



# SHOW DAILY



## PREVIEW

bafang-e.com



ENGINEERED TO MAKE YOU **smile**

**WORLD PREMIERE**  
M800 MINI MID MOTOR



55 Nm

BOOTH NO. A1-302

POWER YOUR LIFE

**BAFANG**



**TOURING EUROBIKE'S BACKYARD**

*The bikemakers and IBDs that call Lake Constance home*

The road to **EUROBIKE**



**M-WAVE**

YOUR WORLD OF CYCLING

EUROBIKE HALL A5 BOOTH 100

*messingschlager*

www.m-wave-bike.com



Booth: A1 - 110

# DAPU

Mid Drive Systems



dapumotors.com

dapumotors.com



# Table of Contents

**Eurobike's summer of (bike) love**  
 What's new at the show? Lots, starting with the new early dates ..... 5

**What's going on?**  
 Check out our calendar of events ..... 8

**Eurobike improves its Eurobites**  
 Messe Friedrichshafen hires a new organic chef ..... 12

**Good, clean fun**  
 Just how green are electric mountain bikes? ..... 14

---

**Another lakeside attraction**  
 Eurobike's home is one of Germany's premier e-bike tourism destinations ..... 16

**A third eye**  
 With the O-Synce Usee, see your ride data flash before your eyes ..... 19

**Doing well by doing good**  
 Vaude's progressive focus embroils it in a hot-button political issue ..... 20

**From bikers, for bikers**  
 Propain, the 'Canyon for dirt,' thrives as a D2C brand ..... 22

**Not so simple**  
 Investments help Simplon expand its 'bespoke' production ..... 24

**No ads, no bargains, and few cheap bikes**  
 Velos Herzog keeps doing what it's done for the past 60 years ..... 27

**The oldest factory you never heard of**  
 Komenda's Alpa-Werke has been making bikes since 1898 ..... 28

**Walking papers**  
 Tour de Swiss prepares to leave its old shoe factory for a new plant ..... 30



Off the saddle and on the gravel during the Lake Constance E-bike Tour. From left: Daniel Anger, Propain; Dirk Sandrock, Momes; Jo Beckendorff, Eurobike Show Daily; Andreas Binz, Neodrives; and Martin Stenske, UT Gates.

**Tink for yourself**  
 IBD-run bikeshare system offers cargo bikes and conventional bikes ..... 31

**They will make any bike you want ...**  
 ... as long as it's steel and has 20-inch wheels ..... 32

**They came, they rode, they got soaked**  
 Meet the 15 intrepid cyclists who rode on the Lake Constance E-bike Tour .... 34

## A GUIDE TO EUROBIKE STAND NUMBERS

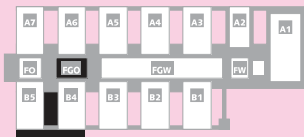
- A & B** = MAIN INDOOR HALLS
- DA** = DEMO AREA EXHIBITORS COURTS
- FG** = OUTDOOR AREA WEST ("FREIGELÄNDE WEST")
- FG-O** = OUTDOOR AREA EAST ("FREIGELÄNDE OST") INCLUDING DA
- FW** = FOYER WEST
- FO** = FOYER EAST
- ÜO** = PASSAGE EAST ("ÜBERGANG OST")



# Guide To Eurobike Demo Areas



**DEMO AREA**



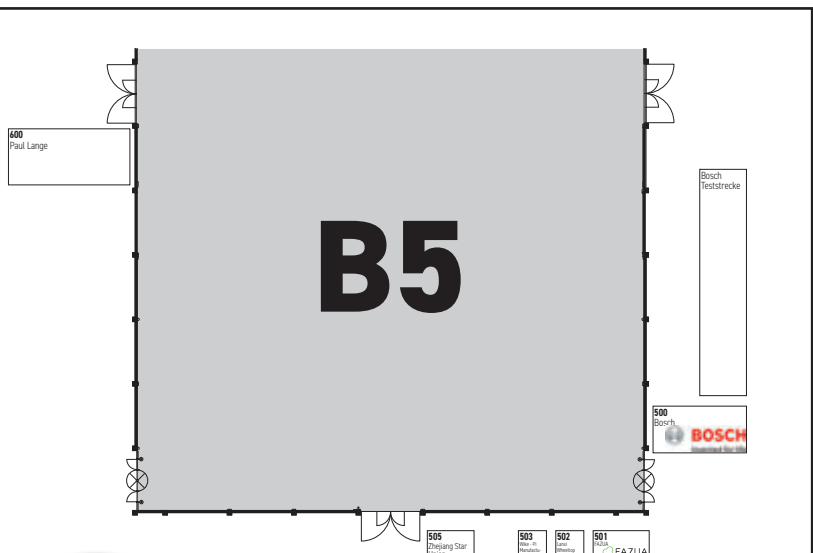
STAND	COMPANY/FIRMA
0/100	Add-e
0/101	Yuba bikes
0/103	TranzX
0/104	Tsinova
0/106	Bikee Bike
0/106	motosuv
0/107	myStromer
0/110	KIFFY - EASY DESIGN TECHNOLOGY
0/110	Cosmo Connected
0/111	Rayvolt Bike
0/200	Haibike
0/200	Winora Group
0/201	Urban Arrow
0/202	Pendix
0/203	TRENOLI
0/203	BIONICON
0/204	SIMPLON

STAND	COMPANY/FIRMA
0/205	TECHNI BIKE
0/206	OLleds
0/207	SR Suntour
0/208	M1 Sporttechnik
0/209	Heinzmann
0/210	Alber
0/211	Coboc
0/212	Csepel
0/300	Cycle Union
0/301	Continental Bicycle Systems
0/302	KTM Fahrrad
0/304	Metz mecatech
0/305	NCM Bikes
0/306	Merida & Centurion
0/400	SHIMANO Europe
0/403	Scott Sports
0/404	Brose Antriebstechnik

STAND	COMPANY/FIRMA
0/405	TQ-Systems
0/406	Egret
0/407	e-RUN Wheel
0/408	BH Bikes Europe
0/409	Leaos
0/410	Eurosport DHS
0/411	Prophete
0/500	AZUB BIKE
0/501	ZEHUS
0/502	DOUZE Cycles
0/503	Radkutsche
0/504	FMGH Fine Mobility
0/505	XCYC_excites cycling
0/507	AEVON TRAILERS
0/508	Taiwan Hodaka
0/509	Velo de Ville



**DEMO AREA**



**TEST TRACKS**

**TEST TRACKS**

COMPANY FIRMA	STAND
500	Bosch
501	FAZUA
502	Lanxi Wheeltop Cycle
503	Wike - Pi Manufacturing
505	Zhejiang Star Union
507	CYCLEWASH

COMPANY FIRMA	STAND
508	ANANDA
509	GOLDEN WHEEL
510	ENVE Composites
511	Fantic
600	Paul Lange

COMPANY FIRMA	STAND
400	F.S.A.
400	Bend36
401	FOX Factory
401	Marzocchi
402	Pivot Cycles
403	Arkus & Romet Group
404	Rohloff
406	YouMo

COMPANY FIRMA	STAND
407	Outbraker
408	3T CYCLING
409	Open Cycle
410	BASSO Bikes
411	VICTORIA c/o Hermann Hartje
411	TERN
411	i:SY



# Eurobike's summer of (bike) love

**What's new at Eurobike this year? Just look at the calendar.**

These early July show dates are Eurobike's response to a fast-changing market. But coming less than 10 months after the 2017 show, the new dates have stressed exhibitors as well as the Eurobike crew.

"It's much earlier this year than it was in past years, which has been a challenge for all of us," Eurobike head Stefan Reisinger told the Show Daily. "It was a short year in between [shows], for the brands and manufacturers but also for us."

Still, Reisinger said Eurobike's halls are again fully booked, with about 1,400 exhibitors, including about 100 newcomers.

Some of those newcomers are surprising: For the first time, the show welcomes "e-mobility" products like electric scooters. Previously, Reisinger said, "We've always said we were only a platform for bicycles, and that means [products] without pedals were not displayed here."

No longer. The electric bicycle boom that is sweeping across Europe has brought in companies from outside of the traditional bicycle industry. And it's led to new types of vehicles that defy categories.

"There are new companies from the automotive sector and the digital world, which we now see entering this

market," he said. "That is something which is really a driving force here in the European industry, and you'll see it taking place more and more on the show floor."

He added, "I think most of the players in this market know that this might be the future for the industry."

Eurobike has carved out a special place for e-bikes and e-mobility vehicles in its largest hall, Rothaus Hall A1 (see related story on page 6). Hall A1 is also spotlighting cargo bikes, another big trend across Europe.

One big change for 2018 is mostly invisible: Retailers who registered in advance may now attend the show for free — making Eurobike unique among many trade shows.

"I think what we will see is that the quality of trade visitors will be even better than it has been in the past," Reisinger said.

Messe Friedrichshafen tested the approach at the June OutDoor show and received mostly positive feedback, he said.

Last year, retailers paid as much as 37 euros (\$50) for a 1-day ticket, although prices dropped significantly if they bought in advance or for multiple days. To make up for the loss of revenue, Eurobike roughly doubled ticket prices for other show attendees.



*The Eurobike triumvirate: (from left) Dirk Heidrich, show director; Klaus Wellmann, CEO of Messe Friedrichshafen; and Stefan Reisinger, Eurobike head.*

Some visitors may mourn the absence of the Fashion Show, which had been a staple of Eurobike since the beginning. Eurobike cancelled it because of low interest from apparel brands, but Reisinger said show staffers are working on other ways of highlighting fashion and apparel at future shows.

Finally, a note to our readers: The lovely Lake Constance region, bordered by three nations, is home not only to Eurobike but to a fascinating diversity of bike suppliers and retailers.

In May, *Eurobike Show Daily*

co-founder Jo Beckendorff visited many of them, joined by a rotating group of industry people, on a five-day electric bike tour. Read his report — including their run-ins with the region's infamous "icy saints" — starting on page 16.

And this year marks the 10th anniversary of the *Show Daily*.

We thank all of the companies that have supported us over the past decade, and we especially thank you, our readers, for continuing to rely on us as your source of product information and news at the show. ■ DM

VISIT US IN HALL A6  
BOOTH 201

EVERY MOVEMENT  
NEEDS SOMEONE  
TO SET THE PACE

FEEL THE FLOW

Bosch eBike Systems  
bosch-ebike.com

**BOSCH**  
Invented for life







Imagine  
cycling will  
change  
the world.  
Let's move.

For greener and more livable cities we need solutions that go beyond two wheels, a bike seat and a frame. Solutions that not only take us from point A to point B, but also help us to make mobility more sustainable. That's why we at Winora do not just build bicycles; we develop lasting ideas for the future. And you are invited to join us with your suggestions and inspiration, ideas and wishes. Changes require courage and passion. We are ready for them.

WINORA.COM

Visit  
Winora at  
Eurobike 2018  
Hall B2, booth 402.

## Show Briefs

### Hall A1: from pedelecs to pedal-less vehicles



From the beginning, Eurobike has restricted exhibitors to vehicles that have pedals. But the growth of electric-powered vehicles has not only transformed the bike industry, it has hastened the emergence of many other types of e-mobility products.

Now, Eurobike is embracing e-mobility. It's designated the Rothaus Hall A1, which boasts more than 10,000 square meters (107,600 square feet) of exhibit space, as a focal point where companies can display these products.

"For the first time, we are expanding our focus beyond the classic (e-)bike and upstream suppliers to the area of LEVs (Light Electric Vehicles), which occupy the new mobility segment between conventional bicycles and cars," Eurobike head Stefan Reisinger said. "Such product presentations also offer specialty retailers a unique opportunity to familiarize themselves intensively with the promising topic."

Hall A1 will also be home to several traditional e-bike brands and component makers, from drive systems to battery makers to complete bikes. But visitors will also see several e-mobility products such as electric scooters and customized transportation for the disabled.

Rothaus Hall A1 will also be the site of a special focus on cargo bikes, electric and conventional. Cargo bikes for personal and commercial use are booming across Europe as cities look for ways to fight pollution and traffic congestion in their urban cores.

Many government agencies now subsidize cargo bike purchases, giving a further boost to sales.

See Sunday's *Eurobike Show Daily* for an in-depth look at the E-Mobility Solutions exhibitors in Hall A1, and a comprehensive overview of new cargo bikes on display at Eurobike's new Cargo Area.

### Join advocates at the first Leader's Breakfast

Join the top executives in the bike industry at the Leaders' Breakfast from 8 to 9:30 a.m. on Tuesday, July 10.

The breakfast is sponsored by the ECF's Cycling Industry Club with the ADFC and Eurobike, and will feature a keynote speech and briefings on important policy issues.

The briefings will cover these topics:

- Is the motor insurance directive a threat to the cycling industry?
- How are national governments' e-bike subsidies boosting the industry?
- Is the boom in bike sharing helping or hindering the industry?

Interested participants should pre-register through the ECF website ([www.ecf.com](http://www.ecf.com)), as available seats are expected to be filled.

### 20 start-up companies vie for Eurobike award

Young companies are the lifeblood of any industry, and Eurobike this year is honoring the best start-up companies with a special award ceremony and forum.

Show organizers created a new category for the prestigious Eurobike Award, and they will present the best start-up award at a special ceremony on Saturday, July 7, the day before the main Eurobike show opens. (All other Eurobike Awards will be announced on Sunday, July 8.)

Eurobike selected 20 start-ups as finalists for this new award. At 2 p.m. Saturday, the finalists will gather in Foyer East. At 3 p.m., they will pitch their companies, and products, to the audience and jury. The jury will then announce the winner of the Start-up award at 5:15 p.m.

The next day — Sunday, July 8, the first day of the show — the Eurobike Academy will host several sessions for these young companies. Topics include how to find financing and how to move from an initial idea to landing the first customer. Start-up founders will have a chance to talk to other industry start-ups that have succeeded — and some that failed.

### With Radbonus app, cycle to Eurobike and win prizes



Anyone who has been to Eurobike knows that the world's biggest bike show has one big Achilles' heel: Driving to the Messe every morning can be a slow-rolling headache on the fairground's overtaxed access roads.

The obvious solution is for more show visitors to commute by bike. To encourage more bike riders this year, Eurobike has partnered with app publisher Radbonus on a bike riding contest.

Showgoers can use the Radbonus app to track the number of kilometers they ride at the show, and the riders who rack up the most distance can win prizes. It's like earning frequent flyer miles, but on a bike.

Exhibitors with the most active employees will win prizes, along with good PR. For participating bicycle retailers, the grand prize is an opportunity to join the Velobiz dealer tour of Taiwan.

Eurobike officials say the usual traffic jams and parking space shuffle would disappear if only one of every five visitors who stay nearby cycled to the show instead of drove. (Eurobike says half of Eurobike visitors stay within 10 kilometers — 6 miles — of the fairground.)

For more information on Radbonus and links to download the app, visit [www.radbonus.com](http://www.radbonus.com).

To help facilitate riding to the show, bikeshare operator Nextbike plans to have 500 rental bikes available throughout Friedrichshafen, as it has in previous years.



# Micanda

The European Bike Fundamentals.  
Ebike cranks



A3-310  
[www.mirandabikeparts.com](http://www.mirandabikeparts.com)



# LEV FAMILY OF DROPPER POSTS



LEV  
THE INTERNALLY ROUTED WORKHORSE  
THAT DEFINED A CATEGORY

LEVSi  
MODERATELY PRICED WITH ALL THE  
FEATURES OF HIGHER END DROPPERS

LEVCD  
CARBON, TITANIUM  
AND NO COMPROMISES



SEE THE FULL LINE AT  
**BOOTH B1-504**

# KSS

WWW.KSSUSPENSION.COM

# Show information and event calendar

## Show Dates:

Sunday, July 8 – Tuesday, July 10

## Show Hours

8:30 a.m. – 6:30 p.m.

## All Day / Every Day Events

Foyer East

### 14th Eurobike Award

Exhibition of the award-winning products

Open Air Grounds East

### Demo Area — Test and Action

(9 a.m. — 6:30 p.m.)

Test ride the newest bikes on a 10-km (6-mile) network of roads and paths. See page 4 for a map of the demo area.

Rothaus Hall A1

### Cargo Area

With the boom in cargo bikes — especially electrified ones — Eurobike puts a spotlight on the category this year.

Foyer East

### Blogger Base

Join an international community of bloggers from the outdoor and travel industry. The big Social Wall will display all posts that use the hashtags #EurobikeShow and #thewritersclub.

Foyer West

### Service Area

The Service Area offers products and services that retailers and industry members can use to boost their marketing.

FW-222

### ADFC

Join a photo shoot at ADFC and take a photo home with a sweet treat.

FW-209

### Bike-Angebot

Enter a drawing for a one-year premium subscription and other prizes.

A6-205

### Mach 1

Learn how to make wheel lacing faster and cheaper with the LTS from Mach1.

## Scheduled Events

### Sunday, July 8

8:30 – 9:30 a.m.

### Foyer East

Writers' Club supporter breakfast

10 – 10:45 a.m.

Conference Center East / Room London

**Eurobike Academy: Different ways of funding for start-ups.** In German

10 – 10:20 a.m.

A3-400

**DT Swiss Workshop: Hubs — service and conversion options.** In German.

10 – 10:30 a.m.

Foyer West

**Local first! How local businesses can attract new customers online.** By e-vendo.

11 a.m. 12 noon

A1-706

**Cargo Area guided tour**

Meet in front of Urban Arrow stand

11 – 11:45 a.m.

Conference Center East / Room London

**Eurobike Academy: Crucial aspects for a fruitful collaboration between the bicycle industry and start-ups.** In German

## Saturday, July 7 Pre-show events

**Eurobike doesn't officially open until Sunday, July 8, but several events are happening Saturday, including the annual Eurobike Industry Discussion and the new Start-Up Awards.**

11 a.m. – 12 noon

Conference Center East / Room Berlin  
**Eurobike Industry Discussion**

Attend or livestream Eurobike's annual panel discussion on current market conditions and trends. Panelists are Siegfried Neuberger, managing director of the German Bike Industry association (ZIV); Simon Schmitz, vice president of e-mobility and innovations, Deutsche Post AG; Wolfgang Hohmann, Wolfi's Bike Shop, Dubai; Stephan Rammler, professor of transportation design, Univ. of Fine Arts, Braunschweig; and Stefan Reisinger, head of Eurobike. Bernd-Uwe Gutknecht, sports reporter at public TV station ARD, will moderate the discussion, which will be simultaneously translated in English and German.

12 noon – 4:30 p.m.

Conference Center West / Room Schweiz  
**Bike Europe Conference**

This year's conference, "Behind the scenes of online sales," will feature speakers on such topics as digitalization, uniform product coding, data mining and data sharing. Advance registration is requested; For tickets, pricing and a detailed program, visit <https://www.bike-eu-conference.com/100568>.

2 – 3 p.m.

Foyer East / Show Stage  
**Eurobike Academy: Bringing together the established bicycle industry and start-ups**

3 – 4:30 p.m.

Foyer East / Show Stage  
**Start-up Pitches**

Listen to representatives from 20 start-up companies make their pitches to the jury and the public. Watch in person or livestream the event.

4:45 – 5:15 p.m.

Foyer East / Show Stage  
**Eurobike Academy: Cycling and mobility 2030 – mega trends mean business**

5:15 – 5:30 p.m.

Foyer East / Show Stage  
**Start-Up Winner announcement, summary and outlook**

Find out the winner of the first Start-up Category of the Eurobike Awards.



Panelists of the 2017 Eurobike Industry Meeting. Eurobike head Stefan Reisinger (far right) and ZIV managing director Siegfried Neuberger (far left) will take part in this year's panel.

Continued on page 10...



# APRO



LIME BOOM

*We Embrace Innovation  
and  
Keep Moving Forward.*



HOLO BLACK



RACING RED

## ERDP6.0CA-S 275+ / E-FULLY ALL MOUNTAIN

The ERDP 6.0CA-S 275+ Fully is design for conquering extreme terrain. The slim, muscular look is reminiscent of an off-road motorcycle. The **carbon fiber chassis** is manufactured utilizing NJW technology and High Modulus Carbon Fiber. NJW Tech is a unique forming technology from APRO which provides superior strength and extreme lightweight. Combined with a #6061 Aluminum rear triangle the complete frame is lightweight, stiff and responsive.

The heart of the frame is the power drive, a **SHIMANO E-8000** motor with its new in-tube battery.

There is also an option for DARFON battery which is also the official provider from SHIMANO, this option will be available early year of 2019.

### FEATURES :



\* For more details, please contact our representatives.

### ALTERNATIVE OPTIONS IN ALUMINUM VERSION AND SYSTEM :

#### Aluminum Frame with BOSCH



**Drive Unit :**  
BOSCH Gen 2  
**Battery :**  
BOSCH PowerTube 500

#### Aluminum Frame with SHIMANO



**Drive Unit :**  
SHIMANO E8000  
(E7000 / E6100 compatible)  
**Battery :**  
SHIMANO BT-E8035  
(DARFON E4C0C compatible)



NO.16, You 9<sup>th</sup> Rd., Dachia Dist., Taichung City 437, Taiwan Email : apro-sales@aprotek.com.tw  
www.apro-tek.com Tel : +886-4-26821688 Fax : +886-4-26821699



**10 Eurobike Show Daily**

...continued from page 8

**12 noon – 12:20 p.m.**

A3-400  
**DT Swiss workshop: Wheel building tools/ spokes & nipples.** In German.

**12 noon – 12:45 p.m.**

Foyer East / Show Stage  
**Eurobike Academy: The connected bike/ the 'Internet of Things' in biking.**

**12 – 12:45 p.m.**

Conference Center East / Room London  
**Eurobike Academy: The versatile approaches and methods of successful start-ups — from the initial idea to the first customer.** In German

**1 – 1:45 p.m.**

Conference Center East / Room London  
**Eurobike Academy: Bicycles and the technical documentation life cycle — milestones for success.** In English

**1 – 2 p.m.**

Foyer East  
**Blogger Base: Best practice by ridebeyondstereotypes.com**

**1 – 1:30 p.m.**

Foyer West  
**Bicycle packaging made easy**

**1 – 2 p.m.**

Conference Center East / Room Rom  
**Industry Impact: A crash course in the future of helmet protection**  
Panel discussion hosted by MIPS

**2 – 2:20 p.m.**

A3-400  
**DT Swiss Workshop: E-MTB-specific components and rims.** In German

**2 – 2:30 p.m.**

Foyer West  
**Are you already smartmailing? Automated email marketing in accordance with the General Data Protection Regulation (GDPR).** By E-vendo

**2 – 2:45 p.m.**

Conference Center East, Room London  
**Eurobike Academy: Bidex BikeLocal — A digital customer slide linking online customer with stationary shops**  
In German

**2 – 3 p.m.**

Foyer East / Show Stage  
**Eurobike Academy: 'Business Speed Dating.'** With moderators Bernd-Uwe Gutknecht and Kim van Dijk, and the 20 startups that vied for a Start-Up award.

**3 – 3:30**

Foyer West  
**3 reasons why you'll sell more bikes with insurance from Bikmo**

**3 – 3:45 p.m.**

Foyer East / Show Stage  
**Eurobike Academy: Linking start-ups and the established bicycle industry.** In German

**3 – 3:45 p.m.**

Conference Center East / Room London  
**Eurobike Academy: Service — Understanding your customer is key for your success in the (e-)bicycle market**  
In German

**4 – 4:45 p.m.**

Foyer East / Show Stage  
**Eurobike Academy: Bikefitting in harmony with your body.** In German

**4 – 5 p.m.**

Foyer East  
**Eurobike Blogger Walk & Meet**

**4 – 5 p.m.**

Conference Center East / Room London  
**Eurobike Academy: The EU SME program and funding**

**6 p.m.**

B4-212  
**100 Years Night**  
Party celebrating Spanninga's 100th anniversary. By invitation only.

**6 – 7 p.m.**

Foyer East  
**Eurobike Award ceremony**

*Hosting a party, athlete appearance or other special event? Send us your information no later than 3 p.m. for the next day's Show Daily at EurobikeShowDaily@gmail.com. Include your stand number and a contact name, phone number and email.*

*Look in each day's Show Daily for a more comprehensive listing of the day's events.*

**Enjoy 3 parties in 1 at Monday's Eurobike Party**

**After two days of work at the show, come together with bike industry colleagues to enjoy "beats, beer and brooding over more crazy ideas" at three locations on the Eurobike ground.**

Don't worry about getting back to your hotel or apartment; Eurobike will run free shuttle buses from the West Entrance to the Friedrichshafen train and ferry stations. Buses will leave every 20 minutes from 8:15 p.m. until 12:55 a.m.

**MONDAY, JULY 9  
6:30 – 11:30 p.m.**

**Party I**  
Open Air Grounds West  
Rock out and get down with live tunes from the cover band Friends Live.

**Party II**  
Foyer West / Atrium  
House beats and cold drinks offer a more relaxed setting for networking in the Atrium.

**Party III**  
(Starts at 7 p.m.)  
Foyer West / Room Österreich  
Visit the Trendlounge 2018, sponsored by Eurobike and bike culture magazine Fahrstil. cc and discuss the topic "Velo and Digital." How digital is cycling's future? And what will always remain analog?





**NEXO**  
NEW TECH AIRLESS TIRE

**RIDE**  
**UNIQUE**  
E-BIKE READY

2018 Eurobike Show  
**Booth. A4-408**  
[www.nexotire.com](http://www.nexotire.com)



**PUNCTURE PROOF**  
Burst-proof  
Inflation-free



**SAFE**  
Exclusive patented safety device



**DURATION**  
Over 5,000 KM



Meet us at Eurobike  
Hall A1 | Booth 501

[stromerbike.com](http://stromerbike.com)

**ST3**  
ELEGANT COMMUTING

Hop on, pedal, glide – dynamic, powerful and silent. That's how you drive to work these days. It's what the ST3 is made for. Why? Because its incredible boost supports you perfectly, allowing you to save your energy for your work. Because it lets you choose from two stems and three handlebars, giving you the perfect sitting position. And because, with all its comfortable running smoothness, it remains extremely maneuverable. So leave your car parked, forget about commuter traffic and switch to a unique driving experience. Get to work!

**+STROMER-**



# INNOVATION IS OUR MAIN POWER FOR CONTINUOUS BREAKTHROUGH

## DESIGN AND PROCESS ON ALUMINUM TUBE



1. Diameter  $\leq 150$ (mm) butted machine

2. Diameter  $\leq 150$ (mm) concave head machine

3. Diameter  $\leq 130$ (mm) taper machine

4. High-speed CNC machine center for mould

The above machines especially for E-bike downtube  
built battery



**HYDRO-FORMING**  
**MECHANIC-FORMING**  
**ALUMINUM TUBING FORMING**

九川實業股份有限公司  
台中市大雅區神林路一段193-1號  
TEL:886-4-25676851 FAX:886-4-25682995  
E-mail: aforge@aforge.com.tw  
aforge@ms29.hinet.net

天成車料(深圳)有限公司  
九川金屬製品(深圳)有限公司  
深圳市觀瀾街道獅徑社區洗屋村工業一路6號  
TEL:86-755-28012794/6 FAX:86-755-28012795  
E-mail: aforge@vip.163.com

**A-FORGE ENTERPRISE CO., LTD**  
NO. 193-1, SECTION 1, SHENLIN ROAD, DAYA DISTRICT  
TAICHUNG CITY, 428

**TIANCHEN BICYCLE-PARTS(SHENZHEN) CO., LTD**  
**A-FORMING METAL PRODUCTS(SHEN ZHEN) CO., LTD**  
NO.6 OF 1ST INDUSTRY RD, XIANWU GROUP SHIJING VILLAGE,  
GUANLAN TOWN, BAO AN COUNTRY, SHENZHEN, CHINA



# New organic chef upgrades Eurobike's restaurant fare

The chef who founded Friedrichshafen's first organic market and restaurant brings healthy, tasty, and locally sourced food to Eurobike.

Chef Michael Ganster took charge of the Messe's Konstanz and Sântis bistros, and the main Messe Friedrichshafen restaurant, last December. He replaced Thomas Zehrer, who continues to oversee the Graf Zeppelin Haus and the Zeppelin employee cafeteria.

The Konstanz Bistro is between halls B1 and B2 and the Sântis bistro is outside of hall A1. The Messe Friedrichshafen restaurant is at the West Entrance.

"This is a wonderful challenge for us," said Ganster, who has years of experience serving healthy, tasty food for crowds. He has been the organic

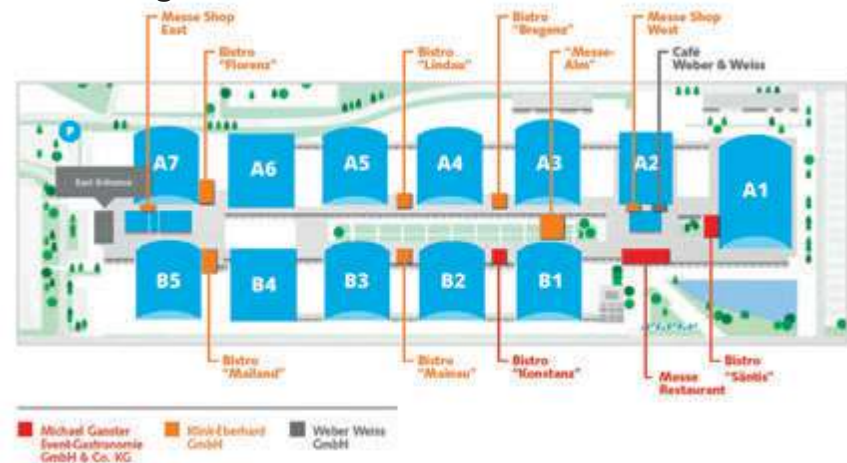
caterer for Germany's five largest organic food expos and has worked at such big events as the Kulturufer cultural festival and the whimsical Seehasenfest in Friedrichshafen. Today, Ganster operates the only organic supermarket at the new Quarter Metzstrasse development in downtown Friedrichshafen, close to the waterfront.

"Noodles and fish will be obtained from organic providers, and our meat is ethically farmed," Ganster said. "Naturally we are also familiar with the special needs of trade fair guests. They want light, fast food that satisfies



Michael Ganster (second from left), the new chef at Messe Friedrichshafen, accepts the 'passing of the ladle' from Thomas Zehrer, former head of Messe food services and catering. Looking on are Messe Friedrichshafen CEO Klaus Wellmann (far right) and Messe logistics and services director Stefan Keller.

## Where to get a bite at Eurobike



but doesn't leave them feeling tired — because they still have to work after their meal."

Like traditional German fare? Don't worry — popular classics including schnitzel, chips and spaetzle noodles remain on the menu.

A second catering company, Klink-Eberhard Event-Gastronomie, will continue to oversee the Messe's other five bistros, along with the Messe-alm and Messe Shop East. Klink-Eberhard is also taking over management of the Messe Shop in the West Foyer.

The Messe Shop West has been

overhauled. Offerings range from upmarket breads and rolls to snacks, sweets and meals that change daily.

"Our regional dishes are proving very popular with our guests," said Ursula Klink-Eberhard, who is the third generation to run the family business. "We make dishes such as maultaschen [Swabian ravioli], spaetzle and schupf noodles and potato salad ourselves. Where else would you still get that at a catering operation of this size?"

Spaetzle is a soft egg noodle, and schupf is a dumpling or thick noodle also called a 'Fingernudel,' or finger noodle. ■

**STORM**  
INFERNAL COMPOUND

from our Laboratory  
**TO YOURS**

\*le meilleur test c'est le votre

Powered by

**HUTCHINSON**







Velo E saddles are designed uniquely and ergonomically with 1).Reversed Arctech to release sit positions for better body matching while faster pedaling.2). Atmos Shaping technology makes the saddle easy to be cleaned while the two rare side protections prevent saddle cover from scratching.3).lifting bike gets much simpler with I-carry at the back side.

## VELO E-BIKE SADDLES

FIT FOR ALL TYPES



Triple-E grip is equipped with Microtech technology to enhance friction on fingertips area.



# E-MTBs may be good fun, but they're also clean fun



Uphill flow trails for e-MTB riders

## The pedelec is the engine driving today's bike industry.

A pedelec provides a low-threshold entry into cycling; as mountain bike pioneer Gary Fisher says, it "takes away the hard part." For everyday errands in towns and cities, pedelecs are more environmentally friendly than cars.

But what about electric mountain bikes? E-MTB sales are also booming, but because they are not typically used for utilitarian transportation, they don't usually replace car trips.

Does this mean e-MTBs are bad for the environment? Or do they also benefit society, like their pedelec siblings? Let's look at some of the impacts — good and bad — of e-MTBs.

**Burn off that Big Mac.** People are more sedentary than they used to be, leading to serious health problems in many "developed" countries. We take the elevator instead of the stairs; drive the car instead of walking or riding; or watch TV on the couch instead of playing football in the park. Lack

of exercise affects the mind, not just the body.

This is one area where e-MTBs are beneficial. They encourage people to become more active by making it easier for them to get back on bikes.

Many e-MTB owners grew up riding bikes, but stopped when they entered adulthood and began juggling careers and families.

While about 20 percent of e-MTB owners have never ridden a mountain bike, another 20 percent once rode but haven't been on a bike for years, according to 2017 survey that my consulting company, Desire Lines, conducted for Graubünden E-MTB, a tourism project by the Swiss canton of Graubünden (also known as Grisons).

That means about 40 percent of e-MTB owners would not otherwise be cycling. Many of them want to have fun outdoors without stressing their aging joints.

A typical 1.5-hour e-MTB ride burns about 750 calories — equivalent to a Big

## Norman Bielig

Norman Bielig is founder of Desire Lines, a consulting company that focuses on developing sustainable e-mountain bike tourism in Germany, Austria and Switzerland.

In 2014, he founded Mountainbike Tourismusforum Deutschland with Tilman Sobek and Philipp Heinrich. The Forum brings industry groups together to boost sustainable, beneficial mountain bike tourism. Norman is also an instructor for the German Alpine Club and manages a guide company. For more information, visit [www.desire-lines.de](http://www.desire-lines.de) and [www.mountainbike-tourismusforum.de](http://www.mountainbike-tourismusforum.de).



- HIGH TORQUE RESISTANCE
- Fit in 1000W/160Nm Motor

eONZE 11S

eDECA 10S

eNOVE 9S

eOCTO-DH 8S/IGH

DHT

DHT:  
25% STRONGER  
MAX. DURABILITY  
SELF-LUBRICANT

GST

GST:  
ECO FRIENDLY  
MEET ROHS/REACH  
25 YEARS RUST-PROOF

TAYIA  
[www.tayachain.com](http://www.tayachain.com)



Mac with a small order of French fries.

**Good, and good for you.** Riding an e-MTB makes people feel good. A 2014 study by the Austrian Research Center for Forests, a government agency, found that stress levels drop significantly when someone visits a forest. Combining a visit with a low-intensity activity like riding an e-MTB is even more beneficial.

Some critics point to conflicts between conventional mountain bike riders and e-MTBers. While this has become a matter of intense debate, it is usually a debate about potential conflicts, not actual ones.

One oft-spoken concern is that e-MTB riders are more dangerous on trails because — since many are inexperienced cyclists — they overestimate their riding abilities. But the Graubünden e-bike survey of Swiss e-MTB riders found that they are no more overconfident of their abilities than conventional mountain bikers, and don't crash at a significantly higher rate.

Most e-MTB riders ride the same trails as conventional riders, so the fear that masses of e-MTBers will suddenly begin charging uphill on hiking trails does not appear to be based in fact.

Of course, many e-MTB riders embrace an opportunity to experience "uphill flow." But resort owners are creating more trails specifically designed to create uphill flow experiences for e-MTBers.

And even if riders go uphill on a hiking trail, why is that a problem? Any mountain bike rider, whether on an electric or a conventional bike, should be able to control and stop a bike well before getting into trouble.

Another issue that cannot be ignored involves the production and recycling of the electronic components on an e-mountain bike.

If an e-MTB only replaces a conventional mountain bike, the environmental tradeoff is not favorable. But if a rider also uses her e-MTB for commuting or other day-to-day uses — thereby replacing the use of an internal combustion engine — the tradeoff begins to swing in the bike's favor.

The German Environment Department estimates that riding an e-bike in lieu of a car becomes increasingly beneficial for the environment after the first 100 km (62 miles). The Graubünden e-bike study found that nearly 20 percent of e-MTB riders use their e-MTB for commuting, errands and other utilitarian purposes.

**Soiled goods.** Mountain biking — electric or conventional — can have two significant impacts on the environment. One is the destruction of trees, plants and wildlife caused by the construction of new trails, particularly ones built illegally.

Soil erosion is another problem. Unlike trails in the United States, with its many vast, sparsely populated expanses, European trails are typically built on concentrated areas of land and are shared by many users.

Erosion is a problem on any trail, whether or not mountain bikers ride on them. Bikers may cause more erosion than hikers, but the difference is not significant compared to the effects of grade and precipitation.

A novice hiker has the same impact on erosion as an experienced hiker. But it's different for mountain bikers. Inexperienced riders attempting a trail that is too difficult for them can cause

significant damage. However, the added weight of an e-mountain bike does not in itself seem to cause a significant increase in trail damage.

A U.S. study by the International Mountain Biking Association showed that low-speed e-mountain bikes had about the same impact on trails as a conventional mountain bike, while motorcycles caused much greater soil displacement and erosion.

**The call of the Alps.** It is important that the industry, along with destinations and lobbying groups, encourage riders to contribute to the health of their sport, such as volunteering for trail maintenance. A alliance of German industry, mountain and tourism groups is contributing to an education campaign for riders; see more at [www.naturwunder.de](http://www.naturwunder.de).

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

For tourism destinations, e-MTBs offer great potential. To enhance sustainable tourism, destinations should offer a car-free vacation experience where visitors can arrive by train or bus. But these kinds of vacations have to be easy to market, and hassle-free for consumers.

E-MTB vacations are particularly attractive to two demographic groups, or Sinus-Milieus, as identified by the Sinus Institute in Germany: the "cosmopolitan-avant-garde" group, which like to be trend-setters; and the "socio-ecological" group, which is concerned with diversity, the environment and other politically correct issues. (Marketers in German-speaking Europe often use the Sinus-Milieus to target specific consumer groups.)

In the Alps, some resorts are building funiculars for mountain bikers. While conventional MTB riders like to make repeated downhill runs, e-MTB riders tend to focus more on the journey and are best directed to cross-country trails.

As e-MTB tourism evolves, destinations will devote more attention on older or less-skilled riders.

A huge group of people want to vacation in the mountains, but are not experienced mountain bike riders and don't want to complicate their trips.

By focusing on potential customers, the industry, in cooperation with resorts, has a chance to make e-MTB experiences attractive to a large group of potential vacationers, while ensuring that their activities are environmentally — and economically — beneficial.

■ Norman Bielig







## Lake Constance by E-Bike

# Eurobike's home is also one of Germany's premier destinations for e-bike tourism

If you're reading this, you've probably here for Eurobike — and probably not for the first time.

But while you may be familiar with the show and with the main attractions of Friedrichshafen, you may not know much about the greater Lake Constance region, which reaches into Austria and Switzerland as well as Germany.

This “one lake, three countries” area takes in some of the wealthiest regions of all three countries. It's also a hugely popular tourist destination, as Eurobike visitors will quickly realize at the show, which this year takes place during the peak of the summer tourism season. Many of those vacationers come here for bike tourism.

When it comes to bicycles, though, the Lake Constance area is as important for business as it is for pleasure. In addition to Eurobike, it's home to several industry suppliers and IBDs.

In May, I invited industry members to join me on the inaugural Lake Constance Industry & Trade E-Bike Tour. At the recommendation of Lake Constance locals, we did our five-day tour on e-bikes because they are increasingly the choice for cycling tourists.

Why e-bikes? Once you head away from the lake, the terrain can become quite hilly. The hills are not high, but the never-ending ups and downs can be exhausting on a conventional bike. We found the locals were right — the extra power of an e-bike allowed us to truly enjoy the countryside as we pedaled through.

**Ice ice baby.** The locals gave us another piece of advice that we didn't heed — much to our regret. Our mid-May tour coincided with the period that the locals call *Eisheiligen*, named for the “icy saints.”

This centuries-old tradition pays homage to five ice saints over five days, and corresponds to a late spring frost. One local who works for Eurobike warned us to expect unpleasant weather. “I should know because my birthday always falls on Eisheiligen — and the weather is always lousy!” she said.

Eisheiligen this year was May 11-15, and our e-bike tour was May 14-18. We weren't worried at first. The region experienced the warmest April on record, and the day before our tour began was warm and sunny.

But our first day on bikes coincided with a nasty cold snap. The next three days were not just cold, but rainy, while the last day was dry but still cold. Wouldn't you know it — the day after the tour ended, the sun came out. So when a



The cold and wet mid-May weather didn't keep members of the Lake Constance E-bike Tour from having fun. From left: Dirk Sandrock, Momes; Martin Stenske, UT Gates; Jo Beckendorff, Eurobike Show Daily; Andreas Binz, Neodrives; Daniel Anger, Propain (popping a wheelie).

Friedrichshafen local tells you to beware of Eisheiligen, listen!

Many of our riders took the adverse conditions in stride. Bergstrom's Fabian Obrist christened it the “liquid sunshine” tour. “Yes, it was wet,” he said. “But it couldn't harm the group's 100 percent sunshine mood while riding.”

On the following pages are stories of the suppliers and IBDs that we visited. While several of these suppliers do not exhibit at Eurobike, they are part of an important cycling ecosystem in the region.

On page 34, you can read bios of the hardy industry folks who braved Eisheiligen and joined me for some or all of the tour.

**Slowing our roll.** As a bicycle journalist for 26 years, I've done bike tours all over the world. This was the first multi-day tour I've done on an e-bike, and it gave me a different appreciation for the European regulations governing pedelecs.

I live in Munich, a large city. For urban riding, I am not a fan of these regulations, which limit the top assisted speed to 25 kph (15.5 mph). When in traffic, I'm usually riding between 24-27 kph, so the motor is always turning on and off. It's frustrating because it feels like a stop-and-go ride.

So I agree with Hannes Neupert, the founder of ExtraEnergy, who advocates changing the regulation so that pedelecs can provide an assist of up to 32 kph without requiring that the rider wear a special helmet or buy insurance, as is required for speed pedelecs.

The higher speed also corresponds

to U.S. law, which allow standard e-bikes to provide motor assist up to 20 mph.

But for our Lake Constance trip, I found 25 kph to be a perfect tempo, because the relaxed pace let us enjoy the scenery. Touring, after all, isn't about racing.

**Day 1.** We started our ride on Monday, May 14 at Messe Friedrichshafen, the home of Eurobike. Frank Gauss, the Messe's deputy communications director, guided our group through fruit orchards and fields of hops to Tettang.

Close to Tettang is the town of Obereisenbach, home of outdoor equipment maker **Vaude A7-300**. The company is famous for its environmentally conscious manufacturing processes and products. Although Vaude is best known for its outdoor gear, it also produces cycling apparel and accessories.

Vaude is also a popular place to work. One reason is its award-winning, on-site kindergarten for the children of

employees. It was founded by Antje von Dewitz, Vaude's general manager and herself a mother of four. (See our story on page 20)

After our visit, Vaude sales director Jan Lorch and bike sales director Gernot Moser led us 20 km northeast to the green, hilly landscape of the Allgäu region, which reaches up into the Alps. Lorch took us to his hometown of Vogt, which calls itself the “Allgäu Gateway.” When the weather is good (which it wasn't, alas) there's a great view of the Zugspitze, Germany's highest mountain.

(Longtime Eurobike visitors are familiar with a part of the Allgäu region because the show used to host its demo days there.)

Lorch commutes by bike as often as possible. “I like to ride my bike before and after work. It gets my brain free,” he said. “And I have my little bit of exercise that I need after a day in the office.”

Vogt is also home to **Propain Bicycles**, a young direct-to-consumer bike brand (see story on page 22). Customers come from

## About the Lake Constance E-Bike Tour

**Jo Beckendorff, a bicycle industry journalist and co-founder of the Eurobike Show Daily, spent five days in May traveling by e-bike around the upper Lake Constance region. This region of Germany, Austria and Switzerland is home to Eurobike as well as bike suppliers and IBDs.**

Joining Jo were photographer Dieter Wertz and a rotating group of bike industry officials (see page 34 for a full list of participants). Many joined the group for only one or two days.

Riders did the 320-kilometer (199-mile) trip without sag wagons or other support

vehicles. Instead, they carried everything on their e-bikes — just like tourists do when they come to the Lake Constance region for bike tours.

In the following pages, read about the suppliers and IBDs that the group visited on its tour.

Stories by:  
JO BECKENDORFF

Photos by:  
DIETER WERTZ





Riders on the Lake Constance E-bike Tour passed by unusual wildlife.

all over Germany for custom builds. One of Propain's founders worked in bicycle retail, and the brand made a name for itself with trendy mountain bikes. Through its presence in German bike parks, Propain became known as a brand "made by bikers for bikers."

After our visit, Propain brand ambassador Daniel Anger led our group south to Wangen — another cozy but touristy Allgäu town that boasts an historic and carefully restored downtown. Watch out for the cobblestones!

Wangen is home to **Radrezept**, a small but interesting company that was born out of Flizzbike, a custom e-bike maker that had been based in a nearby town.

Radrezept began making e-bikes equipped with gearboxes. Earlier this year, Radrezept expanded into retail when it took over Zweirad Biggel, a longtime IBD in Wangen. Now Radrezept sells a range of entry level to high-end e-bikes and mountain bikes. (See story on page 23)

**Day 2.** On Tuesday, Pasquale Mennig, Radrezept's founder and general manager, led us back to Lake Constance and across the border into Austria. We rode through rain on the lakeshore bike path through Bregenz to Hard.

Hard is the home of **Simplon, A3-100** Austria's second-largest bike producer after KTM. Simplon is focusing on producing what it calls "bespoke bikes" that are customized for each rider. (See story on page 24).

A few kilometers up the road was **DJ's Bike Shop**, which is based in the building where Simplon started. (See story on page 26). We spent the night by Lake Constance in Hard.

**Day 3.** Simplon general manager Stefan Vollbach picked us up at 8 a.m. Wednesday at our hotel. He did not look happy, thanks to the rain, but his mood soon improved after leading us on some short, steep climbs.

"It doesn't matter what the weather conditions are — once you start and get out there, cycling is nothing but fun," he said during a break that featured a not very good view of Lake Constance.

Our next stop was **Velos Herzog**, an IBD in the Swiss city of Arbon (see story, page 26). Arbon, on the lake's southeast shore, is popular for its ancient downtown area and lakeside promenade. Velos Herzog is one of Switzerland's

larger e-bike retailers, but we were most grateful for the warm coffee and snacks offered by general manager Roman Rezzoli.

After a tour of Velos Herzog, we were off again into the hills. Instead of a local guide, we relied on Dirk Sandrock, founder and general manager of **Momes A1-600** and its brand O-Synce, known for GPS devices and other electronic components. (See story on page 19.)

Sandrock joined us for the whole tour and used it to test O-Synce's new heads-up display for bicycle helmets, the Usee. There's nothing like a field test in adverse conditions!

Rain clouds kept us from catching a glimpse of the snow-covered Swiss Alps, so we rode uphill to the Swiss town of Sirmach. There we visited **Alpa-Werke**, a bike factory that many in the industry have never heard of (see story on page 28).

Alpa-Werke's owner is better known, though: Komenda AG, a Swiss importer and bike manufacturer. Komenda's brands — Bergstrom, Cresta and Ibox — are sold in Switzerland and are assembled and painted at Alpa-Werke.

By the time we reached Alpa-Werke, our shoes were beyond wet.

"We had everything in our packs but forgot the most important product when riding through heavy rain: shoe covers,"

our tour photographer, Dieter Wertz, said. Take it from experience: always pack shoe covers no matter what the weather forecast says.

**Day 4.** On Thursday we rode north to Kreuzlingen, the largest Swiss city on Lake Constance. Fabian Obrist joined us and provided an object lesson on how cyclists should dress for wet weather.

"This guy is ready for a long ride in the rain — that's what I said right away without even looking at his shoes," Wertz said. (His photo of the well-prepared Obrist is on page 36.)

After a wet, up-and-down ride followed by a steep climb, Obrist brought us to Kreuzlingen, home to the bike manufacturer and distributor **Tour de Suisse (TDS)**.

Officials showed off a new headquarters that is currently under construction. It will feature a "Velo-Café," showroom, bike rental station and painting facility. (See story on page 30.)

From TDS, we made a quick hop across the Swiss/German border to Konstanz, Germany. Joining us on this leg was Nick Becker, the general manager of TDS, along with Tobias Reimann of Pinion, who happened visiting TDS on business.

To reach downtown Konstanz, we crossed a bridge over the famous

Rhine River. Konstanz is home to **Fahrradspezialitäten**, an IBD that specializes in cargo bikes, trikes, recumbents and tandems. It has a sister store in Freiburg. **Fahrradspezialitäten** not only sells bikes, but it operates two bikeshare systems: a cargo bike network called Tink, and a new conventional bikeshare system called Konrad. (See story on page 31.)

From **Fahrradspezialitäten**, it was a quick ride to the port and the Konstanz ferry, which took us on a 15-minute ride to the German town of Meersburg. It's a pity that our group had no time to stroll through Meersburg's historic downtown, where a medieval castle overlooks steep vineyards on the shores of the lake.

But we had an appointment in Überlingen, home of bike producer **Bernds GmbH & Co. KG**. And we were in a hurry to escape yet another dark rain cloud that was threatening to spoil more of our tour.

We met up with Thomas Berndts and Michaela Buchholz, the couple behind Berndts, which is known for its 20-inch "steel is real" folding bikes. They warmed us up with soup. (See story on page 32.)

**Day 5.** At least the rain stopped for our last day of riding. We were happy that we had decided to do the tour on e-bikes. Although we could certainly have done the trip on conventional bikes, the bad weather, combined with the hills, would undoubtedly have left us all with sore legs!

Then it was back to Friedrichshafen for a visit to **Keller Fahrräder** — and, of course, the sun emerged as we arrived in Friedrichshafen. Keller is an IBD from Wangen that last year opened a two-story store that sits on the access road to the Messe. Most Eurobike visitors will pass the store en route to the show. (See story on page 33.)

From Keller Fahrräder it was a quick 700-meter dash back to the Messe. Gauss and Eurobike head Stefan Reisinger welcomed us back to where we had started our adventure five days earlier.

Yes, Friedrichshafen is home to the world's biggest trade show for the bicycle industry. But it's also one of the top e-bike tourism destinations in the German-speaking market, and the region is home to a fascinating variety of suppliers and retailers.

They are all a bike ride away from Eurobike. Just beware of the icy saints. ■

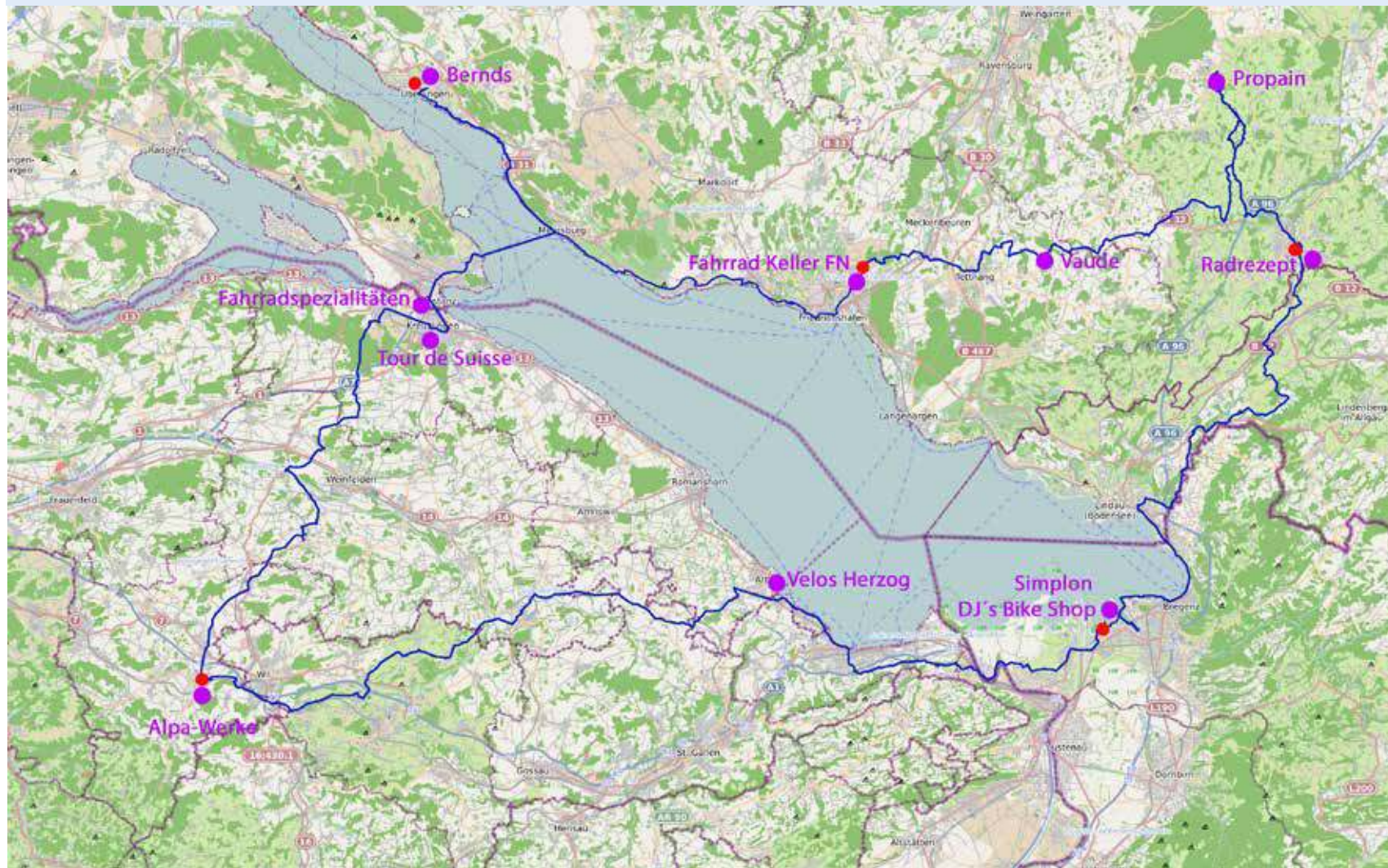


From right: E-bike Tour organizer Jo Beckendorff with Stefan Vollbach of Simplon and Dirk Sandrock of Momes





# 5 days, 320 kilometers, and 11 companies



WHAT HAPPENS WHEN  
the lightweight competence of an innovation pioneer  
meets the growth opportunity of urban logistics?



AUTOMOTIVE INNOVATIONS FOR E-BIKES

EUROBIKE  
Booth A1-404

July 8th – 10th, 2018  
Friedrichshafen Exhibition Center

## Mubea *E-MOBILITY*

Contact: Martino Lupo • Head of Sales and Development E-Mobility  
+49 151 2757 33 45 • martino.lupo@mubea.com

BOOTH PARTY  
July 8th, 2018  
6–10 pm







# See your ride data flash before your eyes with O-Synce's heads-up Usee

**Dirk Sandrock, the founder and general manager of Momes, didn't come on the Lake Constance E-Bike Tour just to ride. Instead, we put him to work.**

Momes **A1-600** is the parent company of O-Synce, which makes GPS units and other electronic components for bikes. We weren't worried about getting lost, because we had locals guiding us most of the way. But we wanted to have a complete record of our route through Germany, Austria and Switzerland.

Sandrock, who joined the tour for all five days, had just the device: O-Synce's new Usee, a display that mounts to specially equipped bicycle helmets. The device, which won a gold award at ISPO earlier this year, can do a lot more than navigation.

Sandrock says Usee is the first heads-up display for bike helmets. It comes on the heels of a similar O-Synce device, the Sports Visor Screen Eye X, that fits on a cap for runners and triathletes.

With the Usee, cyclists can get the information they need without having to look down at a cycling computer. By using a tiny LCD display, the Usee displays ride information literally right

before a cyclist's eyes. It can be read in poor weather, dim light and even at night.

The Usee will originally be available on three helmet models from Abus (the GameChanger, Aventor and Viantor). While these first Usee helmets will be marketed more to serious road riders, other models are in the works.

"I'm sure that Usee is helpful not just for roadies, but for touring cyclists and e-bikers as well," Sandrock said. While cyclists who are less performance-oriented might not need all of the data that a Usee can provide, they will still find plenty of useful information.

For example, the Usee works with navigation apps like Naviki to display turn-by-turn directions and elevation profiles, which can be very helpful for a touring cyclist.

It can also display other typical cycling computer information, including riding time, distance traveled, speed, heart rate, and cadence.

"Try to read your handlebar display



Momes founder Dirk Sandrock with the O-Synce Usee heads-up display

when riding through heavy rain or snowfall. You'll fail," Sandrock said. "Usee stands for precise graphical visualization and excellent readability in all complex situations and weather conditions."

He added, "You have the visualization of routing and all kinds of training data directly in the field of view."

It works with all eyewear, including sunglasses. At only 20 grams (less than 1 ounce) it is barely noticeable on the helmet. And it is waterproof — as Sandrock demonstrated more than once during our rain-soaked tour.

Sandrock, a native of Germany, has spent more than three decades in the bicycle industry.

He held several management jobs in the two-wheeler industry before founding Momes. (The company name is an acronym for "moving micro electronic solutions.")

Other riders on the e-bike tour were skeptical at first that a cyclist could keep his or her eyes on the road while getting the information they need from the Usee.

But when they tried a Usee, they all agreed that it works, although it takes a

few minutes to get used to.

The Usee automatically adjusts the brightness of the display to ambient light, becoming fully illuminated after dark. A wireless remote provides one-button control.

The Usee uses Bluetooth Low Energy and ANT+ protocols to link to other devices. A cyclist can pair the Usee to a smartphone, for instance, so the phone can remain out of sight and protected from damage.

It also works with devices from O-Synce and from many other brands that support ANT+, along with e-bikes that use the ANT+ LEV profile like the Specialized Turbo Levo line. And it works with electric shifting systems from Campagnolo, FSA, Shimano and SRAM.

Sandrock was happy with the Usee's performance during our five-day Lake Constance tour. He said it was the longest e-bike test ride he had taken with a Usee.

Meanwhile, casual cyclists may soon be able to take advantage of the heads-up display because Abus may expand its Usee helmet range to models for mountain bikers and city riders. ■



A simple wireless remote controls the Usee.

## TRB1 URBAN

Explore with no boundaries

The BESV TRB1 URBAN proudly features industry-leading battery power, advanced dual-tube frame, premium quality Brose Drive S motor and BESV Sport App.

Along with the Schwalbe Moto-X touring tires and integrated rear rack and fender system, the TRB1 URBAN allows you to explore cities and outdoor fields with no boundaries.



JULY.8 - 10, 2018  
FRIEDRICHSHAFEN, GERMANY  
Booth A1-200

BESV  
Experience. Amazing.





# Vaude's commitment to a progressive work environment includes protecting refugees

Few companies exemplify the mantra of “doing well by doing good” like Vaude Sport.

Nestled in the Lake Constance hinterlands, **Vaude A7-300** is well known for its quality outdoor and cycling products, like backpacks, bags, panniers and apparel. It is increasingly focused on making products in-house, in a new factory, instead of simply sourcing them from inexpensive producers in other countries.

But Vaude is also committed to providing a quality environment for employees — a commitment that has led it into a hot-button political controversy over the resettlement of refugees.

The Obereisenbach company is a short bike ride from Eurobike and was the first company we visited on our five-day e-bike tour of the Lake Constance region.

With its commitment to “Made in Germany” in-house production, Vaude needs employees. But it has trouble finding locals who are willing to do factory jobs that require manual labor.

Under the leadership of founder Albrecht von Dewitz and his daughter, Antje von Dewitz — who now runs the company — Vaude has worked hard to make Vaude an attractive place to work.

In 2001, for example, Antje and her father opened an on-site kindergarten. Half of its students are the children of employees. Combined with other family-friendly policies such as flexible work hours and part-time jobs, Vaude has managed to attract many young couples who love the outdoors.

In 2008, when a community open-air swimming pool in Obereisenbach fell into financial troubles, Vaude bought it. The pool, set amidst a grassy park with a playground and other amenities, is a five-minute walk from Vaude's headquarters and remains open to the community.

Kindergarten students can swim, play and eat there. Solar energy warms the water for the pool's showers.

In 2015, Vaude built a restaurant where employees can eat organic and vegetarian meals. Two years later it launched a company-wide employee

health program.

That same year, after a fire destroyed its factory, Vaude built a new, environmentally sustainable factory next door to its headquarters.

This year, Vaude's bicycle enthusiasts built a pump track next to the factory.

“The pump track was rooted in an out-of-the-blue idea that popped up two or three years ago,” said Gernot Moser, who heads bike sales. “I never thought it would become reality.”

**A political storm.** So far, so uncontroversial. But Vaude has also become embroiled in one of the most divisive political issues in Germany and much of Europe: refugees.

The new factory employs workers from 19 countries. Twelve of them are refugees — yet after Vaude has spent tens of thousands of euros training them, the German government is now trying to deport seven of them.

Antje von Dewitz has banded together with other mid-sized companies and is fighting the state of Baden-Württemberg to keep these asylum-seeking employees from being kicked out of the country.

“We followed the political call for integration and hired a total of 12 refugees. We are happy to incorporate them,” von Dewitz said. “Our Made in Germany production has the highest growth rates within our current portfolio. But we can barely find employees for our factory's welding and sewing department.”

Von Dewitz said the refugees have proven to be capable and highly motivated employees. “This is why we gave them a career opportunity,” she said.

The seven employees facing possible deportation are from Afghanistan, Gambia, Iraq, Cameroon and Nigeria. Other refugees from Syria are not in danger of deportation because of the ongoing civil war in that country.

Refugee resettlement has been very controversial in Germany as in many Western countries. In 2015, German chancellor Angela Merkel dramatically announced she would allow tens of thousands of refugees to enter Germany



Buba Njie from Gambia is one of the refugees who Vaude has trained and employed at its in-house factory.

by suspending European asylum rules. Germany has accepted more refugees than any other European country.

But public opinion quickly turned against the policy as asylum seekers streamed into the country. The German government has since tried to temper its welcome.

Vaude argues that deporting the seven employees is not only wrong, but would be devastating to its manufacturing.

“We invested a total of 63,000 euros [\$87,000] in the care and qualification of these employees,” von Dewitz said. She added that half of the investment was paid for by the state employment agency. In other words, the government that paid to help train these workers is now trying to kick them out of Germany.

If the seven were deported, von Dewitz added, “we would inevitably shut down production, which would lead to a loss of revenue of about 240,000 euros — not to mention the human catastrophe. We no longer want to be a plaything of politics!”

To fight the deportations, von Dewitz is co-chair of an initiative that has brought together representatives from more than 80 mid-sized companies in Baden-Württemberg. The companies employ some 2,000 refugees out of a combined workforce of 545,000, and account for annual sales of more than 44 million euros — mostly in rural parts of the state.

The group succeeded in getting a meeting with the state's minister of the interior. Although there is no resolution at this writing, von Dewitz and the other business leaders succeeded in focusing public attention on the issue.

**Upcycling Workshop.** The Vaude refugees work in all areas of production, logistics and product services. Two of them work in a new sustainability project, the Upcycling Workshop, which Vaude launched this year.

“We want to show on one hand how resources can be spared and how new products can be created from unused material, and on the other hand how [refugee] integration can succeed,” the

bike division's Moser said.

Instead of disposing of excess materials generated from Vaude's production processes, they are now collected and sorted. Pieces large enough to be reused are taken to the Upcycling Workshop, where they are turned into shopping bags. Vaude offers bags in two sizes and in many color combinations.

The savings are significant, said Lisa Fiedler of Vaude's sustainability team: The new products use about 900 kilograms —nearly a ton — of material that would otherwise be discarded.

Noura Batrdouk is a 36-year-old refugee from Syria who since January has worked full-time in the Upcycling Workshop. The former arts and crafts teacher has quickly become proficient in German and is able to apply her versatility and creativity to the recycling project.

**On the rise.** Politics aside, Vaude is continuing to see healthy growth in many key product areas. Vaude officials said about 38 percent of Vaude's total sales now come from bicycle products.

Vaude Manufaktur, which encompasses all products manufactured in-house, is Vaude's fastest-growing division, with double-digit annual sales growth, spokesman Benedikt Tröster said.

While apparel, which is made outside of Germany, accounts for up to 70 percent of the cycling division's sales, Vaude also manufactures some 100,000 waterproof panniers, backpacks and bags every year in Obereisenbach — and the number is rising.

“We have more than 40 employees producing 30 different models. Each model requires a manufacturing process of up to 20 steps,” Moser said. The company uses high-frequency welding to ensure that its products are waterproof.

Tröster cited other reasons for the popularity of the Vaude Manufaktur product line. Vaude offers a five-year warranty, and all of the in-house products are produced climate-neutrally and without PVCs. And, he added, Vaude guarantees that they are 100-percent waterproof. ■



Vaude's in-house factory, Vaude Manufaktur, is the outdoor and cycling brand's fastest-growing division.



# KRYPTONITE®

## FLEXIBLE. COMPACT.



### KRYPTOLOK 610 & 685 FOLDING LOCK

The ideal solution for the rider or commuter looking for a compact, lightweight, moderate security lock. Easy to carry in the included bracket, and easy to use folding functionality.

COME AND VISIT US AT  
**B3-400C**  
FOR MORE INFORMATION

### PROTECT WHAT YOU VALUE.

KRYPTONITELOCK.COM



ALLEGION 



KEY SAFE  
PROGRAM



LIFETIME  
WARRANTY

LIFETIME WARRANTY IS LIMITED TO  
10 YEARS IN GERMANY



ANTI-THEFT  
PROTECTION OFFER

ANTI-THEFT PROTECTION  
COVER MUST BE ACTIVATED  
THROUGH REGISTRATION AT  
WWW.KRYPTONITELOCK.COM



# ALEXRIMS

FOR THE WAY YOU RIDE

## ALX845D FULL CARBON WHEELS

THE ULTIMATE IN LOW WEIGHT, STRAIGHT-LINE, AERO PERFORMANCE.



[WWW.ALEXRIMS.COM](http://WWW.ALEXRIMS.COM)

VISIT BOOTH A5-205

## Propain, the 'Canyon for dirt,' thrives as a D2C brand



Robert Krauss (left) and David Assfalg are co-general managers of Propain.

### From bikers, for bikers.

That's the company mantra of Propain Bicycles, a premium mountain bike brand based in the town of Vogt, amid the green hills of the Allgäu region. It's about 40 kilometers (25 miles) northeast of Friedrichshafen.

Propain sells direct-to-consumer, thanks to strong ties it has created through its presence in German bike parks. It's acquired a nickname in Germany as the "Canyon for dirt."

"We are very close to our riders," Propain's David Assfalg said. "This is due to our longtime efforts in bike parks, as well as our digital platform of friends with whom we've established a community. Therefore we are in direct contact with our customers."

Propain traces its roots to 2007, when Robert Krauss and Markus Zander created a frame with a sensitive suspension system they called Pro 10.

They launched Propain Bicycles in 2011, in partnership with retailer David Assfalg. "In those days I had a bicycle store in Tettwang," said Assfalg, now general manager of Propain. "We started to assemble Propain Bicycles in a tiny side room."

Krauss and Assfalg are now the principals of Propain, while Zander focuses on Sixpack Racing, a parts brand that he and Assfalg launched. Assfalg maintains a financial interest in Sixpack, and Propain uses Sixpack parts on its bikes.

Assfalg no longer owns a retail store, and Propain moved to nearby Vogt in 2015.

"It's a great area for cyclists — not only for roadies but also mountain bikers," Assfalg said. "But there is no special reason why we are here. It worked out because I had my bike shop not far from here."

Propain sources high-quality carbon and aluminum frames from Taiwan. It used to

buy raw frames, but because of growing demand, it has had its frames painted in Taiwan since 2016. "We consciously have chosen Taiwan, and wet painting instead of powder coating," Assfalg said.

Propain made a name for itself in the downhill, enduro and all-mountain categories, primarily selling bikes with 140mm or more of travel.

Today, customers can choose between 10 models, with each offering three component versions.

An online configurator lets customers choose colors, decals and anodized parts. A typical Propain bike sells for 2,200 to 6,500 euros (\$3,000 to \$9,000).

Propain doesn't ignore younger riders — it also offers the full-suspension, 20-inch Frechdax mountain bike for kids and the Yuma enduro model, which can be equipped with 24- or 26-inch wheels.

Krauss said Propain's business model has powered it to double-digit sales growth of 25 to 40 percent over the last three years.

"Therefore our current headquarters is limited. That's why we have outsourced our administration offices to five shipping containers next to our facility," he said.

Propain currently employs a staff of 28, all of whom are avid riders, Assfalg said. Using five assembly areas, Propain assembles about 20 bikes a day. About 5 percent of customers pick up their new bikes in person, where they receive a final fitting and can take a first ride outside on Propain's pump track.

One product you won't find in Propain's catalog now are electric mountain bikes. But Krauss, who admits he is not an e-bike enthusiast, says that is about to change.

"You can't ignore it any more. We have to do it," he said. Look for Propain's first e-MTB to be introduced next year for the 2020 season. ■



# Radrezept's split personality: IBD and high-end e-bike brand

Is Radrezept a bicycle retailer, or is it a bicycle brand that sells direct-to-consumer?

The answer is: it's both. But it may not maintain its split personality for much longer.

Radrezept, in Wangen, was our final stop on the first day of the Lake Constance E-Bike Tour. Owned by Pasquale Mennig, a veteran of Flizzbike, the company is based in the former Zweirad Biggel bike shop.

Mennig sells custom bikes throughout Germany under the Radrezept brand name, specializing in e-bikes equipped with Pinion gearboxes.

When Mennig bought Zweirad Biggel ["Biggel Two-Wheeler"] earlier this year, he also "acquired" the store's namesake, 73-year-old Julius Biggel. Biggel, known as Wangen's moped and bicycle repair king, had run the shop since he took it over from his father in 1973.

Now, after an IBD career lasting 50 years, Biggel continues working part-time in the store. He oversees repairs in a corner of the shop.

The store now attracts two very different groups of customers. One consists of locals who have been coming in for years for servicing, or to buy entry- to mid-level bikes and scooters. The other is made up of Radrezept customers who are looking for premium bikes and e-bikes.

But Mennig is de-emphasizing the Radrezept brand and said it will probably fade away.

"Most of Radrezept's D2C customers are in Northern Germany — far away from our company headquarters in Southern Germany," Mennig said. "It's tough if a customer out of, let's say,

Hamburg has a problem. I can't help out from here."

Mennig created Radrezept out of the assets of Flizzbike, a custom bike and e-bike brand where he worked as sales and marketing manager. When Flizzbike went out of business in 2016, Mennig acquired its trademarks and returned to his hometown of Wangen to launch Radrezept.

Radrezept specializes in high-end speed pedelecs — e-bikes with a maximum assisted speed of 45 kph (28 mph) — that it equips with gearboxes. But Mennig said regulations governing this category are difficult for a small brand to keep up with. "It's too much trouble with all these standards and laws for the up-to-45-km e-bike category," he said.

He has stopped advertising Radrezept bikes but will fill orders while he can. "As it looks now I will serve them as long as I have enough in stock."

Radrezept has instead transformed into more of a traditional IBD. Mennig specializes in premium brands including Bold Cycles, Contoura, Orbea and Rocky Mountain.

"Mountain bikes are my first love. I moved back into this category and concentrate now on service," he said.

Meanwhile, Biggel is happy to continue working at the store he called his own for 50 years.

"I can't go from 100 to zero. I can't stay at home picking weeds in the garden," Biggel said. "And there is always repairing to do. I'm glad Pasquale took over and I can work here part-time." ■



When Radrezept founder Pasquale Mennig (right) bought the Zweirad Biggel IBD in Wangen, he kept Julius Biggel on as a part-time employee. Biggel worked there for 50 years and took it over from his father in 1973.



EUROPE'S LARGEST NETWORK OF DEALERS FOR TOP-QUALITY USED E-BIKES

BECOME AN .....  
**AUTHORIZED E-BIKE DEALER**

Visit us here today and find out what you need to know:

**STAND A1-109 | ROTHHAUSHALLE**

Every dealer who visits our stand will be given a **FREE GREENSTORM T-SHIRT!**

**THE BENEFITS:**

- > win:win deals are important to us – you can only win!
- > Our partnership doesn't have any financial risk.
- > Every dealer can become a partner, irrespective of turnover.
- > We are careful about a sensible distribution of our partners.
- > We will give you our fullest support
- > For every e-bike that you sell, you will get another one free for the next season.
- > You can determine your own additional commission on top of our shop prices.
- > You turn our e-bikes into top-quality used e-bikes.
- > Over 100km, you will get a re-sale discount.
- > Together we will be making Europe greener!

**LOTTERY**

Get a **FREE e-bike** for the season 2019!  
 For each business card, there are two e-bikes to win.



GREENSTORM MOBILITY GERMANY GMBH

Lindwurmstraße 114 - 80337 München - T: +49 800 2018888 - office@greenstorm.eu - www.greenstorm.eu





# With 'bespoke' production, Simplon tries to make things simple for IBDs

Simplon isn't a family-owned company any more. But working at Austria's No. 2 bicycle producer still feels like family.

If it's a family, it's a fast-growing one: CEO Stefan Vollbach has nearly doubled the number of employees since an investing group, Hannover Finanz, acquired a majority share of Simplon in 2014.

Still based in its home city of Hard, Austria, close to the Lake Constance shore, **Simplon A3-100** has grown to 88 employees from 45. Most of the new staff is dedicated to sales and marketing.

The goal, Vollbach said, is to expand beyond Simplon's traditional market in the German-speaking market of Germany, Austria, Switzerland, plus the Netherlands and a section of northern Italy.

Simplon is eyeing the United Kingdom, Europe's second-largest bicycle market, which has an especially attractive market for premium road bikes.

Simplon calls itself a "bespoke" manufacturer because every bike is made to order. Customers can choose from a variety of options for any bike.

"We only start production when an order comes in. Therefore we have to be



Simplon general manager Stefan Vollbach (center), with his assistant, Svenja Berge (left) and Martin Stenske of UT/Gates

quick," Vollbach said. "Our delivery time should be about a week. Unfortunately we can't hold to this right now because of some serious delays in part deliveries."

The Hämmerle family founded Simplon in 1961 out of their bicycle shop in Hard. Andreas Hämmerle set the stage for Simplon's success by being early to adopt carbon fiber frames. He and his team also created Simplon's modular manufacturing system, which at the time was revolutionary.

Vollbach said that while Simplon's products have always been top-notch, its marketing has not always kept up.

"Lightweight and carbon are at the top of Simplon's portfolio as well as service," he said. "What was missing was marketing and the packaging of the premium products we offer."

**A Financial infusion.** Under Hannover Finanz, Simplon has spent more than 1 million euros (\$1.38 million) to expand its factory and office space.

From 17 assembly stations, the renovated factory now has 26. Office improvements include a new showroom and a new customer "Experience Center."

The changes should help Simplon expand beyond the 11,000 bikes it currently produces every year.

"This amount doesn't sound that spectacular. But keep in mind that we only offer bicycles within the premium segment. There are not many companies within this segment offering such a broad spectrum," he said. Simplon has annual sales of about 24.3 million euros.

Austria is not an inexpensive place to manufacture bicycles, Vollbach said, but Simplon's "Made in Austria" reputation and high production quality help justify its prices.

"We can only justify the high wage level over here because we are always demanding a little bit more. But we can also offer more," he said.

The on-demand production process is good news for Simplon's IBD partners because they do not need to keep inventory on hand, only demos that customers can test ride. That also

means an IBD does not need to make an expensive investment in inventory, and does not face the risk of owning outdated bikes that have to be sold at closeout prices.

"Therefore they can keep up prices. Our IBD partners are our showroom. They keep only a few assorted models in their stores, and work together with their customers, and with our online configurator, to design the perfect bike," he said.

Like all bike brands, Simplon has to manage the good and bad aspects of the electric bike boom. In just three years, e-bikes have gone from 15 percent of Simplon's total production to 60 percent.

The good news is that higher e-bike prices allow Simplon to maintain its sales levels. But e-bikes also bring challenges, including more complicated manufacturing processes and quickly changing consumer demands.

These are "hurdles we have to face," Vollbach said. Simplon currently offers three drivetrain options for its e-bikes: Bosch and Shimano mid-drive motors and a Neodrive rear hub drive.

**The Simplon Experience.** To attract more consumers, Simplon is investing in Experience Centers. It has three to date: one at its headquarters, and two that are owned by IBD partners in Regensburg, Germany and Brixen, Italy.

"Customers can visit us by appointment. We do all the fitting service, build up a bike and go on a test ride with him. This all costs 69 euros," Vollbach said.

Simplon does not sell any bicycles at the Experience Center at its headquarters, but sends potential customers to one of its IBD partners. If a customer orders a new bike, Simplon refunds the 69 euros.

It seems to be working; when he visited Simplon's headquarters in mid-May, that Experience Center was fully booked for the summer. ■

**ROXIM**  
THE BIKE LIGHT REDEFINED

**45 25**  
KM/h KM/h

**45 25**  
KM/h KM/h

**45 25**  
KM/h KM/h

**45**  
KM/h

**45**  
KM/h

**25**  
KM/h

**25**  
KM/h

**45**  
KM/h

**See us at Hall A5 booth 212**



**if la fonte**  
made in Italy

# HORIZON 3X ECO MAN

The new concept of interaction of environment respect and hi-tech innovation



VISIT US: A7-106

[www.lafonte-pad.com](http://www.lafonte-pad.com)





## ASTRO G2 Battery

### G2 assembly option

1. Fully insert for best strength & stiffness, lesser weight, easier manufacture.
2. DT topside open
3. DT downside open

G2 battery capacity Main battery with 500Wh & 600Wh option

### G2 Range extender

Range extender battery 360wh option



## ASTRO Snake Battery Solution

1. ONE integrate battery solution for ALL E bike motor system.
2. Better Strength, Better Stiffness, Easier Manufacture.
3. Integrated looking suspension bike.

# TOTAL SOLUTION



**ASTRO ENGINEERING CO., LTD.**

No. 26-8, Yider S. Rd., Chang Hua  
500, Taiwan, R.O.C.

E-mail: [astroeng@ms7.hinet.net](mailto:astroeng@ms7.hinet.net)  
<http://astroeng.com.tw>

## Integrated Battery E Bike Frames

Eurobike  
ASTRO  
Booth **A4-308**



## Bosch & Shimano system

open topside or downside of down tube.





## It's not Simplon — it's DJ's Bikeshop



Herbert "DJ" Wurm is general manager of DJ's Bikeshop in Hard, Austria.

### It's called DJ's Bikeshop, but visitors will be forgiven if they mistake it for a Simplon outlet.

Not only is DJ's based in Hard, Austria — Simplon's hometown — but it occupies the very same building where Simplon was born. DJ's general manager, Herbert Wurm, is a former Simplon employee. And one of DJ's main brands is ... Simplon.

In spite of these connections, DJ's Bikeshop is an independent IBD that just happens to occupy the store where the Hämmerle family founded Simplon many years ago. The store is a throwback to a traditional IBD. Space is limited, and visitors won't find the fancy product displays or trendy cafés that are popular with modern bike shops.

The shop is named after Wurm's hobby — locals still call him by his nickname, "DJ."

Although Simplon is a key brand, it isn't the only one DJ's sells.

"Of course I also have KTM. Simplon and KTM complement each other well," Wurm said. KTM is Austria's No. 1 bicycle producer followed by Simplon.

Wurm and his team also offer bikes from Victoria and Conway, two brands owned by Germany's Hartje. "While Simplon is the cream on top, KTM is the full-range supplier, followed by Conway and Victoria," Wurm said.

The longtime IBD says e-bikes now account for 80 percent of DJ's sales.

"It's crazy," he said. "It's not only my longtime customer groups that are asking for e-bikes — mainly e-trekking and e-touring bikes — but I'm also selling an increasing number of e-mountain bikes."

Wurm also does a lot of business from customers who live in Switzerland, which is only 7 kilometers (4 miles) away. Prices are much lower in Austria than in Switzerland.

"They are easy to deal with and don't start to bargain," he said.

While locals often ask for Simplon bikes, DJ's Swiss customers are open to other brands. "But because they ask mainly for premium products they often leave the shop with a Simplon bike," Wurm added.

In spite of the dramatic decline in conventional bike sales, Wurm says there is some good news this year on the non-motorized front: Road bike sales, he said, are off to a strong start for the season. ■

# Velos Herzog has a 60-year family reputation to uphold



Dominik Rezzoli is co-general manager of Velos Herzog with his brother, Roman.

### They don't advertise, they don't bargain, and they don't sell many cheap bikes.

That may sound like a fantasy for an IBD, but it's how Velos Herzog does business from its store in Arbon, Switzerland. But this success story comes with an important footnote — Velos Herzog has been in business for 60 years, and is still owned by members of the original family. That's a lot of time to build a reputation.

"The people know where we are. If they think about bicycles they think about Velos Herzog," said Roman Rezzoli, who runs the store with his brother, Dominik. The brothers are the third generation to own Velos Herzog.

Ten years ago, the store moved from downtown Arbon, which is on the shore of Lake Constance, to a more spacious location on the outskirts of town. "Since then we have been able to reach customers

outside of Arbon. It's all a question of size," Rezzoli said.

Like many IBDs, Velos Herzog has benefitted from the e-bike boom in several European countries.

"The first e-bike we sold was a Flyer. Today 50 to 60 percent of our bicycle sales are from e-bikes," Rezzoli said. The category has required the IBD to make some changes in how it does business. For example, Velos Herzog sells e-bikes equipped with Bosch, Brose, Shimano, Panasonic and Neodrives motors — too many systems for any one mechanic to keep up with.

Instead, each mechanic specializes in one or two drive systems. "We can't send all mechanics to each drivetrain lecture. This is impossible," Rezzoli said. "We had to split our mechanic's responsibilities."

With a sales floor that spans 800 square meters (8,600 square feet), Velos Herzog has room for a wide range of accessories and apparel along with complete bicycles.

"On a good Saturday we can sell up to 20 to 25 bicycles, not to mention parts and accessories," Rezzoli said. "Helmets, for example, are a good seller. You can easily sell a helmet on the side."

For more detailed sales advice, staffers can invite customers to join them for coffee in their corner café, where they can talk in a relaxed setting.

Velos Herzog relies on two premium brands from the region: Simplon, whose Austrian headquarters is just 30 kilometers (19 miles) away, and Tour de Suisse.

"For us it's important having some brands from the region. Consumers ask for them."

Simplon CEO Stefan Vollbach said Velos Herzog is one of the best Simplon dealers in Switzerland. "Our Chenoa e-bike, for example, is a best seller there," Vollbach said. The Chenoa retails for as much as 5,500 euros (\$7,500). "The Swiss are quite willing to pay that much for a high-quality e-bike."

Other brands that Velos Herzog stocks include Bergamont, Riese & Müller, Scott, and Canyon. Swiss (a Swiss company that is unrelated to the better-known German brand).

Rezzoli is not concerned about potential Swiss customers making the short trip to Austria to spend less on a bike.

"Our customers want to buy their bicycle over here and not in Austria," he said. "They want a nearby store for service." ■



The Velos Herzog IBD in Arbon, Switzerland



PEXCO ORDER DAYS  
8 - 13 JULY 2018

# 19th century factory fuels Komenda's growth plans



Dirk Kurek (right) and Tobias Schürer

## Alpa-Werke AG may be the oldest bike factory that you've never heard of.

Based in Sirnach, Switzerland, Alpa-Werke flies under the radar even in its home country. But it has been making bicycles since 1898.

Better known is its parent company, Komenda AG, which has also been around since 1898. That was the year founder Matthias Komenda, who was also an original investor in Alpa-Werke, opened a bike shop in St. Gallen. Komenda later acquired ownership of the factory.

More than a century later, a Komenda is still in charge of Komenda AG: co-general manager Alexandra Komenda is Matthias' great-granddaughter.

Dirk Kurek, co-general manager of Komenda (and Alexandra's husband), said Alpa-Werke may well be the oldest bicycle factory in the world that is still in the family of one of its founders. He said Alexandra's father, Gallus Komenda, encouraged her to keep the factory — and its Swiss jobs — alive.

"The history of Komenda, including Alpa-Werke and the Swiss bicycle industry, are interconnected," Kurek said.

Alpa-Werke produces bikes for three Komenda-owned brands: Cresta, Ibox and, since 2016, Bergstrom.

Komenda is also the longtime Swiss distributor for Giant, and also represents several parts and component brands in the country.

Like several other small Swiss bicycle manufacturers, Komenda sells its house brands only in its home market, but is now laying the groundwork to expand into neighboring countries with its Bergstrom e-mountain bike brand.

One problem, of course, is that the famous Swiss-made quality comes at a price — one that consumers in other countries aren't always willing to pay.

"Swissness' is something people here are most aware of — more isn't possible," Kurek said.

Today, Alpa-Werke produces about 40

bikes a day. "We buy the raw aluminum and steel frames, paint them upon customer request, assemble the bike, put them in a box and send them to our IBD partners," said Tobias Schürer, manager of production processes. Alpa-Werke has perfected a blend of wet painting and powder coating, which it says is more environmentally friendly and of better quality.

Its paint shop also handles "fenders, carriers, chain-guards and even some rims," he added. Alpa-Werke also makes its own wheels. A nearby company does the spoke lacing.

Like most other Swiss bike producers, however, Alpa-Werke does not produce carbon bikes.

E-bikes, which are popular in Switzerland, now account for about 70 percent of the factory's production. "E-bikes have been our salvation," Kurek said. For 2019, he promises an e-bike boasting a total weight of 14 kilograms (30 pounds), which will be produced at Alpa-Werke.

Speed pedelecs are an especially important product category for the factory, and account for about 40 percent of its e-bike production. Because Switzerland is not a member of the European Union, it has more liberal regulations governing these speedy e-bikes than do its EU neighbors, and s-pedelecs have therefore become quite popular there.

Schürer, in fact, says that Alpa-Werke may phase out production of conventional bikes in as soon as three years, given the popularity — and higher margins — of e-bikes, combined with tougher competition for conventional bikes.

**Swiss miss.** Komenda hasn't always been focused entirely in Switzerland. In 1973, it founded its Cresta brand and later began selling them in Germany. But currency exchange rates and import duties between Switzerland and EU countries priced the Swiss brand out of the market.

Komenda eventually had to stop selling

# WE'RE ALREADY HERE.

# R RAYMON WITH YAMAHA!



Starting in 2019, our new range of e-bikes will be powered by potent Yamaha drive units. Combined with innovative segmented batteries for lightweight and sturdy in-tube frames, a striking design and an above-average preassembly, our already attractive products turn into veritable retail stars!

We've got so much in store for you! You'll be amazed!

Be the first to experience the new R RAYMONS at our Grand Opening with order days in Schweinfurt, Germany: 7 - 13 July 2018.





Cresta bikes outside of Switzerland. Restricted to its home market, Komenda launched the Ibex brand and let consumers customize their bikes by offering a choice of color and other options.

"Ibex was found to keep our production in Sirnach running after giving up our Cresta bike sales activities in Germany," Kurek said.

Now, Kurek and his team believe their new Bergstrom e-mountain bike brand can help Komenda expand in other countries. Bergstrom has already acquired

a reputation for innovation by, for example, introducing the Astro "snake pack" battery in its 2018 e-MTB line and encouraging Shimano to make its mid-drive system compatible with the battery system.

For Komenda and Alpa-Werke, the "Made in Switzerland" mantra is a challenge as well as an opportunity.

"My wife, Alexandra, is very proud of her family's history in the bicycle industry," Kurek said. "She will do everything to keep that factory and the jobs of our longtime employees alive." ■



The Alpa-Werke factory in Sirnach, Switzerland

DEFINE DESIGN DEVELOP

ASPT6TBOH

**HIGH TREND** Booth NO. A5-202

www.chosenhubs.com chosen.tw@msa.hinet.net  
TEL +886-4-7588-777 +886-4-7588-889

**CHOSEN**  
CHOSEN CO., LTD.

**Airace iGauge** 

**The world's first Bluetooth Pump**

**AIRACE**  
AIRACE-CYCLING.COM

**iGauge IWINDPRO V2 RD**  
AP-45BT

**iGauge IWINDPRO V1RD**  
AP-46BT

**iGauge IWINDPRO V1MTB**  
AP-48BT

**iGauge WINDPRO A**  
AF-14BT

**iGauge ISPEED F2 G**  
AM-93BT

Apple & Google device compatible via Bluetooth

Download on the App Store

ANDROID APP ON Google play



**BOOTH: A5-107**





# TDS to relocate from old shoe factory



Nick Becker, the COO of TDS, at the company's new factory and headquarters in Kreuzlingen, Switzerland. TDS plans to move there by the end of the year.

## Tour de Suisse Rad AG (TDS) is kicking off its century-old shoe factory and slipping into something a little more comfortable.

The Swiss bike manufacturer and importer expects to move into a new 5,500-square-meter (59,000-square-foot) headquarters and factory by year's end.

"The new building allows us to organize production, distribution and marketing of bicycles and e-bikes according to today's needs. It offers us opportunities to further develop the business and to prepare ourselves for the future," TDS owner and CEO Reto Meyer said.

The new plant is near TDS' current headquarters in Kreuzlingen, Switzerland. The existing building is a century-old, four-story structure that once was a shoe factory. It's become too small and impractical for TDS as its business grows, but because it has protected historic status it can't be expanded.

"We are running out of capacity," said Nick Becker, the company's chief operating officer. "Plus it's not very

practical to have everything on four floors. And the old wooden floors are unable to support heavy loads."

With the new factory, TDS will remain in Kreuzlingen, near the Lake Constance shore, where it has been for nearly 50 years. The company was founded 84 years ago.

Half of TDS' annual sales come from its own bikes, which it builds in the old shoe factory. TDS produces what it calls

premium everyday bikes that can be equipped with such special equipment as Pinion gearboxes and Gates belt drives.

TDS is also the Swiss importer of the Stevens bike brand from Germany.

"While our own premium everyday bike brand TDS relies on 'build to order,' Stevens offers serial models," Becker said. "Plus, Stevens covers the performance road and mountain bike segment that our TDS brand doesn't have. It's a perfect fit."



Longtime TDS employee Abdelwahab Said assembles one of the company's retro-style bikes.

# wellgo

EUROBIKE BOOTH# A4-101



490g per set

## C338

Modern technical design with old school element makes the pedal even more stylish and alive.

WEIGHT	490g
BODY	Aluminum with kraton top
FINISH	Barrel silver
SPINDLE	Boron
BEARING	Polymer bearing
SIZE	115 x 76 x 26 mm
ORIGIN	Taiwan







The new factory will include a powder coating facility, expanding consumer options. "It allows us to offer our customers their individual color choice," Meyer said.

And because it sits on the bicycle trail that loops around Lake Constance, the new building will be an advertisement for TDS.

"We will have a larger showroom at our headquarters that does not sell bicycles, plus a velo café to charge up battery packs," Becker said. The headquarters also will be home to an office run by the tourism office of Thurgau, the Swiss canton that is home to TDS.

TDS already works with Thurgau Tourism because it manufactures rental bikes used by Publibike and for TDS's own Rent a Bike subsidiary. It plans to install a rental bike station at the new headquarters.

E-bikes account for about half of the TDS brand's sales, and 30 percent of those are of speed pedelecs, Becker said. The brand is strongest in the German-speaking region of Switzerland, which accounts for more than half of the nation's population.

Becker said TDS has been able to fight the overall decline in Swiss bicycle sales. "But we still sell the same amount as in previous years — and thanks to 'e,' for much higher prices," he said.

TDS is one of only two larger suppliers that make their bikes in Switzerland.

"Customers can only choose between TDS and Komenda. All in all it's more a fight over prices. We have to be most competitive with our products," Becker said. (See page 28 for a story on Komenda).

Becker, who is German, is optimistic about the future for the Swiss bicycle market.

"The Swiss are not only driving lovely high-end cars, but also premium bicycles and e-bikes." ■

# IBD-run bikeshare lets Konstanz residents Tink for themselves

Buy bikes or rent them — either way, *Fahrradspezialitäten* benefits.

The specialty retailer, based in the "student city" of Konstanz, Germany, concentrates on less mainstream bikes, such as recumbents, trikes, tandems and cargo bikes.

Along with selling bikes, *Fahrradspezialitäten* ["Bicycle Specialties"] also operates an unusual bikeshare system. Called Tink, it offers cargo bikes. City officials recently approved the company's plans to incorporate a second bikeshare system, Konrad, that will feature conventional bikes.

"With Tink we have already more than 4,500 users and depending on the season and weather between 1,500 and 2,000 rides per month," said Felix Westermann, service manager for Tink and Konrad.

Westermann said plans are to integrate the Konrad bikes into the existing Tink system. Tink currently offers 26 rental cargo bikes, both two- and three-wheel versions, across 13 docking stations in the city of Konstanz.

Konrad will start with 150 bikes at 15 docking stations. The Konrad bikes are made by Bicipace Srl of Italy. They have 26-inch rear wheels, 20-inch front wheels and a spacious front

carrier.

According to city officials "the addition of public transport is very important to municipal utilities. The city bus, the already existing transport bike rental system Tink and the Konrad bicycles are closely linked."

Westermann said Tink and Konrad will operate year-round, even in winter. *Fahrradspezialitäten* Konstanz is responsible for service and repairs and operates a hotline for customers.

Konstanz residents can sign up online for the bikeshare system, and

will soon be able to check out cargo bikes and conventional bikes with one account.

The new system has had a few issues. Westermann said two cargo bikes have been stolen and never recovered, but vandalism has been minimal.

"Our system is a success. In downtown Konstanz it's not easy to move around by car," he said. "Citizens realized that it is sometimes quicker and more environmentally friendly to transport stuff by cargo bike." ■



*Fahrradspezialitäten's Felix Westermann at a bikeshare station in Konstanz, Germany. Stations rent conventional Konrad bikes and Tink cargo bikes.*



 **neodrives**  
DER HECKMOTOR

**NEW**  
**NEODRIVES Z20 RS**  
**FOR S-PEDELECS**

The HECKMOTOR (rear motor) is now speeding up to 45 kph.

- 100 % READY – Trouble-free riding due to minimal wear out.
- 100 % Fun – Even when riding your bike to work.
- 100 % Range – Best motor performance and energy recovery.
- 100 % Soundless – No vibrations and entirely soundless operation.
- 100 % Style – Discrete installation and semi-integrated battery for a stylish appearance.

Visit us at the Eurobike, A1 – 403  
And have a test ride!

 MADE IN GERMANY

www.neodrives.de





# They'll make you any bike you want, as long as it's steel with 20-inch wheels

Thomas Bernds and Michaela Buchholz had grown dissatisfied with living in northern Germany, so they relocated to the shores of Lake Constance. Along with their family, they moved their unique bicycle company, Bernds Werke.

Bernds Werke has a very specific niche: The company only produces folding bikes with steel frames and 20-inch wheels. And it does as much of the manufacturing as possible in-house, down to welding its frames.

Bernds and Buchholz moved to Überlingen from the northern city of Detmold in 2015, and were able to find a suitable factory right on the shore of Lake Constance. The factory once belonged to Askaniawerke, a German producer of precision mechanics and optics for military and industrial uses.

"In Detmold we hadn't been that happy anymore, and we knew the Lake Constance region and wanted to live there," said Buchholz, who handles the company's sales and marketing. "Of course, it would have been cheaper to move to, say, the east, where rent and everything else is cheaper. But it was really a personal thing."

The former Askaniawerke factory is being remodeled. When the work is finished Bernds Bike will be able to expand its factory and its office space.

Thomas Bernds, the company's founder and general manager, believes in doing as much work in-house as possible. "Then we have better control," he said.

If they can't do something themselves, they look for subcontractors nearby who can handle the work. Powder coating is one example; Bernds found a company in the neighborhood that can do the work.

However, Bernds still relies on a supplier in northern Germany, near its old location, to supply steel tubing for frames.

"We worked to build a structure here in Überlingen with cooperating companies from of the region as we had once done in Detmold," he said. "In most cases it works. In others we have to rely on our old contacts in northern Germany."

The tubing is not milled, but cut by lasers to Bernds' specifications. Bernds welds the frames and sends them out for powder coating. When the frames are returned, workers glue on the sleeves



Thomas Bernds and Michaela Buchholz of Bernds Werke, on the shore of Lake Constance.

for the folding mechanism. The frames are put in a homemade oven to cure the glue.

All Bernds Bikes are individually built to order, and most customers buy direct.

Buchholz said 60 percent of sales are in Germany and the rest distributed around the world, with Switzerland accounting for "good and increasing sales." Nearly a third of Bernds' customers show up to their office in person — "Hey, we live in a holiday region!" Bernds explained.

Bernds would like to sell through IBDs but says it is difficult for a small company like his to get recognition from retailers. For IBDs, he invented the so-called Bernds Box, which is a kind of mobile showroom with a demo bike that customers can test. Bernds will send

a Bernds Box free to IBDs along with other information they can use to sell Bernds bikes to consumers.

The system lets IBDs become Bernds retailers without having to order a lot of bikes or take up much room on the sales floor. And if a test ride at an IBD results in a sale, Bernds will give the margin to the retailer, even if the consumer buys the bike elsewhere.

"We developed a system that avoids any confusion in case the bike was tested at an IBD and later eventually bought directly from us," he said.

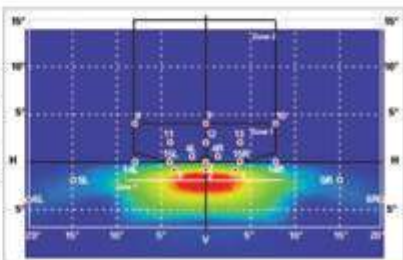
As another enticement to IBDs, Bernds promises that consumers pay the same price whether they buy from an IBD or directly from the company. "It doesn't matter if a bike is bought from an IBD or from us. The price of our folding bikes is always the same." ■

**SATE-LITE**  
Safety at the Speed of Light.

## EBIKE FRONT LIGHT SPL-01 FOR S-PEDELECS



Sate-Lite introduces the milestone front light model SPL-01 proudly. SPL-01 comply with ECE R113 requirement, with 8 automotive LEDs, brightness up to 1800 lm. It is an ideal new choice for S-pedelec OEMs, and an affordable replacement part.



Booth No. A6-217



Thomas Bernds believes in doing as much production in-house as possible. Here he welds a steel frame for a 20-inch folding Bernds Bike.





# You can't miss this IBD on your way to Eurobike

**After five days and 320 kilometers (200 miles) of riding, our Lake Constance Industry E-bike Tour ended up almost exactly where it started.**

Our final stop was Keller Fahrräder Friedrichshafen, an IBD in Friedrichshafen that sits just 700 meters from Eurobike. The retailer occupies a new three-story building along the Messe Friedrichshafen access road. You can't miss it when you head to the show.

The new store, which opened in March 2017, replaced a location in downtown Friedrichshafen that was cramped and had no parking. The old location had been known as Fahrrad Dürr after its previous owner, Otto Dürr, who was an institution in Friedrichshafen.

The sales area of the new store covers 2,400 square meters (25,800 square feet) on two of the three floors.

"Due to the size of our new store we've gotten a lot of new customers," said Yasmin Keller, the general manager. In addition to happier customers are happier employees. The store has a full-time staff of 10, plus three trainees.

"Most important for us is that all employees work in an environment they like, and that we have enough parking spaces outside," Keller said. "That's why we opened the store here and not downtown."

Keller Fahrräder Friedrichshafen, which has a parent store in the nearby town of Wangen, is a member of ZEG, the big German bicycle buying group, and carries eight complete bicycle brands.

The ground floor is where the store displays its e-bikes, apparel, accessories and components, along with a spacious service center.

The second floor is for conventional bikes, while the top floor serves as a warehouse for this store and its Wangen location.

The prominent placement of electric bikes is no accident. Keller said about half of all bicycles the store sells are electric.

"E-bikes have become a must-have lifestyle product, and e-mountain bikes are giving another boost to those electric bike sales," she said. "Not to forget the very attractive employers' leasing plans available for e-bikes. This also gives an extra push."

She's referring to programs that give employers tax break for subsidizing the cost of leasing bikes — including e-bikes — that their employees can use for commuting.

Although she did not disclose specific numbers, she noted that average sales prices are skyrocketing thanks to the large percentage of e-bike sales. Still, Keller added, "It would be a huge mistake to ignore non-motorized bicycles."

For conventional bikes, the store sees continued demand for high-end trekking and touring bikes. However, sales of conventional road bikes are suffering, which Keller attributes to "huge online competition." Sales of conventional high-end mountain bikes have also taken a hit because of the popularity of e-mountain bikes.

Keller Fahrräder also focuses on

customer service.

New customers can test or rent bikes, and the store offers complementary rental bikes so customers aren't inconvenienced when their bikes are in the shop. This fall, in fact, Keller wants to start a service where the store will pick up a customer's bike for servicing and return it, so the customer doesn't even have to make a store visit. ■



*Keller Fahrräder general manager Yasmin Keller (third from left) with employees of their new store in Friedrichshafen, close to Eurobike*

# FAIR AND SQUARE

**Discover THUN's new torque sensor X-CELL RT 2.0 for pedelecs and e-bikes at EUROBIKE 2018 (booth no. A2-109)**



For a long time, things at THUN have been revolving around the square taper, the proven feature of our core product.





# They came, they rode, they got soaked on the Lake Constance E-bike Tour

Fifteen intrepid cyclists and industry members participated in some or all of our five-day Lake Constance Industry & Trade E-bike Tour. We had a great time in spite of rain and cold weather (in mid-May, no less). Here, in alphabetical order, is a list of the riders, along their impressions of their bikes and of the trip.

## Daniel Anger

Propain Bicycles brand ambassador  
Bike: Propain Hugene (conventional)

Even if the weather wasn't perfect, thankfully there was no rain for the whole day I was part of the tour. We had good fun riding through the countryside together. I was surprised that the drive-neutral Hugene trail bike could easily keep up with the group of e-bikers.



## Jo Beckendorff

KB Media co-founder and tour organizer  
Bike: Simplon Kagu with Bosch drivetrain

I was most impressed with the balloon tires and the seamless Enviolo shifting. I had thought that an e-bike that is so heavy should rely on full suspension. But Simplon mounts a suspension seatpost on that bike, and combined with the balloon tires it was absolutely enough. Even on gravel roads I never longed for front suspension. The little bit of extra weight from the Enviolo shifting system was no problem because of the electric assist. This was a perfect e-bike for short trips and longer tours.



## Nick Becker

Tour des Suisse COO  
Bike: Tour de Suisse Broadway 45 Rohloff E-14

Our Tour de Suisse Broadway 45 with the new Rohloff 14-gear E-shift is great for everyday commuting. The smooth and fast electronic shifting of the Rohloff gear hub with its wide range was fascinating. The Lake Constance area offers so many possibilities

for bike tours. On our short trip through Konstanz to the ferry we visited the operators of the new Konrad bikeshare system, which will make an impact on traffic by encouraging the people of Konstanz to use bikes instead of cars. It's great to see that such systems can be implemented even in smaller cities.



## Thomas Berndts and Michaela Buchholz

Bernds Werke general managers  
Bike: Berndts Tandem LS Pedelec with Ansmann drivetrain

The Berndts Bike team enjoyed our tandem ride through the warm rain at Lake Constance with tour organizer Jo and his tour participants.



## Andreas Binz

Neodrives director, Alber GmbH  
Bike: Simplon Silkcarbon Neodrives

I was grateful to spend a few days with friends from the industry. The bike tour with the Simplon Silkcarbon was powered by the new Neodrives drivetrain made for soulful, sporty, and harmonious cycling.



## Frank Gauss

Deputy Head of Communication, Messe Friedrichshafen  
Bike: Customized rental bike with Shimano E-components

It was a great and pleasant meeting with different members of the industry. On top of that there were moist and cheerful impressions of Eurobike's backyard, which was easy to explore on my rented pedelec.



## Jan Lorch

Vaude Chief Sales Officer  
Bike: Centurion E-Fire Sport R4500i

Centurion's E-Fire Sport R4500i, equipped with a Bosch Performance Line CX motor, is a powerful and good-looking bike that was nice to ride. For me it was a pleasure to guide the group to Vogt, along my daily route home from work!



## Pasquale Mennig

Radrezept CEO  
Bike: Radrezept C12 with Go Swissdrive drivetrain

The Radrezept C12 is the best choice for a maintenance-free, low-wear, everyday e-bike. The Go Swissdrive rear motor is powerful and works in combination with Pinion's C12 gearbox and belt drive to be 100 percent hassle-free. I enjoyed the tour even though we did not have the best weather. It was nice to ride and chat with other industry members.



## Gernot Moser

Head of Sales Bike Sports, Vaude  
Bike: Centurion No Pogo E R3500 with Bosch drivetrain

All I can say about the bike: It's made for trails – pure fun. It was great to be part of the first industry ride and very interesting to get insight into the views of Propain Bicycles.



## Fabian Obrist

Bergstrom Brand Ambassador  
Bike: Bergstrom SUV9i with Brose drivetrain

Built for commuting and ready for singletrack riding, the Bergstrom SUV is one of the most versatile bikes on the market. The long wheelbase ensures pleasantly smooth running and puts the rider in a sporty and effective sitting position. With 140mm front and rear travel you can take a side trip on a favorite trail on your way home. I led the group from our Alpa-Werke to TDS in Kreuzlingen through Thurgau canton. We finished after 37 kilometers, 633 meters of elevation — and 3,294 liters of rain!







THE POLARTEC® KOMETA CONTINENTAL TEAM

TEST. IMPROVE. COMPETE.  
The next stage of performance fabrics.



**THE SCIENCE OF FABRIC**

**EUROBIKE 2018 | HALL A7-305**

POLARTEC.COM    

© 2018 Polartec, LLC. Polartec® is a registered trademark of Polartec, LLC. | Photo © Alessandro Belluscio





**Tobias Reimann**

Technical Account Manager, Pinion GmbH  
Bike: Tour de Suisse Speedster 2.0 s-pedelec with Go Swiss Drive and Pinion gearbox

From the moment I first sat on the bike, it ran smoothly and I was comfortable. Even at higher speeds I felt safe. Because the bike ran without making noise, I was able to enjoy the great tour along Lake Constance while chatting with the other riders on the tour.



which was by far more amazing than riding along the lake. You have to try it!

**Martin Stenske**

OEM Support Universal Transmissions (UT) for Gates and Bosch  
Bike: HNF Heisenberg MD1 with Bosch drivetrain, Gates belt drive and Rohloff E-14 hub shifter

HNF's MD1 is a super comfortable bike. The smooth drivetrain from Gates Carbon Drive in combination with the Rohloff E-14 is delightful — it's not called the Gentleman for nothing. The tour of the Bodensee area was very impressive. The nature was stunning, the little roads through the fields were so nice and, on the HNF, even the uphill sections were pure fun.



recuperation mode while going downhill. It not only saves energy but recharges the battery. The Lake Constance region is worth a bicycle ride even in bad weather, as long as you have the right bike and the right people with you. In sunny conditions it would have featured super scenic views.

**Dieter Wertz**

Tour Photographer  
Bike: Bergstrom SUV 9 with Brose drivetrain

This was a comfortable and reliable long distance touring and travel bike. Unfortunately the 25 kph speed limit [for the motor assist] reminded me constantly that I was riding an e-bike. Apart from that the tour was — despite the constant rain — much fun. For me as a photographer the rain was the biggest challenge while riding on quiet streets and paths through the most beautiful landscapes.



**Dirk Sandrock**

Momes GmbH CEO  
Bike: Specialized Levo Turbo 27.5 Plus with Brose drivetrain

I was able to test our O-Synce remote in combination with the Coachsmart LEV and the new Usee head-up display. It was a great trip around the lake even though it rained most of the time. Our trip went inland,



**Stefan Vollbach**

CEO Simplon Fahrrad GmbH  
Bike: Simplon Silkcarbon Neodrives

With its full carbon frame, the bike is wonderfully versatile and comfortable. The new Neodrives rear hub motor impressed me with its smooth yet powerful performance as well as its ability to use the motor's



**Shape up!**  
*Storage Innovation*

**K3 BIRO**



**CUSTOMIZE YOUR BIKE!**



CROPS Co.,Ltd.

www.crops-sports.com



# TAIPEI CYCLE

Oct. 30 DEMO DAY  
Oct. 31 - Nov. 03 **2018**

Taipei Nangang Exhibition  
Center, Hall 1 & TWTC Hall 3



## A New Worldview On Cycling

Organizers:



Bureau of Foreign Trade,  
Ministry of Economic Affairs (MOEA)



Taiwan External Trade  
Development Council (TAITRA)



# Transport Guide

## Eurobike Commuter Services

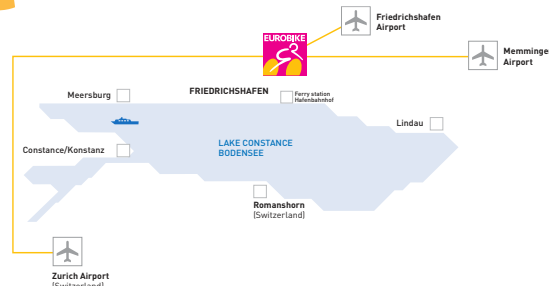
Whether you're arriving in Friedrichshafen by plane, ship or train, Eurobike offers many shuttles that bring you to the international hub of the bicycle world at Messe Friedrichshafen, and back again.

## Hotel Shuttle

No stress and no cost

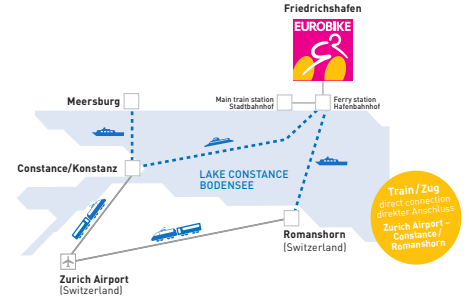
Take your time at breakfast. The Eurobike hotel shuttle will pick you up at your hotel, or close by. Ten shuttle lines connect the region between Dornbirn, Austria, in the east; Überlingen, Germany, in the west; and Weingarten, Germany in the north. There's no easier way to get to the show!

## Airport Shuttle



## Airport & Train / Ferry Shuttles

At left is a table for bus shuttles running from several airports and back. For Zurich & Memmingen booking during the show at the information desk foyer East



### Zürich Airport/Flughafen – EUROBIKE

DEPARTURE ZÜRICH / ABFAHRT ZÜRICH	
7.7.	8:00*
8.7.	7:30 8:00* 8:30 9:00 10:00 11:00 12:00
9.7.	7:30 8:00* 8:30 9:00 10:00 12:00 15:00
10.7.	7:30 8:00* 8:30 9:30

### Memmingen Airport/Flughafen – EUROBIKE

DEPARTURE / ABFAHRT MEMMINGEN	
7.7.	8:00
8.7.-10.7.	8:00 9:00 10:00 11:00 14:30 15:30 16:30 18:30

### München Airport/Flughafen – EUROBIKE

DEPARTURE MUNICH / ABFAHRT MÜNCHEN	
Munich Airport/Flughafen München	8:00 10:30
EUROBIKE Entrance West/Eingang West	11:00 13:30

### Stuttgart Airport/Flughafen – EUROBIKE

DEPARTURE STUTTGART / ABFAHRT STUTTGART	
Stuttgart Airport/Flughafen Stuttgart	8.7. - 9.7. 10:00
EUROBIKE Entrance West/Eingang West	8.7. - 9.7. 13:00

### Stuttgart Airport/Flughafen – EUROBIKE

DEPARTURE STUTTGART / ABFAHRT STUTTGART	
Stuttgart Airport/Flughafen Stuttgart	10.7. 08:00
EUROBIKE Entrance West/Eingang West	10.7. 11:00

## Messe Express

### Messe Express

ARRIVAL ENTRANCE WEST / ANKUNFT EINGANG WEST		
Bus Stop/Haltestelle	From/Von	Till/Bis
Main train station/Stadtbahn	7:30	13:02
EUROBIKE Entrance/Eingang West	7:41	13:13

## Ferry Services

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

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

### FERRY/BODENSEEFÄHRE

DEPARTURE / ABFAHRT		
Departure Konstanz/Abfahrt Konstanz	From/Von	Till/Bis
Mon - Fri/Mo - Fr	00:05 every/alle 60 min	5:05
Sat - Sun/Sa - So	00:05 every/alle 60 min	6:05

### CATAMARAN/KATAMARAN

DEPARTURE / ABFAHRT		
Departure Konstanz/Abfahrt Konstanz	From/Von	Till/Bis
Mon - Fri/Mo - Fr	8:02 every/alle 60 min	19:02
Sat - Sun/Sa - So	8:02 every/alle 60 min	19:02

### FERRY/BODENSEEFÄHRE

DEPARTURE / ABFAHRT		
Departure Romanshorn/Abfahrt Romanshorn	From/Von	Till/Bis
Mon - Fri/Mo - Fr	5:36 every/alle 60 min	20:36
Sat - Sun/Sa - So	7:36 every/alle 60 min	20:36



\*bus stops directly in front of the hotel / Bus fährt direkt ab Hotel

### 1 Hotel Shuttle Überlingen - Uhlingen - Immenstaad - Fischbach

ARRIVAL ENTRANCE EAST / ANKUNFT EINGANG OST		
Bus Stop/Haltestelle	Tour 1	Tour 2
Überlingen/Andelshofen Hotel Johanniter Kreuz*	6:34	8:19
Überlingen ZOB*	6:39	8:24
Mühlhofen Hotel Kreuz*	7:52	8:37
Überlingen Marktplatz/Höhe Parkplatz*	7:58	9:43

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST		
Departure Entrance East/Abfahrt Eingang Ost	Sun - Tue/So - Di 8.7. - 10.7.	19:00

### 2 Hotel Shuttle Meersburg - Hagnau

ARRIVAL ENTRANCE EAST / ANKUNFT EINGANG OST		
Bus Stop/Haltestelle	Tour 1	Tour 2
Meersburg Ferry station/Fahranleger*	7:10	8:40
Meersburg Kirche*	7:13	8:43
Meersburg Sabahheim/ gegenüber der Agip Tankstelle*	7:15	8:45
Hagnau Mitte/Höhe Fußgängerampel*	7:19	8:49
Arrival Entrance East/Ankunft Eingang Ost	7:40	9:10

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST		
Departure Entrance East/Abfahrt Eingang Ost	Sun - Tue/So - Di 8.7. - 10.7.	19:00

### 3 Hotel Shuttle Salem - Bermatingen - Markdorf - Oberteuringen - Ailingen

ARRIVAL ENTRANCE EAST / ANKUNFT EINGANG OST		
Bus Stop/Haltestelle	Tour 1	Tour 2
Salem Hotel Schwane*	6:51	8:21
Salem Hotel Recks*	6:56	8:26
Salem Hotel Apfelblüte*	6:58	8:28
Bermatingen Markdorfstraße/Höhe Hausnr. 9*	7:03	8:33
Markdorf Bahnhofstraße (Reisebüro Lippmann)*	7:08	8:38
Markdorf Hotel Wirtshof*	7:13	8:43
Oberteuringen Hotel Adler*	7:21	8:51
Ailingen Hauptstraße/Höhe Hettlers Twenty Four*	7:29	8:59
Ailingen Rathaus*	7:31	9:01
Arrival Entrance East/Ankunft Eingang Ost	7:40	9:10

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST		
Departure Entrance East/Abfahrt Eingang Ost	Sun - Tue/So - Di 8.7. - 10.7.	19:00

### 4 Hotel Shuttle Weingarten - Ravensburg - Meckenbeuren

ARRIVAL ENTRANCE EAST / ANKUNFT EINGANG OST		
Bus Stop/Haltestelle	Tour 1	Tour 2
Weingarten post office/Post*	6:57	8:27
Weingarten Charlottenplatz/Höhe Best Western*	7:00	8:30
Weingarten Linse*	7:01	8:31
Ravensburg Marienplatz/Busbahnhof*	7:10	8:40
Meckenbeuren sports ground/Sportplatz Lenbachstraße	7:21	8:51
Meckenbeuren Hotel Wiesenau*	7:22	8:52
Meckenbeuren Buch/Kreuzung Max-Eyth-Straße*	7:23	8:53
Arrival Entrance East/Ankunft Eingang Ost	7:40	9:10

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST		
Departure Entrance East/Abfahrt Eingang Ost	Sun - Tue/So - Di 8.7. - 10.7.	19:00

### 5 Hotel Shuttle Wangen - Neukirch - Tannau - Tettng

ARRIVAL ENTRANCE EAST / ANKUNFT EINGANG OST		
Bus Stop/Haltestelle	Tour 1	Tour 2
Wangen Hotel JUF*	6:40	8:25
Wangen Bahnhof*	6:45	8:30
Neukirch Rathaus*	7:03	8:48
Tettng Tannau*	7:10	8:55
Tettng Bärenplatz*	7:15	9:00
Tettng Seestraße/Höhe Kreisverkehr*	7:17	9:02
Arrival Entrance East/Ankunft Eingang Ost	7:40	9:25

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST		
Departure Entrance East/Abfahrt Eingang Ost	Sun - Tue/So - Di 8.7. - 10.7.	19:00

### 6 Hotel Shuttle Nonnenhorn - Kressbronn

ARRIVAL ENTRANCE EAST / ANKUNFT EINGANG OST		
Bus Stop/Haltestelle	Tour 1	Tour 2
Nonnenhorn Hotel Zum Torke*	7:05	8:35
Nonnenhorn Hotel Haus am See*	7:10	8:40
Kressbronn Seehotel Nonnenhorner Straße*	7:12	8:42
Kressbronn Rathaus/Hauptstraße*	7:15	8:45
Gohren Langenargenstraße/Höhe Hausnr. 52*	7:20	8:50
Arrival Entrance East/Ankunft Eingang Ost	7:40	9:10

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST		
Departure Entrance East/Abfahrt Eingang Ost	Sun - Tue/So - Di 8.7. - 10.7.	19:00

### 7 Hotel Shuttle Lindau Island / Insel

ARRIVAL ENTRANCE EAST / ANKUNFT EINGANG OST		
Bus Stop/Haltestelle	Tour 1	Tour 2
Lindau Bahnhof (Insel/Insel)*	6:52	8:27
Lindau Casino/Spielbank*	6:55	8:30
Arrival Entrance East/Ankunft Eingang Ost	7:40	9:15

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST		
Departure Entrance East/Abfahrt Eingang Ost	Sun - Tue/So - Di 8.7. - 10.7.	19:00

### 8 Hotel Shuttle Neuravensburg - Weißenberg - Lindau - Wasserburg

ARRIVAL ENTRANCE EAST / ANKUNFT EINGANG OST		
Bus Stop/Haltestelle	Tour 1	Tour 2
Neuravensburg Schwarzenbach/Bodenseestraße Einmündung Mooweier Straße*	6:39	8:14
Neuravensburg Gasthof Hirschen*	6:42	8:17
Weißenberg/Bayerischer Hof*	6:49	8:24
Lindau-Reutin Rathaus*	6:52	8:27
Lindau Berlinerplatz/Lindaupark*	6:54	8:29
Lindau Aeschacher Markt*	6:57	8:32
Bad Schachen Kreuzung Schachenstr./Badstr.*	7:05	8:40
Wasserburg Bahnhof*	7:11	8:36
Arrival Entrance East/Ankunft Eingang Ost	7:40	9:15

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST		
Departure Entrance East/Abfahrt Eingang Ost	Sun - Tue/So - Di 8.7. - 10.7.	19:00

### 9 Hotel Shuttle Lindau - Oberdorf - Langenargen - Eriskirch

ARRIVAL ENTRANCE EAST / ANKUNFT EINGANG OST		
Bus Stop/Haltestelle	Tour 1	Tour 2
Lindau Casino/Spielbank*	6:55	8:30
Langenargen Oberdorf/Höhe Hausnr. 22*	7:10	8:45
Langenargen Marktplatz/Hotel Engel*	7:20	8:55
Eriskirch Moos Hotel St. Theresia*	7:30	9:05
Arrival Entrance East/Ankunft Eingang Ost	7:40	9:15

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST		
Departure Entrance East/Abfahrt Eingang Ost	Sun - Tue/So - Di 8.7. - 10.7.	19:00

### 10 Hotel Shuttle Dornbirn (Austria) - Bregenz (Austria) - Lochau (Austria)

ARRIVAL ENTRANCE EAST / ANKUNFT EINGANG OST		
Bus Stop/Haltestelle	Tour 1	Tour 2
Dornbirn Rathaus (Marktplatzseite)*	6:30	8:50
Dornbirn Sägerbrücke*	6:33	8:53
(Zustieg für Gäste Hotel Bischof, Hotel Kronel)	6:35	8:55
Bregenz Messkreuzung IKKA/gegenüber Sheraton*	6:55	9:15
Bregenz Hotel Deutschmann*	7:00	9:20
Bregenz Bahnhofplatz*	7:05	9:25
Bregenz Kreisverkehr/Höhe Sutterlüty*	7:10	9:30
Lochau Seehotel am Kaiserstrand*	7:10	9:30
Lindau Hotel Marina Star*	7:15	9:37
Arrival Entrance East/Ankunft Eingang Ost	7:45	10:05

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST		
Departure Entrance East/Abfahrt Eingang Ost	Sun - Tue/So - Di 8.7. - 10.7.	19:00

All timetables are also available on [www.eurobike-show.com](http://www.eurobike-show.com) (Info Center) or the **EUROBIKE app**

**naviki App:** Use the free navigation app for Android and iPhone. naviki will always show you the best cycling route to the EUROBIKE. More information: [www.eurobike-show.com](http://www.eurobike-show.com)

## Free Rental Bikes

Visitors and exhibitors can make their way to the exhibition center easily and quickly on bike. And the best thing about the bike rental service: it's free. For more details, see [www.eurobike-show.com/eb-en/travel/bike.php](http://www.eurobike-show.com/eb-en/travel/bike.php)

Using the Nextbike App you can either scan the QR code on the bike or simply enter the bike number. The code sent to you only has to be entered into the BikeComputer and then you can unlock the bike.

nextbike in **GooglePlay Store** nextbike in **App Store**

The bikes can be used free of charge until midnight on Tuesday, July 10, and then returned to any of the given stations. (See your nearest station on the app)

## After-Party Shuttle Monday Only

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

Relax. On Monday, July 9, Eurobike organizes a free After Party Shuttle Service. There will be a bus from Eurobike Entry West to Friedrichshafen Ferry Station and the on to the main Train Station. Shuttles starting at 19:15 every 15 minutes until 00:55 (last one).





**World's Top 2 Cycle Shows**  
**1 Advertising Package**

Eurobike and the Taipei International Cycle Show are the world's #1 & #2 Bicycle Trade Shows. Use the official Show Dailies to project your marketing message and make the most of your valuable show investment...

Book an advertising package for both EUROBIKE and TAIPEI CYCLE Show Daily at once, and get a 20% DISCOUNT. For details, contact [sales@bikeshowdaily.com](mailto:sales@bikeshowdaily.com).



## Advertising index

A-Forge	11	Gate Carbon Drive	15	Polartec	35
Airace	29	Grenstorm	23	Roxim	24
Alex Global	22	Hutchinson	12	Sate-Lite	32
Allegion/Kryptonite	21	KS	8	Stromer	10
Apro Tech	9	La Fonte	25	Taipei Cycle	37
Astro Engineering	26	Messingschlagler	front cover	Taya Chain	14
Bafang	front cover	Miranda	7	Thun	33
BESV/Darfon	19	Mubea	18	Velo	13
Bosch	5	Neco	40	Wellgo	30
Chosen	29	Neodrives	31	Winora	6
Crops	36	Nexo/Otrajet	10		
Dapu	2	Pexco	28		

**EUROBIKE SHOW DAILY**  
 Credit & Contact Info

**Publishers:**  
 Tom Kavanagh & Jo Beckendorff  
 KB Media Ltd.  
 28 Llewellyn Way  
 Dublin 16, Ireland  
[www.bikeshowdaily.com](http://www.bikeshowdaily.com)

**Editor in Chief:**  
 Doug McClellan

**Onsite writing team:**  
 Jo Beckendorff  
 Wendy Booher  
 Gary Smith  
 Laurens van Rooijen

**Art Director:**  
 Keith Wealleans

**Additional Contributors:**  
 David Atkinson  
 Norman Bielig  
 Joe Delves  
 German Eslava  
 Thomas Froitzheim  
 Hannes Neupert  
 Sissi Pärsch  
 Ulrike Saade  
 Barbara Smit  
 Marek Wawrzyniec  
 Dirk Zedler

**Advertising enquiries:**  
[sales@bikeshowdaily.com](mailto:sales@bikeshowdaily.com)  
[www.bikeshowdaily.com](http://www.bikeshowdaily.com)

**Advertising Sales (Asia):**  
 Peggy Lee  
[peggy@bikeshowdaily.com](mailto:peggy@bikeshowdaily.com)

**Advertising Sales (Italy):**  
 EdiConsult Internazionale  
[sport@ediconsult.com](mailto:sport@ediconsult.com)

**Printed by:**  
 Druckhaus Mueller  
 Bildstock 9  
 Langenargen  
 D-88085

**Messe FN liaison:**  
 Alexandra Schüttler  
 Dirk Heidrich

**Supported by:**  
 Messe Friedrichshafen

MESE / TRADE FAIR FRIEDRICHSHAFEN

© 2018 K.B. Media Ltd. All rights reserved.  
 No part of this publication may be reproduced without specific written permission from the publisher. We check. Neither the publishers nor writers can be held responsible for damage of any kind that may arise as a result of the content herein. Views expressed herein have not been approved by Messe Friedrichshafen and should not be construed as representing the opinions or policies of Messe Friedrichshafen.



# NECO

VISIT US AT BOOTH NO. A5-403

Rove Dynamo Hub Power Generator-UPS System



TAIPEI CYCLE  
d&i awards 2017



## NECO 3

Intelligent Portable Charger



Patent No. Taiwan: M509473

Germany: 202015104197



## NECO 4

Global Maximum Bicycle  
Dynamo Generator

Dynamo Hub Power Generator

Patent No. China : 5257748

5Vx2A=10W

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