



SHOW DAILY

FRIDAY



FROM BICYCLES TO MOBILITY

WHAT TO SEE & DO AT THE SHOW:
INNOVATORS PRIZE | WHAT'S ON TODAY | GETTING AROUND THE SHOW | LATEST EUROBIKE NEWS | EXHIBITOR PROFILES
PRODUCT HIGHLIGHTS

PRODUCT ROUNDUPS: HELMETS | CHILDREN'S BIKES | DROPPERS
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SCAN HERE FOR A
COMPREHENSIVE
GUIDE TO EVENTS

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EUROBIKE'S CHANGING CONCEPT ENGAGING WITH END CONSUMERS IN FRANKFURT

With two packed consumer days at the Frankfurt fair grounds and in the city at the weekend, Eurobike's organisers want to turn it into a show that appeals to consumers as much as the trade.

The event was already open to the public for one or two days in previous years, but the far-away location in Friedrichshafen restricted the number of consumers who could make the trip for a short excursion. Some saw the consumer days almost as an afterthought, if not a drag.

But Fairnamic, which organises Eurobike, is changing the approach with two full-fledged festival days. "That is something that the brands now demand," said Stefan Reisinger, Fairnamic's managing director. "Most of our customers and brands are somehow engaging with end consumers, they are present at other end consumer festivals and shows, and they are really interested in having more visibility and interaction with consumers at Eurobike."

Eurobike's organisers have said that they are targeting about 50,000 end consumers over two days – although the novelty of the location and the concept make it hard to gauge the potential

traffic for the first edition in Frankfurt.

"The consumer part of Eurobike will be the second pillar of the show, it will be equal to the trade aspect," Reisinger said.

Apart from connecting with brands and catching up with other riders, consumers will test ride products on the extra test tracks and the pump track.

Among the more spectacular treats at the fair grounds and in the city, the program includes the Eurobike Skyline Ride, which will bring together slopestyle supremos such as Emil Johansson and Erik Fedko. Danny MacAskill and his crew will be in town as part of their Drop and Roll tour.

An even wider range of consumers is targeted with the Bembel Crit, which will be held on Saturday, and the Cargobike EuroCup on Sunday. Parents will be able to try out wacky bikes with their children at the Funbiking Contest, and let them try out skills on the bike course in the kids' area.

Reisinger insists that the consumer days needed to take on another dimen-



sion with Eurobike's move to Frankfurt this year. Several million consumers reside in and near Frankfurt, and the city is easily accessible for millions more.

Until a few years ago, some exhibitors were concerned that the combination of trade and consumer shows could confuse the market. Their issue is that consumers are able to try out and potentially publicise upcoming products, which could adversely impact demand for merchandise that is already in stores.

But Reisinger said that this

discussion has faded – in part because the rise of social media makes it much harder to keep upcoming products under wraps once they are presented to the trade.

"Social media has changed the whole set-up. That makes it easier for us to be more proactive and offer a showroom concept which includes end consumers on the same level as the trade," said Reisinger. He adds that solutions are available in case exhibitors want to restrict access to specific products to the trade. ■ JD

RADICAL FMB SLOPESTYLE TOUR ARRIVES AT EUROBIKE EUROBIKE SKYLINE RIDE: THE WORLD'S BEST RIDERS FLY ABOVE FRANKFURT



Top billing in the FMB Tour and a significant prize fund will attract the world's top slopestyle riders to Eurobike this year. Flipping, whipping, and otherwise launching themselves high above the crowds, the spectacular three-day Eurobike Skyline Ride competition provides a perfect counterpoint to the show's other elements.

Bringing a bit of the wilderness to the heart of Frankfurt, hundreds of tons of dirt will be brought in. Shaped into a 130-metre course featuring four huge jumps and a hip transfer, the best riders in the world will then fight it out over

three days of intense competition.

Motivating the competitors to go as big as possible, the event features a gold ranking in this year's FMB Slopestyle Tour. Confirmed to ride is current series leader Emil Johansson. He'll be looking to defend his top spot from second-placed Erik Fedko, who will also be in attendance. With a wildcard for the Red Bull District Ride in Nuremberg in September also going to the best rider yet to qualify, visitors are guaranteed world-class riding.

Making the short trip from his home in Fröndenberg, Germany, Erik Fedko pronounced himself 'stoked' to be

attending.

"It's been a couple of years since Eurobike last had a real contest," Fedko explains.

"Now, having the gold event with the opportunity of getting a wildcard is awesome. For me, Frankfurt is just around the corner, and there's a big biking scene around the area, so the event will attract a lot of riders. This makes it a huge chance for new riders and young guns. It's also a great opportunity for them to meet some sponsors and make new contacts. I love the idea of this year's course being dirt to dirt jumps only too."

Part of Eurobike's attempts to attract cyclists of all kinds to the show, the slopestyle contest is sure to appeal to a broad section of the public along with the show's more regular visitors. It's one element of a new programme of less traditional events, including a bicycle flea market, social rides, and even club nights.

The action kicks off with qualifying rounds on Friday. This will see the initial field cut down ahead of the weekend. However, by offering outsiders and local riders the chance to break into one of the calendar's most significant events, you can expect serious competition from the off.



Erik Fedko

With three sessions on Friday, Saturday provides five opportunities to catch the riders, including the semi-finals and the Maxxis-sponsored best trick competition. Having warmed up on Sunday morning, Eurobike's last afternoon will then see the finals contested in front of the biggest crowd of the tournament.

An event that's literally and figuratively hard to miss as riders float above the show, you can find all the action in the outdoor area between halls nine and eleven. ■ JD

EUROBIKE INNOVATORS PRIZE

REWARDING INNOVATION ON THE BIG STAGE

The Eurobike Innovators Prize is a new award competition launched for the 30th edition of the show. Aimed at innovative products and start-ups, the format of the contest mixes a public vote and a Dragon's Den style pitch round with a high-profile jury that decides on the winners.

The current dynamic of the bicycle business is attracting a lot of bright ideas, and the Eurobike organizers wanted to give them a proper showcase. This was the inspiration for the Eurobike Innovators Prize, a multi-stage contest held for the first time at the premiere of the show in Frankfurt am Main. Until June 6th companies could submit new, innovative products for the contest. A public online vote was then held to narrow the field to three candidates in each of five categories: complete bicycles, components, infrastructure, services and accessories.

These finalists made a three-minute pitch on the Black Stage in Hall 8 to convince a high-profile jury. The jury consisted of Pierer E-Bikes' Susanne Puello, Zedler Institut's Dirk Zedler, Bike EU's Jan-Willem van Schaik, finance and investment expert Ralf Kindermann, Bikenomist's Pinar Pinzuti, serial founder Andreas Gahlert (known for Cobi Bike) and the European Cyclists' Federation's Jill Warren. After all 15 finalists made their pitches, the jury went into seclusion to discuss the presentations and decide on the winners. In addition, the audience

was invited to cast a vote to decide on the crowd favourite.

Shortly after the official end of the second day of the fair, the suspense rose as the winners of the first ever Eurobike Innovators Prize were announced. The first winner called onto the stage in the accessories category was South African company Omnico for its compact and clever Groove Tool Pro marketed under the **Ryder Innovation (9.1 / F25)** brand. In the services category, the jury awarded **Schwalbe (12.1 / C08)** for its tire recycling program that reduces waste and is a step towards a circular economy. Dutch company **Bike Cleaner (8.0 / C28)** took the honours in the infrastructure category for its Bike Cleaner Plus station that not only cleans dirty bikes but also has the potential to create revenue.

In the components category, **Mahle Smart Bike Systems (8.0 / F18)** was the unanimous winner for its lightweight X20 drive system that shows that sometimes, less can be better. And in the bicycle category, the win went to Norwegian company **Podbike (F12.0 / F23a)** for its



The jury and the prize winners gather on the Black Stage on early Thursday evening.

Frikar quad that weighs less than 100 kg, works with a Serial Hybrid assistance drive, offers a space for cargo or a child and protection from the elements and thus is marketed as "an e-bike for every day and any weather." Last but not least Brazilian

company Flashbike won the public on-site vote with its Work Hard & Improve program that brings the Lean 6 Sigma methodology used in large corporations and meant to implement constant improvements to small enterprises like bicycle shops.

13-17 July 2022
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STARTUP & INNOVATION DAY WHO ARE THE NEW CUSTOMERS TO CYCLING?

Yesterday's Startup & Innovation Day sought to answer this question with data and experience from industry experts who have embraced the topic. Anecdotal assumptions were abandoned in a presentation by Marc Anderman, business development manager at Sports Marketing Surveys, who gave hard numbers about the who, what, where, and why of customers who are new to cycling. The results were from a survey taken by 6,259 respondents from six European countries, monthly sales figures in 2019-2021, and interviews with OEMs and component suppliers.

The survey showed that the majority of new cyclists are under 40 (78 percent), mostly women (56 percent), live in either urban or suburban areas (81 percent), and engage in leisure cycling (71 percent). They ride to enjoy cycling socially, to save money on fuel and travel costs, to reduce the impact on environment and air quality, and because they have more time. The pandemic likely did more to transform attitudes toward cycling than any well-intentioned campaign. Nations that responded to COVID by implementing or adding to cycling infrastructure in response to social distancing practices, like France and The Netherlands, also experienced some of the highest increases in new cyclists. Big numbers

in cycling are nice of course, but what do these new cyclists want, if not better infrastructure and a lower risk of catching a disease? E-bikes, for starters, which prevailed even though they are still a little mystifying to some road users.

Comfort, weather, and theft emerged as obstacles to potential e-bikers who are sitting in traffic because they may not see the positive outcomes of biking.

"One of the most surprising facts about consumers is that the benefits of e-bikes aren't well-understood by car users," said Emerson Delcourt of Decathlon. Delcourt has a mission to get people cycling and his first order of business is to work on car users to demonstrate all the benefits of biking, like better health, sustainable transportation, solving parking problems and other stresses related to the city.

New e-bike customers who already committed to purchasing a bike did so because they wanted the latest technology, and they had the disposable income.

Incentives also help. When governments and/or the private sector provide subsidies toward the purchase of e-bikes, explained Iris Langstädter of Freibek, it brings new customers.

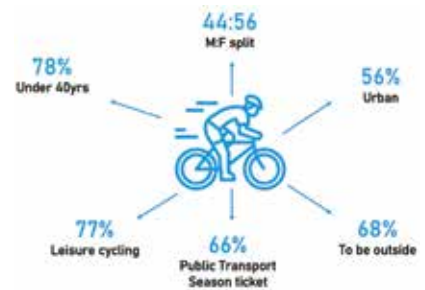
Once they spent their money on a new e-bike, new customers sought to



Marc Anderman of Sports Marketing Surveys speaking about the new customer to cycling

safeguard their investment. 85 percent of new e-bike owners bought insurance, which may also be bundled with other add-on accessories, like tracker hardware and apps.

E-bikes, better infrastructure and incentives are the biggest drivers pulling new customers into cycling. To get even more customers to reach for the bike, Thomas Spengler, managing director of internetstores, had some solid advice: "We need to build products and services that add value to everyday life and we need to work on the sentiment around cycling." ■ WB



Main characteristics of the new cyclists. Image courtesy of Marc Anderman, Sports Marketing Surveys

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LCD control panel

SHIMANO FUTURE CITIES SHIMANO LAUNCHES CREATIVE ADVOCACY PROJECT AT EUROBIKE

Shimano (11.0/A16) has launched a creative advocacy drive at Eurobike with the Future Cities project, helping consumers to visualise a bike-friendly version of an iconic street in their city.

Shimano Europe has teamed up with Jan Kamensky, a visual designer, to create computer-generated animations that strip away some elements of famous car-laden streets, and replace them with infrastructure and furniture that is designed for people and car-less mobility.

The campaign started with the Karl-Marx-Allee in Berlin and Marble Arch in London as pilot projects. Just a few hours after the launch, it had gained exposure with tens of thousands of consumers on social media.

Shimano is stimulating engagement by getting feedback on the next streets to be virtually revamped. It's hoping to cover streets in another eight cities over the next year.

A monitor has been set up at the Shimano booth for end consumers to check out the project today.

"It helps people to see the potential of areas in a way they hadn't envisaged before," said Jonathan Davis, communications manager at Shimano Europe.

The European Cycling Federation found that cycling participation jumped by 59% in Berlin and by 119% in London on the back of the pandemic. Shimano said it wants to

build on these dynamics by stirring up conversations around mobility and urban planning, and by activating community leaders.

"It will take a clear vision for people to recognise the impact that widespread uptake of urban cycling could have, like those initially captured in Future Cities," Shimano said.

Davis said that the company could use its own networks to drive more engagement around sustainable cities. Its advocacy project could also be backed up by activations on the ground, helping consumers to try out more forms of mobility at events.

Shimano quotes research from the Boston Consulting Group showing that 13% of Europeans are willing to give up cars entirely, and that the decision is often motivated by the aspiration to live more sustainably. It emphasizes benefits for overall wellness and mental health.

A long and wide avenue, Karl-Marx-Allee is a prominent shopping destination in the German capital, but the road is dominated by traffic. It was picked by Kamensky for its potential to be rethought in a way that dramatically changes its usage while retaining its appeal. The customized animation turns the avenue into a "cycling and walking utopia" – complete with trees, birds and wide cycle paths. ■ **BS**



ALEX RIMS GETS INTO ALLOY FORKS

Known for its rims and hubs, **Alex Rims (9.1 / D03)** has vast in-house knowledge when it comes to working with aluminum. Now the Taiwan-based manufacturer makes good use of this knowledge to build sturdy forged forks.

Alex Rims is a well-known name in the bicycle industry. But the brand's parent company, Alex Global Technology Corp., also produces alloy rims for cars and trucks. From smelting to forging, machining and anodizing, Alex performs all production steps in-house and has gathered a lot of experience. Now the company brings this know-how and industrial prowess to a new product category, with a special emphasis on its 3D Forging Technology. The result is a one-piece 3D forged fork made of alloy that has a sleek, elegant look. Apart from the brake caliper mounts and the pressed-in mount for the thru axle, it is essentially made from a single piece of aluminum.

As Alex Rims' European representative Hendrik Tafel points out, the advantages go much further than aesthetics. "This project started two years ago as an OE partnership with a well-known brand. Since the fork is forged from one piece of aluminum, there are no welds at critical joints. So this fork is structurally very strong. To minimize tolerances, the bearing race area is CNC machined



Alex Rims' European representative Hendrik Tafel with a fork built using 3D Forging Technology.

after the forging process, and the thread for the thru-axle is cut directly into the fork leg," Tafel explained at the company's Eurobike booth. "We've seen a lot of interest from cargo bike and speed pedelec manufacturers looking for truly sturdy yet lightweight forks. Since we do not offer this fork as a standard design, customers need to invest in tooling – which means that a certain size and volume is needed." ■ **LVR**

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VOX POP

How has inflation impacted your business?



Udo Stein
Stein-Bikes, Germany

We're bike dealers but we make our own customized bikes, so we have a strong relationship with our customers and we can have discussions with them. When the input prices increase by 15% in six months, between the time of the order and the delivery, we can explain the situation to the customer and ask if it would be alright to share the impact, to take 7% each.

In most cases we find a solution. It used to be about three weeks from the order to the delivery, now it's six months. We can work it out because we have built relationships with customers for 27 years. If we had been in the market for just five years it wouldn't work, they would just think we're unreliable.



Andy Benz
Head of project management, Accell Group, The Netherlands

In the short term, you notice that people are less likely to spend, so that affects our business. Consumers see inflation in energy prices, food prices. It can be seen by everybody right away, because they have less money in their pocket, and they rethink their spending. At the higher end of the market, people are more

passionate, they are interested in technical details, they do their market research, but still the demand is affected.



Shaben Moideen
Director of distribution, Starlink, Qatar

I work in the technology industry, and price hikes are impacting the business in terms of sales. We work on a very low margin, so I believe this new segment of cycling will be a breakthrough to fix my bottom line. The bicycle industry has yet to emerge in Qatar. I believe it's the future, we should start focusing on it.

We're hosting the football World Cup in Qatar, traffic will be hectic, and bikes could be the smoothest way for people to travel. It will be held during the winter, so they will enjoy it.



Donald Matha'a & Lindor Castro Valdez
Hubs, Netherlands

Donald: Due to the rise in shipping costs we had to adjust our means of production, which was mostly in China and India. We're now creating a huge network of partners in Europe.

Lindor: We were more expensive because of the growing cost of transportation - shipment is a big part of the cost for us.

Donald: Inflation has affected the way we produce. But at the same time, it has helped to reduce our impact on the planet, and this was a demand from customers. Three years ago, we could not do much at the show, because many customers wanted European production.

Lindor: In the end, it's a bit more expensive, but it's not that bad.



Andrea Zanchetta
CEO, High Tech Tecnosky, Romania

We're affected by the price of gas and there will be inflation next year for salaries in Romania. We're moving to higher-level products, so we can make up for some of the price increases. We're also waiting to see what the Romanian government will do. There is a cap on gas and electricity prices until March 2023. After that, we will see.

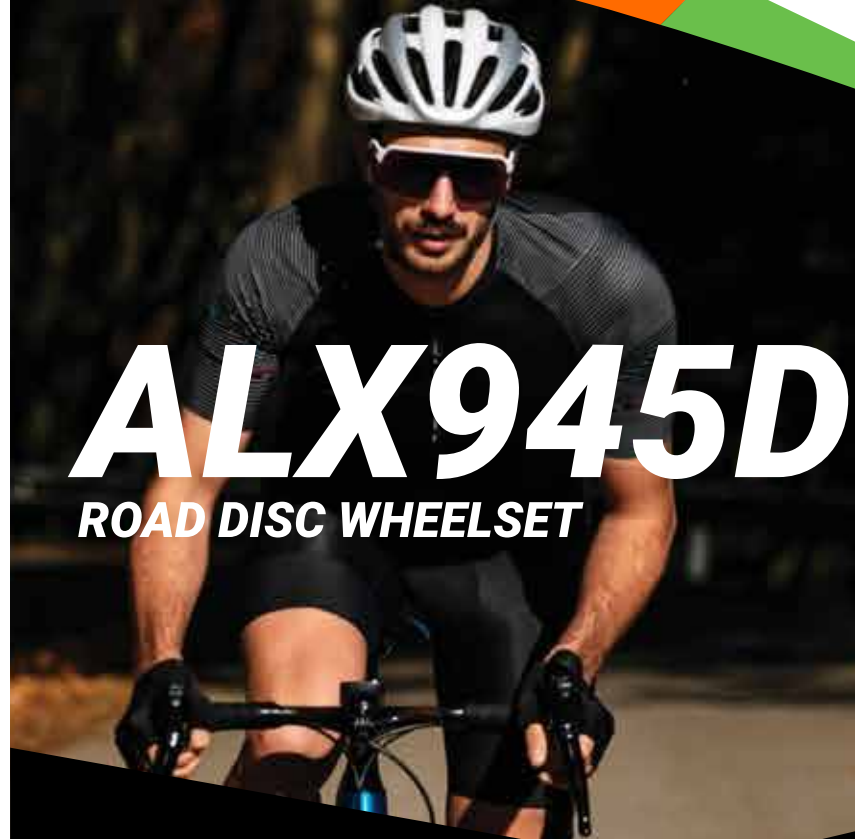


Denis Carron de la Carrière
CEO, Toad, France

We're an importer and distributor of innovative products for cycling and other sports. For European suppliers, it's okay, the inflation is under control, we can work that into the consumer price. For the kind of products that we sell, a little increase won't be an issue for customers. For products from the U.S., it's more complicated. The impact of inflation is huge, because the exchange rate has changed a lot and the

value of the euro and the dollar is almost the same. But we're growing so much that I don't have an issue.

ALEXRIMS



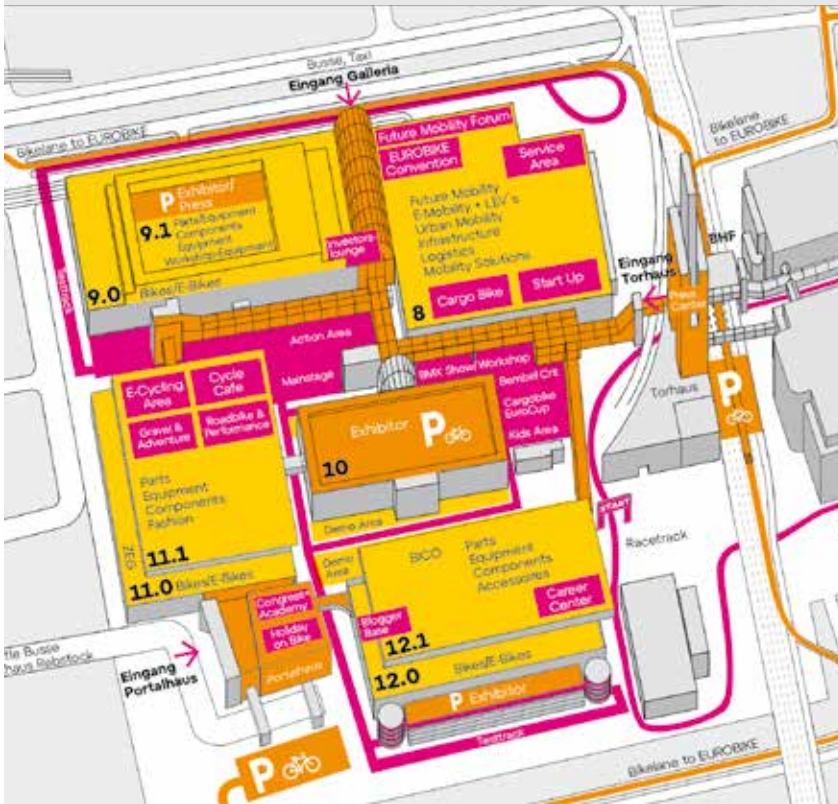
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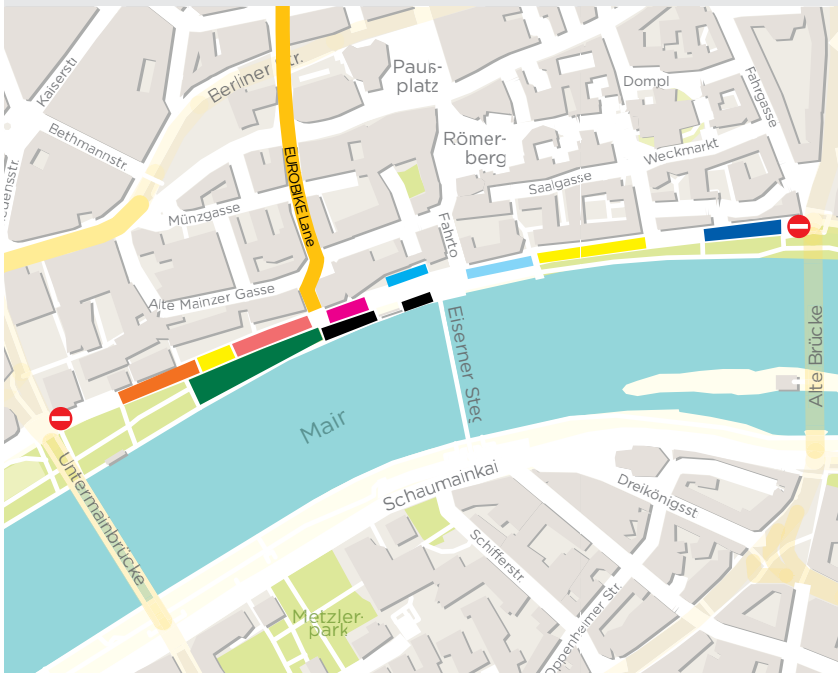
NEW CITY, NEW SHOW GETTING AROUND EUROBIKE

HALL ALLOCATION EUROBIKE SHOW



- Event areas
- Special exhibition areas
- Logistics, routes, entrances

EUROBIKE CITY



- Bike Flea Market
- Bike Parcours
- Chill Area
- Exhibitors
- Street Painting
- Food & Hub & Stage
- Bike Parking
- Pumptrack
- Storage Space

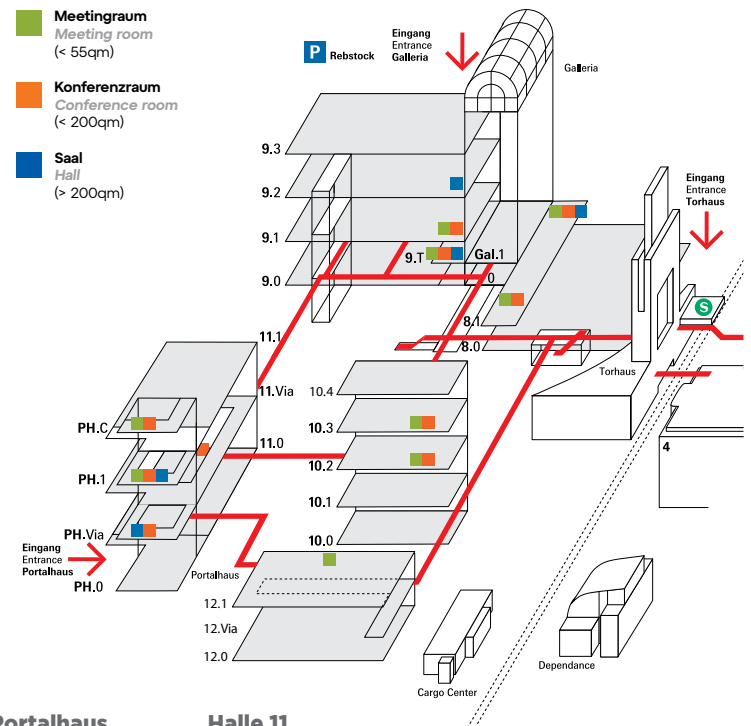
Whether as a contact point for the bike scene, a weekend program for the family or to wind down after a hard day at the trade fair - the EUROBIKE CITY Mainkai becomes a relaxed meeting place - right on the beautiful banks of the Main. There, all bike fans can look forward to a colorful bike culture program with a bike flea market, children's parcours, street food, information stands from initiatives as well as lectures, workshops and movies on the stages.

Location: Mainkai between "Eiserner Steg" and "Untermainbrücke", free admission!

Opening hours:

Wednesday July 13 - Friday July 15: from 2p.m. - 10p.m.
 Saturday July 16: from 9a.m. - 10p.m.
 Sunday July 17: from 10a.m. - 8p.m.

CONFERENCE ROOMS



Portalhaus

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- Frequenz 1
- Frequenz 2
- Frequenz 1 + 2

Ebene PH.1

- Sequenz
- Transparenz 1
- Transparenz 2
- Transparenz 1 + 2

Ebene PH.C

- Lumen
- Lux
- Candela
- Focus
- Prisma

Halle 11

Ebene 11.0

- Korall
- Karmesin
- Granat

Ebene 11.1

- Inspiration 1
- Inspiration 3
- Inspiration 2
- Inspiration 1 + 2
- Inspiration 2 + 3
- Inspiration 1 - 3
- Atelier

Ebene 11.3

- Reflexion 1
- Reflexion 3
- Reflexion 2
- Reflexion 1 + 2
- Reflexion 2 + 3
- Reflexion 1 - 3
- Halle 9

- ■ Cosmopolitan
- Lounge

Ebene 9.1

- Impuls
- Ratio
- Logos
- Genius
- Logos + Genius
- Esprit
- Motiv

Ebene 9.2

- Dialog

Halle 8

Ebene 8.1

- Symmetrie 1
- Symmetrie 4
- Symmetrie 2
- Symmetrie 3
- Symmetrie 2 + 3

Halle 12

Ebene 12.1

- Achat
- Amethyst
- Aventurin
- Jade
- Jaspis
- Lapis
- Onyx
- Opal
- Pyrit
- Rubin
- Saphir
- Smaragd

FREE TRAVEL BY PUBLIC TRANSPORT



All visitor tickets, which are available online, entitle the holder to free return travel to the fair on buses and trains in the area covered by the Rhein-Main-Verkehrsverbund. Please note that these tickets are only valid when printed out and accompanied by a valid identification document. You will find further information on your ticket.

EUROBIKE CITY

CYCLING TAKES OVER FRANKFURT'S MAINKAI DURING EUROBIKE

Eurobike's new urban location is no coincidence. It's part of a desire to bring the show to a new, wider audience. Key to this is the Eurobike City programme. Alongside the traditional show and new convention events at the Messe Frankfurt showground, this series of hands-on activities and street festivals are planned throughout the state capital as part of Eurobike City. Aiming to make the subject of cycling unavoidable for the duration of the show, its high profile will make it unmissable.

"Besides having the show at the Messe fairground, our idea was also to demonstrate that Eurobike has found its new home in Frankfurt," says Stefan Reisinger, Head of Eurobike.

Much of the action will be focused on the historic Mainkai in the heart of Frankfurt. With the old town as its backdrop, this riverfront street will be pedestrianised for the duration. Providing a space for relaxation and discussion, events planned include a bicycle bring-and-buy sale on Saturday 16th July.

Other attractions include a beer and burger-themed ride from the Gravel Club Lounge. For those after a shorter trip, a pump track will also appear in Osthafen, while they'll be hands-on lessons for anyone keen to learn their first BMX tricks. In the evening, an open-air cinema will provide entertainment. And if you want to stay out later, they'll even be a club night, Fortuna Irgendwo, entry to which is included free with your Eurobike ticket.

We wanted to create a bicycle-friendly atmosphere throughout the city," explains Reisinger. "We believe it will be well received by the public and people living in Frankfurt. Of course, we also want the industry to be able to enjoy the city. The idea is that after the show, you can head into town for dinner or perhaps take the opportunity to go for a ride or enjoy another aspect like the open-air cinema".

Frankfurt's enthusiasm for the public-facing aspects of the show has been demonstrated by their willingness to give over the normally traffic-filled Mainkai.

"Right from the start, Frankfurt has been very supportive of our ideas," says Reisinger. "We hope that what we achieve in this first year is only the beginning".

Having the cycling industry take over the city for one week will help articulate its shared vision for a more sustainable future. Fitting in with the show's theme of the future of mobility,



it's part of a new, more outward-looking Eurobike.

"Of course, we will continue with the business and trade aspects of the show", says Reisinger. "But another key aspect will be increased engagement with the end consumer and society".

A worthy mission disguised as something like a festival, a trip into the heart of Frankfurt to visit Eurobike City is a must for anyone attending the show. You can find more details and a complete programme via eurobike.com/eurobike-city. **JD**

Meet Portugal Bike Value at **Hall 9.0**

Booths B15 and B05

In Portugal, the future has already begun

Right now some of the most advanced bicycles in the world are being produced in state-of-art plants, while a "next generation" research and development laboratory is about to be born.

In Portugal the new global reference for technology and innovation is about to be built. The name: Bikinnov.

A shared center for the industrial development of two wheeler and soft mobility, Bikinnov aims to provide the conditions for companies to be able to innovate and develop their products using the latest technology.

"The focus is on producing bicycles, but also components of the best quality and, for that, modern and competitive factories are needed as well as laboratories that allow the creation, development and testing of the best solutions and technologies," emphasises Gil Nadais, ABIMOTA Secretary-General.

Construction of this leading technology center is about to start and soon its doors will open for a wide variety of projects. These facilities will shape ideas into reality. In this way, together, we go further, in a commitment assumed by the Portuguese two-wheeler and

soft mobility sector towards a more responsible and more sustainable future.

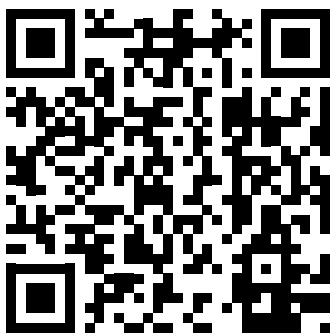
Portugal Bike Value's participation in Eurobike takes place through the ABIMOTA Portugal Fest 2020 project, co-financed by Portugal 2020 Compete and ABIMOTA.



Bike Frame testing

CONTACT US: showroom.portugalbikevalue.pt

WHAT'S ON TODAY: FRIDAY JULY 15



SCAN HERE FOR A COMPREHENSIVE GUIDE TO EVENTS

EUROBIKE ACADEMY. Bart ten Tije, Ridemeister **E**

11:00 a.m. - 11:45 a.m.
Future Mobility Forum - Black Stage - Hall 8
Welcome & Opening of the 21st EUROBIKE TRAVEL TALK - "Cycling out of the Niche"

11:00 a.m. - 11:30 a.m.
EUROBIKE CAREER CENTER, Halle 12.1
In-Sights: This is how the bicycle market works!
Gunnar Fehlau | bootcamp.bike **G**

11:00 a.m. - 11:45 a.m.
Cargo Area Stage - Hall 8
E-bikes: Underrated or overrated?
Why do so many from outside the industry fail? Alex Thusbass, KISKA Munich **G**

11:15 a.m. - 11:45 a.m.
Future Mobility Forum - Black Stage - Hall 8
New Measurement and Mapping of Bicycle Tourism
EUROBIKE TRAVEL TALK Keynote

11:45 a.m. - 12:15 p.m.
EUROBIKE CAREER CENTER, Halle 12.1
Quality standards "Workshop"
Dirk Zedler | Zedler Institut **G**

11:45 a.m. - 12:45 p.m.
Future Mobility Forum - Black Stage - Hall 8
Revolutionizing bicycle tourism
EUROBIKE TRAVEL TALK PANEL META

12:00 p.m. - 06:00 p.m.
Portalhaus: Room Frequenz 1
DIGITAL ACADEMY - EUROBIKE ACADEMY
The latest input on the topic around Online - Marketing 9 Lectures - 9 x Input - 9 Learnings and 9 Take-aways. Moderation Frank Puscher

12:15 p.m. - 12:45 p.m.
Portalhaus Room Frequenz 1
Old goes, new comes: 2023 - Tracking Ride through the Data Jungle
EUROBIKE DIGITAL ACADEMY, Jana Kordt **G**

12:15 p.m. - 01:00 p.m.
EUROBIKE CAREER CENTER, Halle 12.1
The VSF. all-ride workshop

12:45 p.m. - 01:15 p.m.
Portalhaus Room Frequenz 1
How KED wants to reach young target groups with a new brand and digital strategy
EUROBIKE DIGITAL ACADEMY, Doreen Knauer-Steinbrück & Nico Döring

12:45 p.m. - 01:00 p.m.
Future Mobility Forum - Black Stage - Hall 8
PITCH: Innovations in Bicycle Tourism

01:00 p.m. - 02:30 p.m.
Portalhaus: Room, Transparenz 1
Reinventing the French cycling industry: Opportunities in a dynamic market
Business France **E**

01:00 p.m. - 01:45 p.m.
Portalhaus: Room Transparenz 2
The Digital Marketing Transformation for Bike Brands & Retailers
Axel Mathysen Gerst & Marith Zwarts, Google **E**

01:15 p.m. - 01:45 p.m.
Portalhaus Room Frequenz 1
Cut the bullshit, stick to the facts! -

How good content marketing works and has a lasting effect
EUROBIKE DIGITAL ACADEMY, Katrin Kolossa & Raoul Fischer, sapera_studios, **G**

01:30 p.m. - 01:45 p.m.
Success-Story-Telling
EUROBIKE TRAVEL TALK, Keynote

01:45 p.m. - 02:30 p.m.
Future Mobility Forum - Yellow Stage - Hall 8
Digital Services and offerings
EUROBIKE TRAVEL TALK, Workshop

01:45 p.m. - 02:30 p.m.
Future Mobility Forum - Black Stage - Hall 8
New Paths - Infrastructure for Cycle Tourism
EUROBIKE TRAVEL TALK, Workshop

02:00 p.m. - 10:00 p.m.
Frankfurt, Mainkai und Osthafenpark
EUROBIKE CITY programme
Participate, try out, meet, eat, drink, be inspired and entertained, do it yourself...

02:00 p.m. - 02:45 p.m.
EUROBIKE CAREER CENTER, Halle 12.1
Employee recruiting in the retail trade. This is how it can work!
Thorsten Larschow | Rad & Tour Cuxhaven

02:00 p.m. - 03:30 p.m.
F11
EUROBIKE SKYLINE RIDE 2022
Practice & warm up qualifiers only

02:00 p.m. - 02:45 p.m.
Portalhaus: Room Transparenz 2
Amazon Insights: More coverage and sales - how bike brands strategically grow on Amazon
Henry Krause, MOVESELL GmbH **G**

02:00 p.m. - 05:30 p.m.
Frankfurt, Osthafenpark
Open BMX workshop by freedombmX
freedombmX work shops on Friday, July 15th, 2022 and Saturday, July 16th, 2022, from 2:00 p.m. to 5:30 p.m.!

02:15 p.m. - 02:45 p.m.
Portalhaus Room Frequenz 1
Ride Your Data - On The Road of Data Governance
When it comes to data, clarity and the ability to maintain a good overview are essential. EUROBIKE DIGITAL ACADEMY, Matthias Postel & Sergej Kosyrev, Lucky Bike

02:45 p.m. - 03:15 p.m.
Portalhaus Room Frequenz 1
Rethinking Social Media as a Powerful Tool
EUROBIKE DIGITAL ACADEMY Tom Fischer and David Ahvlediani, ARIS MEDIA **G**

02:45 p.m. - 03:45 p.m.
Future Mobility Forum - Black Stage - Hall 8
Communication: everyday life - excursion - bike trip
EUROBIKE TRAVEL TALK, Workshop

02:45 p.m. - 03:45 p.m.
Future Mobility Forum - Yellow Stage - Hall 8
Sport, Event and Health
Workshop

03:00 p.m. - 03:45 p.m.
Portalhaus: Room, Transparenz 1
How a configurator sells products according to your customers' wishes

and needs.
Walter Burgstaller and Matthias Baumgartner, Combeeneration **E**

03:00 p.m. - 03:30 p.m.
DANNY MACASKILL
Meet & Greet; Signing Session

03:00 p.m. - 03:45 p.m.
EUROBIKE CAREER CENTER, Halle 12.1
Dream job... engineer in the bicycle industry
Dirk Zedler | Zedler Institut **G**

03:15 p.m. - 03:45 p.m.
Portalhaus Room Frequenz 1
Don't forget Email
EUROBIKE DIGITAL ACADEMY Scott Montgomery & Adrian Montgomery, CrankTank

03:30 p.m. - 07:30 p.m.
F11
EUROBIKE SKYLINE RIDE 2022
QUALIFYING (40-50 Riders)

03:45 p.m. - 04:00 p.m.
Round-Up & Wrap-Up
EUROBIKE TRAVEL TALK, Summary and discussion of the Workshops

04:00 p.m. - 04:45 p.m.
Cargo Area Stage
Cargobikes - a crucial and still underestimated means of transport
High time to automatically take cargobikes into consideration.

04:00 p.m. - 04:45 p.m.
Portalhaus: Room Transparenz 2
Common Connector and Communication for EPAC (electric power assisted cycle) Charging
Daisuke Takahashi, CHAdEMO Association / Takahashi eBike Laboratory LLC, Mika Zaurin Casanova, CHAdEMO EU PR Manager **E**

04:00 p.m. - 04:45 p.m.
EUROBIKE CAREER CENTER, Halle 12.1
The VSF.all-ride workshop **G**
04:15 p.m. - 04:45 p.m.
Portalhaus Room Frequenz 1
CTV and DOOH: Mass media for Smaller Companies
EUROBIKE DIGITAL ACADEMY, Mario Zeyer

04:45 p.m. - 05:15 p.m.
Portalhaus Room Frequenz 1
Web3: "Pumped-up hype or an opportunity after all?"
EUROBIKE DIGITAL ACADEMY, André Price, Creative Managing director JvM NERD **G**

05:00 p.m. - 06:30 p.m.
Frankfurt, Mainkai
After Work Ride
EUROBIKE Gravel Ride by Gravel Collective, Start: Gravel Club Lounge am Mainkai

05:15 p.m. - 05:45 p.m.
Portalhaus Room Frequenz 1
State of Digital Bike Industry
EUROBIKE DIGITAL ACADEMY, Marcus Diekmann

10:00 p.m. - 03:00 a.m.
Fortuna irgendwo
Club Night: Fortuna irgendwo
Frankfurt's newest club and self-proclaimed "sanatorium for the mentally and nervously ill" invites you to selected house, disco and electro tracks. Free entry with EUROBIKE ticket

06:00 a.m. - 10:00 p.m.
Frankfurt, Mainkai
KOMument
A bike race made entirely of Strava segments.

07:00 a.m. - 08:00 a.m.
Early Bird Ride
EUROBIKE Gravel Ride by Gravel Collective
Start: Gravel Club Lounge at Mainkai

09:00 a.m. - 09:55 a.m.
Portalhaus, Raum Frequenz 1
ECLF Cargo Bike Rider Training Scheme
Keynote: Richard Armitage, Director, European Cycle Logistics Federation & City Changer Cargo Bike Project partner **E**
Registration required: ECLF Website

09:30 a.m. - 12:30 p.m.
Portalhaus, Room: Frequenz 2
Workshop: Circular Cycling Industry
Learn how to make sustainability a core part of your company in this workshop by Erik Bronsvort, author of the book From Marginal Gains to a Circular Revolution.

09:30 a.m. - 10:00 a.m.
The Business Navigator.
Strategically managing operations with just a few key figures. Thomas Schwertdtner | VSF **G**

10:00 a.m. - 11:00 a.m.
Future Mobility Forum, Pink Stage, Hall 8
Mobility budget - from trend to everyday solution
How the mobility budget can assert itself. **E**

10:00 a.m. - 10:45 a.m.
Cargo Area Bühne, Halle 8, Standnr.: B20
Cargo bike tour
With Arne Behrensen from the Berlin Think and Do Tank, cargobike.jetzt. Tours in English with changing routes and talks with exhibitors. Duration 30 - 45 minutes each.

10:00 a.m. - 01:00 p.m.
F11
EUROBIKE SKYLINE RIDE 2022
PRACTICE

10:15 a.m. - 10:45 a.m.
EUROBIKE CAREER CENTER, Halle 12.1
Career opportunities in retail
Representative of the IHK Frankfurt am Main

10:55 a.m. - 04:00 p.m.
EUROBIKE TRAVEL TALK

11:00 a.m. - 11:45 a.m.
Cycle Café Stage - Hall 11.1.
Ridemeister - Curated Rides by Local Cycling Professionals.

L-TWOO



BOOTH

Hall 9, F39

mtb series 13 SPEED



road series 12 SPEED



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EUROPEAN OUTDOOR CONSERVATION ASSOCIATION

JOIN EOCA TO HELP PRESERVE NATURE FOR CYCLISTS TO ENJOY

For outdoor enthusiasts, whatever their chosen activity, spending time outside on the trails, mountains, coastline or in woodlands, is all part of the adventure! Most will also have a strong sense of protectiveness towards the landscapes they frequently visit. With the increasing urgency of the climate change and loss of biodiversity crises, everyone is much more aware of the actions needed to take care of the environments that give them so much enjoyment.



A "Trash Free Trails" project in Bristol, UK, sponsored by The North Face through EOCA (Photo: Paul Box).

The role of the European Outdoor Conservation Association (EOCA) has never been so important, as it works in partnership with its members from the outdoor sector, to fund grassroots conservation projects around the world. EOCA ensures that the projects it funds protect, enhance and restore habitats in a wild landscape, mitigate against climate change and tackle the equally urgent issue of the loss of biodiversity. It is also very important that the projects have a link to the outdoor enthusiast, leave a positive legacy, and are beneficial to local communities within these landscapes. Projects are selected for funding via votes held for members and also the public, after a stringent selection process against specific criteria.

Since the association started back in 2006, €4.5 million has been raised and invested in 167 conservation projects in 65 different countries. Over just the last two years, EOCA and its members have provided funding for 32 projects in 22 countries totally over €1million, thanks to its members continued support despite the pandemic. Last year alone, EOCA's funded projects had a direct, and positive, impact on 470,000 hectares of landscape. Whilst this is an incredible achievement, within the previous two years 940 project applications have been received by EOCA, highlighting the substantial need for more funding for conservation work around the world.

The projects EOCA has funded in the past are varied in location and methodology. They have included establishing biking routes to enhance protection of landscapes through

ecotourism in Romania and South Africa; cleaning plastic pollution from environments with paddle boarders, mountain bikers, hikers, surfers and skiers; restoring, replanting and protecting forests in Scotland, Sweden, France, Indonesia, Spain and Nepal; and conserving the habitats of bears in Italy and Spain, red squirrels in the UK, orangutans in Borneo and elephants in Thailand. To name but a few. All very different, but all vitally important.

In an attempt to grow EOCA and expand into other outdoor sectors, one of those being the biking sector, the association has applied for the Earthshot prize. This environmental competition was created by Prince William and Sir David Attenborough to facilitate change over the next ten years. It brings the environmental world together with funders, businesses and individuals to maximise impact, take solutions to scale and inspire people all over the world to work together to repair the planet. EOCA has had its application put forward to the Earthshot assessment panel by two nominating organisations and is delighted that these organisations have recognised the value of the work carried out by the association and its members, and that they have put their confidence in its future potential.

The funding from winning an Earthshot prize could significantly multiply the impact of EOCA's work. Engaging new members from other outdoor sectors would result in an increase in the number of supported projects, protecting, restoring and



'Angofa Grassland Restoration and Nature Trails': an EOCA project in Romania.



'Clear the Bay by Day', an EOCA-supported project in the UK.



EOCA Project: 'Improving the circle of life in the Central Apennines'

enhancing more valuable habitats and implementing nature-based solutions that in turn tackle the issues of biodiversity loss and climate change.

Catherine Savidge, Joint General Manager at EOCA explains, 'EOCA was established to provide outdoor companies with an easy way to work together to protect the great outdoors. It provides companies with an environmental giving programme, without the need for inhouse expertise or resources.'

"We welcome and encourage all companies to join EOCA that manufacture, supply, distribute, retail, promote or use products that are enjoyed and have a link to the great outdoors. This very much includes companies in the biking sector. Cyclists around the world are passionate about protecting the wild places they love, and EOCA

provides a way for their favourite brands and companies to do just that."

Becoming a member of EOCA can be as simple as paying a membership fee. Plus there are options for getting further engaged if companies wish. EOCA is fortunate to already have a number of members that are involved in the biking industry, brands such as Ortlieb, Vaude, Osprey, Camelbak, Thule, Jack Wolfskin and Patagonia, in addition to retailers Bever and Transa.

EOCA is a unique model as it provides companies from an entire industry the opportunity to work together, giving back to nature. The impact can be so much more when we all work together, enabling the protection, conservation and regeneration of the outdoor spaces we all enjoy and care so much about.

www.eocaconservation.org



Bikepacking with Jack Wolfskin

JACK WOLFSKIN BACK ON ITS BIKE

Jack Wolfskin (11.1 / C17), the German brand with the paw, has made its mark around Europe and other markets with its outdoor gear. This year it's making a full return to the bike apparel market, leading to its debut at Eurobike.

Daniele Grasso, in charge of Jack Wolfskin's apparel and equipment, explained that the brand has a full range of technical products intended for bike-packing, as well as a more urban range meant for commuting.

When he met with Jack Wolfskin's founder, Ulrich Dausien, Grasso found out that it already had a strong run in the bike business. "I learned that the brand was among the first movers in technical bike packing gear, such as bike bags with reflective

materials or the Ultrafix System for bike bag suspension," he said.

Not long after its launch in the early eighties, Jack Wolfskin targeted bike packers with bags such as Dr Cycle and Mr Bike, the Million Star Hotel tent and the One Kilo sleeping bag. As ownership repeatedly changed, the focus moved resolutely to the outdoor market. But even then, German consumers often used Jack Wolfskin apparel for their bike commute and bike touring. Under the ownership of Callaway Golf since 2019, the brand resolved to launch a bike-specific range again.

"Eurobike is clearly the platform for us to tell the industry that Jack Wolfskin is back in the bike market," said Grasso. **■ BS**

GRANITE DESIGN'S NEW SPRING LOADED LONG HANDLED RATCHET MULTITOOL FITS MTB TAPERED OR OVAL STEERERS

Granite Design has released the new and improved version of their innovative Stash multitool that can be stored in a bike's fork steerer.

The Stash RT consists of a 92mm long two-way ratchet which takes 2, 2.5, 3, 4, 5, 6, 8, T25, bits as well as a 50mm PH1 bit which can extend the ratchet's handle an extra 14mm making it easier to adjust hard-to-reach bolts.

The ratchet and bits attach to a tool holder which is pressed down into a spring-loaded container that lodges firmly inside the steerer. Similar tools on the market require the user to firstly cut threads into the steerer which is not necessary for the Stash RT.

Riders exert finger pressure on the top to unlock the tool holder. Turning the top in the same movement allows the container to pop up from within the steerer and then be easily removed. The top cap can also be converted into a cycling computer mount.



The Stash RT makes use of the relatively larger space of a mountain bike's fork steerer which is normally left empty. "Because our original Stash has a larger outer diameter, it won't fit in modern suspension forks that have tapered steerer tubes," said Granite Design's General Manager, Kenny Jau. "The Stash RT's new housing has a smaller outer diameter so it can fit inside those forks with tapered or even oval steerer tubes," he said.

The socket bits are held firmly in place on the container by magnets shaped to maximize the surface area in contact with the socket bits. This ensures each bit remains firmly attached to the tool holder whenever it is buffeted inside the container on the trail. **■ GR**

Announcing the New **Twin Mode** High-flow and Cooling spray mode "V-Plaid" Sports Bottle from V-Grip



HET™

HALL 9.1, BOOTH E04

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OVERVIEW: TYRES

TYRE DEVELOPMENT CONTINUES INSIDE AND OUT

Road tyres continue to get wider, the choice of gravel tyres expands and ebikes are also well served this year at Eurobike. Tube technology is a particular area for innovation, even as tubeless tyres become more and more commonplace, and bicycle tyre recycling is a reality for the first time.



reTyre's modular solution allows you to change tyre treads easily

With the mass adoption of disc brakes for road cycling, tyre manufacturers have been freed from the constraints of rim caliper brakes, and many race-focused road tyres are now offered in larger sizes for better comfort. One example is the Superpasso from **Vredestein (9.1/F04)**, which is available in black and tanwall in widths from 23mm right up to 32mm. With a 150TPI carcass and a grippy, wear-resistant Tri-Comp tread design, the Superpasso has been developed with input from top athletes and is a fast-rolling, tubeless-ready slick. It's been designed to work with a 19mm internal rim, which means it's a great fit on many modern performance wheels. The Superpasso costs €62.95 (non tubeless) or €72.95 (tubeless.)

The P ZERO Race 150° clincher from **Pirelli (11.1/B14)** debuted on the bikes of Trek-Segafredo at this year's Giro d'Italia. It's dedicated to the 150th anniversary of the company: Pirelli's first tyre, all the way back in 1890, was a bicycle tyre. The P ZERO Race 150° is produced at the Pirelli plant in Bollate, near Milan. It's an all-round clincher suitable for training and competition. It's based on the original P ZERO Race tyre, a best-seller from the Pirelli, with an exclusive gold livery and dedicated packaging. It's available in 26mm and 28mm widths. With a 120TPI casing and SmartEVO compound tread, it offers low

Pirelli is celebrating its 150th anniversary this year



weight and rolling resistance combined with excellent dry and wet grip. The integrated TechBELT Road technology improves puncture resistance without making the tyre heavier.

On the gravel side, new tyres continue to emerge. The **Schwalbe (12.1/C08)** G-ONE RS has recently been proven in competition with a win by Ivar Slick in this year's Unbound Gravel race, and Schwalbe says that the tyre is its fastest gravel tyre to date. The semi-slick G-ONE RS borrows the Super Race carcass from Schwalbe's flagship PRO ONE road tyre, and the inspiration for the tread pattern came from the X-One-Speed cyclocross tyre. The result is a tyre

Vredestein's Cargo is a dedicated last mile delivery tyre

that has 20% less rolling resistance than the G-ONE R, and with weights from 410-505g for the three sizes (35mm, 40mm and 45mm) it's quite a bit lighter, too.

If you want something a bit more aggressive, then the **WTB (12.0/C15)** Raddler 44 (€65.95) combines the supple traction of a high-volume gravel tyre with the rolling efficiency of a short-knob tread design. The grooved outer knobs offer superior cornering traction, so the Raddler 44 is a great choice for more unpredictable terrain. The tyre is offered with WTB's SG2 puncture protection, that provides bead-to-bead coverage, and it's also tubeless-compatible.

Innova (9.1/D04) is showing its EL CAMINO II E-gravel bike tyre at Eurobike. Available in a 38mm carcass, the tyre has a solid centreline tread for fast rolling on tarmac, giving way to a diamond file tread and deeper shoulder tread for more bite on looser surfaces. The tyre has a 60TPI carcass and Sport Guard puncture protection. It weighs in at 730g.

If you need to change your tyres regularly for changing conditions, then **reTyre (9.1/B04)** offers a solution that allows you to change your tyre tread in seconds, without removing your wheels. reTyre's modular system for bikes is based around a slick tyre, the reTyre One, and a zip along each side of the tyre allows you to install a treaded skin over the top in under a minute. The company offers a number of studded treads for icy conditions, as well as gravel and trail options. The new Nordic Commuter skin is the company's slimmest yet, allowing the tyre system to fit a wider range of bikes. reTyre has expanded its portfolio of products into fleet bikes and scooters, developing a proprietary fastening mechanism that uses a locking clip instead of a zip.

In the cargo sphere, **Vredestein (9.1/F04)** is debuting its first dedicated last mile delivery tyre. The Vredestein Cargo is available in 55-406, a perfect size for many cargo bike manufacturers. It features many cargo-specific developments, such as reinforced sidewalls, a boxier tread shape and a bi-directional usability.



Schwalbe says its G-ONE RS is its fastest gravel tyre to date



The Raddler 44 is a great choice for more unpredictable terrain

E-bikes are well-served by the latest tyres. Schwalbe says that its Marathon Efficiency is its fastest touring tyre, and can even increase the range of e-bikes. The Marathon name has always stood for safety, puncture protection and everyday functionality. The Marathon Efficiency adds performance to the mix too, with a very low rolling resistance.

Ralson (9.1/D08) will be debuting two ECE-R75 speed rating approved tyres that can be used across all e-bikes, including speed pedelecs. The Roleio is available as a tubeless ready tyre with either a 60TPI or 120TPI casing. It features a centre rib section, moving to a knurled shoulder for good corner grip, and continuous grooves from the centre to the shoulder channel water effectively. A 3mm or 5mm puncture protection layer is also built in to the tyre, depending on the spec. The Slick Ride tyre is debuting in a 24X4.25" size but will be available in

Schwalbe says its Marathon Efficiency tyre can increase the range of e-bikes

Vredestein's Superpasso is available in widths up to 32mm

The Innova El Camino II has a 60TPI carcass and weighs 730g



Ralson's Roleio is available as a tubeless ready tyre with either a 60TPI or 120TPI casing

sizes from 20" to 26". It's a big-chamber semi-slick that's designed for speed, with a carcass structure designed to flex just the right amount when leaning the bike over. Again, it's available in 60TPI and 120TPI builds with a puncture protection layer.

The Innova Makarora is a 700x42C ebike & city bike tyre with a smooth center section and a sturdy diamond side tread. It's quick on tarmac, but even on unpaved surfaces it can

maintain a strong grip. "The specially optimized design provides maximum durability, low rolling resistance and excellent grip even at high speeds", says Innova.

Tubeless technology continues to develop, both in terms of tyres and accessories. The **WTB (12.0 / C15)** TCS Tubeless tyre Sealant uses a tackifying process to seal punctures rather than relying on the evaporative effects of an ammonia-based formula. As a result, it performs better in wet and unforgiv-

ing conditions. "We went through five different formula revisions to ensure TCS Tubeless tyre Sealant is the best option for quickly and confidently repairing punctures up to 6mm", says WTB. "Our unique, ammonia-free formula cures particulates within the puncture to create a flexible, long-lasting repair."



The Ralson Slick Ride will be available in sizes from 20" to 26".

There's still plenty of life in inner tubes, though. Many companies have been developing lightweight TPU-based tubes. **Barbieri (9.1/D01)** are one such company, offering its NXT tube in various sizes for road, gravel and mountain bikes. A saving of as much as 60g for a road inner tube is possible. TPU tubes are a good choice for weight saving, and also to carry as a spare thanks to the smaller size.

The latest tube from **Kenda (12.1/D04)** is a development of the standard butyl tube that uses a new material composition to improve its properties. The Kenda Airoolution tube holds air for four times longer, and has offers 20% higher puncture protection, and 25% higher cut



The Innova Makarora gives durability, low rolling resistance and excellent grip



The WTB TCS tubeless sealant uses an ammonia-free formula



Airoolution tube holds air for four times longer than a butyl tube

resistance, than a comparable standard tube, without adding any weight. The tube is available in 8 sizes ranging from 12" to 29", in various widths, and costs €12.90 per tube.

Recycling tyres has always been a problem thanks to the

complex construction, but in a world first, Schwalbe is beginning to recycle bicycle tyres. After ten years of research and development, Schwalbe in cooperation with TH Köln and Pyrum Innovations AG have developed an innovative and holistic process to recycle used tyres of all brands. This is a big milestone for sustainability: now bicycle tyres can be 100 percent recycled using the process, and no longer need to be incinerated. ■ DA



The NXT tube from Barbieri can save up to 60g over a butyl tube



Schwalbe's new system means bicycle tyres can be 100 percent recycled

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DIRK ZEDLER

QUO VADIS, INDEPENDENT BICYCLE DEALER?

Delivery delays, supply bottlenecks for spare parts, long lines in workshops, lack of skilled personnel – bike dealers are currently facing a sea of challenges. So what can be done to ensure that business thrives in the medium and long term?



photo@zedler.de

At a time when some manufacturers have resorted to delivering e-bikes without batteries and when ordinary spare parts like inner tubes, tyres or brake rotors take several months to arrive, many dealers find their nerves extremely strained. Add to this the fact that a lot of manufacturers no longer offer the option to re-order bikes after the first batches have been sold, which means that pre-order volumes need to be increased without actually knowing when the goods will arrive, and if they will sell in due time. In addition to this, processing bike leasing applications is often an intricate and time-consuming occupation in and of itself. With all these worries pressing them day by day, many dealers are experiencing liquidity problems.

As things look at the moment, the bicycle trade isn't expected to achieve any calm before mid-2024 in the major markets. Therefore, business as usual is not a viable option for many, probably most, bike dealers.

Not a few insiders think the bike industry is approaching an upheaval of unknown magnitude. The sales boost from e-bikes and the pandemic will likely be followed by a market shakeout, which means many dealers will have to close their stores sooner or later.

For this reason, and despite the prevalent high work pressure, it is high time that some current issues were addressed decisively.

Solving bottlenecks in the workshops

Taking a more positive slant, one might say workshop capacities are being well utilised. But thinking ahead, this situation actually has the potential to wreck businesses. Customers are forced to accept waiting times of several weeks. Instead of going out on fun rides, the bike collects dust. This is frustrating and increases the risk that the customer might not come back. What's more, many dealers decline working on bikes from other dealers or sales channels. It does not take long for a dealer to gain a reputation of arrogance in their community, and the chance of winning a

customer through good work is lost.

Customers generally find waiting less and less acceptable, as we all can attest when looking at our own behaviour. But if we keep being honest, many of the ills plaguing customers could be solved in a few minutes. In many cases the bike could be back on the road in no time.

It might therefore be a good idea to consider offering a quick-repair option. This would resemble what successful supermarkets do when serving customers with few items at a separate checkout, as well as the three-minute rule popularly followed by managers. According to this method, which I have successfully tried myself, every new task should be completed immediately as long as this does not take more than three minutes. If, on the other hand, such a task were merely added to the to-do list, it could easily take 10 or even 15 minutes, simply by looking at it and thinking about it repeatedly.

In our case, that means a flat tyre just needs a new inner tube without further ado. This can be done in the time it would take to explain to the customer that there is no time, and why.

When the customer goes to pay, that's the time to quickly explain everything in passing and document all the other little things that may have caught the technician's eye and require a checkup or repair.

Making the workshop more efficient All that is needed for such a quick-repair area is a free bike repair stand with all the basic tools and an air compressor for pumping up tyres within reach. It may also be worth considering a truing stand with dial gauges to suss out if wheels are out of true. The most common wear parts, such as tyres, tubes and brake pads, should also be close by.

That is another thing supermarket checkouts can teach us, because this is where the 'fast movers', spontaneously bought items, are available.

Depending on the available space, this area could also serve as an attrac-

tive point of call where bigger inspections are taken on. At such a point, the bike and its issues are reviewed and checked with the customer at a date and time fixed by phone or e-mail, so the job can be booked in and the customer told how much they might expect to pay for the maintenance job as a whole.

Raising rates

There are still quite a few bike dealers charging significantly less than 60 euros per hour for their services. No workshop with the complete range of tools, the diagnostic computer for e-bikes, electric or pneumatic repair stands and the complete space required is able to cover its costs at such rates.

Despite our industry know-how in all things carbon, despite our leading skills in electromobility, many among us are lacking in confidence, and most keep selling themselves short.

Looking at car repair shops, 120 euros including VAT is the norm in authorized workshops and service centres. A typical Porsche centre shows no hesitation in asking for twice that much – and they only deal with steel and aluminium.

So why should we not charge three-figure rates per hour, at least in urban areas?

Need more convincing? The average sales price of a bike, across the market as a whole, has roughly tripled over the past 10 years. This is due to more technology and more functions, leading to more enjoyable riding. In contrast to this, the prices charged by workshops have increased at a much lesser rate, by roughly 50 % according to estimates. Something does not add up.

Higher income from the workshop also makes it possible to pay higher salaries – a chance to attract qualified staff with good pay, beside working in a cool industry.

Quick turnaround – Good quality – Low price...pick two!

This motto, which is generally applicable everywhere, seems like a world removed from our industry today. As many customers see it, many local dealers do not even provide one of those three points.

After the tremendous sales boom of the past three seasons, frustration due to poor service could prevent the much-needed change in the mobility landscape from ever happening. A bike that is not rubber side down and on the move is a bike that does not bring its owner to work or to the beer garden, making any purchase in the future unlikely.

That is why the workshop culture needs to change if local dealers are to survive, because internet providers are better at selling and customers will increasingly turn to YouTube tutorials to tinker with their bikes. ■ Dirk Zedler



Dirk Zedler (photo©Bernd Lammel)

DIRK ZEDLER

Since 1993, Dirk Zedler has been an analyst and expert witness on bicycle accidents and product failures for courts, bike and insurance companies, and private individuals. He got his start in the industry by working for a large bike shop from 1986 on, and now holds the respected advanced engineering degree known as "Diplom-Ingenieur."

Courts have recognized Zedler as an officially appointed and sworn expert on bicycles since 1994, and on electric bicycles since 2014.

The Zedler – Institute for Bicycle Technology and Safety has used this wealth of knowledge, derived from his and his teams work in thousands of court proceedings and expert's reports not only in Germany but from the US to all over Europe, to enhance research and development in the bicycle industry.

The Institute sets the standards for the bicycle industry. It develops and builds testing equipment that is used by manufacturers to improve the riding performance and safety of their bikes, and by leading European bicycle magazines to test them. The Institute's work provides a basis for European and American manufacturers to communicate with their Asian suppliers. Manufacturers can buy test equipment from the Institute or use its state-of-the-art testing labs.

The Zedler Institute also prepares risk analyses, conformity papers, workshops, recall papers und user manuals for bicycles and pedelecs. These manuals, now available in more than 40 languages, help consumers use their bikes properly — and in many cases have protected manufacturers from liability.

For more information, visit www.zedler.de.

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OVERVIEW: 'SMART' HELMETS

HELMETS THAT OFFER MORE THAN JUST PROTECTION

What makes a helmet smart? Integrated cameras are still bubbling under but communication and safety lighting are now mainstream, and crash sensors can connect you with the outside world if things take a turn for the worse on your ride.



Sena's Mesh Intercom allows you to keep in contact with a whole group of riders

When it comes to smart helmets, **Sena (9.1/A11)** is a company that's been making communication devices and helmets for many years. The R2 EVO helmet is a true smart helmet that's built for road cyclists. Sena's Mesh Intercom™ is built into the helmet and it allows riders to communicate hands-free within a half mile radius. The Mesh Intercom platform keeps riders in range connected even if one rider moves out of contact, and there are nine channels available. Audio is delivered through integrated speakers located above the rider's ears, so unlike earbuds the comms won't block out traffic noise, keeping you more aware of what's going on around you. You can pair your phone to the helmet to build groups of friends to talk with, and the app can also control the in-built tail light. You can play music through the speakers from your phone, too. If you're more of an off-road rider then the M1 Evo trail helmet also incorporates the Mesh Intercom system.

Want a full-face smart helmet? The Madroc Pro from **Cratoni (11.1/D06)** is a helmet that brings a number of smart features to the enduro market. It features a tool-free removable chin guard that you can take off on long climbs and stow in your pack, then snap back in place for an extra boost of confidence on technical terrain. The Madroc Pro also has an electronic "brain" integrated into the forehead area, called the Tech Box. It includes a crash sensor that can detect an impact. When your helmet is paired to your smartphone using the Cratoni Connect app, the helmet will send an SMS with your location to your emergency contacts. The Tech Box also allows you to establish a voice channel between you and another rider up to 500m away. If you prefer you can use the in-built speakers in the helmet to play your favourite music, and there's a microphone too that allows you to make and receive calls on the go. The Madroc Pro also has a camera port



EKOI's Gara helmet uses the Tocsen sensor for crash detection

which makes it easy to mount and dismount a camera quickly. In spite of all this tech the Madroc Pro weighs in at just 760g, making it one of the lighter hybrid helmets out there. RRP is €399.95.

Many riders are looking to improve their visibility on the bike, and integrated lighting is a big theme in helmets at the moment. The EVO21, which **Livall (11.1/A18)** describes as its "crowning achievement", offers full 360° visibility with front and rear strip lights that extend well round to the sides of the helmet. The rear light has a brake-warning system and there are indicators to let other road users know your intentions. The helmet is very well-ventilated, offering 30% more ventilation than Livall's previous top model. The company's patented fall detection and SOS technology is built into the helmet too, so in conjunction with your smartphone you can set up an

emergency message to a chosen contact with your precise location from your phone's GPS. Given the tech built in the EVO21, which raised over £500,000 last year in its crowdfunding campaign, is still lightweight at just 350g.

Not every helmet company is developing its own crash detection technology. **The Tocsen (12.1/D10)** sensor is a third party solution that's available to helmet manufacturers. The sensor can measure the force of impact and the speed, and automatically alert the contacts you have selected to locate and rescue you. One of the helmet manufacturers that is using the Tocsen sensor is **EKOI (11.1/C09)**, which specs the sensor as an option on its top-level Gara road helmet.

Another current theme is the provision of an integrated eye shield on urban helmets, especially those



The Giro Ethos is available with or without a Visor



Cratoni's Madroc Pro has a tech box built in for communication and crash detection



The Lumos Ultra Ebike helmet has a visor which glows after dark

designed for ebikes. **Lumos (11.1/B13)** makes a range of helmets with integrated lighting, and the Ultra E-Bike is an interesting addition to the market. It has NTA-8776 certification, meaning that it's suitable for S-Pedelecs as well as standard ebikes. It's a striking helmet with an integrated eye shield, and the lighting and the eye shield are designed to work together. When the integrated lights are running and the eye shield is down, the light disperses through the eye shield to make the helmet radiate. It's certainly a statement helmet, and it's also very practical. The Ultra E-Bike helmet is available either with or without MIPS protection built in, at a price of \$/€229.99 (MIPS) and \$/€199.99 (non-MIPS)

Giro (11.1/A14) is another manufacturer to embrace helmet lighting and eye shields, and it calls its Ethos MIPS helmet "a revolution in transportation". It's available with or without an integrated eye shield, and that's not the only thing that's integrated into the helmet: the



MET's Intercity is based on their Urbex urban helmet

Ethos has a 45-lumen LED front light, 30-lumen rear lights, and amber turn signals, all controlled with a handlebar remote. The standard non-eye-shield helmet has a TPU rubber brim at the front and both versions of the helmet get a Roc Loc® City fit system and quick-dry padding for when you're commuting in the rain. There are 12 vents for ventilation and a deep rear for maximum coverage. Three sizes are available to suit head sizes from 51cm to 63cm.

MET (12.1/C17) is also offering an ebike helmet with an integrated eye shield. It describes the Intercity MIPS helmet (€220/\$200/\$269) as "the safest helmet for those who ride with the times"; again, it's a NTA8776-certified helmet offering increased protection for the higher speeds of S-pedelec bikes. The Intercity helmet is based on the Urbex helmet already in the range but with a wide, adjustable visor

which keeps wind, dust and insects away from the eyes, which is especially important at faster speeds. There's a magnetic, USB-rechargeable rear light and a Fidlock magnetic buckle. MIPS protection is also built in.

Another ebike helmet that integrates MIPS protection and lighting is the **Safety Labs (9.1/E06)** E-Bahn 2.0 MIPS which retails for €54.99. Safety Labs describes the E-Bahn 2.0 as "The go-to helmet for people who are going places", and it uses a polycarbonate/EPS in-mold

construction with 15 large vents to allow for excellent airflow through the helmet. The Pro 360° Fit Adjustment System and soft padded chinstrap with ITW buckle mean it's comfortable in use. At the back there's a USB-rechargeable LED light for extra visibility when you're out and about.



The La Mokka Plus has a braking sensor that can control the rear LED

The La Mokka Plus Sensor from **Scott (12.0 / B11)** is the company's top-end urban helmet and retails for €239.99. It features a wide-angle rear LED light with three different light modes that give the rider extra visibility in all conditions. The helmet

features a sensor that automatically switches on warning lights when braking, and it also incorporates a smart light sleep/wake function to save on battery use. The helmet offers extended head coverage and an integrated MIPS® Brain Protection System. There's a magnetic buckle for easy closure. The La Mokka Plus Sensor is available in three sizes and weighs 340g.

Briko (11.1/D03) has introduced a new helmet with integrated lighting which it is calling "the perfect helmet for the city". The E-One is part of the Cerebellum line, and although helmets in the range have dropped the integrated camera technology that debuted a few years back there are still plenty of features built into this urban helmet, which is designed for shorter journeys by



The Safety Labs E-Bahn 2.0 gets a MIPS cradle and a rear light



Briko's E-One gets front and rear LED lights and weighs just 320g

features a sensor that automatically switches on warning lights when braking, and it also incorporates a smart light sleep/wake function to save on battery use. The helmet offers extended head coverage and an integrated MIPS® Brain Protection System. There's a magnetic buckle for easy closure. The La Mokka Plus Sensor is available in three sizes and weighs 340g.

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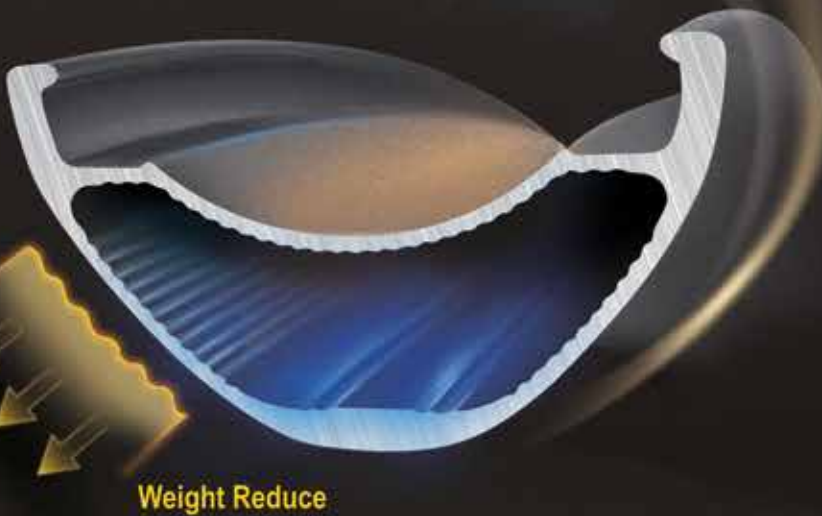
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EVZ299 Smart helmet by Evolo

bike. The E-One incorporates an LED array at the front and the rear of the helmet to add some extra high-up visibility when you're riding, which is especially useful in traffic. Even with the integrated lights and battery it's still only 320g in a size medium.

The Smart helmet MSH-20S from **MS Energy (9.0/F43)** also features a rear light that has an automatic braking function. The braking light comes on when the helmet is tilted forward, and

Bluetooth. The helmet also features two built-in stereo speakers for music and phone calls.

If you're looking for a statement helmet then **TSG (12.1/D32)** will be showing its Geo, which retails for €89.95. "The Geo is a revolutionary new look in urban bike helmet", says TSG. Created in collaboration with the founder of Papertrophy, the helmet's shell incorporates the unique angular design of the award winning company's paper creations. The Geo features a 10 vent cooling system



The TSG Geo has an unusual geometric design inspired by paper folding

and an easy to adjust Dial Fit System with two sizes of fine-tuning pads for a perfect fit. The Geo also incorporates a removable LED rear light and reflective straps and print, which combine to add to the helmets safety credentials and visibility on the street.

Endura (11.1 / C20) will be showing a new flagship all mountain and trail helmet, the MT500 MIPS. Endura says that the new helmet is safer than ever before, thanks to increased head coverage and the inclusion of MIPS technology to protect against rotational brain injuries. There's a full Koroyd® core for unrivalled impact absorption and low weight, and large vents to help with cooling when you're going hard. The helmet has an array of additional features including accessory mount and light clip, goggle strap gripper, a visor with large range of adjustment and an eyewear dock. The new helmet will retail for £169.99 / €189.99.



Endura's MT500 uses a Koroyd® Core in place of EPS foam



Lem's Motiv Attack is a helmet designed for fast riding

Lem (8.0/B36) calls its Motiv™ Attack road helmet “A design that could make the difference at the final line”, and it’s being worn by pro teams around the world. It’s a sprinter’s helmet but you still get 11 vents for effective ventilation. It features LEM’S proprietary GelMotion® technology for management of high- and low-energy impacts, and rotational and oblique impacts. The GelMotion® tech is also featured in the new Spyné open face MTB helmet.



The Carbon shell on Seven Protection's flagship helmet reduces weight and shock transmission

Seven Protection (12.0/D26) has recently launched a carbon version of its Project 23 Enduro/DH helmet. “Project Line is the result of endless hours spent designing, developing and testing in some of the harshest and most demanding MTB riding spots on the planet”, says Seven Protection of the range. It says that its carbon fibre shell allied to the S.E.R.T (Seven Energy Reduction Technology) energy management smart foam reduces impact energy transfer to the brain by up to 20%. It’s a very light helmet for the spec at just 945g for a size large, and it uses a system of 23 vents to offer great ventilation in use. The carbon version of the helmet will be available in the raw black pictured and also in Ice Blue/Black. RRP is €399, and there are glass fibre (€279) and ABS (€179) builds of the helmet available too.

Merida (12.0/B09) has some new

helmets in the urban and MTB markets. The Mitro UE-1 is a chic urban helmet available in three colours. It has extended protection in the temple and neck and a Fidlock magnetic buckle for easy one-handed secure and release. It’s a closed-top design but still with significant venting front to back to keep you cool. A rechargeable rear light adds extra visibility in traffic. The Pector ME-1 is an urban/trail helmet that’s ideal for mountain biking or mixed use. It’s well-ventilated with a visor designed to channel airflow through the helmet to keep you cool. Both helmets are NTA8776 certified for speed pedelecs, and both feature the MIPS Brain Protection system and a BOA closure which work in conjunction to offer excellent fit and safety.

At the **Alpinestars (11.1/D10)** stand you’ll be able to see the Missile



The Alpinestars Missile helmet has a patented visor release system

Tech full face helmet. The focus is on safety: the helmet integrates the MIPS system to mitigate against rotational brain injuries, and the helmet is designed with a smooth profile so there are no features that might act as a load point in an impact. The Missile Tech also uses a Unique, patented visor release system, which ensures the mounting is held securely in place for riding over the most extreme terrain, but ensures that the visor detaches from the helmet in a significant impact. 22 vents ensure you’re well-ventilated, and there’s a removable air vent on the chin guard for additional airflow. The helmet weighs 1,020g in a medium size and two shell sizes are available, with different padding options to fine-tune the fit. ■ **DA**



Merida's Mitro UE-1 is available in three colours

RENNKOMPRESSOR NXT next generation



OVERVIEW: CHILDREN'S BIKES

CHILDREN'S BIKES GROW UP WITH IMPROVED FRAMES AND COMPONENTS

Kids' bikes are no longer child's play. Child-specific frame and component designs, age-appropriate accessories, customization, and finely tuned marketing programs that promote the entire experience of riding a bike have taken the lead in this category, leaving many manufacturers of kids' bikes racing to catch up. Fortunately, there's room to grow and, as this category witnesses increased participation, these bikes for kids will be there to meet some of the demand.



Not to be mistaken for a mini version of Giant's popular Trance, the Trance Jr. has a youth-specific frame and lightweight components specifically for kids.

Bemoov (8.0 / B83) is a new Belgian brand that exclusively creates bikes and bike accessories for kids. The brand claims to understand the needs of children who want to learn to ride a bike and has produced a range of bikes that meet those needs. Two key design elements that have emerged in the general rethinking of kids' bikes are weight and ergonomics. Instead of just coming up with smaller versions

of adult bikes, Bemoov optimized the ergonomics and obsessed about lowering the overall bike weight so that children can find their balance quickly. At present, Bemoov has five models, which feature color-coded brakes, an easy shifting system,



5.3kg, 14" Bemoov bike with a small Q-factor and color-coded brakes.

Beany doesn't shy away from boldly listing bike weights for its purpose-built bikes.



a footrest on the balance bike, and frame geometries oriented around kids' biomechanics. They've also designed eight sticker kits to allow kids to personalize their bikes, which is also a clever solution for freshening up a hand-me-down bike from an older sibling. Bemoov also offers two different helmet models, which can be personalized as well.

Rather than placing the burden of refurbishing and reselling kids' bikes on the parents once the kid has outgrown the bike, some brands have created a buyback program that allows parents to return the bike to the manufacturer for a discount on their next bike. The brand will refurbish the bike and make it available to a new owner at a pre-owned price. What brands hope to do with this arrangement is form a lifelong relationship with the customer, starting with the first bike. This type of circular economy can work if the brand maintains complete control over distribution but may prove challenging for a global brand with multiple distribution channels.

Some **Giant 11.0 / D06** retailers have solved this by designing their own circular economies for Giant's range of youth bikes, beginning with push bikes and going up to the kid-specific Trance Jr. Giant accurately maintains that, as a rider grows, skills and ability evolve along with the rider's confidence, and so the Taiwanese company has developed bikes for each stage of a young rider's evolution. Giant has recently reinvented its approach to youth bikes

by focusing on its highly engineered frame designs, which rely on worldwide body geometry data to determine precise sizing for kids' bikes.

Smaller brands can afford to have a more intimate relationship with its customers, which allows them to interact with fans personally and often locally. **Beany (9.0 / G17)** is based in Vrchlábi, Czech Republic, where all product construction, design, new technologies, and production strategies come to life in the nearby Giant Mountains. There, developed in collaboration with pediatric physiotherapists (among other brand benefits), Beany offers bikes, ski, and snowboard equipment designed exclusively for children. Founders Adela Bodiova and Roman Blazek made it their goal to produce sporting goods that give young users the greatest comfort on equipment that's visually appealing and, most importantly, that will allow them to develop their physical potential to the fullest while staying safe and sound. At Eurobike, Beany is presenting its full range of superlight Beany ZERO kids' bikes. ZERO stands for minimal weight that Beany aims for with its bikes. There are seven models – from the pushbike ZERO 12 to the ZERO 29 mountain bike – that are self-described by wheel size. Each model boldly lists its weight

The new Rascal Wild for kids has a grownup suspension fork, hydraulic disc brakes, and a 1x drivetrain.



The Junior 4.0 from Trinx with 30 mm of travel allows young riders to hit the dirt and still feel in control.



a bike handles much better when the weight is within reason and, when most children's bikes on the market weigh as much as half the child's weight, the overall experience of riding a bike suffers. So far Rascal has gained recognition for its all-around bikes; its new Rascal Wild is a mountain bike

as a key feature since special emphasis has been placed on making the bikes as light as possible. All Beany bikes have aluminum frames and typically come in three to five colors (depending on the model). The ZERO range is priced from 129€ to 699€. So far the bikes have had a successful run and are expected to be back in stock in August.

Czech brand **Rascal (9.0 / F06)** makes premium lightweight children's bikes that take bike weight seriously. It's no secret that



Veteran bike manufacturer Puky created Eightshot for born shredders

with suspension fork, hydraulic disc brakes, and a 1x drivetrain. The frame is made from 6061 aluminum with Rascal's proprietary geometry. The Rascal Wild is available with 24" / 26" / 27.5" or 29" wheels and comes in either copper or teal for a price between 1200€ and 1800€.

The Trinity Group's house brand, **Trinx (9.0 / F39)**, manufactures bikes for nearly all disciplines at its headquarters in Guangzhou, China, yet its main products are mid to high level mountain bikes.

As the name suggests, the Junior 4.0 is for young riders to venture off-road and feel in control with 30 mm of travel in the suspension fork and wide 2.1" tires for the 20" wheels. Trinx also supplies most of the bike's components except for the shifter by L-Two, chain by KMC and rear derailer by Shimano. The Junior 4.0 comes in four color combinations and is available for 289€.

Puky (12.1 / B04) has been producing children's bikes in Germany for nearly 75 years and has successfully evolved with the times to stay relevant. In 2017 Puky launched its sport oriented Eightshot brand for kids from as young as three up to 14 years old. The flagship X-Coady range is



The Gradient by Volare, a brand of 75-year-old Kubbinga BV Volendam, is one of two new collections of aluminum bikes for kids.

for young riders who head straight for the singletrack (or bike park, or bike path) where features like a suspension fork, extra fat tires, disc brakes, and multiple gears do their best work. Given the bikes' modest price points between 390€ and 570€, the models in the range post reasonable weights from 7.3 kg for the X-Coady 16 SL to 11.5 kg for the X-Coady 24 (both without pedals).

Volare Bicycles (9.0 / B01) sells both directly to consumers and also supplies licensed and OEM models to retailers across Europe. This year Volare is highlighting its newest aluminum bike collection with two new lines in this category: the Gradient and the Dynamic. Both collections supply aluminum bikes with 20" and 24" wheels (the Gradient comes in a 26" wheel version as well) and have Kraton grips. Drive systems range from 6-speed for the 20" Gradient (seven speeds for the 20" Dynamic) up to eight speeds for the 24" Dynamic. Together both lines span ages 6-12. The Gradient

has front and rear disc brakes while the Dynamic has V-brakes, which only marginally affects the price (399€ for the Gradient; 359€ for the Dynamic). Volare's claim to be "ultra-light" may be true for the frame but gets a little suspect upon inspection, the 20" Gradient weighs in at 16 kg and the equivalent Dynamic tips the scale at 12 kg. In addition to these new lines, Volare will be displaying its new Miracle Cruisers and Melody collection, as well as its latest licensed bikes, including Disney and Paw Patrol.

Bikes for children have been getting more sophisticated as demands for better (i.e. lighter and kid-specific) bikes are driving innovation. These new developments come at a cost but there are solutions in the works for managing those as well. Meanwhile, as more spaces and more infrastructure become available to young cyclists, now they have bikes to ride there. **WB**

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OVERVIEW: URBAN COMMUTING APPAREL

GOING BY BIKE JUST GOT SAFER, MORE WEATHERPROOF, AND BETTER CONNECTED

As more people take to the streets in reaction to increased fuel prices, pandemic-related restrictions, or just because getting stuck in traffic is a waste of time, they're going by bike because it's cleaner, greener, and often faster than other modes of transportation. New urban/commuter apparel has been designed and engineered to make cyclists safer, more weatherproof, better connected, more stylish, and generally more enviable. Here are some of the products on show at Eurobike that are helping to make urban cycling enjoyable and practical.



High-tech practicality with dedicated urban cyclist features make the Imbris Rain Poncho essential raingear.

Award-winning **Bookman Urban Visibility (9.1 / A09)** is debuting its new collection of reflective fabric stickers for outerwear in whimsical shapes and patterns, like ghosts and leopard print. The Reflective Fabric Stickers are a brand-new product to increase visibility by adding reflective properties to clothes or bags. Stockholm-based Bookman prioritizes its design approach to weave purpose with experience in its range of inspiring visibility products for cyclists, runners and pedestrians that need to see and be seen. Bookman will tell you that safety needn't be boring nor gimmicky and to that end, every single Bookman product has been designed based on usefulness and application while leaving room for individual expression. The stickers come in reflective silver and are 10€ per pack.



The new collection of reflective stickers for outerwear from award-winning Bookman Urban Visibility has made being seen an artform.

Eurobike newcomer, **Gofluo (11.1 / A10)**, invented the term "bodyglower" to define its collection of high visibility outerwear, which joins utility with modern design in its Bodyglower vests. Chevrons, chunky stripes, quilted stitching, and a riff on the world champion rainbow stripes dress up what otherwise might be safety vests with a heavy dose of style. Yet Bodyglower is only one of the more than 10 product lines Gofluo sells via its website, including its own brand of high vis bags, jackets, rainwear, activewear, and backpack covers, as well as accessories by Bookman, and Thousand helmets. Gofluo's latest addition to its product line is the new Lori full reflective vest with top to bottom color fade. During the day the color goes from gray to fluorescent coral, at night it is fully reflective. The Lori will be available at the end of August for 69.95€.

Less flamboyant but certainly no less attention-grabbing, **Amity Jackets (8.0 / B90)** is the height of functional fashion with its line of high-tech outerwear with a high street tailored look. The collection is intended to meet the needs of urban mobility and, to achieve this, Amity Jackets has subtly built-in features like reflectors on the underside of the collar and at the sleeve ends, movement pleats at the back for freeing up the arms, rear side vents, lined sleeves, and multiple pockets. EtaProof and c_change fabrics



Eurobike newcomer Gofluo invented "bodyglower" to define its high visibility outerwear.

protect the jackets from wind, water, and aging while keeping the rider comfortable at the same time thanks to their high-quality materials, which promote heat management to prevent chilling and overheating. Amity Jackets are typically available in six sizes for both men and women, and range in price from 299€ to 489€.

Weathergoods Sweden (11.1 / B33) is lowering the barriers to urban cycling even more with its newly upgraded Imbris Rain Poncho designed with a few key elements for riding in wet weather. For instance, two hand straps sewn on the inside allow the rider to extend the poncho over the handlebars to create a cover for the legs and arms. The improved poncho gets its weatherproofing from a soft polyester fabric made from 100 percent recycled plastic bottles, which has been coated on the inside with a PU membrane and treated on the outside with a PFC-free water repellent. Taped seams and a smaller hood keep the rider dry and improve peripheral vision thanks to dual adjusters around the face and neck. Another example of practical Swedish minimalist design, the poncho's entire hem is encircled with tone-on-tone reflective tape 360 for heightened visibility. The Imbris Rain Poncho is available in four understated colors for 111.00€ including VAT.

In keeping with the rising tide of both urban apparel and smart mobil-



Amity Jackets' Leon Dryskin is high-tech outerwear with a high street tailored look.

ity solutions, **Cratoni (11.1 / D06)** has upgraded its Smartride e-bike helmet with improved battery life and connectivity, as well as updated its companion app. The new Smartride 1.2 helmet still offers considerably more features than conventional bicycle helmets via its integrated connectivity, like a crash sensor and remote control, plus it will alert emergency contacts via SMS in the event of an accident. Users can also expect "standard" features like a loudspeaker, noise-cancelling microphone, a Bluetooth intercom, and call management through the Cratoni app. The Smartride 1.2 comes in four colors and sells for 399.95€.

La Mokka Plus Sensor helmet is **Scott Sports' (12.0 / B11)** entry into the category of smart urban helmets. The standout feature to the helmet is its sensor, which automatically switches on warning lights when braking and has a smart light sleep/wake function to save energy. Not to be outshone (literally), a wide-angle rear light with three different light modes provides day and nighttime visibility to keep the rider safe in traffic. Other safety features include extended coverage, which refers to the helmet's extra coverage at the back and on the sides of the helmet, and an integrated MIPS Brain Protection System, making La

Users can expect "standard" features in **Cratoni's Smartride 1.2 helmet, like a loudspeaker, noise-cancelling microphone, a Bluetooth intercom, and call management.**





La Mokka helmet from Scott has a sensor that automatically switches on warning lights when braking and has a smart light sleep/wake function to save energy.



Endura recently entered the shoe category with two versions for off-road riding and this Hummvee for urban riding.

Mokka Plus Sensor helmet one of the safest bets in the urban landscape.

A bit lower down, Scott Sports has covered outerwear as well with the Scott Commuter 2.5L Jacket, a versatile jacket for daily commuting. The garment's stretch fabric allows for maximum range of movement; its construction accommodates the needs of cycling commuters, such as integrated zippered side pockets to secure essentials and a foldable hem with a reflective print for better visibility in traffic.

Some riders use their commute to totally disconnect from the day's chaos, in which case the Enroute helmet from **Safety Labs (9.1 / E06)** can help turn down the noise. The Enroute features an edgy urban design that's perfect for rounding corners, crossing neighborhoods, or cruising boulevards. The helmet's sturdy polycarbonate shell is bonded to EPS foam to give the wearer maximum shock absorption while its Pro 360° Adjustment Fit System keeps it securely in place for better safety. Additional protection is built in with an adjustable visor to protect the eyes, and a multifunction rear LED light for peak visibility. The Enroute retails for 59.99€.



Commuters are invited to disconnect on their ride with the Enroute from Safety Labs

The Geo helmet from action sports safety equipment maker, **TSG (12.1 / D32)**, is the Swiss brand's first urban bike helmet. This helmet stands out for its rare design, based on paper art from award-winning Berlin-based Papertrophy. The collaboration started with an idea to create an angular helmet, which led TSG's managing director, Ruedi Herger, to partner with Papertrophy. The Geo's in-mold construction features a 10-vent cooling system for climate control, and an easy-to-adjust Dial Fit System with two sizes of pads for personalizing fit and comfort. A removable LED rear light and reflective detailing enhance the GEO's visibility after dark. Despite its paper design inspiration, the Geo is certified to CE EN 1078 and CPSC specifications. It's available in solid black, in sizes S/M and L/XL, for a recommended price of 89.95€.



Based on paper art from award-winning Berlin-based Papertrophy, the Geo is TSG's first urban helmet design.

new Hummvee flat pedal shoe was conceived as a versatile, multi-use shoe for around town, at work, or after hours yet it's always up for casual ride, a critical mass, or a cross-town sprint. The Hummvee's sole consists of Endura's trademarked StickyFoot Grip rubber compound to make sure the rider stays in contact with the pedals, while maintaining flex for comfort both on and off the bike. The Hummvee has been engineered to ride and take on whatever type of cycling the wearer can put it up to. Suggested retail price for the Hummvee shoes is £89.99 or \$119.99 USD.

Building on the success of its Dualflex sole technology, **Vaude (12.1 / A07)** has created TVL Dualflex Nature shoes for city cycling. Vaude has succeeded in striking the coveted balance between sneakers and technical bike shoe with an outsole made of 20 percent recycled materials, which provide all the needed grip for treading on asphalt. Organic cotton and recycled polyester uppers add to the mix of sustainable materials without losing performance. The shoe's layered carbon fiber construction remains flexible when walking yet maintains stiffness on the pedals for maximum power transfer. The Vaude TVL Dualflex Nature shoes are available for 150€.

Commuter needs for more weatherproofing, visibility, safety, versatility, and connectivity must also meet demands for comfort, creativity, style, and sustainability. What's enticing about urban cycling is the act of getting to a destination often faster and more energized; what's attractive about it are the growing number of products to support the urban cyclist. ■ **WB**



Both a sneaker and technical bike shoe, Vaude's TVL Dualflex Nature shoes use recycled polyester and other materials without compromising performance.



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OVERVIEW: DROPPER SEATPOSTS

THE RISE OF GRAVEL RACING SEES DROPPERS ON EVEN MORE BIKES

Dropper post technology has fully matured. Now universally loved and accepted by mountain bikers, gravel riders are also increasingly curious about the benefits fitting an adjustable seatpost might bring. Even road racers are getting in on the act, no doubt inspired by Matej Mohorič's dropper seatpost-assisted victory at Milan-San Remo earlier this year. Of course, all these different styles of rider will want something distinct from their post.



Rockshox Reverb MTB

entirely on a lightweight air spring, this provides both bump-busting suspension along with the option to raise and lower the saddle. With a convenient valve located beneath the saddle clamp, adjusting the degree of preload for the suspension element is straightforward. Compatible with all KS Southpaw, KG, and Westy remotes, the post comes in a wide range of sizes and with various amounts of travel. It joins KS' wide range of droppers which runs from the race-focused LEV-Ci, which features an optimized carbon mast reinforced with a milled aluminium endoskeleton, all the way up to the burly and versatile LEV Integra.

Also seeing the value of dropper posts for the gravel market is suspension maker **Rockshox (12.0 / B10)**. Part of the enormous SRAM corporation, its Reverb AXS XPLR is part of a range of products made especially for the segment. With 50 and 75mm travel lengths, perhaps the most remarkable element of the post's design is its wire-

less electronic activation. Doing away with cables and offering multiple trigger options, it shares a battery with all other SRAM AXS-enabled components. Using ultralight ActiveRide air-only internals, it can be run fully rigid or switched remotely to offer built-in compliance over the roughest sections of gravel. Sitting alongside the firm's long-established range of mountain bike dropper posts, this now includes a similarly wireless AXS version of the Reverb that offers up to 170mm of travel.

Shimano's (11.0 / A16) finishing kit brand PRO also makes several different dropper seatpost lines. Among the most versatile and richly featured is the Tharsis range. At one end of the spectrum, this includes an extremely long travel 200mm version. Despite enough adjustment to switch from providing for maximum efficiency to maximum standover, it's still extremely lightweight. This trait comes partly thanks to a forged alloy construction that's complemented by titanium bolts.

Offering a big-mountain capable solution, even for the tallest riders, it nevertheless clocks in at a minimalist 554g for the 30.9mm diameter model. Providing slightly less travel but comparatively less mass, the similarly made 160mm travel model tips the scales at an even skinnier 495g.

Finally, the short travel Tharsis 100 is PRO's lightest cross-country dropper post. Designed for XC and Marathon racing, where every gram counts, it's also likely to appeal to gravel racers. This is a fact expanded upon by its availability in the popular but narrow 27.2mm diameter used on most gravel frames. Weighing just 405g, despite a minimalist build it still provides riders with infinite travel and internal cable routing options. ■ JD

KS offers gravel riders both adjustment and comfort with its RAGEI-S post



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OVERVIEW: ROAD APPAREL

APPAREL MAKERS IN PURSUIT OF FASTER ROAD GEAR

The quest for performance remains the priority for road apparel makers, with plenty of technology going into fast fabrics as well as smarter and more comfortable constructions.



Cool shirts from Biotex.

Pearl Izumi's (11.0/ C04) Attack Air bib shorts, in two versions for men and women, are meant for riders who want a high-end technical product at a fraction of the price.

Jason Fryda, director of merchandising at Pearl Izumi, says that the Attack Air combines plenty of functional details with comfort. "We prioritised that in product development, to make sure it's comfortable for the duration of the ride," Fryda said.

The bib shorts integrate In-R-Cool, a thermoregulating technology that's triggered by sweat. The construction is seamless, with laser cut legs and perforation for ventilation at the back.

The Echelon range by **Isadore (11.1/ D11)** focuses on aerodynamics, using high-tech materials and wind-tunnel tested cuts. Isadore has come up with a second generation of Echelon bib shorts, which use smart engineering for optimal support and compression.

The shorts are made from two light-weight Italian woven stretch fabrics, which provide most aerodynamic gains at high speed. Isadore says they are smooth and breathable, yet highly abrasion resistant. The compressive fit is optimised for racing conditions, with a slightly longer leg, and the



The Attack Air bib shorts from Pearl Izumi, in the women's version.

padding is intended for long-distance rides. The perforated front end of the pad stimulates air ventilation.

At the upper end of its apparel offering, **Shimano (11.0/ A16)** has created a female version of its S-Phyre bib shorts and jersey. They both use partly recycled and technical light weight fabrics. As part of the upgraded upper construction, the bibs are directly connected to the waist, to support an aggressive position on the bike. The crossing fabric at the top and at the waist makes the bib shorts comfortable and it allows for quick comfort breaks.

The elastic fabric for the bibs has an open structure, to make it more breathable. The leg construction reduces seams and provides gentle compression. The S-Phyre bib shorts integrate an In Fuga shammy, in a female version.

The jersey's front is made with a stretchable Borgini fabric for a tight fit.



Shimano's S-Phyre bib shorts for women.



Kinetech fabric for Nalini shorts.

The zipper is inserted and reversed for a sleek appearance. The back construction includes a mesh layer underneath the pocket area for extra ventilation, and the elastic band at the bottom provides grip on the pants.

Another clever piece for female riders is the SQ-Short One 12 from **SQlab (11.1/ C21)**, the brand's first road bike shorts for women. It's adapted to female curves and has an ingenious "easy exit" system that makes for short pit stops, meaning there's no need to take off your jersey or to wriggle out of complicated straps. "You can just sit down and pull down the shorts," said Lukas Bucht, head of research at SQlab. "The straps are very elastic, but they keep the tension on the high-density pad.



The first women's bib shorts for road cycling by SQlab.

Two smaller straps connecting to the shoulders are placed in such a way that they add tension when you're leaning forward on the bike, but not when you're standing."

A three-dimensional woven Kinetech fabric is among the technologies used by **Nalini (11.1/ A17)** for its Aero bib shorts. Assembled with low stitching impact and laser cuts, the fabrics offer sun protection, abrasion resistance and some water resistance, as well as muscle support for performance and recovery.

The front uses light straps and four-way stretch fabric, for a combination of stability, lightness and breathability. A highly compressive, aerodynamic Kinetech fabric is used for the lower part of the bib shorts, in a smart and functional construction that uses the fewest possible cuts. The leg hem is made with laser-cut Kinetech fabrics with gripping properties, while the crotch area fabric is compact and smooth.

Scott Sports (12.0/ B11) says it has taken a "completely new patterning approach" for its RC Ultimate bib shorts, its

A new patterning approach for Scott's RC Ultimate bib shorts.





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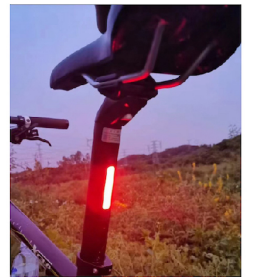
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Plenty of technology in Alé's bib shorts.

have shown that the shorts improve pedalling output, and they help to recover faster, Alé boasts. This comes from a "graduated compression on the quadriceps, which translates into improved venous return, considerable absorption of vibrations coming from the bike, and a significant lowering of the exertion threshold," Alé explains. The shorts work particularly well with the Sprinter jersey. With its ergonomic cut and smart moisture management, the shirt is meant for aerodynamics, light compression and lightness in the saddle.

Giro (11.1/A14) highlights the light weight of its Chrono Elite long-sleeved jerseys. At the upper end of the brand's offering, the women's and men's jerseys work just as well on the road as on gravel. They use about 90% recycled nylon and 10% elastane. "It's proof that a better product can make a smaller impact on the planet without sacrificing comfort, performance or style when you need it most," Giro says. The women's long-sleeved jersey is built with laser-cut



Bib shorts from Ekoï.

sleeve openings to maintain the lightest weight feel, mesh ventilation side panels and three expandable storage pockets. It has a soft zipper guard and hem gripper.

Biotex (11.1/D21) is applying its textile technology to a breathable and moisture-wicking turtleneck shirt. The Italian company is a specialist manufacturer of technical base layers. Its ingredients are intended to make garments more breathable, to help regulate the rider's temperature and to control sweat.

Biotex boasts that its turtleneck comes at about half the weight of other shirts with the same thermal capacity. That is purportedly achieved through 3D Capture, which facilitates thermo-regulation. The fabric's fiber structure stores the air in "bubbles", preventing the unpleasant sensation of wet cloth.

Ekoï (11.1/C09) has taken advantage of input from team riders to come up with bib shorts that protect cyclists in the event of a crash. It has integrated ceramic particles in the fiber of its Gel



Giro's Chrono Elite long-sleeved jersey.

Ekoï Ceramix Evo bib shorts, without altering its softness or flexibility. The anti-abrasion properties protect the skin in the event of a fall, be it on the road, on gravel or mountain trails. The latest version of Ekoï's 3D Gel shorts is made with a Lycra that was created for the French brand, with more resistance and ultra-violet properties, and dyed in the mass for maximum opacity. It has a laser cut at the thighs and silicone inserts for more support while pedaling.

Campagnolo (11.0/C13) has updated its apparel range with the Indio bib shorts for men and women, which are cut for a streamlined fit and made with breathable fabrics. The three-dimensional pad and comfortable bib straps make it all the more pleasant to wear. The Neon jersey is ultra-lightweight and breathable, in part due to a swift wicking fabric technology. The structure of the weave makes for an aerodynamic jersey. Three large pockets at the rear increase stowage options, while elasticated grippers at the cuff and hem hold it all in place.

■ BS



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URBAN ARROW

CARGO SPECIALIST URBAN ARROW EYES OVERSEAS EXPANSION

Pure cargo bike specialist Urban Arrow celebrated its 10th birthday last year. Despite the various squeezes along the supply chain the Dutch company has kept producing its premium cargo bikes – and the plans for the future under the roof of PON.Bike are bigger yet.



When walking through the iconic streets of Amsterdam, this city's reputation as one of cycling's world capitals becomes more than obvious. At train stations and universities, the sheer number of parked bicycles is simply staggering. Despite its dense build, separate cycling tracks are the rule rather than a rare exception throughout the city center. And on many of the narrow roads of the iconic Jordaan neighborhood, bicycles are pretty much the only legal wheeled mode of transport. As a consequence, men and women of all ages and professions can be seen using bicycles to get from A to B in Amsterdam. And the share of cargo bikes is extraordinarily large, be it for deliveries, to shuttle children to day care, or to haul groceries.

Jorrit Kreek and Gerald van Weel, the two founders of **Urban Arrow (8 / C55)**, were no exception to this: they grew up with the Dutch bakfiets, a front loader construction with a wooden box and sturdy but simple components. And they used that iconic bike to transport their own children as well. While doing so, they noticed a number of shortcomings with the classic design: the wooden box did not offer a lot of protection for the precious cargo, and once those bikes were fully loaded their roller brakes were not really up to the task. Additionally, Kreek and van Weel insisted on some form of electric assistance as well. And they wanted all of that in a sleek, integrated package.

Since no products like that were on the market back in 2011, they decided to develop and build the next generation of premium cargo bikes themselves. To do so, they founded the company Smart Urban Mobility. From the very start, their Family model was built around mid-motors from Bosch eBike Systems and came with a spacious cargo box made of EPP foam which is both lightweight and softer in case of impact. In typical Dutch urban utility bicycle fashion, the Family puts the rider in a distinctively upright position, thus offering a perfect view over the

traffic ahead. The demand for this novel interpretation of the classic Dutch cargo bike was vivid from the start.

When extending the model range, one special feature of Urban Arrow's cargo bikes proved to be very handy. From the start, the rear part of the frame was mounted to the front part by two sets of four bolts. As a consequence only the front part had to be changed to create new models such as the short-wheelbase Shorty or the heavy cargo behemoth Tender that combines a front part with some automotive and motorbike technology with the same proven rear frame. The splittable frame also has some advantages in terms of logistics. It allows for more frames to fit in one standard container. This remains very important since Urban Arrow is working with two different frame builders in Taiwan – apart from a third one in Europe.

The company spreads the assembly work to five locations in countries such as Greece, Lithuania and the Netherlands. All cargo bikes for bicycle dealers are sent in three parts, i.e. the front and rear frame and the separately packed and made-in-the-Netherlands EPP box. Only the cargo bikes for B2B customers ranging from postal services to food deliveries are assembled at the companies sleek new headquarters close to Amsterdam's western harbour area. To further reduce cluster risks in the supply chain, Urban Arrow combined brakes from Shimano with internal transmission hubs from American supplier Enviolo or German manufacturer Rohloff.

Another big advantage is that, long before the pandemic, Urban Arrow never really followed model years, opting instead for running changes. Still the consequences of the global pandemic also complicated production planning and extended lead times with Urban Arrow to a point where the company decided not to recruit new bicycle dealers but to prioritize existing dealers instead. Still



Urban Arrow sold about 10,000 cargo bikes of all sizes in 2019 – roughly 50 percent in the Benelux region and 50 percent to other markets. About 80 percent went to consumers through IBDs and 20 percent to B2B customers such as postal and delivery services. The overall number of cargo bikes produced by Urban Arrow has exceeded 50,000 units this year, and the company expects to see its ability to supply goods improve significantly in the third quarter of 2022.

In November 2019 Urban Arrow was bought by PON.Bike, the Netherlands' up and coming bicycle corporation with roots in the automotive sector. Urban Arrow still enjoys a lot of freedom under its new corporate parent, being allowed to continue what the company has been doing best since its foundation. But it also profited from the new owner's financial power, not needing to worry about cash flow and staying out of rough waters in the first months of the pandemic on one hand and getting better conditions at suppliers that already work with other brands from PON.Bike's portfolio on the other.

Probably the biggest advantage of



operating under the roof of PON.Bike is the ease of expanding the business of Urban Arrow overseas. While the company has been active in North American markets for about five years, this only happened on a small scale. After all, front loaders are exotic in the United States where long-tail cargo bikes are much more common. With the backing of PON.Bike as the owner of Santa Cruz and now also the Cycling Sports Group with iconic American brands Cannondale and GT Bikes and its brand-new Gazelle experience center in Santa Cruz, California, Urban Arrow expects the growth of its overseas business to speed up. ■ LVR

2022



2011



2003



2001



1999



1997



1993



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OVERVIEW: ROAD BIKES - ALL-ROUND PERFORMANCE

VERSATILITY IS THE NEW HOLY GRAIL

Do enthusiasts really need one road bike for long rides in the mountains, one for maximum efficiency in the flat and one for bumpy surfaces? For some years, the industry promoted highly specialized products. Now the pendulum swings the other way again, and a new breed of all-round performance bikes is hitting the roads - lightweight, comfortable and with some aero advantages.



©Giant

For the last ten years, the bicycle industry has been putting stronger emphasis on excelling in certain conditions than on all-round performance in the road segment. But hardly anyone would dish out huge amounts of money for a fast aero model, a lightweight climbing bike and a comfortable endurance bike. As many manufacturers blend aero elements with comfort and low weights, versatility has become key again. Thanks to wider tyres and tubeless builds, the fatigue caused by bumpy road surfaces is reduced greatly as well, resulting in a ride that is efficient and performance-oriented without being punishing. The same goes for the gearing where many manufacturers opt for somewhat smaller gears to make long climbs easier for enthusiasts.

Merida (12.0 / B09) released the new Scultura generation already at 2021 Eurobike Show. It is a perfect example

of the all-round performance road bike trend. The 5th generation of the Scultura series was developed based on its heritage of their lightweight climbing bike, adding features from the award-winning Reacto aero bike. Available in carbon and aluminum, it combines a slightly more comfort-oriented geometry and up to 30mm wide tyres with disc brakes. According to Merida the result is a blend of very good acceleration and low weight for class-leading climbing. The Scultura carbon frame and fork come stock with tubeless 28mm wide tyres but there's space for tyres up to 35mm wide. The bikes are available with Shimano's electronic Di2 DuraAce and Di2 Ultegra group sets as well as Sram Rival AXS electronic shifting. More affordable models come with Shimano's mechanical Ultegra and 105 groupsets, and Merida even offers a few models with rim brakes.

Aero, yet lightweight and compliant: Merida's Scultura Team.



As the world's largest bicycle manufacturer by turnover, **Giant** is only showcasing its high-end wheel and parts line **CADEX (11.0 / D06)** at this year's Eurobike. But since these parts need to be mounted to a bicycle for proper presentation, there is a high likelihood that the new endurance model Defy Advanced Pro or the more budget-minded Defy Advanced series will be on display. All these models come with a carbon frame and fork, disc brakes and 32 mm wide tubeless tyres, but there is plenty of tyre clearance to mount up to 35 mm wide rubber as well. Due to the longer head tubes the position on the bike is slightly more upright, resulting in more comfort. For women, Giant's **LIV** brand offers the same concept as the Avail Advanced Pro and the Avail Advanced models. Catering to even lower price points is the Contend

As the Alpine Hawk shows, it's not all about e-bikes with Bulls.



series that combines aluminum frames and carbon forks. As proper all-round models they roll on 32 mm wide tubeless tyres as stock specification but fit tyres up to 38 mm wide as well. Again, **LIV** has corresponding models with the Avail AR series.

Another big player on the road bike market to launch a true all-round performer for 2023 is **Scott Sports (12.0 / B11)** with their new Foil models. Thanks to the brand's F01 Airfoil Technology, the cockpit with fully integrated cables and brake lines and optimized features such as the seat stays and seat post these road bikes are decidedly aero. And they are pretty lightweight as well since Scott Sports has found ways to improve the lay-up of the carbon for both the frame and the fork, focussing on the tricky junctions in particular. And while stock models come with 25 mm wide tyres up front and 28 mm in the rear, there's plenty of space to mount up to 30 mm wide tyres in both frame and fork.

As a brand of Germany's largest retail organization **ZEG, Bulls (11.0 / A09)** has been expanding its line-up to cover pretty much all bases over the last years. Their endurance road racer line Alpine Hawk fits in nicely with the new type of all-round performers. It features a more relaxed geometry with higher stack and shorter reach, both frame and forks made of carbon, hydraulic disc brakes and tubeless tyres. The seat-stays are well designed to give additional compliance on less smooth roads. Standard tyres are 28 mm wide but both the frame and the forks have been designed to fit up to 32 mm wide tyres. As for the drivetrain of the Alpine Hawk series, Bulls combines compact 50/34 cranksets with wide-range cassettes covering a range of 11 to 34 teeth. As for the exact specification, Bulls covers a wide range of price points opting for Shimano's electronic Dura Ace-Di2 and Ultegra-Di2 groupsets down to mechanical Ultegra and 105 groupsets.

Northern German manufacturer **Stevens (12.1 / C13)** designed its new endurance platform Xenith "to combine everything that cyclists demand



Steven's new Xenith models have endurance written all over them.

for a solidly long period of time in the saddle." While the frame weighs in at a respectable 965 grams, its geometry has been finely tuned for long rides and races, featuring a shorter and sloping top tube and a slightly longer head tube. For additional comfort, the carbon frame and fork offer plenty of clearance for 32 mm wide tires. Thanks to hydraulic disk brakes, you get powerful stopping in all weather conditions and proper modulation. Being a custom bike, customers get to decide on the exact specification of the Xenith. The bikes can fit different groups such as Shimano's electronic DuraAce-Di2 and Ultegra-Di2 groupsets or Sram's wireless Force AXS.

As the supplier and co-sponsor of the French pro continental racing Team B&B Hotels – KTM, Austrian bicycle manufacturer **KTM Fahrrad (12.0 / A09)** has been developing a new all-round road bike for competition use. Prototypes with paint jobs intended to blur the exact design have already been raced throughout this spring by the team, but KTM Fahrrad opted to officially launch the new Revelator Alto Exonic at the start of the Tour de France in Copenhagen. Both the frame and the fork are made of premium carbon fibers and match seamlessly, with the exact shapes of the tubes having been optimized in the wind tunnel. The brake hoses are routed internally, and Shimano's semi-wireless Dura Ace Di2 drivetrain further adds to the clean and integrated looks. As standard, the bike comes with 28 mm wide tires, but you can mount 30 mm wide tires as well. Throughout the development of the Revelator Alto Exonic, KTM Fahrrad prioritized stiffness, crisp handling and aerodynamics while constantly keeping an eye on weight, aiming for the UCI's weight limit of 15 pounds.

A long head tube and slim seat stays promise plenty of comfort.



Under new ownership, French manufacturer **Look Cycle (11.1 / A15)** is heading back to its glory days, as the new 365 Optimum+ and 365 Optimum Disc models go to show. The geometry of the carbon frameset has been designed to offer ultimate comfort for long distance riding, combining a shorter reach and higher stack. Further adding to the comfort are 30 mm wide tubeless tyres. Depending on the exact model, you will get Shimano electronic Ultegra-Di2 groupset or mechanical Ultegra or 105 groupsets. All Shimano builds come with a compact 50/34 crankset and a cassette covering a range of 11 to 32 teeth. Other models with Sram's Rival groupset combine smaller chain rings with 46 and 33 teeth respectively with cassettes that go from 10 to 36 teeth.

Spanish manufacturer **BH Bikes (12.1 / B11)** traditionally supplies pure racing road bikes. The new aerodynamic RS1 line has been redesigned towards the actual endurance trend. For more comfort, the head tube of the carbon frame is taller and the chain stays are longer. As for the drivetrain you get to choose from Shimano's electronic Ultegra Di2 or Sram's Rival. For an extraordinarily wide range of gears, BH Bikes combines either 53/36 or 46/36 cranksets with wide-range 11-34 or 10-36 cassettes. The value-minded Quarz series comes with an aluminum frame and a carbon fork. With 28 mm wide tyres and hydraulic disc brakes as standard equipment these bikes can easily cope with less than perfect road surfaces and long descents. The Quarz-1.5 comes with Shimano 105 components, whereas the Quarz-1.0 has Tiagra parts.

As the other well-known Spanish bicycle manufacturer, **Orbea (11.0 / C10)** also has a lot of racing in its DNA. Still the Basque company



KTM's Revelator Alto Exonic with a prototype paint job to blur its lines.

keeps in touch with the new trend towards all-round performers with the endurance-oriented Avant series, albeit at lower price points and coming with either Shimano's 105, Tiagra or Claris groupsets. As an interesting and visually striking feature, the aluminum frames of these comfort road bikes come with interestingly shaped top tubes that bend down towards the

seat-stays close to the seat tube. This design is supposed to better absorb impacts from the rear wheel to the rider. For more comfort the frame's head tubes are slightly longer, tyres are 28 mm wide and the fork is made of carbon. With smallish 46/36 cranksets and cassettes ranging from 11 to 34 teeth, the gearing of the Avant models is climbing-oriented. ■ **GE/LVR**

With the Avant series, Orbea serves lots of comfort and value.



Scott's new Foil models are very aero, light and comfy.



With its RS1 models, BH Bikes blends performance and comfort.



NEW PRODUCTS

AUTORQ TORQUE SENSORS

Accurate, precise, and robust, Autorq torque sensors use active magnetostrictive technology to provide a wide torque range with stable and linear signals. Not influenced by other bending movements or axial force, Autorq bottom bracket torque sensors offer an intuitive and natural ride feel, are waterproof, and work well under harsh conditions.

12.0 / G09



V-GRIP WAVE SPORT BOTTLE

Stay hydrated or stay cool.

The V-Grip Wave bottle allows you to do both with twin modes offering a high flow stream for drinking or a cooling shower spray for your head and body. Switching between the two modes via a simple pull that can be achieved using your mouth, one hand can always remain on the bar for safety. Dish-washer safe and recyclable, the cap also disassembles for easy cleaning.

9.1 / E04



AVS ELECTRONICS AVE TT10 TOPTUBE DISPLAY

The AVE TT10 redefines e-bike cockpit design by adding data and functionality directly into the bike's top tube. A minimalist two-button control system and all-weather 1.22-inch colour IPS display allow easy switching between functions while displaying pertinent data like speed, assist mode, and battery level. For added convenience, the TT10 can be adapted to various drive systems and is compatible with common communication protocols.

8.0 / I08

GATES CDN SYSTEM

Balancing performance and value for city bikes and hub-drive e-bikes, the CDN system is tailored to mid-range applications. Recently upgraded, it offers recreational riders up to twice the lifespan of a traditional chain drive. To do so, the next-generation CDN belt combines carbon-fibre tensile cords, a new ethylene elastomer compound, and Gates' signature debris-shedding CenterTrack design for improved durability and a wider operating temperature range.

12.1 / B13



I LOCK IT PRO I LOCK IT PRO IMMOBILISER

A smart way to guard your bike. The I Lock It Pro immobiliser is a frame integrated lock that offers intelligent features like automatic unlocking via smartphone and remote control, a 110dB alarm, dynamic bike spoke avoidance, and GPS live tracking. Recently redesigned, its new and more robust design can also fit broader tyres up to 76mm wide.

8.0 / H27



KRYPTONITE INCITE X6 FRONT TORCH LIGHT

With double lens technology for precise light distribution and a sensor that measures ambient brightness for automatic adjustment, the Incite X6 promises to be the perfect companion when commuting around the city. Using a measurement of lux rather than lumen, it aims to offer light where you need it most. With seven modes, it's entirely USB rechargeable and includes a memory function.

12.1 / C01



SAMOX MAX SERIES CRANK ARM

Samox's new MAX series may be one of the firm's newest, but it's quickly become its flagship. Designed to endure all kinds of riding conditions, it aims to be a dependable choice day after day. This MAX series crank arm

is compatible with Bosch Cargo, CX performance, and CX performance drive units and will also work with other ISIS interface motor systems.

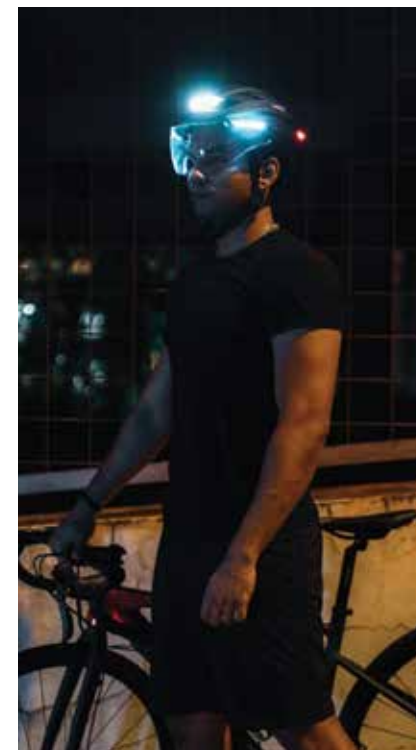
12.0 / D01



STAGES CYCLING SB20 SMART BIKE

The Stages SB20 aims to be the perfect indoor training partner. Offering unlimited connectivity with virtual training platforms including Zwift, Trainer Road, Rouvy, Bkool, and many more, this is achieved via its Bluetooth and ANT+ functions. It'll also fit with a huge range of rider morphologies thanks to exact physical adjustment options. Adding accurate power data, it claims to be the only smart bike currently on the market with direct left-right power meters.

11.1 / A12



LUMOS LUMOS ULTRA E-BIKE HELMET

The helmet reimagined to meet the needs of e-bike riders. The NTA-9776 certified Lumos Ultra E-Bike redefines proactive safety with a more robust shell and better visibility. Side lights are integrated into the eye shield for additional illumination in traffic. The helmet also introduces a new fit system with improved contouring, a magnetic Fidlock clasp, plus improved durability thanks to a polycarbonate shell.

11.1 / B13

GIYO

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MTB • Gravel • Fat Tire

0-30 psi in 0.5 psi Steps

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Dual Scale Gauge Floor Pumps

Giyo Pumps

Hall 9.1 Booth A29

Pressure Management For All Bike Types

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NEW PRODUCTS



TWONAV CROSS GPS

Small and tough for multiple sports, TwoNav's Cross GPS caters to both hikers and cyclists with a single unit. The firm's smallest GPS, it weighs just 172g yet offers a sizable 20-hour battery life and a broad 3.2-inch touchscreen. Arriving with topographic maps included, it provides 32GB of storage along with GPS, Galileo, and Glonass location, plus ANT+ and Bluetooth connectivity. **11.1 / B30**

PARK TOOL TS-2.3 PROFESSIONAL WHEEL TRUING STAND

The heart of any workshop, Park Tool's industry-standard wheel truing stand gets an update. Now featuring taller uprights to accommodate bigger wheels, hubs, and tyres, this latest version also offers removable thru-axle adaptors for compatibility with all hub types. Still manufactured, assembled, and calibrated in Minnesota, USA, it remains fully serviceable. **11.1 / B04**



SPANNINGA X&O 50 FRONT LIGHT

The X&O 50 is the newest addition to Spanninga's well-known X&O family. With a 50lux output, the headlamp stands at the top of the brand's range and offers multiple features designed to enhance the visibility of e-bike users. Using an all-aluminium construction, it's robust and heat-resistant. At the same time, a special version includes a powerful extra high-beam mode operable via an offset handlebar switch plus additional daylight functionality. **9.0 / B11**

BIRD BIKES BIRDBIKE

The next evolution the BirdBike arrives via this redesigned A-frame. This sees the bike's clean, sleek lines improved via a design that builds upon the firm's distinctive integrated lighting while delivering greater seat height adjustability. Now offering a step-through frame, this should prove a hit with anyone



DARFON SMART DESIGN SERVICES



Darfon's E-Mobility team offers extensive services to help brands create the next generation of smart e-bikes and trainers. With original equipment manufacturer and original design manufacturer capabilities, its products now come as standard with wireless

control via IOS or Android phones. Allowing easy connectivity, the firm's IoT module also supports real-time data processing through cloud services to ensure your smart e-bike is always protected and monitored. **8.0 / F29**

TAYA ROLLERLESS CHAIN SERIES

TAYA's new chain series features an innovative design that does away with traditional rollers to save 8% weight compared to its current models. Instead relying on a U-shape container between each link, this allows for grease to be stored within the chain. This, in turn, prolongs the chain's self-lubrication properties and significantly slows its wear. The result is a chain that promises to be lighter, better lubricated, and longer-lasting. **9.1 / G05**



VOLTA VB2 E-BIKE

With its thick tyres and aggressive design, the Volta VB2 e-bike is ready to head far from the beaten track. Folding for easy transport or storage, its suspension fork and disc brakes keep things under control, while the vast volume of its 20-inch tyres lets you ride where you please. With a powerful lithium battery sitting behind the saddle, this drives the bike's rear hub motor to provide all the assistance you need. **8.0 / G22**

AIRACE INFINITY DT AF-19T FLOOR PUMP WITH AIR TANK

The Infinity DT combines the functions of a floor pump and air tank in a single product. Allowing you to inflate your tyres or seat tubeless tyres as required, simply flip the lever on the pump head to swap between the two options. Whichever you choose, you'll benefit from a colourful digital gauge for extreme accuracy. www.airace-cycling.com/



wanting to carry cargo or simply keen on a bike that's easier to hop on and off. **8.0 / F05**

★ ISO 9001: 2015
★ IATF 16949: 2016

NEW E-CARGO BIKE



COMING SOON



EUROBIKE 2022 Hall 9.0 E23



 **APRO**

野實科技股份有限公司

NEW PRODUCTS

SKS GERMANY RENN KOMPRESSOR NXT PUMP

The Rennkompressor NXT upgrades the famous original's essential elements to meet the demands of the modern world. This new version ensures more volume with its taller steel body, while its die-cast aluminium base and non-slip rubber pad guarantee a secure grip. The folding, plastic-coated metal feet can be quickly snapped into place for transport, while its beech wood handle is made to sit comfortably in your hand.



12.1 / A27



TERN BICYCLES NBD E-BIKE

The NBD is an ultra-low step-through e-bike for urban living. An extra-long, ultra-low step-through frame makes it easy to hop on and off the bike, and an ultra-low centre of gravity and longer wheelbase make it easier to balance and handle. It arrives equipped with a smooth Bosch motor, an adjustable cockpit, and a rear rack that works with most child seats.

10.0 / D04

FIT TYRE PRESSURE SENSORS

These tyre pressure sensors from FIT offer a way to monitor the pressure and temperature of your tyres. Transmitting data in real-time to the bike's display or the FIT E-Bike Control app, tyre pressure is displayed at the start of your ride and can be easily adjusted via the digital pressure gauge function. Ensuring optimal tyre pressure, riding comfort, and range, they might also help increase the service life of your tyres and rims.

12.0 / C13



FTEX EVIONICS SUITE

FTEX's Evionics Suite has established a new standard for performance, connectivity, and control for e-bikes. Evionics Power, a next-generation GaNFET-based motor controller, combined with the Evionics App and Evionics Comms IoT module provide riders with a more natural experience communicating directly with the motor controller of the e-bike and allowing for more control over the e-bike's feel and performance.

hall 8.0 / L62

GIYO GM-56BT E-BIKE MINI PUMP

The GM-56BT E-Bike mini pump aims to be the best choice for e-bike riders. It's made for convenient use with heavier electric bikes thanks to its large barrel and flexible hose design. It also features a Bluetooth digital gauge that can connect to the iGauge smartphone app to display your exact pressure. Saving weight while offering high accuracy, it's likely to be a hit with tech-savvy electric bike owners.

9.1 / A29



JETSET ARCOS SYSTEM

The unique design of these new lightweight rims from Jetset removes unnecessary aluminum from the rim wall, yet has the strength for Road and MTB applications. The new ARCOS technology is patented and is the basis for several new products being exhibited at Eurobike.

Hall 9.0 / G45



HAFNY HF-M958S-FR08 BAR END MIRROR

A bar-end mirror specially designed for e-bikers who prefer a large reflective surface and a low-profile look. This model features a crystal clear 9.5cm diameter lens made of high-definition shatter-proof glass for enhanced durability versus plastic alternatives. The mirror's frame then features three pivot points for a 360° adjustable viewing angle to capture any desired view.

9.1 / G16



ORTLIEB FUEL-PACK TOP TUBE BAG

This single-litre waterproof top tube bag is ideal for storing items you want to keep easily accessible. Fitting to the top tube using perforated rubberised straps, it's also compatible with bolt-on style mounts. Using a magnetic closure, its sturdy nylon fabric combines with stiffened material to ensure the bag retains its shape at all times. An integrated cable outlet also allows it to provide a safe and dry space to charge a smartphone.

11.1 / D13



KT TAIWAN DYNAMO HUB

KT's light and compact dynamo outputs 6W3V of power to illuminate your way on the darkest nights. It also supports quick-release and thru-axle designs and can accommodate rim or disc brakes. For detailed specifications and further information, check out the page via the QR code or send your enquiry to kttw@q-lai.com.tw.

www.kttw-hub.com



AC-6W3V



RETYRE MODULAR TREADS FOR COMMERCIAL FLEETS

ReTyre is a leading developer of modular tyre systems. It's recently launched a solution for fleet vehicles comprised of customised treads that can be quickly and securely mounted to existing tyres. The treads then promise puncture protection, user safety, and increased fleet availability during seasonal changes. It's a solution that's applicable to both rental and last-mile fleets and traditional retail vehicles.

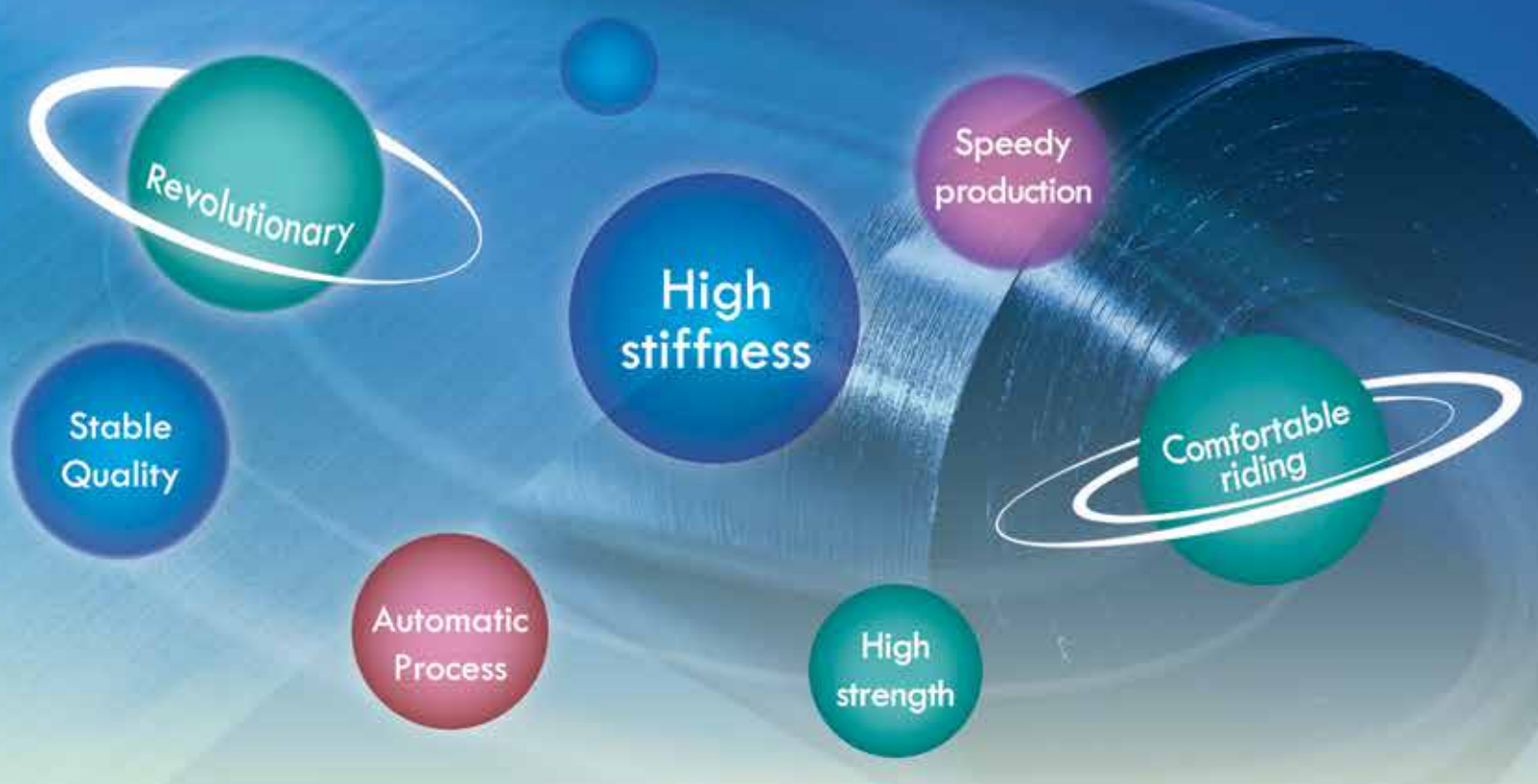
9.1 / B04

SCHWALBE RECYCLING SYSTEM

In what it claims is a world-first, Schwalbe is starting to recycle bicycle tyres. After ten years of research and a pilot project starting in November 2021, its scheme has now gone public. Developed in cooperation with TH Köln and Pyrum Innovations AG, the innovative and holistic process can be applied to used tyres from any brand. Allowing them to be 100% recycled, no element need now be incinerated.

12.1 / C08





Thermoplastic Carbon

- ✓ Sustainable and friendly for the environment
- ✓ Tougher and better impact resistant than thermoset
- ✓ Comfortable and stable riding experience
- ✓ Consistent quality for manufacturing
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Simplo TPS-C02-50SD G3 Slim tube battery



ASTRO TECH CO., LTD.
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M-WAVE MUD MAX MUDGUARD SERIES AND AIRCASE FOR APPLE AIRTAG

Under its private M-Wave, Messingschlagler offers a full range of affordable and high-quality bicycle parts for all occasions. Helping riders arrive clean and dry, its Mud Max fender series has been significantly expanded for the 2023 season. Aiming to cover every need and eventuality, an exemplary product is its universal Flex F fender, which can be fixed to the fork using cable ties, negating the need for tools. Similarly, the angle-adjustable Seat Long model can simply be clipped onto the saddle rails. Expanding on the theme, the F&R ADJ model can be adjusted in

length without tools and is designed for maximum protection on mountain or trekking-style bikes. Other clip-on models are also available, including downtube and fork mounting options for racing or gravel bikes. Offering riders a different kind of protection, M-Wave's Aircase BC enables its user to mount an Apple AirTag transmitter unobtrusively under the bottle holder. Helping riders locate their bike should it go missing, the bottle holder is simply mounted on top of the housing with the enclosed longer screws.

12.1 / B12



Messe Frankfurt hall 12.0 / D01

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Compatible with Bosch Cargo / CX performance/ CX performance, and other ISIS interface motor systems.

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sportourer

Segway-Ninebot

FSA K-FORCE WE RESURFACES, NOW WITH 12 SPEEDS



FSA (12.0 / A10) first introduced its K-Force WE 11-speed electronic drivetrain at Eurobike 2017, but then went silent regarding the system. Until this edition of Eurobike, that is. The intervening five years, with COVID, supply chain issues, and strict lockdowns gave the Italian brand an opportunity to overhaul the K-Force WE by giving it 12-speeds, new sensors, more wireless capabilities, fresh aesthetics, and new 12-speed compatible components.

“The chips are 100 percent new and, whereas before, the system only used ANT+, now we’ve added Bluetooth 4.0 to improve communication,” explained Matteo Palazzo, marketing manager for FSA.

The reason for the electronic updates was to make the system more reliable

and secure as well as to refine it. For instance, the front derailleur on the previous K-Force WE communicated with the rear derailleur, which meant that if there was failure in the front, the rear would suffer as well. Now both derailleurs independently respond to shifting input and individually connect to their power source so that failure in one won’t affect the other. New sensors in the rear derailleur also upshift by single gears from its point of origin instead of traveling outward to stop in line with the smallest cog and then returning inward to the new higher gear.

The updated K-Force 12s WE embodies FSA’s effort to keep current with the 12-speed drivetrain trend while seeking out improvements that most benefit the rider. **WB**

E-BIKE ABS SHIMANO TEAMS UP WITH BLUBRAKE



Mattia Montalbano from Shimano Europe shows off the Bluebrake by Shimano system.

Shimano (11.0 / A16) has teamed up with Blubrake to provide European customers with an anti-lock brake system (ABS) that is compatible with the standards used by most manufacturers.

Shimano explained at Eurobike yesterday that it was eager to provide an effective and highly compatible ABS solution, to tackle an issue that causes a substantial share of urban accidents with e-bikes.

“All the components you see on the bike are basically what [manufacturers] were using already for their e-bikes – the brake, the caliper, the brake lever, the drive unit, the battery, everything is standard,” said Mattia Montalbano, the ABS specialist at Shimano Europe.

“As long as you get the ABS unit and a brake rotor with an integrated sensor, you have upgraded your bike,” he added. “It doesn’t have to be adapted, it doesn’t have to be programmed for different brakes

and different systems, it’s highly compatible with all our products.”

Shimano’s specialist explains that the Japanese component maker picked Blubrake because its solution is safe and versatile, meaning it can be integrated into any e-bike available with Shimano.

The partnership is entirely based on Blubrake’s technology. “We’re making sure that they program the reaction of the ABS according to what our expectations are, with our expertise, and then we manufacture the entire system,” said Montalbano.

It’s made by Shimano in Asia and shipped together with other components. The Blubrake system will be fully serviced by Shimano’s service centers, so the bike is “considered fully Shimano.”

The Blubrake system by Shimano will be available for manufacturers in Europe next year in countries that the group covers directly, such as Italy, Spain, France and Poland. It will take another year for countries covered by distributors, such as Germany, Switzerland and the U.K.

There are no plans to launch the system in other regional markets so far. Nor are there any plans for Shimano to acquire any shareholding in Blubrake. **BS**

LEGION VMAX VALVES HIGHER VOLUME FOR FEWER PROBLEMS



Legion's General Manager Wayne Moore at the company's Eurobike booth.

With tubeless wheel builds comes the need for sealant. But conventional valves get clogged by sealant. The VMax valves of Taiwan-based **Legion Engineering Corporation (9.0 / F29)** are different as they are specifically designed to work with sealants.

A bicycle valve may seem like a

very simple part, but once it fails it renders a bicycle unusable. For a number of reasons Presta valves are the go-to solution for sports-oriented bicycles, rather than the Schrader valves used in car tyres. “Presta valves seal air better at high pressures, and the valve hole can be smaller which adds strength to the rim. But when going tubeless the slim stem of Presta valves is a serious disadvantage. These thin valves are more likely to clog up and they also limit the amount of air and sealant that flow through”, as Legion’s General Manager Wayne Moore explains.

For this reason Moore designed the VMax valve offering three times the flow rate of a normal Presta valve. This allows for an easy filling of sealant through the valve stem and for the seating of the tires using just a track pump rather than a compressor. The VMax valves are available for road bikes in different stem lengths, as well as for mountain bikes. The latter are also available with a low-profile foot so it does not interfere with the foam inserts often used on tubeless mountain bike builds. And last but not least Legion also offers a conversion kit that allows you to combine the VMax technology with an existing Presta valve stem. **LVR**

SMART LED PEDALS LIGHT THE WAY



Greg Hillson of Redshift Sports

Arclight’s smart LED pedals have four removable, rechargeable lights that have advanced sensors to determine which way the pedal is facing and will cast a beam either in red (for the rear) or bright white (in front). The pedals also come with an extra light and mount for mounting on a seatpost, handlebar, helmet, or backpack.

As commuting by bike grows, so does the demand for lights that aren’t just better for the user, but smarter as well. Thousands of backers signed up on Kickstarter last year, receiving one of 4000 sets of the pedals this spring.

“We were able to fulfill pre-orders on time and now IBDs who have them in stock are selling up to 10 units per week,” said Greg Hillson, product manager for the pedals. Now Redshift Sports, the pedals’ parent company, is looking to expand distribution across the globe.

So far, the pedals have experienced success with German distributor **Enjoyourbrands (11.1 / A25a)**, despite the pedals not yet

passing as street-legal in Germany.

The pedal’s weight is the main drawback as they weigh 50 percent more than an average set of pedals. But, Hillson argued, the pedals are a safety product and not meant for high level performance so the weight – while not insignificant – is less of an issue to users.

This first generation of the pedals features three different light modes (solid, flash, and eco flash) and, depending on which mode is selected, boast a battery life of three, 11 or 36 hours before they need recharging. **WB**



FROM BICYCLES TO E-MOBILITY

EUROBIKE: LEADING BIKE MAKERS INTO THE WIDER MOBILITY MARKET

Eurobike’s organisers have broadened the concept of the show this year, to help the bicycle industry take advantage of wider trends in the mobility market.

The industry is already implementing e-mobility through bicycles on a large scale, and it should be a key stakeholder in the market for light electric vehicles, said Stefan Reisinger, managing director at Fairnamic.

“The automotive industry will try to conquer that market from above,” Reisinger said. “But I think there’s a big opportunity for the bike industry to conquer that segment from the other end. That is why we expanded the Eurobike concept to turn it into the bicycle and light electric vehicle show.”

Bicycles, cargo bikes and light electric vehicles are at the center of mobility discussions in many European countries. The strategic intent for the organisers is that Eurobike in Frankfurt should become the European platform for such talks, as with the cycling industry.

Another motive is that there is substantial overlap between the production of bicycles and other e-mobility options, from e-drive systems to displays, connectivity solutions and services.

Eurobike’s views on e-mobility have taken shape in Hall 8, the Future Mobility hall, which is dedicated to alternative mobility solutions. It showcases new mobility products and

provides a platform for networking and discussions around topics such as infrastructure – widely regarded as a prerequisite for wider adoption of cargo bikes and light electric vehicles.

Two established features of the Eurobike show, the start-up and cargo bike areas, have been integrated into Hall 8, which also has a connection to the demo area.

Cargo bikes have been an integral part of the show since 2018, but they are all the more relevant to the updated Eurobike concept in Frankfurt, because the ability to transport cargo for short distances is seen as a key to transformation in urban mobility.

“Through the choice of Frankfurt, we will be offering the product a fitting territory, a real laboratory, the right setting and a connection to the subject matter,” said Dirk Heidrich, Eurobike show director.

Cargo bikes will also be part of the program through cargo bike excursions in the evening, and cargo bike races on the festival weekend. Eurobike’s organisers have extended their partnership with Cargobike.jetzt.

Other aspects of Eurobike have been rethought to take a wider view of mobility. This year’s edition saw



the launch of the Eurobike Innovators’ Prize, for the most innovative products, services and ideas from the bicycle and future mobility industry.

But at the same time, the organisers want to preserve the sporty atmosphere of the show. Reisinger em-

phasizes that Eurobike will continue catering for the specialist retailers and enthusiasts who head to Eurobike to find the latest performance and leisure products, to chat about their latest races – and perhaps even bump into their favourite rider. ■ BS

TQ SYSTEMS HPR50 COMPACT DRIVE SYSTEM FOR LIGHTWEIGHT E-BIKES



HPR50 drive system at the Eurobike booth.

With its compact and lightweight HPR50 drive system, Bavarian supplier **TQ Systems (8.0 / F22)** takes aim at a new breed of e-mountain bikes that appeal with lighter weight rather than longer range. Two big brands are already on board: Trek and Scott Sports.

The main trend in e-MTBs is to add more battery capacity to motors with plenty of torque and advertise the resulting range. But this comes at the price of additional weight, which does not improve the handling. As a result, an alternative trend has been emerging where some of the battery capacity, torque and range is being sacrificed to achieve lower weight. TQ Systems



aims for exactly this market with the HPR50 system premiering at Eurobike. Just like the uber-powerful HPR120 mid-motor launched in 2018, this compact and lightweight motor unit is built into a round housing. This shape is permitted by the company’s trademark Harmonic Pin Ring transmission technology with an integrated freewheel.

While peak support maxes out at 300 watts, the maximum torque of 50 Nm is slightly lower than many other e-MTB drive systems. This in turn means that the motor is sapping less power from the battery. So the 360 Wh unit that comes stock with the HPR50 system should still result in more range than you’d expect. And for longer rides, TQ Systems offers a battery extension that neatly fits into a bottle cage. The main control unit is built into the top tube, with a minimalist additional controller on the handlebar. The complete system weighs in at 3900 grams. ■ LVR

MACH 1 ROBOTIZED HUB FILLER AUTOMATING ANOTHER STEP IN WHEEL BUILDING

As the scarcity of skilled workers is a constant issue in the bicycle industry there is an ongoing push for more production efficiency. French wheel specialist **Mach1 (9.0 / A06)** has automated another step in wheel building with its Robotized Hub Filler premiering at Eurobike.

While many steps of the wheel building process have been automated, filling hubs with spokes remains a manual job that requires concentration and patience. French wheel specialist Mach1 found out that this simple and thankless task, the first step of every wheel build, is very hard to achieve mechanically. But high labor costs and a lack of manpower motivated the company to tackle and overcome the many challenges. The Robotized Hub Filler unveiled at this year’s Eurobike demonstrates that it is not impossible to automate this thankless task.

At the heart of the machine is a robotic arm that picks up a hub and reads the number and position of the spoke holes. This robotic arm then moves the hub left and right to the two guns that shoot the spokes through the holes. The final result of this process is a hub fully filled with the right length of spokes and ready to proceed to the next work



Mach1’s Robotized Hub Filler at Mach1’s Eurobike booth in Hall 9.

station where the spokes are laced and fixed to the rim. According to Mach1, the biggest advantage of its Robotized Hub Filler is its flexibility, as it works with almost any kind of hub. And at 80 hubs per hour, it adds efficiency as well. ■ LVR

SMART TRAINER MARKET CONTINUES TO EXPAND AS INDOOR RIDING REMAINS POPULAR

Summer in the northern hemisphere always means a drop-off in the number of riders training indoors, but there are still plenty of new developments and products in what's still a comparatively young market.



The TrueBike is claimed to most accurately mimic the feeling of riding outdoors

The TrueBike from **Truekinetix (11.1/B20)** debuted at Eurobike in 2019 and is now in production, although shipping is currently only to the Netherlands and Flanders, with further territories due to be added. The Truebike is winner of the Dutch Sports Innovation award and uses a motor and a robotic system which Truekinetix says most accurately mimics the feeling of riding outdoors of any smart bike. Like all smart bikes the Truebike is fully adjustable for different riders and compatible with all major training apps. New for this year and being unveiled at the show is the TrueTrainer, which takes the functionality of the Truebike's resistance unit and packs it into a direct drive smart trainer.

At the **Stages Cycling (11.1/A12)** Booth you'll be able to see the SB20 smart bike (€2,499), which Stages calls "the perfect indoor training partner for everyone". The gym-spec frame is fully adjustable and combined with an electronic resistance unit that



The SB20 uses Stages' World-Tour-proven power meters

allows any custom gearing setup, including Dream Drive, a sequential virtual drivetrain with up to 50 gears. Stages uses its Grand-Tour-winning crank-based power meter to provide the numbers, with an accuracy of +/- 1.5%. The 22kg flywheel offers an excellent ride feel, and Bluetooth and ANT+ connectivity allows it to connect to third party training apps and Stages' own app, which can be used to configure the bike and act as a gear indicator.

The **Tacx (11.1/B19)** range tops out at the NEO 2T Smart (€1,299,00/\$1,399.99). To help cyclists improve their power distribution and cycling performance, the bike trainer is equipped with capacitive left and right sensors that accurately measure leg position throughout the pedal stroke. ANT+ cycling dynamics allows a rider to analyse their pedal stroke via third party software, including the software on Garmin Edge bike computers. The NEO 2T is compatible with all training apps, but using the Zwift app or Tacx's own software lets riders experience the unique road feel feature, allowing the trainer to vibrate and simulate the feeling of riding on different surfaces like cobblestone and gravel.

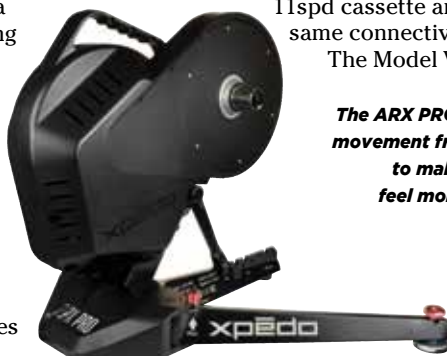


The NEO 2T from Garmin can simulate different surfaces

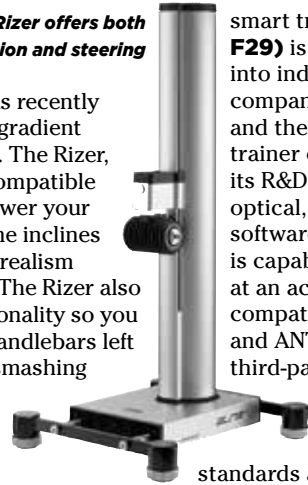
Elite's Rizer offers both gradient simulation and steering

Elite (11.0/C03) has recently introduced the Rizer, a gradient simulator with steering. The Rizer, in conjunction with a compatible trainer, will raise and lower your bike to give you real-time inclines and declines for added realism when training indoors. The Rizer also features steering functionality so you can easily move your handlebars left and right when you're smashing those climbs. The two features combined help you to work the same muscle groups on legs and shoulders that you'd be using if you were riding your bike uphill outdoors. The Rizer is compatible with all latest generation trainers that allow your bike to rotate freely. Within the Elite range that includes the Tuo, Elite's wheel-on smart trainer. It has a steel frame with an aluminium resistance unit and, unusually, Beechwood legs. It uses an elastogel roller to reduce friction noise by 50% and is compatible with many wheel sizes and axle standards.

The APX PRO direct trainer from **Xpedo (12.1/A18)** has 5° of movement from centre built into the trainer, allowing it to move underneath you to offer a more comfortable and realistic riding experience indoors. The APX PRO has a maximum resistance of 2,000W and can simulate a 20% slope; power accuracy is +/- 1.5%. It comes pre-fitted with an 11-speed cassette and is ANT+ and Bluetooth enabled for connection to all major training apps folding legs and a carry handle make it easy to stow if you don't have space to leave your trainer set up. Xpedo's APX LITE is a lower-cost alternative, with a 1,600W maximum resistance and +/- 2.5% accuracy. At only 13.5kg it's easy to move about, and you still get an included 11spd cassette and the same connectivity.



The ARX PRO has 5° of movement from centre to make training feel more realistic



smart trainer from **Darfon (8.0/F29)** is the company's first foray into indoor training. Darfon is a company with a diverse portfolio, and the development of the smart trainer combines a number of its R&D technologies, including optical, acoustic, mechanical and software development. The trainer is capable of 2,000W of resistance at an accuracy of +/- 2%, and it is compatible with Bluetooth FTMS and ANT+ devices to interact with third-party training applications such as Zwift, Kinomap and Rouvy. It's compatible with all major axle standards and also has an ambient multicoloured power indicator light built in.



Darfon's Model V is the company's first foray into indoor training

The Noza S from **Xplova (9.0/F28)** claims a maximum resistance of 2,500W and a simulated gradient of up to 18%. With a 5.9kg flywheel and a six-pole electromagnetic brake the Noza S is able to measure power with an accuracy of +/- 2.5%, and temperature compensation technology is built in so your numbers don't deviate during long, hard training sessions. Xplova's own Workout App is free, and you can use it to easily upgrade the firmware, as well as running Xplova's training plans based on speed, power or heart rate. All other major training platforms are supported. The trainer is supplied with 130mm and 135mm Quick Release adaptors, and 12x142 and 12x148 through-axle adaptors, to fit nearly any bike. **DA**



The Noza S has a maximum resistance of 2,500W

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**KEY SAFE
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KIND SHOCK DEBUTS FIRST KS SUSPENSION FORKS

One of the leading manufacturers of dropper posts, **Kind Shock (9.1 / B27)** has plenty of experience with hydraulic cartridges and telescopic construction. At Eurobike, the company is adding another product category to its portfolio with air-sprung suspension forks.

When Kind Shock acquired fellow Taiwanese fork and parts maker Saso a few years ago, the company already added upside-down forks for fat bikes to its portfolio. At the same time, company founder Martin Hsu could be seen riding prototype forks. After more than three years of development, the first two forks have debuted at Eurobike under the company's premium KS brand. With just 40 mm of travel and space for tires with a dimension of up to 700x50C, the GTC is purpose-built for gravel bikes. For climbs and paved sections you get a rock-solid lock-out, and as soon as the going gets bumpy the full range of rebound adjustment comes in handy. The claimed weight of the GTC, which comes with a 100x12 thru-axle, is 1480 grams.

The second KS suspension fork that's premiering at Eurobike is the A3.0, available for 20, 24 or 26 inch wheels and built for kids bikes. Thanks to carbon lowers bonded to



Kind Shock founder Martin Hsu (L) and son Michael show the new KS suspension forks at their Eurobike stand.

alloy dropouts available for either thru-axles or quick release-axles, the weight of these forks is reasonably low, and the air spring can be set to work with low rider weights. The stanchions and the non-tapered steerer tube are made from aluminum as is the forged crown, and the hydraulic cartridge comes with adjustable rebound damping and a lock-out. ■ **Lvr**

CAMELBAK'S CHILLBAK CUBE

Camelbak (11.1 / B01) has literally put hydration on ice with the debut of its new Chillbak Cube, a five-litre portable cooler that can easily fit a six-pack and sandwiches in a hard nylon interior that can keep drinks cold for up to 60 hours. A zippered rolltop closure boosts its thermal insulation and, as it bears the Camelbak name, the Cube also has a three-liter reservoir with a hose and spigot that's zippered into a back panel. This probably comes as good news to beach and concertgoers who'd prefer to be a little more agile with their cold food and drink storage (as opposed to lugging around a hard box cooler). The Cube is the more modest cousin of Camelbak's 30-liter Chillbak pack. It comes in Monument Grey and Adriatic Blue and is slated for release in spring of 2023 for a suggested retail price of €300.

30 years after its debut, Camelbak's M.U.L.E. is working as hard as ever as the brand's flagship



Camelbak Chillbak Cube

product. Its offspring, the Mini M.U.L.E. will enter the season with new colors and designs for kids who want to make the serious business of hydration a little more fun. Little shredders can take tie-dye, turtles, and tunnels off-road where they can test out new skills and techniques without worrying about getting thirsty. The new Mini M.U.L.E. designs will be available this fall for the regular price of €55. ■ **WB**

OKAWA

NEW PLAYER, NEW BUSINESS MODEL ENTERS THE GLOBAL EMOBILITY MARKET

Okawa (8.0 / F20) says that it's introducing a disruptive business model to the European mobility market, with long-lasting products and subscription options that precisely fit the requirements of their customers.

Making its Eurobike debut, the Chinese supplier of e-mobility gear said that customers will be able to subscribe exactly to the e-mobility that they need for their business, and the same will apply at a later stage for private use.

Okawa adds that its business model takes into account the demand for durable products and a sustainable approach, by using long-lasting products and recycling.

Instead of a limited warranty, Okawa's subscription services contract includes the "reliability and guarantee of a functioning product over its entire life cycle."

The battery will be offered to customers under the "power as a service" business model.

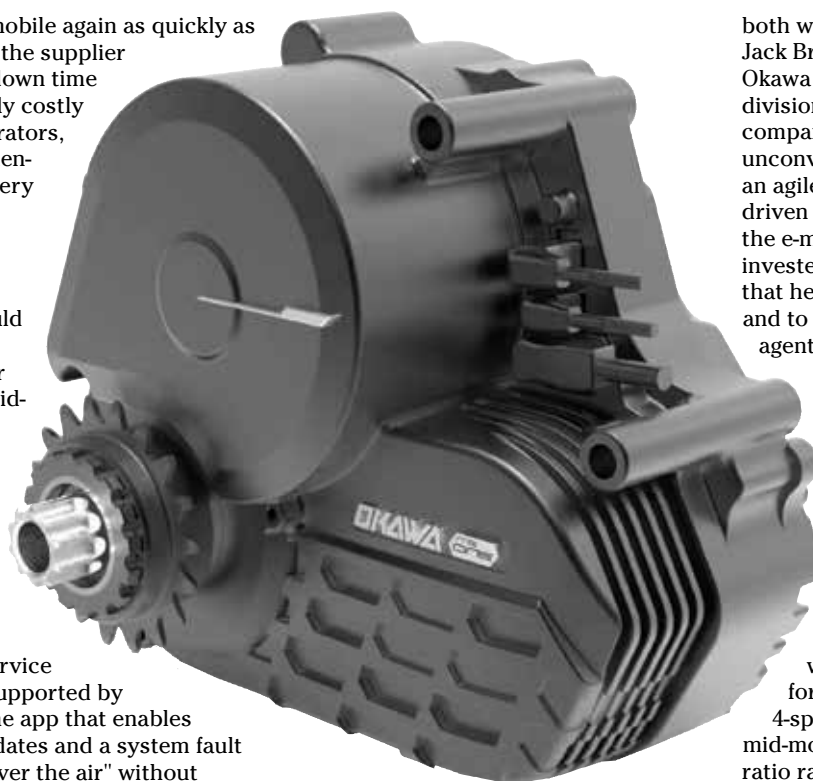
This means that riders won't have to invest in their own battery – instead, they will pay a monthly fee based on their specific usage of the battery, the size and capacity that they require.

In the event of a breakdown or damage, Okawa wants to get e-bike

customers mobile again as quickly as possible. As the supplier points out, down time is particularly costly for fleet operators, last-mile or ten-minute delivery companies.

Another prerequisite is that the service should be particularly easy for service providers, be they in-house mechanics or specialist dealers. The concept is called Advanced Exchange Service Model. It's supported by a smartphone app that enables software updates and a system fault diagnosis "over the air" without additional hardware.

Okawa was set up twelve years ago in Jiangsu, in eastern China. The Yadea Group, its largest shareholder, is said to be a leading player in the



field of e-mobility, with sales of more than 14 million electric two-wheelers last year alone.

"We want to combine the best of

both worlds right from the start," said Jack Brandsen, the general manager of Okawa Motor Technology's European division. "With a large, established company behind us, we can offer an unconventional business model as an agile, innovative and technology-driven company that is unique in the e-mobility industry." Okawa has invested in service infrastructure that helps to keep users on their bike, and to properly support dealers and agents.

Even the most innovative business model cannot do without hardware. Okawa's current portfolio already includes the extremely powerful (90 Nm) A 40 mid-motor, which is suitable for various consumer or commercial applications. A real technology hit is being presented for the first time at Eurobike with the AT 60: the "T" stands for "Transmission" - meaning a 4-speed gearbox integrated into the mid-motor with a practical 240% gear ratio range, ample torque of 100 Nm and optional automatic shifting. The delivery of the first series versions - as a complete system consisting of motor, transmission, battery and optional display - is scheduled for early 2023.



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KT TAIWAN PERFECTS RATCHET DRIVE FREEHUB MANUFACTURING

In 1994 DT Swiss introduced their patented star ratchet freehub, the DT Hügi. With the expiration of DT Swiss's ratchet drive patent in 2019 the design became available for anyone to produce. Other companies have since jumped in to manufacture these ratchet drive freehubs. All have struggled, however, due to the high degree of precision required to cut the teeth on each ratchet ring.



Hubert Chen, KT Taiwan president, shows the ratchet drive freehub

KT Taiwan has independently perfected ratchet drive freehub manufacturing ahead of other companies in Taiwan to come up with their own MIT ratchet system freehub. When asked about the technology, KT Taiwan's President Hubert Chen said the process is highly technical and extremely difficult to get

right. But they've done it and are now looking to ramp up production in the face of strong demand.

The hub is available for Road and MTB in 36 teeth for the standard model and 54 teeth for the high-end version. The ratchet system is built from two discs, two springs, and four sealed bearings with a backward rotation of 10°. Spokes are 14G, 28, 32, or 36; the Axle system is a 12mm thru axle x 142mm or a 12mm thru axle x 148mm and made from AL-7075; the flange PCD is 58mm. Hubs are available in J bend and straight pull.

President Chen has been at the helm of the company founded by his father in 1947 for 20 years. Kunteng Industrial initially produced desk and chair screws and transitioned to drum brake hub manufacturing in 1960. By 1976 KT Taiwan was the leading cold forging manufacturer supplying the front and rear iron hubs to several major assembly plants in the USA before adding coaster brake production capacity and later moving into bicycle hub manufacturing. "We successfully developed a dynamo

hub as early as 2011, and by 2018 had developed a 3-speed hub along with indoor training bike components as well as the star ratchet," said President Chen.

Growth during the pandemic has been unprecedented with an annual revenue increase of 82% in 2021. Orders are up 30% so far in 2022 year-on-year. KT Taiwan now supplies ratchet system hubs to a number of leading bike and wheel brands. Given KT Taiwan's short lead times and competitive pricing President Chen said it's not uncommon for a brand to pay in

advance and have their order shipped by air cargo. "I can see this lasting for the next six years," he said. ■ GR

RATCHET SYSTEM



STRONGLIGHT INVESTS IN FRENCH PRODUCTION FOR SMART BIKE COMPONENTS

Stronglight has doubled its production staff in the last three years, to deal with soaring demand for its double-walled aluminum mudguards and customized chainrings.

Stronglight (9.1/D26) has headed to Eurobike with a widened offering of double-walled mudguards, after the setting-up of an entirely new unit at its manufacturing plant in Saint-Etienne, near Lyon. It has contributed to the expansion of production staff to about 60 employees. Rémi La Marca, manager at Stronglight's engineering department, said that the mudguards fit with demand for more robust and European-made components that are particularly suitable for e-bikes. They complement a range of plastic and thinner aluminum versions. "Due to electric assistance, e-bikes can integrate sturdier mudguards and carriers," said La Marca. "These thicker sets support lights and batteries, and they provide better protection for the cables."

Stronglight has purchased computer numerical control machines that are specific to the production of its mudguards. It's adding more machines on an almost quarterly basis, to make sure it has the latest technology. "About 80% of our products' value is created here," La Marca insists. Stronglight has its own workshops to assemble and

integrate the customised accessories required by bike manufacturers. "The best solution is for us to provide a complete set of mudguards and carriers," La Marca said.

Separately, Stronglight has been working with Effigear on chainrings for Valeo's electric bicycle motor. Presented at Eurobike last year, it combines an electric motor with an adaptive gearbox in a single unit, located in the pedal assembly. Production has started for delivery in September. The motor was created in a partnership between Valeo and Effigear, a specialist in gearboxes. It's based in Maclas, not far from Saint-Etienne.

As La Marca explains, Stronglight and Effigear have come up with two types of chainrings for this motor, one of them a direct mount and the other a spider system. Stronglight is supplying the sprockets for Effigear to assemble the chainsets. La Marca said Stronglight could handle this production in a cost-efficient way, and with all tools required to create highly customized chainrings.

This could turn into a substantial



This Dutch ID bike uses Dopar mudguards from Stronglight.

business, since Valeo announced in February that 14 bike manufacturers have already placed orders for the motor, including the Manufacture Française du Cycle and Cycleurope. It said the order book should lead to the delivery of more than 100,000 units in 2024 to all customers. "I strongly believe in this system, particularly for rental bikes, because it requires little maintenance," said La Marca. "We're buying machines and hiring more staff to deal with the demand." ■ BS



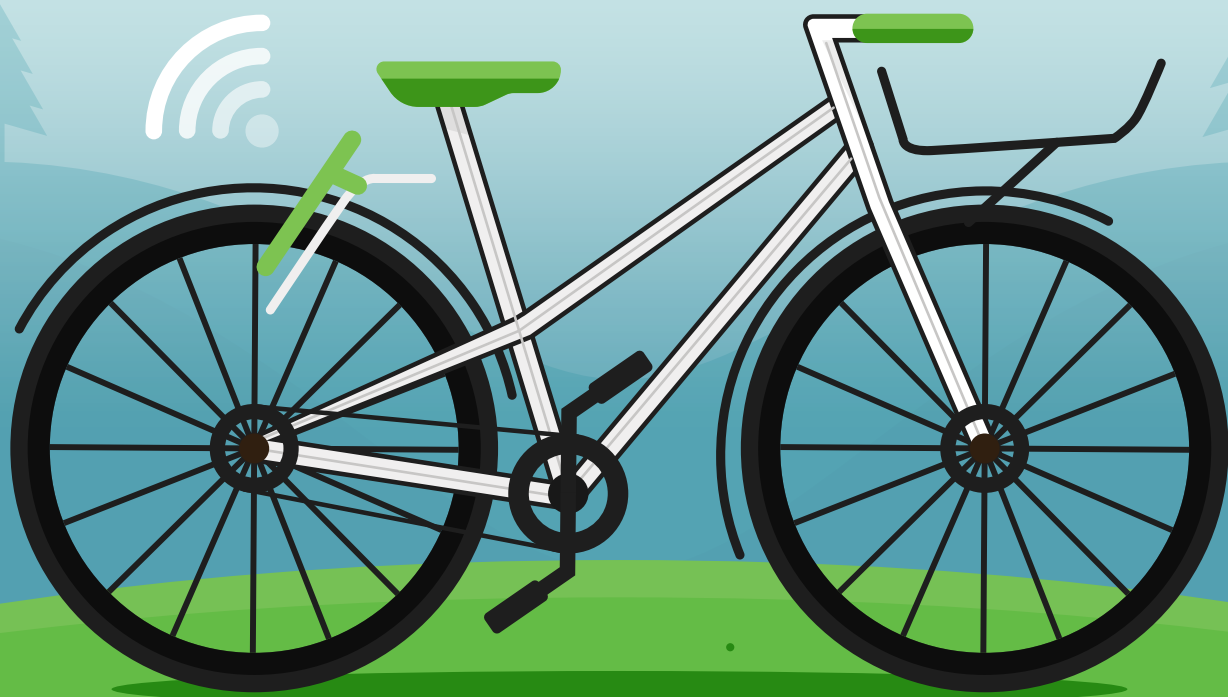


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SHOW DAILY

Credit & Contact Info

Published by

KB Media Ltd.
28 Llewellyn Way
Dublin 16, Ireland
www.showdaily.net

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Printed by:

Kuthal Print & Co. KG
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Supported by

Fairnamic GmbH



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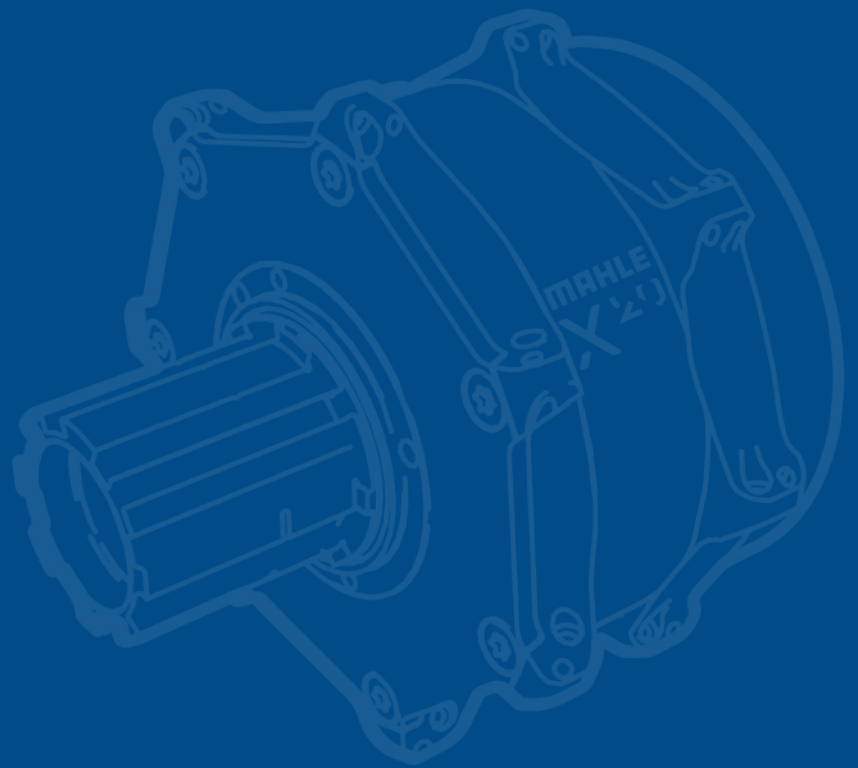
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