodations for the tens of thousands of visitors it attracts, for seven years has allowed visitors to camp in designated areas.

The focal point is Eriba City — formerly known as Hymer City, and still called the "Hymer Hilton." Campers there don't have to deal with the legendary traffic jams on the way to the show in the morning.

"It might not be for everyone. But those of us staying here for the first time don't want to miss it again," said Reto Aeschbacher, who heads Scott's marketing division. Today, Scott houses

several campers, mainly marketing and product employees who need to be on-site for the entire show.

"Don't underestimate how many people Scott brings in over the week," he said. "It's about 160."

Hymer, a local company in Bad Waldsee, makes recreational vehicles, and Eriba is its brand for camping trailers. Hymer provides 60 Eriba trailers to the Messe for use at Eriba City.

Karsten and Bastiane Rothe are in charge of Eriba City, and oversee about 150 people who stay there during Eurobike and during its sister show, OutDoor.

"We do the reception, take care of any repairs, organize the daily camper cleaning and see that the company preparing the breakfast for all Eriba City visitors works fine," Bastiane Rothe said. "We got it and now we can't get rid of it. Through this we have made goods friends. Today, Eriba City is all one family."

Once you camp at Eriba City, you often come back.

"It's mainly a good mix of exhibitors, booth builders and media folks," Rothe said. Bergamont, Derby Cycle, Scott and Schwalbe are among exhibitors who house staff members in the camping park.

"Most of them make reservations for a couple of trailers. For them it's convenient being so close to the show," she said.



**Karsten and Bastiane Rothe check in a guest at Eriba City.** (Photo: JB)

Gunnar Fehlau treats the staff from his PR agency, Pressedienst Fahrrad, to a "five-star" experience each year at the "Hymer Hilton." A couple of years ago he gave each employee a team bathrobe for Christmas, with their initials monogrammed on it.

"I wanted my team to feel good when leaving the camper and walking over to the steaming shower rooms," Fehlau said.

Accommodations at the "Hymer Hilton" are far from primitive. The campground has on-site bathrooms and showers for campers. For the first time this year it offers a buffet breakfast.

Refrigerators come stocked with water, juice and soda. And there's even maid service. Every camper is tidied up, and beds made, while its occupants are at the show during the day.

"It's cool what kind of comfort these campers offer. This has nothing to do with camping in a tent. It's like staying in a hotel," Karsten Rothe said. He was particularly impressed this year with one Hymer camper that came with a BBQ unit installed above the refrigerator.

Hymer installs brand-new campers at the beginning of every show season and sells them after Eurobike at discounted prices as demos.

Last year, Hymer nearly ended its partnership with the Messe after a hailstorm damaged all 60 camping units between the OutDoor and Eurobike shows.

The outcry from campers was huge. Bastiane Rothe said the immediate reaction of "Hymer Hilton" guests forced Hymer to reconsider, saving the city of Friedrichshafen from facing even more pressure trying to accommodate visitors at the world's largest bicycle show.

Karsten and Bastiane Rothe were also relieved.

"We would miss our guests," they said. ■ JB



**Breakfast at Eriba City** (Photo: JB)



**Night at Eriba City** (Photo: JB)

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# Still sporty: Sportful crew plans 480 kilometer ride on Saturday

Steve Smith, Sportful's sales and marketing manager, is keeping a keen eye on the weather forecast. On Saturday he and four riders will wear Sportful Spandex to ride from Friedrichshafen to Fonzaso, Italy, a distance of 480 kilometers (298 miles), with 4,400 meters of ascent thrown in for good measure.

"We're looking out for any storms," he said from the Sportful booth earlier this week. "We'll be dressed for anything the weather can throw at us but we'd rather not have the sort of conditions we saw at Demo Day," referring to the rainstorms that battered Friedrichshafen at the beginning of the show.

The weather cleared up yesterday, and Saturday's forecast is mostly sunny, with zero chance of rain.

Of course, the Sportful riders will be crossing the Alps, where the weather can change in a heartbeat.

Along for the ride will be Paul Whitfield of C3 Products, the UK distributor for Sportful; Chris Mackay, the cycling apparel buyer for CompetitiveCyclist.com of the U.S.; and Glen McKibben, who's joining Sportful in November.

Tagging along on what for him will be little more than a warm-up is Mike Cotty.

Cotty, a former brand manager at Cannondale UK who is now a marketing freelancer, recently rode for 33-1/2 hours straight, from Evian-les-Bains to Nice, France. The well-known endurance rider covered 677 kilometers (420 miles).

"We plan to leave at 4 a.m. and arrive in Fonzaso about 11 p.m.," Smith said. "I've been treating Eurobike like a stage race. The expo days are the flat stages and the ride away from the show is the queen stage."

Riding in a car that will schlepp the riders' food and changes of clothing will be Daniel Loots, Sportful's PR manager. He'll be promoting the ride on social media.

Don't look for coverage on Twitter. "We're covering the ride with Instagram," Loots said. "Pictures will tell the story."

Sportful is based in Fonzaso, about 80 km northwest of Venice. Half of the route the Sportful riders will follow will be in Italy; the other half takes in Germany, Austria and Switzerland, with a quick hop into Lichtenstein.

Sportful was founded in 1946 as a knitwear manufacturer. The founder's son, Giordano Cremonese, took over the company in the 1970s and branched out into skiwear. In 1985 the company branched out again, this time into cycling.

By 2002 Sportful was making the kit for the Italian national cycling team. Sportful is the clothing sponsor of Team Saxo-Tinkoff, currently riding in the Vuelta.

In 2003, Sportful acquired fellow

Italian cycle clothing brand, Castelli.

■ CR

STAND  
B5-505

Glen McKibben (left) and Steve Smith of Sportful



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## Social media leads thieves to your door, says Abus

The German locks-to-helmet manufacturer wants consumers to lock their expensive bikes at home with ground anchors and use folding locks for securing high-end bikes at sportive check-ins.

"There is a real risk cyclists are guiding thieves to the back doors of their houses by showing off their pride and joy, and when competing with others on social media sites," warned Axel Rösler at Eurobike yesterday. Rösler is the sales and marketing director for the international mobile security division of Abus.

Abus, founded in 1924, has a vested interest in wanting cyclists to buy the best security products possible but Rösler stressed "We don't want to scare anybody, but bike theft from houses is a growing problem."

He said Abus analyses theft statistics and also keeps its finger on the security pulse by seeking advice from the police.

Ground anchors, chains and external blocking devices can buy a great deal of time in domestic situations but owners of high-end bikes are often blasé when leaving their bikes at cafe stops or sportives, Rösler said.

Thefts from sportives are growing. "Thieves go where the expensive bikes go," he added.

"Very few riders at sportives lock their bikes when they go into the registration building, for instance. Any lock helps at

such an event. Walk-by thieves operate at these events, they don't tend to have tools."

Abus is showing some improved and redesigned locks to address both home and sportive security.

■ CR



Axel Rösler.

STAND  
A5-500

## Thule packs its booth with expanded bag line

Thule has upgraded to a bigger, brighter and more-caffinated booth at this year's Eurobike, and filled the extra space with its growing line of bike bags, child carriers and trailers.



The company flew in one of the world's premier baristas from its home country of Sweden to keep the crowds perked up with endless espresso shots, cappuccinos and macchiatos.

Primarily known for its bike roof- and hitch racks, Thule continues to focus more attention on its bags. It expanded the line this year to include

soft and hard bike cases that integrate a repair stand, to make bike assembly easier on the road.

"It's almost like two products in one," said Thule U.S. spokesman Karl Weidemann.

Thule has also added a line of six camera bags, called Prospektiv, that range in size from GoPro to full daypack with space for two camera bodies and multiple lenses.

For the kids, Thule has launched its first child seat, a rear-mounted, lockable perch for small riders up to 20.4kgs (45 pounds).

The adjustable RideAlong rotates back 20 degrees for an ultra-relaxed position.

Thule has also rebranded all its Chariot child trailers under the Thule name. The company bought Chariot in June 2011, and now has uniform branding across the board.

"It's going to help U.S. retailers a lot more because it's one brand in the store now," Weidemann said. "It's part of the whole 'Bring your life' thing. The most important thing in your life is your child, or it should be." ■ NF

STAND  
A7-400

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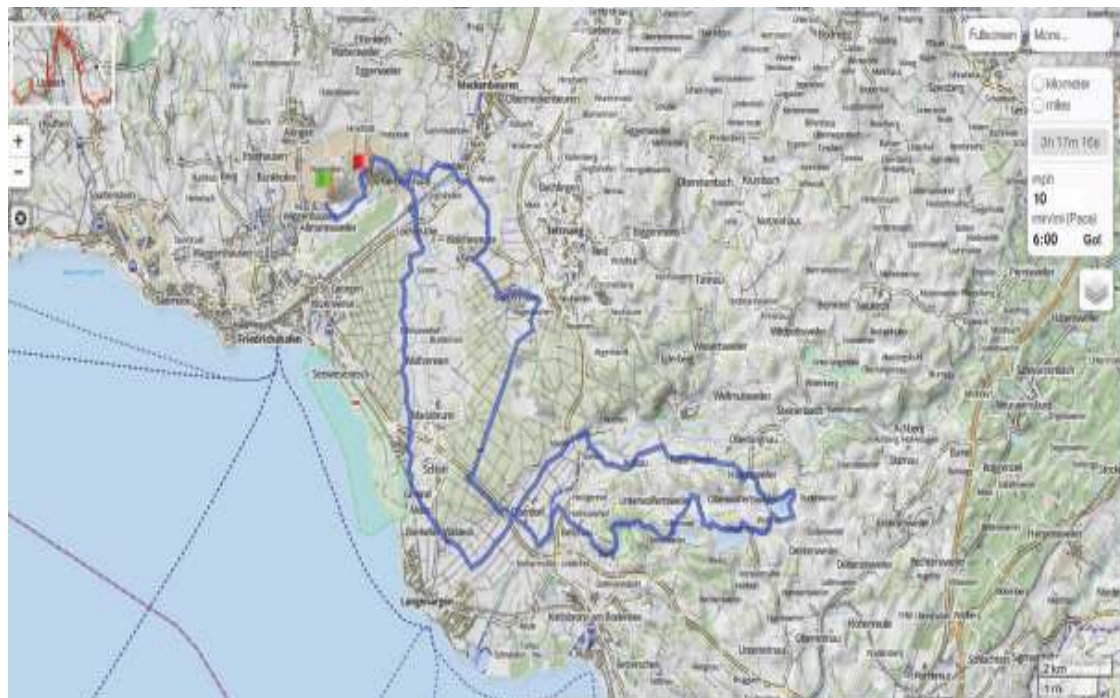
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Friday, August 30, 2013

# Riding & Dining after hours

## Take a 'Journey through Time' and relive the '70s at Seerose



**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 take lights.**

Today, Hecht shares his personal chill-out tour, the “Journey through Time” ride. Download the 53-kilometer (33-mile) route for your GPS device at [www.gpsies.com/map.do?fileId=yntorajwajmweeet](http://www.gpsies.com/map.do?fileId=yntorajwajmweeet).

Roland Hecht's forte is everything that has to do with time: time trials, uphill time trial and time measuring systems.

In 2007, Hecht and partner Thomas Bischof created the Stoppomat, a roadside timing system for cyclists. Today there are 14 Stoppomat systems installed around Germany, used by 20,000 riders ([www.stoppomat.de](http://www.stoppomat.de)) for whom the Stoppomat systems are “road bike heaven.”

Hecht has also organized Germany's largest uphill time trial for seven years.

Hecht calls his favorite local ride the “Journey through Time” tour, named for the restaurant where he takes his mid-ride break.

The Journey through Time covers some history. Friedrichshafen-Löwental, the region of Friedrichshafen that is Eurobike's home, was the site of a 13th century monastery. Much later it was the birthplace of zeppelin maker Zeppelin Luftschiffbau, which later moved to the Friedrichshafen airport, next to Eurobike. (Zeppelin Hall, where the electric bike companies exhibit, houses real zeppelins during the year.)

The Journey through Time ride starts at the Zeppelin Hall. The

route takes riders past small lakes in the rural village of Kressbronn before heading to Nitzenweiler.

It then heads east to the village of Tetttnang. The first warm-up comes when climbing the hill to Tetttnang's picturesque baroque castle.

Heading to the Argen River, the route leads through the Tetttnang Forest and crosses the river. A short ride through the Argen Valley leads to Muttelsee, a small lake, and onwards to a romantic swimming hole called Degersee. After passing a third lake, Schleinsee, the route leads to the village of Nitzenweiler, home of the Seerose farm.

At Seerose, Hecht recommends cyclists take a dinner break. He said the newly renovated Seerose terrace offers a real journey through time for visitors.

“Regular visitors coming to this farmhouse will remember the days when Seerose gastronome Adelbert Rist's always-on music system played nothing but rock, blues and jazz music from past decades. That's why people who love the '70s like to sit and relax here on the tastefully decorated terrace.”

In addition to fresh summer salads, Hecht

recommends the local sausage salad, or the Swiss-style sausage salad.

After a short rest, good food and great music at Seerose, Hecht starts rolling again. The route takes cyclists to the village of Kressbronn, on Lake Constance, where they can enjoy the views across the vineyards to the northern shores of Lake Constance.

A quick ride through the towns of Oberdorf and Mariabronn leads to Schussen creek, a tributary of Lake Constance. At Schussen, riders can see two of the region's last remaining covered wooden bridges. The route follows the river back to Löwental.

All in all, Hecht's Journey through Time tour isn't all that time-consuming. “Two hours for this 53-kilometer loop should be okay,” he said — not including a stop at Seerose.

For riders who want to experience the farm, Hecht recommends staying for at least 20 minutes. “That's about the time it take for one side of Adelbert's vinyl records, with four to five songs, to play.” ■ **JB**



*Roland Hecht on the terrace of the Seerose farm.  
(Photo courtesy of Roland Hecht)*



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# Friedrichshafen Tourist Guide

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

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

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

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

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

**05 POST OFFICE (POSTAMT)**

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

**07 CITY CENTRE STATION (STADTBAHNHOF)**  
Trains and 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 KATAMARAN)**  
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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