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EUROBIKE 2019

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Journalists gathered in stunning South Tyrol for this year's Eurobike Media Days.

SHUTTLE BUS SCHEDULE / DAY BEFORE THE SHOW / TUESDAY, SEPT. 3

Bus Stop/Haltestelle	From/Von	Till/Bis
Main train station/Stadtbahnhof	9:00	18:30
Ferry station/Hafenbahnhof	9:05	18:35
Airport/Flughafen	9:15	18:45
EUROBIKE Entrance East/Eingang Ost	9:23	18:53
EUROBIKE Entrance West/Eingang West	9:25	18:55
Main train station/Stadtbahnhof	9:35	19:05
Ferry station/Hafenbahnhof	9:40	19:10

every/alle 30 min

Cover photo: Eurobike's new Urban Media Days let journalists test city and cargo bikes in their natural habitat.

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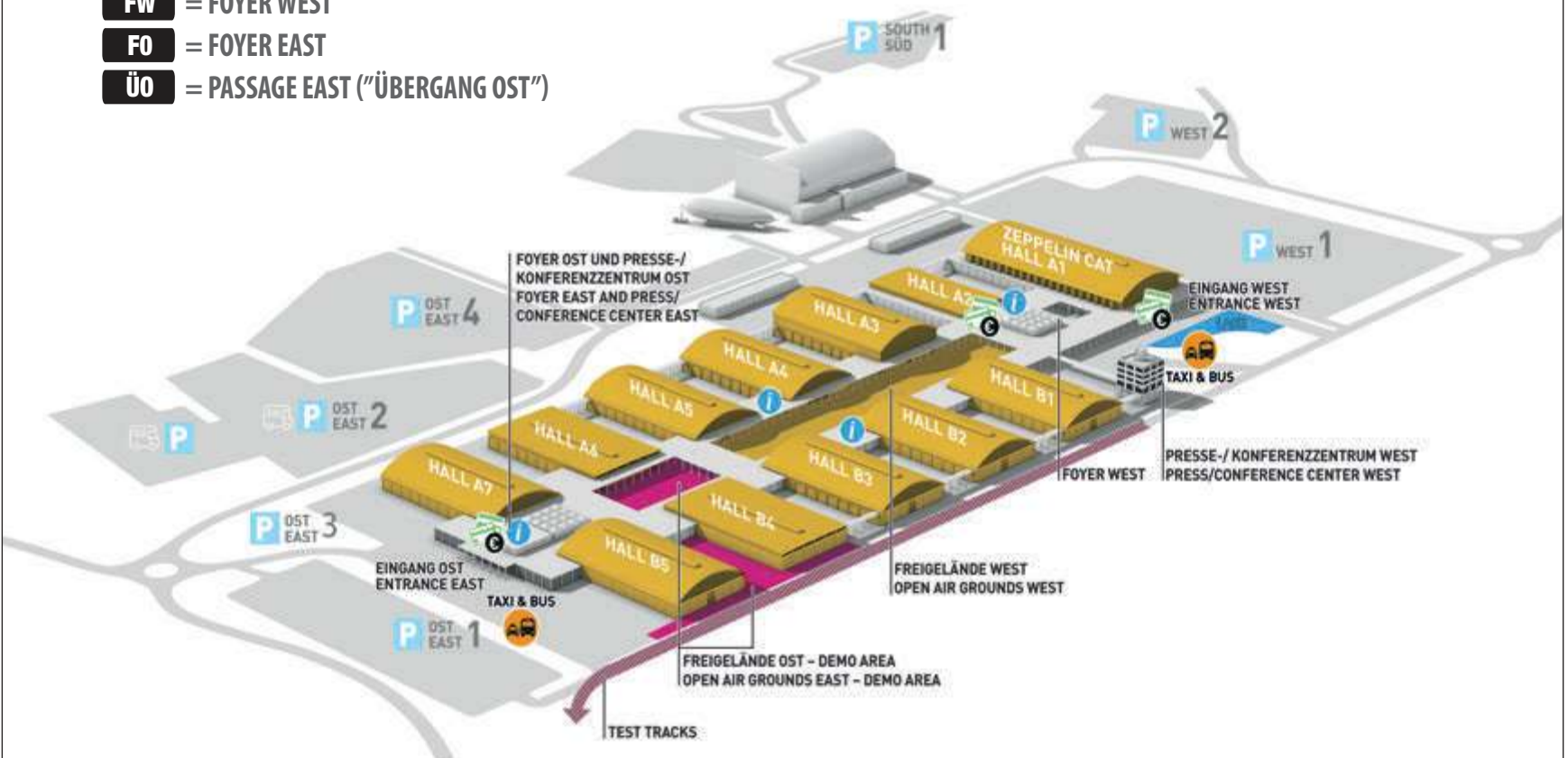
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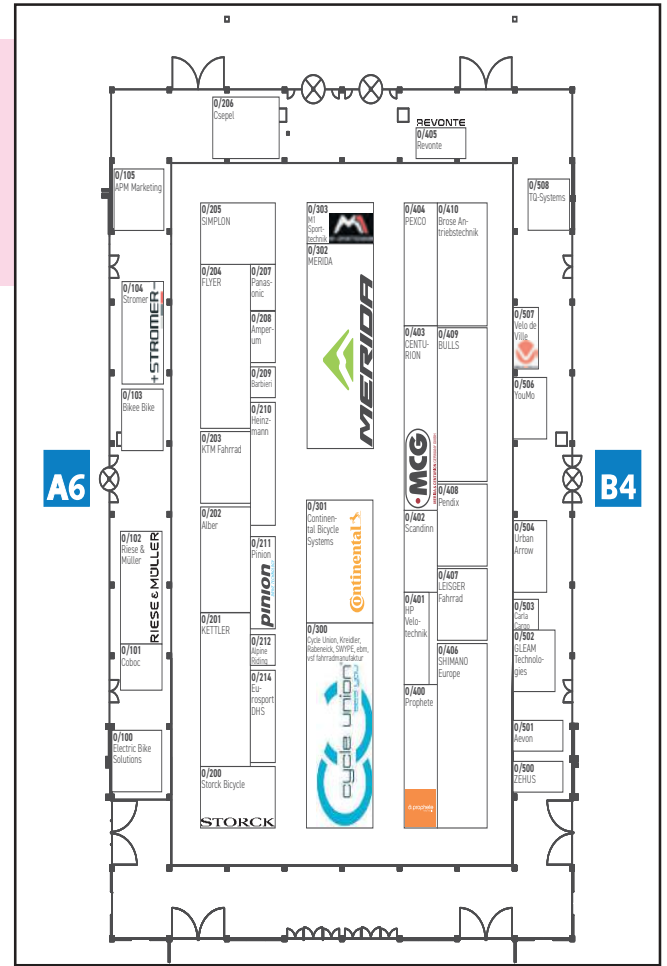
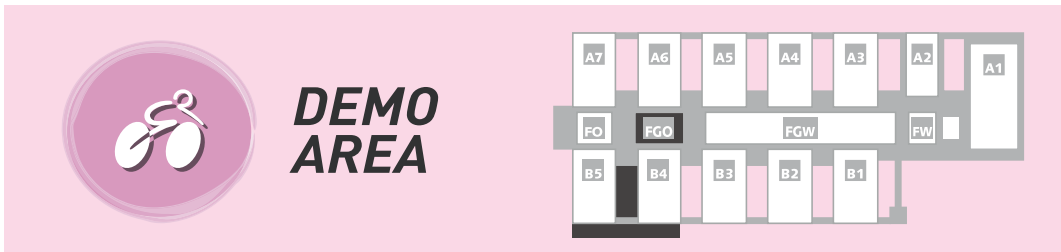
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A GUIDE TO EUROBIKE STAND NUMBERS

- 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
- F0** = FOYER EAST
- Ü0** = PASSAGE EAST ("ÜBERGANG OST")



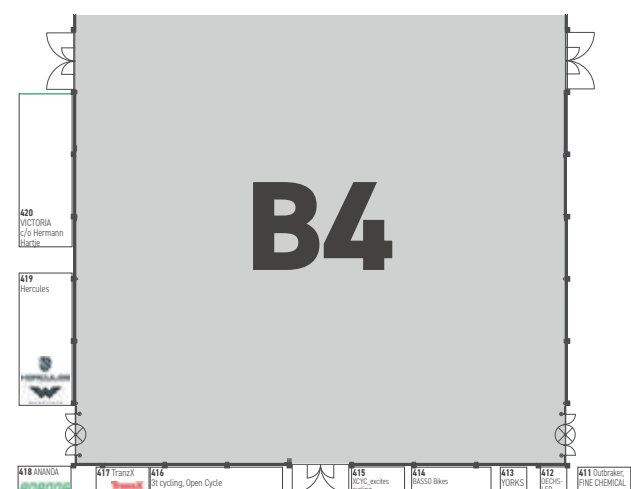
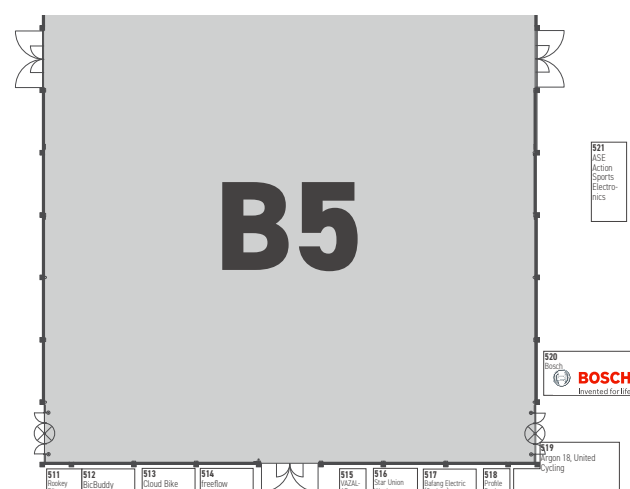
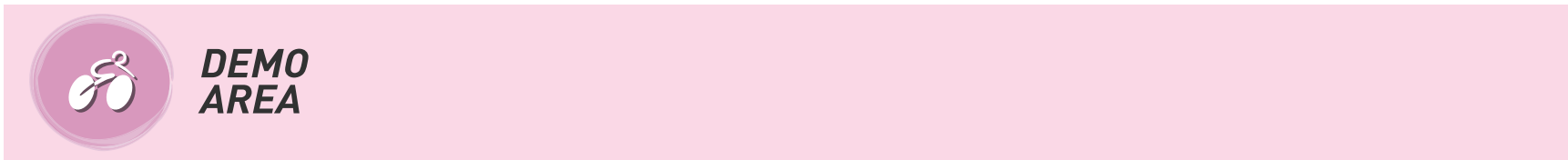
GUIDE TO EUROBIKE DEMO AREAS



COMPANY FIRMA	STAND
0/100	Electric Bike Solutions
0/101	Coboc
0/102	Riese & Müller
0/103	Bikee Bike
0/104	Stromer
0/105	APM Marketing
0/200	Storck Bicycle
0/201	KETTLER
0/202	Alber
0/203	KTM Fahrrad
0/204	FLYER
0/205	SIMPLON
0/206	Csepel
0/207	Panasonic
0/208	Amperum
0/209	Barbieri
0/210	Heinzmann

COMPANY FIRMA	STAND
0/211	Pinion
0/212	Alpine Riding
0/214	Eurosport DHS
0/300	Rabeneick
0/300	vsf fahrradmanufaktur
0/300	ebm
0/300	Kreidler
0/300	Cycle Union
0/300	SWYPE
0/301	Continental Bicycle Systems
0/302	MERIDA
0/303	M1 Sporttechnik
0/400	Prophete
0/401	HP Velotechnik
0/402	Scandin
0/403	CENTURION

COMPANY FIRMA	STAND
0/404	PEXCO
0/405	Revonte
0/406	SHIMANO Europe
0/407	LEISGER Fahrrad
0/408	Pendix
0/409	BULLS
0/410	Brose Antriebstechnik
0/500	ZEHUS
0/501	Aevon
0/502	GLEAM Technologies
0/503	Carla Cargo
0/504	Urban Arrow
0/506	YouMo
0/507	Velo de Ville
0/508	TQ-Systems



COMPANY FIRMA	STAND
500	Schindelbauer
501	Fazua
502	Fantic
503	Denver Bike
504	Krykun Private Company
505	iweech
506	Promovec
507	Mahle
508	ExtraEnergy Services
508	Mac Motor

COMPANY FIRMA	STAND
511	Rookey Bike
512	BicBuddy
513	Cloud Bike
515	VAZALAB
516	Star Union Wuxing
517	Bafang Electric (Suzhou)
518	Profile Design
519	Argon 18, United Cycling
520	Bosch
521	ASE Action Sports Electronics

COMPANY FIRMA	STAND
401	Motivova Technology
402	YOKLER CARGOBIKES
403	Rohloff
404	GOLDEN WHEEL
405	F.S.A.
406	Pivot Cycles
407	RTI Sports
408	Hase Bikes
409	Greyp Bikes
410	cycleWASH
411	Outbraker

COMPANY FIRMA	STAND
411	FINE CHEMICAL
412	OECHSLER
413	YORKS
414	BASSO Bikes
415	XCYC_excites cycling
416	3t cycling
416	Open Cycle
417	TranzX
418	ANANDA
419	Hercules
420	VICTORIA c/o Hermann Hartje

AS THE INDUSTRY TRANSFORMS, SO DOES EUROBIKE

Welcome to the 28th edition of Eurobike, the world's largest trade show for the bicycle industry.

The very term "bicycle industry" means something quite different today than it did just 10 years ago. And many of the products at this show would startle a Rip Van Winkle who had been asleep since 2009.

The changes are "not so much if you look at it from one year to the next because it's only a little step," Eurobike head Stefan Reisinger said in an interview. "But if you go back 10 years, what's happened is really a dramatic change."

Electric bikes were in their infancy 10 years ago; Bosch eBike Systems, which celebrates its 10th anniversary this year, didn't show its first drive system until Eurobike 2010.

"There were maybe a few of the first e-bikes at the show 10 years ago," Reisinger said. "But if you look at e-bikes today they are kind of the driving force behind the whole industry. There are only very, very few small companies that are not into the e-bike business."

And while e-bikes were controversial when they first came onto the market, Reisinger said Eurobike made the right call to welcome the segment.

"I'm really happy that we were one of the early adopters of this new trend many years ago. I think we were the first ones displaying and test-riding e-bikes, which were very new to everyone 10 years ago," he said. "Today, that's the market."

Although many large bike brands continue to skip Eurobike and other trade shows in favor of private house shows, Eurobike has taken up the slack as it moves into segments that didn't exist a decade ago.

Show visitors will see a focus on "connectivity solutions," an emphasis on micromobility products such as electric scooters, and the advent

of electric cargo bikes made for heavy-duty commercial work, not just for taking the kids to school.

Eurobike is again fully booked, with every hall — and the outdoor areas between halls — filled with booths. Organizers say more than 1,400 exhibitors will be on hand. Of those, 150 are new or are returning after skipping one or more shows.

The show has been spending heavily on digital products. Eurobike launched a revamped website in August, and officials expect to unveil a business-to-business initiative for future shows that will allow brands to participate without having to commit to an elaborate booth.

Another good sign for this year's Eurobike is Germany's healthy bike market.

"We are always a mirror of the market, and as long as the market is under full steam, it's the same for Eurobike," Reisinger said. That's again thanks to e-bikes, because while the total number of bikes sold has been relatively flat, suppliers and IBDS are making more money because they are selling more e-bikes at much higher average prices.

The show has also returned to its traditional early September time frame, after experimenting with July dates in 2019. Eurobike has already committed to staying with these dates again in 2020 — but Reisinger is not prepared now to make future commitments on show timing.

"I think it's right to move back to the September dates, and we've already announced we will stick to that timing in 2020. But I wouldn't now make a year-end statement for the mid- or long-term," he said. "We just have to make sure we stay where the majority of the industry is heading." ■ **DM**



Eurobike head Stefan Reisinger (left) with Messe Friedrichshafen CEO Klaus Wellmann



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SHOW BRIEFS

43 WINNERS FOR EUROBIKE AWARD

Judges have selected 43 winners out of nearly 400 entries for the 2019 Eurobike Award. Nine of the 43 will receive the top Gold Award.

Who are they? You'll have to wait for the Eurobike Award presentation on Wednesday evening, Sept. 4, to find out. The award ceremony begins at 5:30 p.m. on the first day of the show on the Eurobike stage in Foyer East.

Now in its 15th year, the Eurobike Award will again be honoring the most creative and innovative products across bike, component, accessory and apparel categories.

Six judges, drawn from different disciplines, met in Friedrichshafen in early August to choose the winners. The panel included Bernd Eisenschmidt, head of the Institute for Quality Assurance and Certified Bicycle Safety; Eugene Maslov, a

lead designer from the Munich-based Designworks, a subsidiary of the BMW Group; and mechanic Sam Humpeson, co-founder of the Look Mum No Hands cycle cafes in London.

Joining them were Eric Poscher-Mika, a sociologist, bike retailer, and co-author of the book "Cargobike Boom!"; and journalists James McKnight, who writes for bike magazines, and Andrea Reidl, a specialist in urban mobility who contributes to "Zeit online," "Karl," and "Cicero."



The Eurobike stage will again be the setting for the Eurobike Award ceremony on Wednesday afternoon.

PLAN AHEAD: 2020 SHOW DATES SET

It may seem odd to talk about 2020 Eurobike dates before the 2019 show has even opened its doors, but Eurobike officials have gone out of their way to make sure exhibitors have plenty of time to prepare for its 2020 events.

Eurobike itself will remain in early September, with next year's show scheduled for Sept. 2-5, 2020. Just like this year, the 2020 edition will feature three business days and one festival day for the public.

Eurobike has also announced the dates and locations for its two media demo and preview shows. Eurobike Media Days will be June 16-18 at Bike Republic Sölden in Ötztal, Austria — a new venue for Media Days.

Urban Mobility Media Days will take place two weeks later from July 2-3, again at Messe Frankfurt.

For 2020 and beyond, Eurobike

has announced an important policy change: Companies that attend either Media Days events — or want to have demo bikes at Eurobike — will no longer have to be a Eurobike exhibitor.

"We want to drive the whole industry forward. This means that we are prepared to break the taboos of [the] international trade fair business," Messe Friedrichshafen CEO Klaus Wellmann said.

"By setting the dates early for our 2020 events, we are helping the industry to plan ahead. We have also selected a good time slot away from the main vacation periods and major bike events, such as the Tour de France," said Stefan Reisinger, head of Eurobike. "In addition, we are creating new opportunities by opening up the event for all participants."

Registration for the 2020 events is now open.

FIND A JOB, FILL A JOB

Need a job? Need an employee? Eurobike is again hosting its Job Market bulletin board for bike companies looking for employees, or employees looking for a new challenge.

Submit the details of the job you're offering, or seeking, and the Eurobike team will quickly check and approve your entry and post it on the online Job Fair. The show also posts printed versions of job ads on large bulletin boards, located in the Job Fair section of the West Foyer. Submitting a job posting is free for

individuals and for Eurobike exhibitors. For companies that are not exhibiting, the price is 50 euros, plus VAT.

Want to make your job advertisement stand out? Submit a customized ad in PDF format, sized for A4 paper, and the Eurobike staff will print it out and post it on the bulletin boards.

Submit your employment ad by email to jobmarket-eurobike@messe-fn.de. Or you can hand it at the Job Fair counter during the show.



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EUROBIKE 2019 — DAY 1

SHOW INFORMATION / EVENT CALENDAR

Show Dates

Business Days:
Wednesday, Sept. 4 – Friday, Sept. 6
Festival Day: Saturday, Sept. 7

Show Hours

9 a.m. – 6 p.m.

All Day / Every Day Events**Foyer East****15th Eurobike Award**

See the award-winning products.

Open Air Grounds East
(Behind Halls B4 and B5)

Demo Area

Around 100 brands will have road, cargo, mountain and city bikes, conventional and electric, for visitors to test on 10km (6 miles) of test tracks.

Foyer East**Recumbents and Velomobile exhibition****Hall A1****Cargo Area/E-Mobility Area**

See new cargo and e-cargo bikes along

with trends in micromobility, including e-scooters. See the latest e-bike drive systems here as well

Foyer East**Blogger Base/The Writers' Club**

The Blogger Base, supported by the Writers' Club, provides workspaces for international bloggers from the bike and travel industries. The Eurobike Social Wall displays posts published with the hashtag #EurobikeShow.

Foyer West**Service Area**

The Service Area helps IBDs and brands improve the marketability of their products. Exhibitors include specialists in merchandise management, logistics concepts, digital sales platforms, insurance, anti-theft security, and more.

Passage East**Start-Up Area**

Some 50 start-up companies have small booths to show their inventions throughout the show, while a bar and lounge area encourages networking.

Foyer West**Job Fair**

Whether you're looking for a bike industry job or looking to hire, individuals and exhibitors can submit job postings for free. Eurobike posts them online and on the foyer's bulletin boards.

A1-105**Greenstorm**

Enter a lottery for a chance to drive a Tesla Model 3 for eight months, and many other prizes.

Scheduled Events

Wednesday, Sept. 4

8:30 – 9:45 a.m.

Foyer East/Blogger Base

Blogger Breakfast with South Tyrol**10 – 10:45 a.m.**

Conference Center East/Room London

Eurobike Start-Up Academy Workshop: What type of support structure suits my start-up best? Guido Zinke (In German with English translation)

11 – 11:40 a.m.

Conference Center East/Room London

Eurobike Start-Up Academy Workshop: Legislation pitfalls – how start-ups can avoid them. Dirk Zedler (In German with English translation)

11 – 12 p.m.

Foyer East/Eurobike Stage

Eurobike Academy: Why we buy what we buy. Patrick Seitter, Seitter & Partner (In German)

12 – 12:45 p.m.

Conference Center East/Room London

Eurobike Start-Up Academy Panel Discussion: Innovation bicycle – product development through smart partnerships. With Recep Yesil, Coboc; Marc Gillissen, Hermann Hartjke; and Manuel Prager, Chike (In German with English translation)

12 – 12:45 p.m.

Foyer East/Eurobike Stage

LEVs @ Eurobike. By ExtraEnergy**12:30 – 2:30 p.m.**

Conference Center East/Room Paris
Taiwan Excellence Press Conference
New products from Taiwan manufacturers, and a preview of Taipei Cycle 2020.

1 – 1:30 p.m.

Foyer East/Eurobike Stage

Sharea – e-mobility, ready for you
Franz Tepe (In German)**1:30 – 2:30 p.m.**

Administration Building/Room A
World Bicycle Industry Association press conference

1:45 – 2:15 p.m.

Foyer East/Eurobike Stage

Kettler new product presentation
(In German)

More than 100 brands will have all types of bikes on hand for Eurobike visitors to demo throughout the show.

2 – 6 p.m.

Foyer East/Blogger Base

Meet the Start-Ups**2:30 – 2:45 p.m.**

Foyer East/Eurobike Stage

Start-Up Day Opening Ceremony**2:45 – 3:45 p.m.**

Foyer East/Eurobike Stage

Start-Up Day panel discussion: The bicycle is leading the way – is the bicycle industry going along too?

Martin Obers, Swapfiets; Fabian Auch, Magenwirth; Katja Diehl, Door2Door; Geraint Florida-James, Mountain Bike Center of Scotland; and Philipp Kessler, Start-up Netzwerk Bodensee. Moderator: Isabell Eberlein, Velokonzept. (In German and English with translation)

3 p.m.

Yuba Bicycles/A1-715

Guided tour of Cargo Area**3:45 – 5:15 p.m.**

Foyer East/Eurobike Stage

Start-Up Award Pitches: 20 finalists each get 180 seconds to pitch.**4 – 6 p.m.**

Enervit/B5-207

Italian Aperitivo in honor of Francesco Moser's 1984 Hour Record**5:30 – 6 p.m.**

Foyer East/Eurobike Stage

Eurobike Award Ceremony**5:30 – 8 p.m.**

Entrance West/Show Lake

Eurobike Social Ride by Shimano

43km (28 mile) road bike ride is followed by a BBQ at the Shimano booth. Bring your own helmet and bike.

5:30 p.m. – on

Hutchinson/B3-207

Booth party for Racing Lab debut**6 – 8 p.m.**

Foyer East

Start-Up Lounge Bodensee

Networking party and panel with 2018 Start-Up Award winners.

Hosting a party or other special event? Email us the details by 3 p.m. for the next day's Show Daily at EurobikeShow-Daily@gmail.com. Please include your booth number and contact information.

TUESDAY, SEPT. 3

PRE-SHOW EVENTS

Eurobike doesn't officially open until Wednesday, Sept. 4, but several events are happening Tuesday, including Eurobike's new Bike Biz Revolution conference.

**8:30 – 10:30 a.m.**

Entrance West / Press Garden

Media Breakfast

Journalists can join Gunnar Fahlau, founder of German PR agency Pressedienst-Fahrrad, for an overview of 2020 bicycle trends, interviews with exhibitors, and the opportunity to shoot photos or videos for fresh footage from the show before it opens.

11 a.m. – 1 p.m.

Conference Center East / Room Berlin

Eurobike Industry Discussion / Innovation Tour

Journalists are invited to join Eurobike executives and industry leaders for the annual panel discussion of industry trends, market conditions, and industry challenges. Simultaneous German/English translation provided. After the panel discussion will be a tour of selected exhibitors.

1 – 6 p.m.

Conference Center West / Room Schweiz

Bike Biz Revolution – Conference for Visionaries

Learn about and discuss industry trends and innovations with several international experts. Admission is 100 euros. Simultaneous German/English

translation is provided. The detailed schedule is as follows:

1:15–2:30 p.m.**Data-driven Business**

- Rose Bike panel: That's how digital information works
- Peter Post, Scholz & Volkmer: Platform Economy – Eurobike Connect
- Alex Thussbass, DealerCenter Digital: Product data – The new oil of the sales engine
- Thomas Schwerdtner, Bidex (Bike Data Exchange): Disruption is only for starters.

2:30 – 4 p.m.**The Future of Mobility**

- Thomas Sauter-Servaes, Zurich University of Applied Sciences: Less artificial, more intelligent – How the 'Spotifyfication' of traffic makes us happy anyway
- Martijn Obers, Swap Fiets: From 150 to more than 100,000 customers in 2.5 years
- Kresimir Hlede, Greyp Bikes: Vision and the real thing – smart and connected bikes
- Christian Anuth, Haveltec: Connected bikes – opportunities and challenges

4:30 – 6 p.m.**The Future of the Bike Biz**

- Scott Montgomery and Adrian Montgomery, CrankTank: The future of cycling channels – more choice, more service, more benefits
- Björn Stapelfeldt, Smartfit by Radlabor: Online bike retailing – How digital sales tools will transform the bike market
- Kristijan Maruste, Comodule: The change of our mobility behavior in the next 10 years

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EUROBIKE MEDIA DAYS

INNOVATIVE BIKES AND BREATHTAKING VISTAS ELECTRIFY THIS YEAR'S MEDIA DEMO

KRONPLATZ, Italy — After choosing a different location in 2018, Eurobike Media Days returned to the spectacular Kronplatz region of South Tyrol for its fifth edition.

The early July event attracted 21 exhibitors, representing 23 brands, who brought their newest innovations for hands-on testing by journalists. The range of test bikes on hand cut across several trends in the performance segment, from e-mountain and gravel bikes to road bikes.

With lifts and gondolas leading up from three valleys, the Kronplatz sits at the heart of South Tyrol's mountain tourism industry. At the foot of the Kronplatz, the Reischach and Bruneck regions offered plenty of test tracks for all kinds of sports-oriented bicycles.

They ranged from short gravel loops to a mountain pass to the 8.5km (5.3 mile), mostly man-made Herrnsteig mountain bike downhill trail, accessible by cable car, with a 1,250-meter (4,100-foot) descent.

Add in the alpine landscape, breathtaking views of the Dolomites, and South Tyrol culinary specialties,

and it was an ideal setting for a demo event.

Some good fortune helped. Predictions of thunderstorms and rain proved to be wrong. Apart from two short showers, Eurobike Media Days profited from sunny and warm weather that further lifted the mood.

Exhibitors included big names like KTM, Conway, DT Swiss, and FSA; boutique brands like Open Cycles, Nicolai, and Rondo; and start-ups like Arc8 Bicycles. Shimano, Magura, and DT Swiss provided the technical support.

Journalists — 140 of them, from 15 countries — had 2-1/2 days for test rides and interviews with manufacturers.

E-mountain bikes continue to be a strong trend, and hardly any exhibitor came without some.

The drive systems on display also showed how that segment is diversify-



Testing bikes in the alpine beauty of South Tyrol at Eurobike Media Days

ing: While most systems focused on bigger batteries for longer range, brands like **Scapin [B5-306]** and **Nox Cycles [B1-103]** went in the other direction. They showed bikes that, by using smaller drive systems and batteries, weighed significantly less than typical e-MTBs.

Nox, a first-time exhibitor, said Media Days provided welcome exposure.

"We've had lots of journalists out on our bikes here and lots of good feedback," said Frank Kickert, in charge of sales and PR for Nox. "We hope this will provide us with plenty of support heading into Eurobike that will enable us to drive our brand forward."

Another standout was **Greyp, [A1-502]** a Croatian brand that combines a Taiwanese-made MPF mid-drive motor with its own battery. Greyp emphasizes its own impressive app, which allows riders to connect not just with their smartphones, but directly to the internet.

Electric assist continues to pick up speed in the road and gravel segments as well. For these segments, brands

are adopting lighter drive systems like those made by **Fazua [A1-205]** or **Ebikemotion. [A1-500]**

Interestingly, **FSA [B3-400]** is diving into this segment with a system it is premiering at Eurobike. FSA exhibited at Media Days for the first time.

"We've had some really good contact with the media, which was precisely our goal. We're here because we have some new products and our main objective is to introduce them to the industry, partner brands and customers," said Davide Riva, OE sales manager for FSA.

Eurobike Head Stefan Reisinger said show organizers will host Media Days June 16-18 at Bike Republic Sölden, in Ötztal, Austria.

"The exhibitors on site were delighted to have the opportunity to intensively exchange with international journalists. And the participating journalists successfully got to test road bikes, gravel bikes, and mountain bikes with and without e-drives, and to discuss them in a relaxed atmosphere," Reisinger said.

■ LVR



140 journalists from 15 countries went to Eurobike Media Days to see what's new, including this innovative system from Croatian newcomer Greyp.



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A5-104

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URBAN MOBILITY MEDIA DAYS

PUTTING BIKES TO WORK ON THE STREETS OF 'MAINHATTAN'

FRANKFURT AM MAIN — The bike market is a lot more than sexy road rockets and burly downhill dirt eaters. Urban and utility bikes are a fast-growing segment, and an increasingly important one for Eurobike.

Show organizers this year launched a new media demo for bikes that are built to work, not play. Instead of setting it in the alpine wonderland it chose for Eurobike Media Days, organizers went to the heart of "Mainhattan," Germany's financial capital, for what it called Urban Mobility Media Days.

Hosted by Messe Frankfurt, Urban Mobility Media Days showcased the vast spectrum of urban mobility products, from trailers and electric scooters to folding bikes, all varieties of e-bikes, heavy cargo bikes for commercial use, and products for sharing and fleet bikes and parking.

"Urban mobility is set to change significantly in the next few years, and we in the cycle industry should and can help to shape this change with events like this," said Torsten Mendel, marketing and PR manager at **Abus. [A5-500]**

Instead of test tracks, the Agora neighborhood around Messe Frankfurt

offered opportunities to test the demo bikes in their natural habitat of urban traffic. It was, several exhibitors said, the best setting to try out their products.

"The topic of urban mobility is a very important one for us and we believe that most bikes are actually used in an urban setting," said Heiko Truppel, online marketing manager for **HP Velotechnik. [FO-103]**

Added Markus Riese, co-founder and managing director of **Riese & Müller, [A6-300]** "The central location in Germany is super, and Frankfurt as a major city is ideal for presenting modern urban mobility."

Held the week after Eurobike Media Days, the July event in Frankfurt attracted nearly 100 journalists, with more domestic media and fewer international publications represented.

It was the first time that many reporters, used to covering the more traditional segments of the bike industry, had a chance to study and



It's a bike, too: Urban Mobility Media Days highlighted urban and utility bikes and other mobility devices, like this heavy-duty cargo bike from A.N.T.

ride such vehicles as three-wheeled recumbents or heavy-duty cargo bikes.

The Urban Mobility show attracted 32 manufacturers representing 42 brands — surpassing its sister event on its first try.

Show organizers said they were satisfied with their first attempt at spotlighting this category. "The Urban Mobility Media Days took place in the right place at the right time," Eurobike Head Stefan Reisinger said. "We are delighted by a top-ranking field

of participants on the brand side and also an excellent response from the media representatives." ■ **LvR**



With the Frankfurt skyline as a backdrop, Urban Mobility Media Days let journalists test urban bikes in their natural habitat.



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JOIN THE REVOLUTION AT EUROBIKE'S PRE-SHOW INDUSTRY CONFERENCE

Did you come early to Friedrichshafen to prepare for the show? If so, you won't want to skip Eurobike's new pre-show conference, "Bike Biz Revolution – Conference for Visionaries."



evant to the industry," project manager Dirk Heidrich said. "We knew that we had hit the mark when we saw the high level of interest in working with us to actively shape the event."

Presentations are divided into three broad themes: Data-driven business; the future of mobility; and the future of the bike business. Speakers will also delve into such trends as connectivity, future mobility, and the movement



Thomas Sauter-Servaes

The conference runs from 1 – 6 p.m. on Tuesday, Sept. 3, the day before the main show opens, in Rooms Berlin and Paris in Conference Center East. Admission is 100 euros (\$113), and food and refreshments will be available.

"We deliberately chose to include a mix of themes and speakers including technical pioneers, disruptive thinkers and pragmatic and creative innovators with practical solutions directly rel-

toward sharing instead of owning.

In the "data-driven business" section from 1:15 – 2:30 p.m., officials from the Bocholt, Germany retailer Rose Bike will discuss the company's approach to digital innovation. Other speakers include Peter Post of Scholz & Vollmer on a new digital industry platform and its impact on mobility behavior; Alex Thussbass, of DealerCenter Digital, on "Product data — the new oil of the sales engine"; and Thomas Schwerdtner of the Bidex Bike Data Exchange on "Disruption is only for starters."

For the "Future of Mobility" section, from 2:30 – 4 p.m., speakers include Thomas Sauter-Servaes of the Zurich University of Applied Sciences, who will talk about artificial intelligence and its impact on mobility behavior.

Martijn Obers of Swap Fiets, will describe how his company's bike leasing program has grown from 150 to more than 100,000 customers in less than three years.

Kresimir Hlede of the Croatian newcomer Greyp, and Christian Anuth, of keyless local brand Haveltec, will discuss "smart," connected bikes. (See Wednesday's Show Daily for a profile of Greyp).

The final segment, "The Future of Bike Biz" from 4:30 – 6 p.m., will lead off with Scott Montgomery and Adrian Montgomery of the U.S. consulting firm



Christian Anuth

CrankTank, who will discuss how the U.S. market is changing.

Björn Stapelfeldt of Smartfit by Radlabor, which offers an online sizing tool for bike retailers, will address "Online Bike Retailing: How digital sales tools will transform the bike market." Kristjan Maruste of Comodule will speak on "The change of our mobility behavior in the next 10 years."

The moderator of the Bike Biz Revolution conference is Frank Puscher, a journalist who specializes in e-commerce, online marketing and other types of new technology. ■



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Portugal Bike Value



Portugal Bike Value at the biggest European mobility event

Eurobike will be held in Friederichshafen, Germany, from 4 to 7 September. As in recent years a Portuguese delegation, led by ABIMOTA, will be present at the Portugal Bike Value stand.

Eurobike is regarded as the world's leading cycling and mobility event. It is the annual meeting point that brings together commerce, industry and the media. So, here we present the latest trends and technologies that are in vogue in mobility, with special emphasis on the two-wheeled sector.

In a space where professional visitors and exhibitors have the unique and privileged opportunity to maintain contacts and do business, Portugal Bike Value will occupy a space of over 700m², which houses 14 national brands, in a sample of the best that Portugal produces. The delegation also includes the LEA - ABIMOTA Testing Laboratory, with a natural focus on bicycle testing and certification.

Economic data

According to Gil Nadais ABIMOTA Secretary-General: "Portugal is currently the second largest European exporter of bicycles. It is often referred to as a destination country for the installation of new companies in this sector, continuing the effort to attract investors that has been made, and encouraging the installation in Portugal of major world assemblers who look at our country to ride bicycles and develop their operation centres."

In 2018, almost two million bicycles were produced in Portugal, and this year it is expected that this number will be largely exceeded. Until last June, the Portuguese industry had already produced 1.7 M bicycles.

For the current year, it is difficult to forecast accurately due to fluctuations in the exchange rates and a high demand and a vigorous growth in this sector. In addition, many industrial units are only now reaching their expected level of production. We can be sure that, to date, the total value recorded in 2018 has already been exceeded.

Participating brands and "A Bite of Portugal"

In Portugal Bike Value, there will be 14 Abimota member companies, namely: Esmaltina; Goldnutrition; Incycles; Interbike; Jasil; Miranda & Brother; ND Tuned; Polypromotion; Polisport; Prototype; Rodi, Sangal, Tabor and Unibike.

During the event, on September 5th, there will be the promotional action "A Bite of Portugal", in which participants will be invited to a tasting experience of Portugal, and at the same time have the opportunity to take a closer and informal contact with the reality of the Portuguese industry linked to the two-wheel sector.

ESMALTINA: WE BELIEVE IN BICYCLES

Esmaltina has been founded in 1970 and since expanded into a bike maker with a yearly production capacity to some 300,000 units.. Esmaltina product range includes e-bikes, city, mountain, kids and folding bikes. Currently, more than 70% of its production is exported to countries like Germany, United Kingdom, Holland, Belgium, France, Spain and others.

To achieve its clients' expectations, in 2015 have built a new 5,00 sqm warehouse with dynamic picking to increase stored boxed components and a new 2.500 sqm warehouse to increase stored box bicycles on behalf of its clients in order to be actively responding to shipping requirements.

With more than 3 million bicycles produced for its clients in Europe, Africa and South America, Esmaltina carries on its development of production system's and state-of-the-art equipment a continuous and remarkable growth and always mindful of products quality as well as its service performances.

In the future, the bicycle will become increasingly important in our lives, either as a means of transportation or as leisure equipment, fun and fitness.

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CONTACTS:

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START-UPS TAKE CENTER STAGE AT EUROBIKE

Eurobike is putting start-up companies back in the spotlight this year. Instead of hosting an event the day before the show opens, like last year, these entrepreneurs will be front and center on the first day. They'll also have a place to show their products throughout Eurobike, in the East Passage.

After last year's inaugural program, "The feedback was that overall attendance and overall awareness could be much higher if we run it on the first show day. We said, 'why not?'" Eurobike head Stefan Reisinger said

Organizers have designated Wednesday, Sept. 4 — the opening day of the show — as "Start-Up Day."

A total of 51 companies will have their products on display at the Eurobike Start-Up Area, in the East Passage. Twenty are finalists for the Start-Up

Awards, which will be announced as part of the Eurobike Award presentations on Wednesday evening.

The finalists will make three-minute product pitches on Wednesday afternoon. Products include a sand-based waterproof fabric made with nano-technology; new e-bike drives; a crash detection sensor; an electric scooter; an aerodynamic electric "sled"; and other innovative bikes, components, apps and micromobility products.

Also on Wednesday will be several Eurobike Academy presentations for start-ups, covering such areas as financing and legal requirements for product development.

"We feel that it is important to encourage a strong connection between the established bike industry and start-ups to reflect and respond to current social changes," said Dirk Heidrick, Eurobike project manager.

The 20 finalists for the Eurobike Start-Up Award are AER Electric, AppeBike, Asphalt AG, Cooper

Collins, Darimo Carbon, DealerCenter Digital, Flit (Cambridge) Limited, Good Goods Tegernsee, Hiride Suspension, and Ingenieurbüro Embedded.

Also, Intra Drive Limited, IntuEdrive, LiquidNano, Pintone Oy, Praep, Rinaldi

Telai, Tatze Bike Components, Tocsen, Urwahn Engineering, and Veloine.

After the Eurobike Awards is a networking party for start-ups that includes a panel discussion with the winners of last year's Start-Up Award. ■



Officials from Citkar pitched their Loadster at last year's Start-Up Pitch.

WEDNESDAY, SEPT. 4

START-UP DAY EVENTS

10 a.m.

Conference Center East/
Room London

Eurobike Start-Up Academy Panel Discussion: Innovation bicycle — product development through smart partnerships.

Eurobike Start-Up Academy Workshop: What type of support structure suits my start-up best?

Guido Zinke

11 a.m.

Conference Center East/
Room London

Eurobike Start-Up Academy Workshop: Legislation pitfalls — how start-ups can avoid them.

Dirk Zedler

12 p.m.

Conference Center East/
Room London

Eurobike Start-Up Academy Panel Discussion:

Innovation bicycle — product development through smart partnerships.

2 p.m.

Eurobike Blogger Base
Meet the Start-Ups and their novelties

2:30 p.m.

Foyer East/EB Stage
Start-Up Day Opening: Reasons for Eurobike to promote Start-Ups

2:45 p.m.

Foyer East/EB Stage
Start-Up Day Panel Discussion: The bicycle

as a product, means of transport and service in the social trend analysis

3:45 p.m.

Foyer East/EB Stage
Start-Up Award Pitches

5:30 p.m.

Foyer East/EB Stage
Eurobike Award Ceremony

6 p.m.

Foyer East/EB Stage
Start-Up Lounge Bodensee
Networking party, including a panel discussion with last year's Start-Up Award winners



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LEARN ABOUT THE NEW WBIA AT ITS INAUGURAL PRESS CONFERENCE

What's the World Bicycle Industry Association, or WBIA? Find out Wednesday, Sept. 4 – the first day of Eurobike – when WBIA officials conduct their first-ever press conference.



The press conference will begin at 1:30 p.m. in Room A of the Eurobike Administration Building. That's the free-standing office building near the main (West) entrance to the exhibition halls.

Founded in December 2017, the WBIA is a nonprofit association that represents the global bicycle, e-bike, and bicycle parts and accessories industry.

It's not to be confused with the World Federation of the Sporting Goods Industry's Bicycle Committee, which is the voice of the industry before the International Cycling Union and the International Olympic Committee. Instead, the WBIA promotes the use of conventional and electric bicycles as a means of safe, smart urban transportation.

"Cycling is going to be central in

future smart and multimodal mobility," said Maria Georgiadou, spokesperson for the WBIA. "The WBIA was invited to write a chapter of a policy document that focuses on Mobility as a Service platforms – this is great news as such a document will then be discussed among the United Nations' members. This chapter will be used as a guideline at a national level – in other words, it is a political document, with technical information, that will have a concrete impact on future mobility, not just in Europe."

WBIA officials chose Eurobike as the site for its inaugural press conference because it is the world's biggest bike industry gathering. The WBIA plans to discuss what it has done so far on a political level, and outline its goals for the next several years.

Since its founding, the WBIA has had a presence at all high-level meetings on mobility issues by the United Nations office in Geneva.

For example, the WBIA was present when the UN adopted a regulation on Blind-spot information systems (BSIS), intended to help motorists detect



The WBIA represents seven bicycle industry associations from countries around the world.

cyclists in heavy traffic.

This April, the UN invited the WBIA to attend the Inland Transport Committee, which is the highest policy-making body of the United Nations Economic Commission for Europe (UNECE) for transportation issues.

From four founding members, the WBIA now has seven: the industry associations of Europe, Japan, the United

States, India, Taiwan, Mexico, and, most recently, the Russian Federation.

Wednesday's press conference will include an introduction from the WBIA secretariat and chairman, and overviews from each WBIA member about their work in their respective countries.

For more information, visit <http://wbia.ch>. ■ **WB**

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PREVIEW THE 2020 TAIPEI SHOW AT EUROBIKE

It's never too soon to be looking ahead to other upcoming trade shows. Registration for next year's Taipei Cycle has opened, and show officials will again be at Eurobike to offer a preview of the 2020 edition.

They will also be promoting the newest products from Taiwan suppliers that will be on display here at Eurobike.

The "Taiwan Excellence" news conference is 1-2 p.m. Wednesday, Sept. 4, in Room Paris, Conference Center East. Product presentations include a new e-bike from Merida; racing and trail-riding tires from Kenda; 12-speed X chain from KMC; a bike carrier from Buzzrack, and a GPS bike computer from Bryton.

Now that the second trade show hall at the Nangang Exhibition Center (also known as TaiNEX) is open, Taipei Cycle will offer 25 percent more floor space for the upcoming show, scheduled for March 4-7, 2020. Show officials plan to focus more on apparel, including a fashion show, and will have a section dedicated to accessories and components.

"In 2020, we will incorporate a more varied range of concepts to the show, such as traveling and services," said Jasmine Wu, PR manager for Taipei Cycle. "E-bikes are also a key focus for 2020, but we welcome all cycling companies to join us. We pride ourselves on offering one of the biggest and the best business matching and networking platforms in the cycling industry."

The new traveling and services section will be similar to Eurobike's

Service Area, featuring exhibitors that specialize in such areas as cycling training and traveling, apps, and online sales platforms, Wu said.

TAITRA [A5-233], the trade promotion organization that manages Taipei Cycle, also coordinates the Taiwan Pavilion here at Eurobike. Visit Hall A5 to see some of the many Taiwan exhibitors at the show.

Organizers expect the 2020 edition of Taipei Cycle will attract more than 1,200 companies, occupying 4,000 booths. This year's Taipei Cycle also made use of Hall 2, but was unable to use the first floor in Hall 1 because another trade show had claimed it earlier. For 2020, all of Hall 1 will be available to bike exhibitors as well as Hall 2.

The 2019 Taipei Cycle show, which was smaller than usual because of a late change of dates and the unavailability of part of Hall 1, attracted 5,600 international visitors from 101 countries. Show organizers expect international attendance to exceed 8,000 in 2020.

The most international visitors in 2019 came from China, followed by Japan, the United States, South Korea, and Germany. Other top countries were Thailand, Singapore, Malaysia, the Philippines, and Australia. ■



Taipei Cycle 2020 will make full use of the new Hall 2 (shown) and Hall 1.

TAIWAN EXCELLENCE PRESS CONFERENCE

WEDNESDAY, SEPT. 4

CONFERENCE CENTER EAST / ROOM PARIS

12:30-1 p.m.
Registration

1-1:05 p.m.
Welcome

1:05-1:15 p.m.
Taiwan Bicycle Industry
introduction

1:15-1:55 p.m.

Product presentations:

- Merida e-bike
- Kenda racing and trail-riding tire
- KMC 12-speed X chain
- Buzzrack bike carrier
- Bryton GPS bike computer

1:55-2:05

Taipei Cycle introduction

2:05-2:30

Q&A/refreshment/
individual interviews

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SPECIAL REPORT: THE VIETNAM ROAR

BIKEMAKERS RUSH TO VIETNAM AS CHINA, CAMBODIA FACE SCRUTINY

BINH DUONG PROVINCE, Vietnam — When it comes to manufacturing bicycles for the West, China's loss is increasingly Vietnam's gain.

With China's extensive bicycle manufacturing industry under mounting pressure from the European Union and the United States, bike manufacturers — many of them based in Taiwan — are frantically seeking cost-effective alternatives to China.

That search often ends in the prosperous province of Binh Duong, north of Ho Chi Minh City, where a growing bicycle supply chain serves producers in Vietnam as well as in neighboring Cambodia — another important manufacturing hub for bicycles and a China alternative.

But Cambodia is now facing scrutiny from the EU. In February, the EU announced a 12-month investigation of its "zero tax" policy toward Cambodian-made goods because of human rights violations and the anti-democratic rule of Prime Minister Hun Sen. The EU, which offers "zero tax" status to designated emerging countries, could impose duties of up to 14 percent on Cambodian-made products, including bicycles.

China's problems have been better documented. The EU has long imposed anti-dumping duties on Chinese-made bikes, but more recently slapped duties on Chinese-made electric bikes as well. The U.S.-China trade war, which led to new U.S. tariffs on Chinese-made products, is also crimping exports to another important market.

Bike brands in the EU can barely keep up with demand for electric bikes and e-bike frames. Nor can they all afford to sell e-bikes made in the EU.

So all eyes are now on Vietnam, where a 14 percent EU duty is already priced in. Yet factory officials say production costs are not much higher than in nearby Cambodia. They worry more about finding enough young Vietnamese to work in their factories.

Binh there. Binh Duong features more than 30 industrial parks and zones that have been built with help from foreign investors. The country's Ministry of Planning and Investment says Vietnam now has some 325 industrial parks and zones, occupying nearly 95 hectares, or 235 acres. Nine more are to follow by 2020.



Factories will soon be popping up along this road in a new industrial park in Binh Duong, Vietnam.

Vietnamese authorities are anticipating a boost as more companies relocate production from China. The government says international investment in 2020 could be some 80 percent higher than it was in 2010.

Drive through Binh Duong province and you see a huge number of buildings under construction, along with roads — east toward Vietnam's ports, and west to the Cambodian border. Cambodia's bike factories are all on the Vietnam border, as Cambodia has poor roads and lacks a port that can accommodate container ships. That means bikes made in Cambodia have to be shipped from a Vietnamese port.

The Vietnamese government is especially keen on Binh Duong as a manufacturing center. The government is building a brand new city — called, accurately if somewhat predictably, Binh Duong New City. Plans call for residential and industrial areas to be set amid expansive green spaces, making Binh Duong New City an appealing place to live.

Construction is managed by Becamex Tokyu Co. Ltd., a Japanese-Vietnamese joint venture. The city's architecture comes from Singapore, which is known for its future-focused urban planning.

Meanwhile, construction billboards around Binh Duong herald the imminent arrival of many Taiwanese bicycle manufacturers. These are not just big names, like A-Pro or SR Suntour, both of which opened their first Vietnam factories last year. Other newcomers include JD, whose new factory will sit close to Astro-Vietnam's second plant. Taiwan producer Composite Gear is also building a carbon fiber facility in the same area.

Even major bike suppliers such as Merida are mentioned as potentially opening a plant in the area.

Crash avoidance. The boom in Vietnamese production could backfire, as it has in China and potentially in Cambodia. As production expands, the country is more in the spotlight — and in the sights of those European bicycle manufacturers who, with the help of the EU, are attempting to curb competition from outside of Europe. Taiwanese companies that have been rewarded for their early bets on Vietnam fear that the EU could end the party by choosing to impose anti-dumping tariffs if Vietnam becomes too big of a threat to EU producers.

However, their fears may have eased somewhat on June 30, when Vietnam and the EU signed a landmark free trade agreement that should help cement Vietnam's status as a favored trading partner to the EU.

The EU has described the agreement as "the most ambitious free trade deal ever concluded with a developing country." It must be ratified by the European Parliament and EU member



Coming soon: A construction sign in Binh Duong heralds the imminent arrival of a new factory to serve the Taiwan manufacturer JD.

states and by the Vietnamese National Assembly.

Vietnam is a significant trading partner for the EU — it's the EU's 16th largest trading partner, and the second largest EU trading partner in Southeast Asia. Vietnam's main exports to the EU are telephones, electronics, footwear, textiles, clothing, coffee, rice, seafood and furniture.

A fast-growing economy like Vietnam's usually leads to higher labor costs. But factory officials say that doesn't worry them because they expect to offset higher wages by automating more of the production processes. Bicycle officials also are realizing that they shouldn't chase lower costs by relocating their high-end bicycle manufacturing operations

every few years. After all, new factories — and the employee training required to staff them — aren't cheap.

Another plus is that Vietnam is seen as politically secure, unlike Cambodia or other emerging Southeast Asian countries such as Myanmar.

This special report looks at some of the Taiwanese bicycle manufacturers that have set up factories in Vietnam, along with a German outdoor supplier, also active in the bike industry, that sources from a Vietnam factory. We also take a quick side trip across the Cambodian border to another plant.

So don't be surprised by the "Made in Vietnam" stickers you will see as you visit Eurobike exhibitors. Expect to see many more of them in future shows.

■ Jo Beckendorff

JO BECKENDORFF

Jo Beckendorff, co-founder of the Eurobike Show Daily and a longtime industry journalist, spent nine days in Vietnam earlier this year to learn why so many bike manufacturers are setting up factories in this fast-growing country.

Jo spent most of his time in prosperous Binh Duong province, north of Ho Chi Minh City, with an occasional trip just across the border to a Cambodian region that is also home to international bike factories.

The atmosphere has changed dramatically in the 15 years since Jo first visited Vietnam to visit some of the early Taiwanese bike factories there.

"What amazes me most is the overall development of this tiger economy nation," Jo said. "I'm not talking about the bicycle industry alone — it's the whole package."

Since Jo's 2004 trip, Hanoi and Ho Chi Minh City have transformed so much they seem like completely different cities. Instead of hosting "dirty" industrial factories, Binh Duong province is attempting to reinvent itself by building new green areas to accompany more housing and industrial parks.

Because traffic is so bad — it can take three hours to drive the 70km (43 miles) from Ho Chi Minh City to



Jo Beckendorff at the border of Vietnam and Cambodia

Binh Duong — Jo stayed with factory managers in the province, sometimes in company dormitories.

"I want to say thank you to all companies I was able to visit. Staying with the management teams at their sites, and not somewhere in a Ho Chi Minh City hotel, was an unforgettable experience," Jo said. "I met hardworking Taiwanese-Vietnamese teams. Due to exploding e-bike demand in the West, they are working two or three shifts a day — all to produce premium products that the Western market can't get enough of." ■

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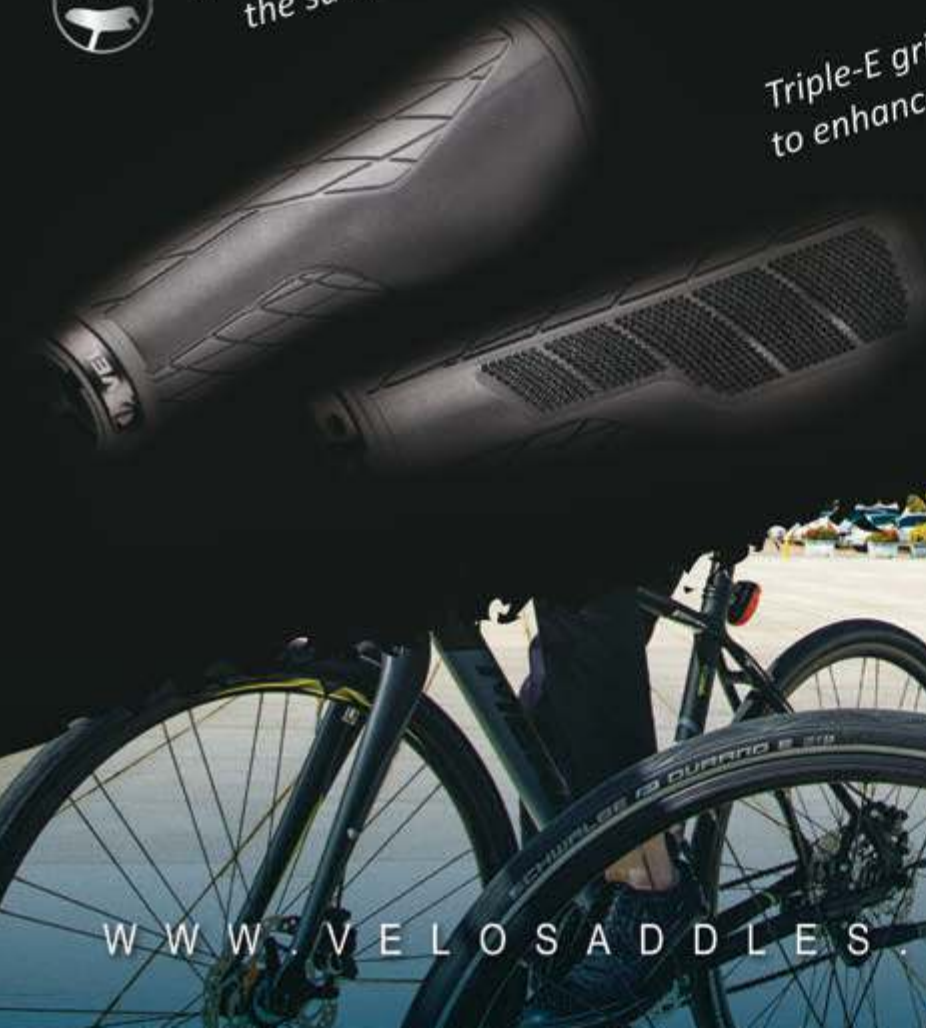


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VINA DUKE

DEUTER BETS BIG ON VIETNAM THROUGH ITS LONG-TIME PRODUCTION PARTNER

TIEN GIANG PROVINCE, Vietnam — It's been 14 years since I first visited the Vina Duke Corp., Deuter's manufacturing partner in Vietnam. I returned this year to see what's changed. The short answer is: everything.

If you think of **Deuter [A7-200]** as a small backpack brand that produces mostly outdoor products, with side-lines in cycling and other markets, you may want to think again. The German brand was a pioneer in making cycling backpacks when riding a mountain bike over the Alps first became popular. It's also a larger company than you may think.

When I first visited Vina Duke in 2005, there was just one factory, in Ho Chi Minh City. It now oversees three factories — one of them to open this year — with a combined workforce of some 4,000.

Everything produced in all three factories is for Deuter; Vina Duke has been the German brand's exclusive manufacturing partner for more than two decades.

The Ho Chi Minh plant is no longer in use. Vina Duke closed it earlier this year and transferred production of Deuter day and city packs, including bike packs and bags, to a new factory

in Tien Giang, some 70km (43 miles) southwest of Ho Chi Minh.

Next to this plant, Vina Duke is building another factory, soon to open, that will be a mirror image inside and out. Each of these Tien Giang factories requires a workforce of about 1,000.

Vina Duke makes Deuter's larger backpacks at a factory in Cu Chi, a region 30km northwest of Ho Chi Minh that is better known for its Vietnam War-era tunnel system than for its factories. The Cu Chi plant employs 1,800.

All for Deuter. Vina Duke is a subsidiary of the Duke Corporation Korea (Vina stands for "Vietnam.") In addition to being Deuter's manufacturing, Vina Duke also handles all worldwide shipping for the brand.

"At the moment we are still busy with the step-by-step factory closure in Ho Chi Minh City," said Jin Ho Hur, senior sales manager for Vina Duke at the time of my visit. "We also want



Freshly made Deuter backpacks at Vina Duke's factory in Tien Giang, Vietnam. (Photos by Jo Beckendorff)

to allow ourselves enough time here because we want to train the new employees from the region first and foremost. Even though it should be easier to recruit employees here than in Ho Chi Minh City, we have to admit that even in the province of Tien Giang, located at the foothills of the Mekong Delta, it has become difficult to recruit people for factory work."

Vina Duke sources raw materials for higher end backpacks from Korea, while entry-level products are sourced from China.

Bicycle backpacks and bags account for about a third of production at the Tien Giang plant, and with a second factory there about to come on line, it's clear that Vina Duke expects to make a lot more of them.

The Tien Giang factory that I visited has 14 production lines, each of which is staffed by 20 seamstresses. "Each line produces around 250 small backpacks a day, each made from 40 to 50 pieces," Hur said. By comparison, the Cu Chi factory turns out 150 backpacks every day. Each is made of up more than 200 parts.

Skipping Cambodia. Vina Duke was one of many Korean outdoor suppliers that were early to move to Vietnam to reduce manufacturing costs.

While some bike suppliers preferred Cambodia over Vietnam, Hur said the neighboring country isn't attractive to outdoor suppliers.

"We don't believe that the outdoor production caravan has a future in Cambodia," Hur said, citing the popularity of Angkor Wat and other temple complexes that have turned it into a tourism destination. "Much more money can be earned from tourism than from factory work. That is why Cambodia is not and will not be a classic production country," he added.

It is even less attractive now that the European Union is considering doing away with Cambodia's "zero tax" advantage that it extends to some developing countries. The EU is investigating Cambodia for possible human rights offenses and its failure to become more democratic.

Hur believes Vietnam will continue to be an attractive manufacturing base for at least another decade, even though he anticipates that wages and other essential expenses such as electricity will continue to rise.

"Otherwise we would not have invested in the two new factories in Tien Giang. But we also have to look ahead," he said.

Instead of Cambodia, Hur says Myanmar could be the next destination for Asian manufacturing, although it has already been denied EU "zero tax" status for human rights violations. But it seems clear that the global manufacturing caravan will continue to find Vietnam to be a safe and effective country. ■ **Jo Beckendorff**

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Jin Ho Hur of Vina Duke



A-PRO'S VIETNAM FACTORY WILL HELP IT KEEP PACE

TAICHUNG, Taiwan — A-Pro Tech Co., the big Taiwan frame builder, is a newcomer to Vietnam. Its newest factory, in the industrial hotspot of Binh Duong province, won't be fully operational until later this year.



A-Pro COO Wayne Yang with a carbon and aluminum frame for a 29-inch, fully integrated e-mountain bike. (Photo by Jo Beckendorff)

A-Pro, which is represented at Eurobike by its suspension brand, **X-Fusion, [B1-204]** believes the Vietnam plant will help it keep up with unrelenting demand for electric bikes from the European Union.

"Since the demand from Europe for e-bike frames is currently so high, we have to move parts of our e-bike frame production from Shenzhen [China] and Dachia [Taiwan] to Binh Duong," COO Wayne Yang said.

The Binh Duong factory opened last year and now employs about 150, but that number will jump once it becomes fully operational. "Production is expected to start by the end of the year with 500 employees," said Sher Shen, the vice general manager of A-Pro.

The new Vietnam factory poses challenges as A-Pro works to produce high quality frames and forks at low prices. So A-Pro is automating many of the production processes there. Yang said these include "soldering and welding robots, robot-supported laser cutting, robot milling and painting."

Including the new plant in Vietnam, A-Pro now operates four factories. Two are in Taiwan, where A-Pro recently built a second factory for its X-Fusion suspension products. That freed space at its original Taiwan factory for producing more frames.

"After X-Fusion moved out, frame production expanded in our previous Taiwan factory," Yang said. "We currently produce carbon rims, and aluminum and carbon frames for full-

suspension bicycles, with around 350 employees."

A-Pro was relatively early to move to China, where it established a factory in Shenzhen in 1993. Today, some 1,500 Shenzhen employees crank out aluminum and carbon hardtail frames and forks. A-Pro also had a factory in Kunshan, near Shanghai, which made entry-level frames and forks. But the company shut down the Kunshan plant in 2016 as it sought to move some production outside of China.

Regardless of which A-Pro factory they come out of, e-bike frames for the European

market are becoming steadily more advanced. About 70 percent of A-Pro's e-bike frames are designed for in-tube, or integrated, systems, while only 30 percent are for older on-tube systems.

"E-bike frames with integrated batteries are currently a hot topic. Capacities are still increasing," Shen said.

The company is also expanding production of carbon e-bike frames, including those with integrated batteries. However, 90 percent of the company's total frame output continues to be aluminum.

A-Pro is also restructuring its X-Fusion suspension brand.

"We are currently adjusting our entire portfolio in terms of prices, levels and the various categories. Technically, we can compete with our big competitors. But our strength is production," said Ivan Lin, vice general manager of X-Fusion.

Lin estimated that 40 percent of X-Fusion's production is for OEM customers, and the rest is sold under the X-Fusion name.

Yang said the company, which currently supplies about 15 global bike brands, isn't actively seeking new customers. "We have enough to do with our existing European customers. We focus on providing them with the best service, and thinking long-term," he said.

Added Shen, "they are growing so fast with e-bikes that we can currently concentrate solely on satisfying their demand." ■ **Jo Beckendorff**



When A-Pro's new factory in Vietnam's Binh Duong province is fully operational this year, it will have a workforce of about 500.

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VIETNAM OR CAMBODIA? ASAMA CHOSE BOTH

BINH DUONG PROVINCE, Vietnam — For many bikemakers, Vietnam and Cambodia are the new frontier. Many are rushing into Binh Duong province, just north of Ho Chi Minh City, and building factories to circumvent anti-dumping duties and tariffs that the European Union and United States are imposing on Chinese-made goods.

But Taiwan bikemaker **Asama** [B2-308] has been producing bikes in Vietnam for nearly 20 years — and just across the border in Cambodia for nearly 15 years. It was one of the first Taiwan producers to build factories in either country, and has the scars to prove it: In 2014, Vietnamese rioters laid waste to the Asama factory and many others in the Binh Duong region, damaging some 460 companies in all.

The rioters were protesting China's decision to deploy an oil rig in disputed waters off of the Vietnamese coast. But most of the factories targeted by protestors were owned by Taiwanese or South Korean companies, not Chinese ones.

With the help of its entire workforce, Asama was able to restore the factory to 70 percent of its production capacity within a month, but finished restoring the last building complex only last year.

Still, the riots didn't shake Asama's commitment to Vietnam.

Asama opened the Vietnam factory in 2000, when Vietnam-made bikes could be exported to the EU without being subject to anti-dumping duties that the EU imposed on bikes from China.

"In Binh Duong we mainly produced bicycles for the European market, while in Taiwan we continued to build high-quality bicycles for the West and, later, e-bikes for Europe," said Christina Lin, deputy marketing and sales manager for Asama.

Asama also built less-expensive models for its Joker brand that it sold in Taiwan.

When the EU floated the prospect of imposing anti-dumping duties on Vietnamese-made bikes, Asama looked across the border to Cambodia. In 2005, the company founded Speedtech Industrial, originally to assemble bikes for the Vietnam factory. Production

there started in 2007.

The EU never implemented those anti-dumping duties. Earlier this year, it signed a sweeping free trade agreement with the Vietnamese government that, if ratified, should ease concerns of future anti-dumping investigations.

Going local. One consequence of being early to Vietnam is that there wasn't much of a supply chain to provide support. "When Asama took off in Vietnam, there weren't many suppliers here yet. So we built everything ourselves, from saddles to parts," Lin said.

That's still largely true today. Asama continues to build aluminum and steel frames in-house.

While Vietnamese-made bikes are subject to a 14 percent EU duty, Cambodia products are granted special "zero tax" status by the EU because the country is classified as an emerging economy. So Speedtech supplies EU brands with entry- and mid-priced conventional bikes, Lin said. Asama has shifted production of some of its EU-bound bikes from Vietnam to Speedtech.

Asama-Vietnam, by contrast, has found success by producing bikes for the local market.

"Under our Asama brand name, we were the very first company to produce high-quality bicycles for the Vietnamese market. We are proud of that," Lin said.

The company has adapted its bikes for local customs. Because many Vietnamese take passengers on their bikes, for example, Asama adds a padded seat cushion to the rear rack.

Currently, about half of Asama-Vietnam's production is for the local market, and the rest is for OEM customers. It also makes electric bikes, but not the pedal-assist kinds sold in



Asama's Speedtech factory in Cambodia (Photos by Jo Beckendorff)

the EU. Instead, Asama makes throttle-powered e-bikes for the Vietnam market like those popular in China. In fact, Asama has to compete against similar Chinese-made bikes that are often brought into Vietnam illegally, without paying taxes and without warranties.

Lin says Asama is such an established brand in Vietnam that consumers trust it over these Chinese competitors. A cursory look at the e-bikes flooding the streets of Ho Chi Minh City backs up her claim — bikes bearing the Asama brand seem to be everywhere. These e-bikes account for about 20 percent of Asama-Vietnam's production.

Priced at around \$430 (380 euros), Asama e-bikes appeal to Vietnam's growing consumer class. "Our local e-bike customers are getting younger. More and more middle-class parents are buying their children an Asama e-bike, with which they go to school, taking a classmate with them on the back of the carrier," she said.

Advantage Cambodia, for now.

Across the border in Cambodia, Asama's Speedtech factory has become a significant source of conventional bikes for the EU. Instead of supplying its sister factory in Vietnam, Speedtech now receives support from Asama-Vietnam during peak production periods.

Speedtech supplies some 15 brands with steel- and aluminum-framed bikes.

"We source the steel tubes directly from Taiwan and the aluminum tubes from a Taiwanese company producing in China," said Alette Tung, managing director of Speedtech. "Before the tubes are welded together, they undergo a detailed preparation process. This department alone employs 140 people."

Welders receive six months of training before they are allowed on the production line. "Many of our employees have been with us for more than 10 years," Tung added. The Speedtech plant has a total workforce of about 1,700.

From building wheels to assembling, painting and packaging the finished bikes, Speedtech does all of the work in-house. Finished bikes are then trucked to a Vietnamese port for shipment to Europe.

Less than zero. Tung and other Asama officials are now concerned about an EU investigation that could lead to the elimination of Cambodia's privileged "zero-tax" status because of alleged human rights violations and political suppression.

Such a move would affect other industries, such as textiles, that export their products to the EU. It would make Cambodia the fourth country, after Myanmar, Belarus and Sri Lanka, to run afoul of the EU's policies.

Tung said he is watching the EU's investigation with concern although, as a native of Taiwan, he declined to discuss the substance of the EU's allegations against Cambodia.

"As an employer, we also have a responsibility to our long-standing employees. How are we supposed to set prices when everything is in limbo?" Tung said.

If the EU does impose tariffs on Cambodian bikes, Tung worries that Speedtech would lose OEM customers and may have to lay off employees. "This would cause us great grief," he said.

But with factories in three countries — Taiwan, Cambodia and Vietnam — Speedtech's parent company, Asama, should be able to adapt to whichever way the prevailing trade winds are blowing. ■ **Jo Beckendorff**



Alette Tung, general manager of Speedtech



Asama opened its factory in the Vietnamese province of Binh Duong in 2000.

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GOOD TIMING AND GOOD LUCK LED SR SUNTOUR TO VIETNAM



David Tsai, vice general manager of SR Suntour Vietnam, outside the factory in Binh Duong province. (Photos by Jo Beckendorff)

BINH DUONG PROVINCE, Vietnam — It wasn't the European Union's anti-dumping duties or punitive U.S. tariffs that led SR Suntour to seek alternatives to its Chinese factories.

Instead, it was more restrictive government regulations on manufac-

turing that made production in China more difficult. **SR Suntour [A6-401]**

opened its Vietnam factory in 2017 — a decision that proved to be unexpectedly well-timed.

"When we made the decision [to move to Vietnam], the EU was not even talking about possible anti-dumping tariffs on e-bikes made in China, nor was there a trade war between the USA and China," said Daisuke Kobayashi, president and CEO of SR Suntour. "We had a rather good nose for that, unintentionally. We couldn't have picked a better time."

SR Suntour maintains factories in the Chinese manufacturing hubs of Shenzhen and Kunshan, but is moving much of its production from those plants to Vietnam.

"About three years ago, we were still producing half a million suspension forks [in Shenzhen] every month with around 1,000 employees. This is no longer the case. We have moved our suspension fork and e-bike drivetrain production to Vietnam," Kobayashi said earlier this year.

He added, "When the trade war between the USA and China leads to anti-dumping tariffs, we are no longer competitive on the world market with our China production. Vietnam could also become a good alternative with an eye on the U.S. market."

SR Suntour is clearly optimistic about its Vietnamese operation, which sits on a 50,000-square-meter (12-acre) site in the booming industrial area of Binh Duong Province, north of Ho Chi Minh City. SR Suntour finished construction about two years ago, and started production six months later.

"This makes it our largest and most important factory today," said David Tsai, vice general manager of SR Suntour Vietnam. One important product is suspension forks. Tsai said fork production is ramping up and should reach 200,000 a month within a year.

The factory employs some 450 Vietnamese workers.

Like other newcomers to Vietnam, SR Suntour is running into issues unrelated to the global trade wars: Finding qualified workers is getting harder as international companies in a range of industries rush to the province.

"New industrial parks are being built here every month, and many international companies from a wide variety of industries are giving each other a hand," said Ippei Noda, senior manager of sales and marketing. "Hardly anyone wants to do real factory work anymore. This also increases labor costs."

Tsai said Binh Duong is now home to some 300 international corporations from a wide variety of industries. The industrial park that is home to the SR Suntour factory is also the site of 11 other bicycle parts producers. "Tomorrow, there could be more," he said.



SR Suntour now produces its e-bike hub motors in Vietnam.

Employees at SR Suntour Vietnam work six days a week. The factory is divided into two main buildings which handle most production steps, from die casting, CNC milling, assembly and powder and wet painting.

Suspension systems are SR Suntour's bread and butter; in 2018, the company produced some 8.1 million suspension forks for the global market. Officials say they expect to manufacture about 7 million this year, reflecting a higher average price.

Although other factories produce for OEM, the Vietnam plant is responsible only for SR Suntour-branded suspension products.

The Vietnam plant also makes SR Suntour's front and rear hub motors for its e-bike systems. That raises an inevitable question: When will SR Suntour launch its first mid-drive motor system?

Executives were reticent to answer until Kobayashi gave a sort-of response. "If we ever start with one, then it will first be for Japan in 2020," he said.

Meanwhile, Kobayashi said SR Suntour intends to keep its Chinese factories humming. "China remains an interesting sales market," he said. "We want to continue to be there with both factories."

Its Shenzhen plant, which employs about 640, continues to produce chainrings, seat posts and rear shocks, while the Kunshan factory, with a workforce of about 300, makes suspension forks, seat posts, rear shocks and e-bike drivetrains. The company maintains its headquarters in Taiwan. SR Suntour celebrated its 30th anniversary last year.

■ Jo Beckendorff



Daisuke Kobayashi, president and CEO of SR Suntour

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THUNDER GRAPHIC STICKS UP FOR VIETNAMESE BIKEMAKERS

BINH DUONG PROVINCE, Vietnam — Decals and stickers help set a bicycle brand apart from competitors, but no one would argue they are essential components.

So when a leading Taiwanese graphics company invests in its own Vietnam factory, it's a clear sign of just how significant the bike industry has become there as a production alternative to China.

Thunder Graphic [A5-111]

created Thunder Vietnam in 2016 and bought land in the same industrial park as other Taiwanese producers. The Thunder Vietnam factory is next door to Standwell Industries and is a five-minute drive from SR Suntour Vietnam. (See page 29 for a story on Standwell, and the facing page for a look at SR Suntour.)

"We instantly worked on the construction of the factory, and we started producing for our customers in Vietnam based on an aggressive implementation plan. The whole project was completed in a timely manner but also overcame a lot of challenges and difficulties," said William Yeh, managing director of the Vietnam factory. It started operations in May 2018.

Yeh said Thunder Vietnam currently operates what he calls a "relatively simple OEM business" for other Vietnam-based bike producers.

"But this does not mean that it will always remain that way. We don't know what will happen in 10 years," Yeh added. "The opportunity that Thunder can seize is to consider itself as a trend leader in printing techniques, material improvement and decal performance stability."

Offering these more advanced products could enhance Thunder's competitive advantages over other decal makers, he said.

Portugal or Vietnam? Thunder Graphic founder Gary Liu, who Yeh said "has a fine nose" for discerning trends, had debated whether to establish a factory in Vietnam or move to Portugal, which is luring many bike manufacturers that want to be as close as possible to their European customers.

"He came across the fundamental question of either setting up a factory in Vietnam or Portugal," Yeh continued.

"Since some of our customers were already based in Vietnam, we chose this Southeast Asian country."

Liu is better known in the industry as head of T-One R&D Corp., a design-focused manufacturer of bike accessories.

While the company wants to stay close to its customers, wherever they are, it also realized that producing in China was becoming more difficult. Thunder Graphic maintains a plant in Shenzhen but recently closed its factory near Shanghai. Yeh said the company faced "gentle pressure" from the Chinese government as it strengthens safety and environmental rules while seeming to favor local manufacturers over foreign operations.

Taking the heat. Thunder Vietnam produces simple water-soluble decals as well as higher quality stickers made with the "Heat Resistant Pink Transfer," or HRPT, process. Stickers made with the HRPT process are suitable for all paint systems and can even be used on surfaces that are not completely flat or smooth, such as molded tubes, carbon or anodized bicycle frames. HRPT stickers can then be covered with a protective layer of clear lacquer.

This is where Thunder Vietnam's proximity to bikemakers is important, because HRPT stickers have to be used within three months of their manufacture. They also contribute to Thunder Vietnam's success, because, Yeh said, ordinary stickers are not very profitable.

"The price is too low," he said. "If you want to earn money, you have to concentrate on high value-added decals and stickers."

Thunder is riding high on the global e-bike boom, as many of its compatriots in Binh Duong Province produce e-bike frames and complete bikes for the Western market. Customized decals help brands set themselves apart.

"There is more investment in decals and design. In addition, more colors are being used," Yeh said. "The more colors, the more expensive the stickers are."

Thunder Vietnam is also well situated to serve the many international bike brands that are turning to Binh Duong manufacturers. For example, the company supplies decals and stickers for several German brands that manufacture in Vietnam, although it does not disclose their identities.

Just as bike manufacturers depend on an extensive supply chain, so does a graphics company like Thunder. Yeh said his current challenge is establishing a high-quality local supply chain.

"For our high-quality automated printing and screen printing machines, we need



William Yeh manages Thunder Graphic's Vietnam operations. (Photos by Jo Beckendorff)

many things such as paper and ink, etc., that we have previously purchased from Taiwan. We pay high import duties," Yeh said. "That's why we want to focus more on local goods in the future, but we also have to check their quality very carefully in advance."

Like other companies that have recently established manufacturing operations in Vietnam, Thunder Vietnam is hard-pressed to find employees.

"Competition within the up-and-coming industrial parks in Binh Duong, with their constantly growing number

of new suppliers from many sectors, is very high," Yeh said.

Factory workers are also demanding wage increases beyond the 5-7 percent annual increases mandated by the Vietnamese government.

"They now demand 10 to 15 percent. I don't know how this is going to end," Yeh said. "Many say that wages in neighboring Cambodia should be comparable to those in Vietnam. But at the moment they don't have to be raised by 5 to 7 percent a year."

■ Jo Beckendorff



Quality control at Thunder Vietnam

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NOT SO CRAZY AFTER ALL: ASTRO NEARS TWO DECADES IN VIETNAM

BINH DUONG PROVINCE, VIETNAM — Other Taiwanese bikemakers thought Astro Engineering was nuts when, nearly 20 years ago, it established a frame factory in Vietnam instead of following the crowd to China.

“Now, they think we are geniuses,” said Samuel Hu, general manager of **Astro**. [A4-310]. Today, Astro Vietnam is the world's largest manufacturer of carbon frames for mid-drive motor systems. And it may well be the largest maker of aluminum e-bike frames for fully integrated mid-drive systems.

Astro was one of the first Taiwan framemakers to choose Vietnam as a manufacturing base. In 2000 Astro opened its first factory in Binh Duong Province, north of Ho Chi Minh City. Its second factory, located not far from the first, started production last year.

When its original factory opened, Astro built aluminum frames but had to import all of the components from Taiwan.

E-bikes have been a focus for Astro since 2005 — well before the e-bike boom took launch. That year, Astro produced its first e-bike frame for Gazelle, equipped with a Panasonic drive system.

In 2010, Astro built the frames for what became the most significant

debut in the modern e-bike market. The frames, for Cannondale, were equipped with the first generation of Bosch mid-drive motors.

“Since then the Western e-bike craze has pushed our business to new highs,” Hu said. Astro has become a leader in frames for fully integrated e-bikes, where the batteries sit inside the downtube. Bosch has helped popularize this design with its PowerTube line of in-frame batteries.

Full-out production. Because of the e-bike boom, Astro built the second Vietnam factory to keep up with demand. “With the new factory we can increase our capacity to keep up with the rising e-bike frame demand of our customers,” Hu said.

Between the two factories, Astro can produce 700,000 aluminum and 50,000 carbon frames a year. When I visited the company in the first quarter, both plants were running double shifts and, for several hours a day, operated at full capacity. Astro has a combined



General Manager Samuel Hu at the company's new Vietnam headquarters — nicknamed the “Astro White House.” (Photo by Jo Beckendorff)

workforce of 2,700.

Amy Huang, assistant manager for sales, said 90 percent of Astro's total Vietnam production consists of e-bike frames for mid-drive systems. “We concentrate on the following five mid-motor suppliers: Bosch, Brose, Shimano, Yamaha — and let's not forget Fazua, which right now represents a small quantity.”

Astro Vietnam branched into carbon frames in 2008, and with the new factory can now push that side of its business. “We were the first company to produce e-bike carbon frames with integrated battery packs,” Hu said.

Carbon frames are especially important for e-bikes because they help offset the extra weight of the drive system. “Compared with our aluminum frames with in-tube technology, the ones made of carbon are 30 percent lighter. It's all about weight reduction,” Huang said.

Underscoring its focus on high-end production, fully half of all of the carbon and aluminum e-bike frames that come out of the Astro factories are for full-suspension e-mountain bikes.

Stronger and sleeker. Astro has been a leader in finding other innovative ways of making e-bike frames stronger and sleeker.

For example, Astro worked with SMP Simplo to create the Linkage Battery, also known as the Snake Pack battery. The battery consists of six cell packs that are connected by flexible joints. The battery can be fed into the downtube through a hole in the frame that measures only 8cm by 14cm (3 inches by 5.5 inches). “As a result, the downtube's reinforcement can be limited, while it maintains its stiffness,” Huang said.

Like others who do business in Vietnam, Hu is worried about rising labor costs and the difficulty of attracting employees.

“To keep good people on board and get new ones you have to pay them much more than average,” he said. Still, he believes Vietnam will be an efficient manufacturing location for many years.

“We trust in our team and factories in Vietnam as we trust our customers. It doesn't matter if they are small or big. We treat them well and believe in longtime partnerships,” Hu said.

But Astro is also investing in robots and other automated manufacturing processes to lessen its dependence on human labor. “That's the only way we can keep our production efficient in the future, and continue increasing our quality,” Hu said.

■ Jo Beckendorff



The aluminum frame production area of Astro's second Vietnam factory, which opened last year. (Photo courtesy of Astro)

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E-BIKES HELP STANDWELL RACK UP BUSINESS

BINH DUONG PROVINCE, Vietnam - Standwell Industries is based in Taiwan, but it's never manufactured anything in its home country. Now, the maker of kickstands and bike racks is racking up business from a new factory in Vietnam.

Standwell [A5-407] set up its first factory in China in 2003, where it started making products for the European market. Officials now are focused on scaling back the China operation and focusing more on Vietnam, where Standwell's factory opened in 2017.

"Our main product is still bicycle carriers. This business has picked up speed again due to the e-bike boom in Europe. This means that we also offer a large number of rear carriers with battery mounts," said Ben Wang, Standwell's sales manager. He's the son of company founders Paul Wang and Sally Chen and the brother of Eddie Wang, who manages the company's Shenzhen factory.

Standwell makes racks for OEMs and private label customers, and kickstands and bottle cages for OE customers. It also owns the Carry More System of baskets, bags and boxes that it supplies to the ZEG buying group, among others.

Wang said the Vietnam factory

produces 25,000 racks a month. "The number will increase once we have hired and trained more workers. At the moment, however, we are rather keeping an eye on the kickstand production that has just started here," he said.

Standwell purchases raw aluminum and steel from local suppliers and handles cutting, bending, punching, welding, soldering and painting in-house.

The Vietnam plant is about five times the size of Standwell's Shenzhen factory. While it is cutting back the size of the workforce in Shenzhen, to 210 from 260, Standwell expects to quickly add more jobs in Vietnam.

About 90 currently work at the Vietnam plant, but that should change, Wang said. "If we run at full capacity here, there will be 300 employees."

Wang said the Vietnam factory makes sense because a growing number of Standwell's customers are also moving operations to the country.



Racking up business: Standwell makes about 25,000 rear racks a month, and is poised to boost production. (Photos by Jo Beckendorff)

The industrial park where Standwell is located is home to other Taiwan bikemakers, including its next-door neighbor, Thunder Graphic (see page 27).

But like other Taiwanese manufacturers, he says China's government is making production there more difficult, especially for foreigners.

He also said the Shenzhen factory reached its production capacity, while several bikemakers have moved to Vietnam.

"We have customers not only in China, but also in Vietnam," Wang said. "We can serve them directly over here."

■ **Jo Beckendorff**

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Discover what makes a great e-cargo bike at Eurobike 2019: sensor precision by Thun (booth no. A2-107), motor power by HEINZMANN (booth no. FG-0/210) and cargo expertise by Radkutsche (booth no. A1-724).



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DDK COMES THROUGH THE FIRE



From left: Jack Tsai, Joy Sung and Richard Tsai are the principle shareholders of the DDK Group. (Photos by Jo Beckendorff)

BINH DUONG PROVINCE, Vietnam — While many manufacturers are scaling back operations in China in favor of Vietnam or Cambodia, the DDK Group is doing things in reverse.

The saddle maker built its first factory outside of Taiwan in Vietnam — back in 2001. Only last year did **DDK [A5-312]** open its first factory in China, moving into the country as its compatriots are reducing their reliance on China.

DDK's Nantong, China, factory now makes 500,000 saddles a year for the domestic market. Joy Sung, managing director of DDK for sales and communication, says DDK expects to boost annual production there to five million saddles.

That sounds impressive, but it pales next to DDK's ambitions for its Vietnam operations, where it now has two factories. In 2017 — after its original factory was destroyed — DDK produced 8.5 million saddles in Vietnam, and officials are now aiming for 20 million.

DDK also plans to make hubs and spokes in Vietnam, and has already started making steel hubs. And it is eyeing an expansion into Romania or Italy by 2021.

One possible location is Padua, Italy, where DDK would be close to its longtime partner Selle SMP. DDK is Selle SMP's exclusive Asian agent and has received "technical assistance

and advice on production automation" from the Italian saddlemaker, said Richard Tsai, who with Sung and his brother Jack Tsai are the owners of DDK.

In its home country of Taiwan, meanwhile, DDK produces another 500,000 saddles a year. If the DDK name is unfamiliar, its Taiwan factory is probably better known under the name of its parent company, Foming Bicycle Parts.

Founded in 1970, DDK originally focused on motorcycle saddles. When Taiwan's bicycle industry began to take off in the 1980s, DDK shifted its focus to bicycles from motorcycles. Officials soon recognized that Taiwan was too expensive for large-scale manufacturing.

"When we were faced with the decision to relocate production to a country with lower labor costs, many Taiwanese already had their factories in China," Sung said. "After some research, we decided in favor of Vietnam early on."

In 2001, when DDK was investigating potential locations for a new factory, countries like the Philippines or Cambodia were not an option. The Vietnamese government, however,



Joy Sung, general manager of marketing and sales, poses with a wall display of saddle samples.

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A DDK employee cuts material that will be used in a saddle.

suffered a major shock. One of its factories was looted and destroyed by protestors, who were rioting in protest of China's attempts to drill an oil well in disputed waters off of the Vietnamese coast.

The protests were aimed at China, but most of the factories they damaged or destroyed were owned by Taiwanese or South Korean companies, not Chinese ones. Although DDK, like other affected companies, was shaken by the riots and considered leaving Vietnam, Sung said the Vietnamese government worked to make things right.

"After the fire and the destruction, the Vietnamese government helped us a lot. In Binh Duong, we were able to acquire a new plot of land at a good price," she said. "Even though this location is about 45 minutes by car or scooter from our burnt-out factory, 70 percent of the employees have remained loyal to us. Together, we resumed production at the new location in 2015, only eight months after this catastrophe."

(See page 24 for a look at how another Taiwan company, Asama, dealt with the aftermath of the riots.)

Not only did employees remain loyal to DDK, but so did customers and suppliers. "It should not be forgotten that 1.2 million saddles fell victim to the fire," she said. "We received a lot of support from our business partners."

She said DDK officials still consider Vietnam to be a stable and safe country, and noted that it is investing significantly in Binh Duong, building a new city and investing in several

industrial parks that are attracting manufacturers across a range of industries.

Building up Strace. Tsai said about 70 percent of DDK's production is for ODM customers, and 15 percent is for the company's DDK and Strace brands. Only about 5 percent of production is for OEM customers. "DDK is our own global brand and Strace is our European premium brand," Tsai said.

DDK says it serves about 250 ODM customers, for whom it offers assistance from its designers as well as its engineers.

Within five years, DDK plans to

expand its aftermarket business, but has to first check off a few items on its to-do list.

"At the moment, we have enough to do with our production after the fire and rebuilding in Vietnam," Sung said. "In addition, we first have to invest in marketing ourselves."

Because DDK has a relatively long history in Vietnam, the company also provides help to other Taiwanese manufacturers who are new to Binh Duong through its DDK Construction consulting firm.

"We've been here for a long time and know our way around," Sung said.

■ **Jo Beckendorff**



DDK workers use screen printing for graphics on new saddles.

was willing to provide financial and administrative support.

"Perhaps it was also because we came from Taiwan and represented a relatively new customer group. Until then, only Japanese and Koreans had had factories in Vietnam," Sung said. "But what was much more decisive for us was that we were able to rely on local suppliers for raw materials from the start. There were also a lot of young people looking for jobs."

DDK opened the second Vietnam factory in 2005. It is dedicated to limited production runs for specific customers.

Shaken, but not broken. In 2014, though, DDK's reliance on Vietnam

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BUSINESS TURNS TO PLEASURE AT SATURDAY'S FESTIVAL DAY

Stunt jumpers, BMX wizards, and the great Danny MacAskill and his Drop and Roll show will again thrill audiences at Festival Day on Saturday, Sept. 7, when Eurobike opens its doors to the public.

While not all Eurobike exhibitors sell directly to the public, many welcome the exposure to thousands of consumers, most of whom come from southern Germany and neighboring countries, including Switzerland, Austria, France, and northern Italy.

The Performance Area will generate plenty of oohs and aahs as top mountain bikers compete in the Dirt Jump Contest. They'll take on a big launch ramp and two stunt jumps to try to convince the judges with their athleticism. Preliminary rounds are Friday, and finals are during the Festival Day on Saturday.

Danny MacAskill's YouTube videos are legendary, and he and fellow stunt riders Fabio Wibmer, Duncan Shaw and Ali Clarkson (no YouTube slouches either) return to Eurobike with their Drop and Roll trials show. MacAskill founded Drop and Roll tour in 2014 and is a regular guest at Eurobike.

"It's really nice to have the complete biking world at one venue.

I always meet a lot of friends and partners during Eurobike," he said.

For another type of artistry on bikes, see what talented BMX riders can do on a flat surface with the BMX Flatland shows, featuring riders from Berlin's deepBMX crew.

Just as industry professionals will have opportunities to test-ride new bikes during the Business Days at Eurobike, so will members of the public get to try out the latest models at the Demo Area, on more than 10km (6 miles) of roads and trails.

As part of the Eurobike Academy of lectures, Festival Day will feature talks by people who have done some amazing feats on bikes, including Monika Sattler, who rode the 3,300km (2,050-mile) Vuelta a España route ahead of the male professionals.

Tanja and Denis Katzer will provide a video presentation of a 17,000km, unsupported e-bike trip through Siberia, Mongolia and China, while Andrea Freiermuth will describe her nine-month e-bike journey through 16



countries, where she covered some 16,000km.

And because family bike tours are big business, Eurobike provides a place where several tour companies will be on hand to help Festival Day visitors plan their bike holiday, whether they are newer riders or seasoned cyclists.

While Eurobike's three business days are intended for adults in the industry, Festival Day has plenty of opportunities for the little ones.

The youngest visitors can tackle a gentle obstacle course on the Balance Bike Track, and get a first taste of

climbing ramps, waves and seesaws.

The famous TSG Nipper Race lets children between the ages of 2 and 5 go for broke. Every child has a chance to participate, and organizers will provide bikes and helmets. The focus is on fun, and every kid who participates will take home memories.

The Bicycle Track lets kids and adolescents improve their safe-cycling skill in a playful way, with a touch of adventure, while at the Bicycle Creativity Workshop, they can get artistic by painting, gluing and wrapping bikes. ■

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Retro styling marries modern technology in the charming, capable eJoy. Powered by a Bosch mid-drive motor, it offers a sturdy oversized rear rack and optional front tray for serious load capacity. A comfortable, upright riding position coupled with a low step-through frame makes riding fun and easy. **A1-518**



PELLA SPORTSWEAR MASERATI JERSEY

The jersey is a collaboration between Pella Sportswear and Maserati, two brands committed to manufacturing in Italy. A 3D fabric in front reduces the surface area in contact with the skin and helps to improve moisture evaporation. A second material has micro perforations for rapid transpiration, even on hot summer days. **A7-401**



BAFANG M800

The compact M800 Mini Mid Drive offers new possibilities for e-road and e-gravel bikes. Despite its 200W rated power output and a maximum torque of 55 Nm, the complete system weighs under 4.4kg (9 lbs. 11 oz.) — and that includes a 200Wh battery, 2.2-inch TFT display and satellite shifters. The motor is optimized for ascents and for starting and accelerating, but won't cause drag when the electric support cuts off at speed. It accommodates single and double chainring cranks and comes in a 25 kph version for the EU and a 20 mph version for the U.S. **A1-304**



HAFNY E13 APPROVED 45KM/H E-BIKE MIRROR

Designed for speed pedelecs, this E13-approved e-bike mirror has a hollow design to reduce weight and wind resistance. The body is made of durable fiber-reinforced nylon and the clamp fits 21-26mm handlebars. With two pivot points, it adjusts to any desired angle. Options are an HD automotive-grade glass lens or an anti-glare blue lens. **A6-217**



CIRRUS CYCLES KINEKT SEATPOST

The Kinekt seatpost uses Active Suspension Technology to deliver a smoother, more comfortable ride, no matter the road surface. Vertical travel is almost friction-free. With interchangeable springs and an adjustable preload bolt, its stiffness can be changed to suit a rider's preferences. It also comes in a lighter carbon fiber version. **B2-511**



TRIOBIKE CARGO BIG

With an extended load platform, this latest Triobike provides tons of space for all kinds of deliveries: bigger boxes, wider TV screens, or just happier kids with their legs stretched out. It's made for fast, environmentally friendly inner-city deliveries and is powered by a Brose Drive S motor. Accessories are made for bike messengers, including a EUR6 size bottom panel and huge 465-liter flight case box. **A1-702**



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NEW PRODUCTS

BETO QD MINI PUMP

Winner of a 2018 Golden Pin Design Award, this dual-action alloy mini pump includes a clever quick-dial valve change system that allows its single aperture to fit Schrader and Presta valves. A Dunlop adapter is stored beneath the lever. A durable alloy pump barrel has an easy-to-grip handle made of co-molded plastic. **A3-405**



YAMAHA PW SERIES ST

For MY2020, Yamaha offers the updated PWseries ST with a Quad Sensor System and Automatic Support Mode. The system weighs 100g less than the previous PWseries SE. The ST has a broader assist range, even for high-cadence pedalling. In High mode, support during initial pedal strokes is modulated to prevent wheelies or rear wheel spinouts on loose ground or steep terrain. **FG-O-404**



TEOSPORT MANTA CHAMOIS

The Manta Cycling pad is a soft, half-moon-shaped cycling pad. Based on Teosport's HT90 seam-free molded chamois, the Manta employs environmentally friendly fabrics and foams. Chief among these is Teosport's own e-go. Designed in-house and made with Amni Soul Eco yarn, the pad is soft, comfortable, highly breathable, and biodegradable, and the fabric is printable. **A7-214**



ENERVIT SPORT CARBO FLOW

Carbo Flow combines carbohydrates and cocoa extracts which Enervit says can help maintain blood vessel elasticity, support blood flow, and aid muscle oxygenation. It dissolves in water or milk to create a delicious breakfast drink, perfect for loading up on the days before the next race. **B5-207**



HIGO Z606D CONNECTOR

Higo expands its signal range with a circular six-pole connector, for e-bike displays, that's only 6mm in diameter. To fit this many poles in such a compact space, Higo combines three male and three female contacts in each connector. The one-of-a-kind Z606D may be the most compact 6-pole signal connector on the market. **A1-601**



SIXS FREE SHORT

The Free Short, from Italian undergarment specialist Sixs, can be worn alone or under technical cycling shorts — or even with everyday clothes. The Free Short, which is also ideal for cyclists who commute, uses form-fitting padding and variable density construction. Sixs has reduced the number of seams for better comfort. **A7-116**



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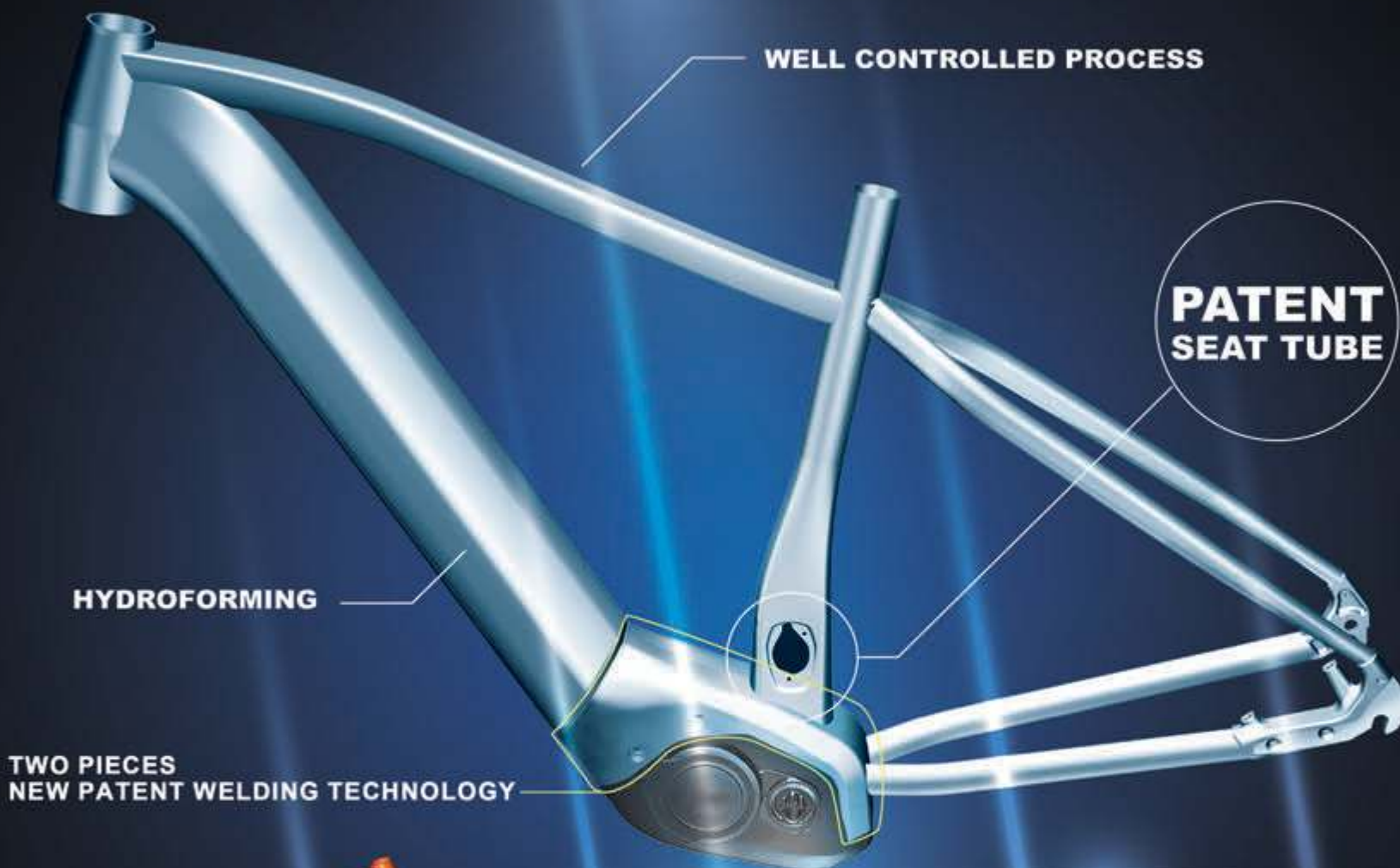
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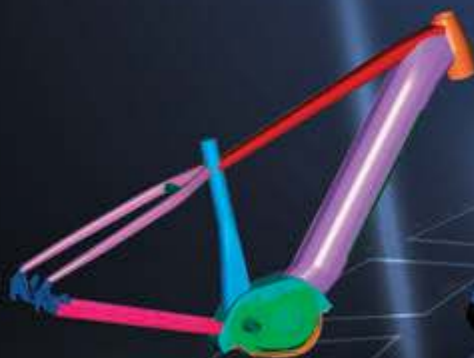
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BEV INTERNATIONAL BCC-245 BOTTLE CAGE

This full-carbon bottle cage comes in multiple finishes, including uni-directional and 3K weaves, each with either a glossy or matte lacquer finish. Weighing just 22g, the cage has a large opening for easy access. For OE customers, Bev offers custom logos and packaging upon request. **A5-409**



LEM HELMETS BOULEVARD

This durable lifestyle helmet features in-mold technology for impact energy management, but has a light, comfortable feel. Made for commuters and casual riders, it comes with a snap-on reinforced visor and a thermo-formed and washable inner padding. The shell has 15 vents to keep riders cool. **A4-309**



HUBBLEVISION TILT AND COMPACT REFLECTOR

These compact rear tilt reflectors meet German StVZO Z standards. With a vertical incline angle of between 35 and 40 degrees, these reflectors barely protrude from the fender so they are less likely to be damaged. One version is compact, and a second is larger, with pleasing gentle curves. **A5-219**



INDUSTRY NINE HYDRA MOUNTAIN BIKE HUBS

With a monstrous 690 points of engagement, the Hydra drive system uses an independently phased six-pawl, 115-tooth drive-ring for fast pick-up. Utilizing a continually phased system, this creates a procession of engagement points between pawl and drive-ring while also using the axle's inherent flex for positive second, third, or fourth pawl contact. **B1-411**



ALÉ CYCLING GREEN ROAD JERSEY AND SHORTS

The Green Road range from Alé comprises a men's and women's jersey and shorts made mostly of materials with low environmental impact. A significant percentage of the fabrics used are certified to the Global Recycle Standard (GRS). Yet they perform like more traditional jerseys when it comes to ventilation, quick-drying capacity, and elevated elasticity. **A7-206**



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Dr. Pad's new chamois is for women who ride mountain bikes and race on dirt. A 3D-shaped design includes side wings that fit the body while protecting sensitive parts. Cutting technology allows the high-density foam to gradually change thickness, so the highest load areas like the ischial bones get the most support, the perineum receives medium support, and other parts receive minimal support. **A7-221**



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Hall B1 Stand B1-106

NEW PRODUCTS

BY.SCHULZ SDS SINGLE LINK - BOTTLE HOLDER

Many modern e-bikes have no place to mount a water bottle on the frame. The SDS Single Link Bottleholder from by.schulz moves the mount to the front cap of the brand's SDS stem, where the bottle sits in the rider's field of vision and is within easy reach. **A3-109**



VKT MONTANA E-JET CITY

Montana SRL's 2020 models include the E-Jet City, with an 6061 alloy frame, RST Neon ML fork, and Shimano Acera 8-speed derailleur. The E-Jet City is powered by a Shimano M5000 mid-drive motor and 418WH battery. **B5-308**



BIOTEX SUN MESH VEST

The Sun Mesh is the lightest vest that Biotex makes, so it can take the heat. It is made of a material that keeps skin dry and at an ideal temperature no matter how much the rider perspires. Seamless, soft, and flexible, with excellent freedom of movement, the Sun Mesh is also odor-resistant, so it's made for long rides. **A7-216**



LA FONTE HYBRID 3X SAT MAN CHAMOIS

Made for long-distance riding, the Hybrid 3x SAT Man chamois provides superior elasticity and freedom of movement, along with enhanced breathability and moisture management. A doughnut-shaped support area around the ischiatic bones eases pressure generated by excessive padding. The foam is shaped for smooth transitions between layers without stiff and uncomfortable edges. **A7-326**



AIRINUM ANTI- POLLUTION MASKS

From Airinum is a collection of efficient, stylish, and washable anti-pollution masks. A five-layer filter system protects against harmful particles as small as PM2.5, and guards against dust, pollen, and bacteria. Filters are replaceable and last more than 100 hours, depending on particulate levels. Masks are treated with Polygiene to inhibit the growth of odor-causing bacteria. **Ü0-410**



HIGO 11-POLE CONNECTOR FOR REAR-HUB MOTORS

With a fitting length of just 70mm, the Z1115A connector is suitable for rear-hub motors with limited space. This 11-pole connector combines three power contacts measuring 2.5mm with eight signal contacts of 0.14mm diameter. What makes this design unique is that these power contacts can handle 25A, even though the connector is only 15mm in diameter. **A1-601**





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NEW PRODUCTS

CHOSEN ROAD TC HUB

The Road TC is a road-going version of Chosen's Toothed Coupling design hubs. The reinforced freehub mechanism provides excellent power transmission for big efforts. Housing for straight-pull spokes further enhances their efficiency. Made of lightweight alloy, the TC hub can be the heart of a fast, efficient wheelset. **A5-203**



RIESE & MÜLLER SWING3 VARIO URBAN

With its elegant and minimalistic design, the Swing3 is reminiscent of a classic Dutch-style bike. Integrated cabling is visually pleasing, and avoids tangled cables on the basket and headlight. The battery, integrated into the rear rack, is nearly invisible. Redesigned rear baskets attach on the sides instead of on the carrier for a lower center of gravity, and for more room on the rack. A new handlebar basket sits close to the headtube for better stability. **A6-300**



BICYCLE ARMOR

Bicycle Armor is the first permanent 9H ceramic nano coating for the bike industry. It's hydrophobic, scratch-resilient, and works with both matte and glossy finishes. Its double-layered coating promises to be extremely hard, and bonds to the existing paint to repel dirt and water. **B1-509**



KRYPTONITE EVOLUTION GROUND ANCHOR & MOUNTING KIT

A new permanent locking point for indoor or outdoor use keeps bikes, e-bikes and other vehicles secured. A Kryptonite chain locks to the 14mm carbon alloy steel shackle to resist cut attacks. An optional truck/trailer bed mounting kit lets riders securely transport their bikes. **B3-200**



SELLE ITALIA SP-01 BOOST TEKNO

For a full carbon version of the SP-01 Boost, Selle Italia collaborated with Dallara Compositi, which produces carbon products for use in extreme environments such as Formula 1. The SP-01 Boost Tekno, with a futuristic design inspired by the automotive world, provides a balance of comfort and performance. Weighing 110g, the saddle supports aggressive pedalling styles. **B3-100**



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A EUROBIKE SISTER SHOW TO DEBUT IN BANGKOK



Driven by the escalating U.S.-China trade conflict, the EU's anti-dumping tariffs on China, and a recent free trade agreement between the EU and Vietnam, bikemakers are increasingly turning to Vietnam and other Southeast Asian countries.

Southeast Asia is rapidly becoming both a vital production base and a promising consumer market. That's the background to a new B2B trade show

set to debut this October in Bangkok. Known as "ASEANBIKE powered by Eurobike," the show is a joint venture of Messe Friedrichshafen and Thai

exhibition organizer NEO. It's open to OEM manufacturers, brands, importers, distributors, retailers and service providers.

ASEAN is the acronym for the Association of South East Asian Nations, which is comprised of 10 member states: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam.

The new show, which will be Oct. 3-5, offers plenty of exhibition and meeting opportunities – from classic show booths to OE meetings, along with importer and retailer meetings. Organizers will also have test tracks for bike demos, and will offer group rides to help build community.

The October show dates were chosen because of the need for a central industry meeting point at that time of year in Southeast Asia.

The new trade-only show is not related to an existing consumer bike show, International Bangkok Bike, that is also organized by NEO.

A slew of Taiwanese bike suppliers are moving to Vietnam and Cambodia because those nations have less politi-



NEO, the co-organizer of ASEANBIKE, also puts on the International Bangkok Bike consumer show.

cally charged trade relationships with the important European and North American markets. Indonesia and Thailand also have long-established bicycle industry bases.

Cambodia currently enjoys tariff-free access to the EU market.

(See our special section, beginning on page 20, that profiles many Taiwanese-owned factories in Vietnam.)

ASEANBIKE powered by EUROBIKE will take place at the Impact Exhibition Complex in Bangkok, a cutting-edge convention and conference center with excellent infrastructure and transport links.

For more information, visit www.asean-bike.com. ■

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INSIDE:
What's on today
Show highlights

1x Drivetrains
New product roundup
Drivetrain alternatives
Inside Nangang's new hall 2

Ivy Chen (left) and Celine Hsu enjoy the sunshine at Demo Day yesterday

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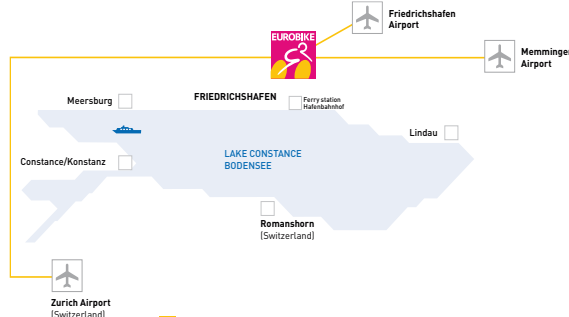
Whether you're arriving in Friedrichshafen by plane, ship or train, Eurobike offers many shuttles that bring you to the international hub of the bicycle world at Messe Friedrichshafen, and back again.

HOTEL SHUTTLE

NO STRESS AND NO COST

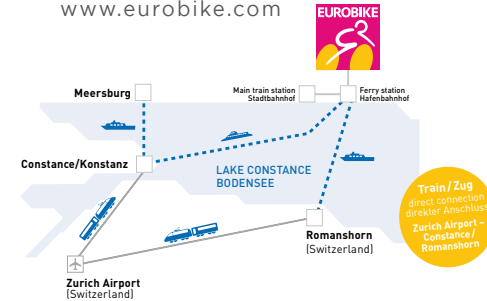
Take your time at breakfast. The Eurobike hotel shuttle will pick you up at your hotel, or close by. Ten shuttle lines connect the region between Dornbirn, Austria, in the east; Überlingen, Germany, in the west; and Weingarten, Germany, in the north. There's no easier way to get to the show!

AIRPORT SHUTTLE

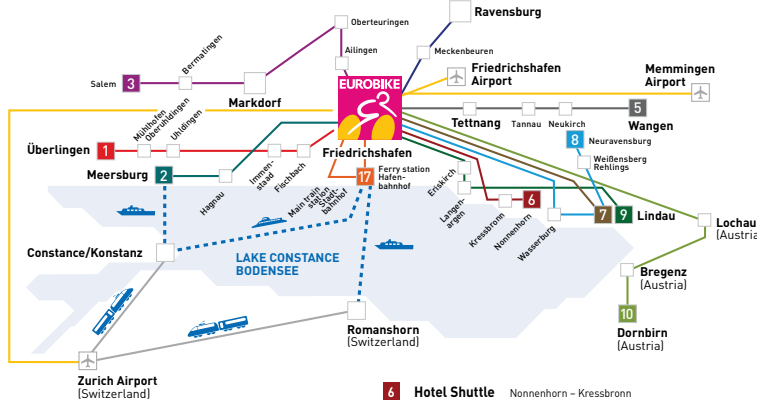


AIRPORT, TRAIN & FERRY SHUTTLES

At left is a table for bus shuttles running from several airports and back. Memmingen Shuttle Booking at Foyer East. Zurich Shuttle Booking at Foyer West. Online booking: www.eurobike.com



Overview / Übersicht



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

1 Hotel Shuttle Überlingen - Uhdlingen - Immenstaad - Fischbach

Table with 2 columns: Tour 1, Tour 2. Rows for arrival and departure times at various stops like Überlingen ZOB, Mühlhofen Hotel Kreuz, etc.

2 Hotel Shuttle Meersburg - Hagnau

Table with 2 columns: Tour 1, Tour 2. Rows for arrival and departure times at Meersburg ferry station, Meersburg Kirche, etc.

3 Hotel Shuttle Salem - Bermatingen - Markdorf - Obersteuringen

Table with 2 columns: Tour 1, Tour 2. Rows for arrival and departure times at Salem Hotel Schwane, Salem Hotel Reck, etc.

4 Hotel Shuttle Weingarten - Ravensburg - Meckenbeuren

Table with 2 columns: Tour 1, Tour 2. Rows for arrival and departure times at Weingarten post office, Weingarten Charlottenplatz, etc.

5 Hotel Shuttle Wangen - Neukirch - Tannau - Tettng

Table with 2 columns: Tour 1, Tour 2. Rows for arrival and departure times at Wangen Hotel JUFA, Wangen Bahnhof, etc.

6 Hotel Shuttle Nonnenhorn - Kressbronn

Table with 2 columns: Tour 1, Tour 2. Rows for arrival and departure times at Nonnenhorn Hotel Zum Torkel, Nonnenhorn Hotel Haus am See, etc.

7 Hotel Shuttle Lindau Island / Insel

Table with 2 columns: Tour 1, Tour 2. Rows for arrival and departure times at Lindau Bahnhof, Lindau Casino, etc.

8 Hotel Shuttle Neuravensburg - Weißenberg - Lindau - Wasserburg

Table with 2 columns: Tour 1, Tour 2. Rows for arrival and departure times at Neuravensburg Schwarzenbach, Bodenseestraße Einmündung, etc.

9 Hotel Shuttle Lindau - Oberdorf - Langenargen - Eriskirch

Table with 2 columns: Tour 1, Tour 2. Rows for arrival and departure times at Lindau Casino, Langenargen Oberdorf, etc.

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

Table with 2 columns: Tour 1, Tour 2. Rows for arrival and departure times at Dornbirn Rathaus, Dornbirn Messkreuzung, etc.

Airport Shuttle Airport/Flughafen

Table with 3 columns: Bus Stop/Haltestelle, From/Von, Takt/Bus. Rows for arrival and departure times from Zürich and Memmingen airports.

DEPARTURE ENTRANCE WEST / ABFAHRT EINGANG WEST

Table with 3 columns: Departure/Abfahrt, From/Von, Takt/Bus. Rows for departure times from various locations.

Memmingen Airport/Flughafen - EUROBIKE

Table with 3 columns: Departure/Abfahrt, From/Von, Takt/Bus. Rows for departure times from Memmingen airport.

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST

Table with 3 columns: Departure/Abfahrt, From/Von, Takt/Bus. Rows for departure times from various locations.

MESSE EXPRESS

17 Messe Express Main train station/Stadtbahnhof - Ferry station/H

Table with 3 columns: Bus Stop/Haltestelle, From/Von, Takt/Bus. Rows for arrival and departure times at main train station and ferry station.

DEPARTURE ENTRANCE WEST / ABFAHRT EINGANG WEST

Table with 3 columns: Bus Stop/Haltestelle, From/Von, Takt/Bus. Rows for departure times from various locations.

DEPARTURE ENTRANCE EAST / ABFAHRT EINGANG OST

Table with 3 columns: Bus Stop/Haltestelle, From/Von, Takt/Bus. Rows for departure times from various locations.

FERRY SERVICES

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

FERRY/BODENSEEFÄHRE Konstanz-Stadt/Konstanz-Stadt - Meersburg

Table with 3 columns: Departure/Abfahrt Konstanz, From/Von, Takt/Bus. Rows for ferry schedules between Konstanz and Meersburg.

DEPARTURE / ABFAHRT

Table with 3 columns: Departure/Abfahrt Meersburg, From/Von, Takt/Bus. Rows for ferry schedules from Meersburg.

CATAMARAN/KATAMARAN Konstanz/Friedrichshafen

Table with 3 columns: Departure/Abfahrt Konstanz, From/Von, Takt/Bus. Rows for catamaran schedules between Konstanz and Friedrichshafen.

DEPARTURE / ABFAHRT

Table with 3 columns: Departure/Abfahrt Friedrichshafen Ferry Station/Hafen, From/Von, Takt/Bus. Rows for ferry schedules from Friedrichshafen.

FERRY/BODENSEEFÄHRE Romanshorn - Friedrichshafen

Table with 3 columns: Departure/Abfahrt Romanshorn, From/Von, Takt/Bus. Rows for ferry schedules between Romanshorn and Friedrichshafen.

DEPARTURE / ABFAHRT

Table with 3 columns: Departure/Abfahrt Friedrichshafen Ferry Station/Hafen, From/Von, Takt/Bus. Rows for ferry schedules from Friedrichshafen.

FREE RENTAL BIKES

Visitors and exhibitors can make their way to the exhibition center easily and quickly on a bike. And the best thing about the bike rental service: it's free. For more details, see www.eurobike.com/en/your-visit/arrival/bicycle/

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The bikes can be used free of charge 03/09/19 - 07/09/19.

All timetables are also available on www.eurobike.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.com

AFTER-PARTY SHUTTLE

Why worry about how to get back to the hotel when you'd rather be partying? Relax. On Friday, September 6, 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 19:20 every 15 minutes until 01.00 (last one).



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