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**PREVIEW**

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DEMO AREA: F10.0 [D02]

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# EUROBIKE ROLLS INTO FRANKFURT

## WHAT TO SEE & DO AT THE SHOW:

**FUTURE MOBILITY | INVESTORS LOUNGE | SUSTAINABILITY  
MOBILITY NETWORK NIGHT | MARKET REVIEW | EVENTS TODAY  
EXHIBITOR NEWS | PRODUCT HIGHLIGHTS**

**PRODUCT ROUNDUPS: HEAVY-DUTY CARGO BIKES | HUB DRIVES | WHEELS | PUMPS & TOOLS**



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# WHAT'S ON TODAY: TUESDAY JULY 12

12:45 p.m. - 06:00 p.m.

Portalhaus, Room: Frequenz 1

**BIKE BIZ REVOLUTION - Conference for Visionaries**

On the eve of EUROBIKE, the most important players from all areas of the bicycle industry will meet with distinguished experts. The BIKE BIZ REVOLUTION ventures a look at the changes and challenges of the bicycle industry.

12:50 p.m. - 01:00 p.m.

**Opening and Welcome**

EUROBIKE - BIKE BIZ REVOLUTION  
Moderation: Frank Puscher

01:00 p.m. - 01:30 p.m.

Portalhaus, Room: Frequenz 1 & 2

**The Changing World. What is changing and how are we rethinking the future.**

EUROBIKE - BIKE BIZ REVOLUTION  
Christiane Varga

01:30 p.m. - 02:00 p.m.

Portalhaus, Room: Frequenz 1 & 2

**EUROBIKE - BIKE BIZ REVOLUTION**

EUROBIKE - BIKE BIZ REVOLUTION Ingo Kucz, White Octopus GmbH

02:30 p.m. - 03:00 p.m.

Portalhaus, Room: Frequenz 1 & 2

**The State of Consumer Mobility & Technology - Current developments in the bicycle industry**

EUROBIKE - BIKE BIZ REVOLUTION Elsa Homann, GfK

03:00 p.m. - 03:30 p.m.

Portalhaus, Room: Frequenz 1 & 2

**From Ownership to Use - New business models need new infrastructure**

EUROBIKE - BIKE BIZ REVOLUTION  
Frank Föge, Zuora

03:30 p.m. - 04:00 p.m.

Portalhaus, Room: Frequenz 1 & 2

**Enterprise Instead of Omission - Business as Activism**

EUROBIKE - BIKE BIZ REVOLUTION Jule Bosch, Design for Dasein

04:30 p.m. - 05:00 p.m.

Portalhaus, Room: Frequenz 1 & 2

**Metaverse - The Future of Virtual and Hybrid Events**

EUROBIKE - BIKE BIZ REVOLUTION Colja M. Dams, Vok Dams. Find out more about the Metaverse and why it is the next big thing for virtual and hybrid events.

05:00 p.m. - 05:30 p.m.

Portalhaus, Rooms: Frequenz 1 & 2

**Why NFTs & WEB3 will change the cycling landscape**

EUROBIKE - BIKE BIZ REVOLUTION Tyler Benedict, Bike Club

05:30 p.m. - 06:00 p.m.

Portalhaus, Room: Frequenz 1 & 2

**BIKE BIZ REVOLUTION - Conference for Visionaries: Conclusion**

EUROBIKE - BIKE BIZ REVOLUTION  
Wrap up and conclusion by Frank Puscher



**SCAN HERE FOR A COMPREHENSIVE GUIDE TO EVENTS**

**NÜTZLICHE INFORMATIONEN FÜR BESUCHER**

**Business Center • Multimedia Shop**  
Torhaus, Ebene 3, ☎ +49 (0) 69 75 75-13 09, Di 12.07. -Do 14.07. 8:30 - 18:00  
Fr 15.07.- So 17.07. 9:00 - 16:00

**Zimmer-Reservierungen** Tourismus + Congress GmbH Frankfurt, Kaiserstraße 56, 60329 Frankfurt, ☎ +49 69 21 23 08 08 Fax: +49 69 21 24 05 12 info@infofrankfurt.de www.frankfurt-tourismus.de

**Geldautomaten** Torhaus, Ebene 3 / Eingang City, Ebene 0/ Eingang Torhaus( S-Bahn Terminal) / Eingang

Galleria 9.T/Eingang Portalhaus

**Postservices** Torhaus Service-Center, Ebene 3 , geöffnet von 9.00 bis 17.00 Uhr

**Apotheke** Apotheke im Hauptbahnhof B-Ebene Nord Brocks'sche Apotheke im Skyline Plaza Einkaufsmöglichkeiten Torhaus, Ebene 3 / Eingang City/ Hallen 4.0, 4.1, 5.0 und 9.0 Süd, 10.0, 11.0

**USEFUL INFORMATION FOR VISITORS**

**Business Center • Multimedia Shop**  
Torhaus level 3, ☎ +49 (0) 69 75 75-13 09, opened from 9.00 a.m. till 6p.m.

**Reservations for Hotels** Tourismus + Congress GmbH Frankfurt Tourist

Information, ☎ +49 (0) 69/21 23-08 08, Fax +49 (0) 69/21 24-05 12, E-Mail: info@tcf.frankfurt.de

**Cash Points** Torhaus, level 3 / City Entrance, level 0 / Entrance Torhaus (S-Bahn Terminal) / Entrance Galleria 9.T/ Entrance Portalhaus

**Post Services** Torhaus Service-Centre, level 3, opened from 9.00 a.m. till 5 p.m.

**Pharmacy** Pharmacy at the main railway station, level B North Brocks'sche Pharmacy at Skyline Plaza

**Shopping Facilities** Torhaus, level 3 / Entrance City/ Halls 4.0, 4.1, 5.0 and 9.0 South, 10.0, 11.0

**IM NOTFALL • IN CASE OF EMERGENCY**

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## HALL 8: VEHICLES, SOLUTIONS, AND OPPORTUNITIES

# NEW FRONTIERS: EUROBIKE EMBRACES THE FUTURE OF MOBILITY

What does the future of mobility look like, and which companies will help build it? A trip to Hall 8 at this year's Eurobike should offer some insight. While the bicycle in all its forms remains central to the show, stand-up e-scooters, e-mopeds, and light electric vehicles also provide the possibility of revolutionising transport.

With its new and more urban location in Frankfurt, twinned with the addition of the Eurobike convention, this year's show offers a fantastic opportunity to explore the sector.

"I think this is perhaps the hottest topic for Eurobike 2022," explains Stefan Reisinger, Head of Eurobike. "We've dedicated a huge hall, with the idea not just of showing e-bikes and cargo bikes but really making the next step into light electric vehicles. It's an area we think will be a main focus of innovation in the years to come".

In a segment that's already drawing interest from established vehicle makers and tech-focused start-ups, who will cater to this growing sector remains to be seen. "This is a super interesting question for the bicycle industry because it's not clear who will feed the market," says Reisinger. "Will it be the car industry coming from the top down, or will the bike industry help create this new segment?"

"I think there's a huge potential

for the bike industry because we're already seen as prioritising sustainability. We've also already brought the right products in the cargo and e-bike segments".

Being adjacent to this growing market offers incredible opportunities for the cycling industry. At the same time, it also provides challenges in terms of technology and navigating the evolving legislation governing the design and use of such products. "It's something we considered when developing the show concept," explains Reisinger. With a huge number of discussions about the shape of future mobility taking place during the convention, many of the people shaping policy will also be in attendance. "We hope to create discussion between industry and the various initiatives, associations and other players to shape legislation, or to make sure that as an industry we're in line with legalisation for the sake of our customers".

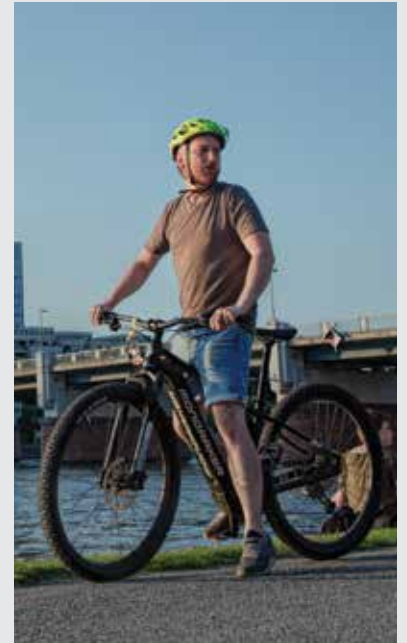
### Try the future today

Thanks to the show's location in Frankfurt, visitors can experience the latest in multi and intermodal transport integration. With the ability to travel between rail links and the show via the city's hire fleet, you'll be using just one of the schemes the new area is designed to promote.

With fleet operation becoming a key area of growth, managers of multiple transport and delivery vehicles will be able to examine the latest infrastructure. Less tangible assets will also be addressed, with a particular focus on digitisation.

Looking to a future where mobility increasingly becomes an on-demand service, the smartphone is likely to play almost as prominent a role in the transport solutions of tomorrow as on-the-ground hardware. As such, the exhibition area offers a dedicated space for digital solutions and new services for carpools and vehicle fleets.

"I'm really happy that all the



German and European institutions and associations are involved in some way," says Reisinger. "They'll be offering awesome panels and meetings on the subject of future mobility. I think this is what really makes Eurobike such a great place to meet and move things forward". ■ JD

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48V 750W



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Controller 36V/48V



Color screen panel



LCD control panel



# EUROBIKE EXTENDS FAR BEYOND THE MESSE FRANKFURT TRANSFORMS INTO EUROBIKE CITY

Frankfurt is turning into Eurobike City this week, as the trade show is accompanied by a slew of activities involving consumers, specialist retailers and other stakeholders from the country's financial hub.



Stefan Reisinger, head of Eurobike

While over 1,500 exhibitors from the international cycling and mobility industry are congregating at the fairgrounds, the city is turning into a hive of cycling activity, with information stands as well as group rides, competitions and interactive events.

The organisers have created a Eurobike City label to promote initiatives at two key venues, the Mainkai and the Osthafen park, from July 13 to 17. But bicycle culture should come to life all around the city, through social rides and guided tours with e-bikes, mountain bikes and cargo bikes, and many other events.

"It's important for the industry to really establish Frankfurt as the new home for the Eurobike show for the future," said Stefan Reisinger, managing director of Fairnamic, the joint venture that organises Eurobike. "It's a strategic focus for this first year, to make sure Eurobike is not only a trade show at the fairgrounds, but there are lots of activities in the city the whole week."

Reisinger added that the program would encourage consumers to take part in Eurobike's festival days at the weekend. "It's one of our main goals for this year's Eurobike, to transform it from a show focusing on the industry and dealers to an event that also focuses much more on end consumers, politics, media, and getting society involved," he said.

Fairnamic made a point of getting multiple stakeholders on board with the Eurobike City program. Some bicycle manufacturers are sponsoring activity areas, others have teamed up

with dealers to set up their own rides.

Another crucial point is that the program is wide-ranging, with events that are relevant for almost anybody – from residents who want to discover other parts of their city, to commuters eager to learn more about the workings of their bikes, committed gravel riders, or youngsters who enjoy watching BMX tricks with a cool beer.

"It's not only targeting the sporty people, it's not only targeting men, it's targeting very different interest groups, that is what makes it very inclusive," said Reisinger.

The full integration of the city into the Eurobike program is apparently supported by Frankfurt and transport organisations. Special bike paths have been laid out between the main train station and all Eurobike locations. The Eurobike Map shows the best routes, and there's safe parking space in large bicycle parking areas.

Under its "Call a Bike" program, DB Connect has prepared for the trade show with a fleet of more than 2,000 rental bikes, for which Eurobike visitors will receive voucher codes. DB Connect is a connected mobility concept from the Deutsche Bahn, the German rail group.

A lively waterfront area, the Mainkai will be closed to traffic for the duration of the fair. Just outside the city center, it's a popular promenade to enjoy views of the river and the Frankfurt cityscape. Bicycle manufacturers and other groups have set up their information stands in the area.

**Presentations and workshops**

will be held on the stages, and short **cycling films** will be shown in an open-air cinema. The area is family-friendly, with obstacle courses and test tracks for children, street food stands and a beer garden.

The **Frankfurt Bicycle Market** will be held nearby on July 16, with plenty of activities to give visitors an impression of cycling culture – covering anything from bicycle repair tips to discussions around sustainability and entertainment. Participants have been encouraged to pitch up and sell bikes they no longer use. The venue will make it easy to organise test rides of second-hand bikes.

The Osthafen park is the place to go over the weekend for BMX shows and workshops. A green area near the river-side, the park is famous in the German BMX scene for its bowl constructions. An airbag has been added for Eurobike Week and flatland activities are planned on the nearby street basketball court. The chilling & grilling events, with a DJ and food trucks, will also turn the Osthafen into a cool spot to relax at the end of the day.

The Eurobike team is promoting the program online, in the Eurobike app, on social media and in the local media.

Along with suggestions from Komoot, the cycling app, participants are invited to take part in guided tours with e-bikes, gravel bikes or cargo bikes.

The routes of the **guided tours** include the Frankfurter Anlagenring, consisting of two concentric one-way streets around the inner city, with the former city walls between them. This

tour allows riders to take in plenty of city sights as well as green areas.

Another tour has been arranged around some of the city's many green spots, such as the Europagarten, the Schrebergärten and the Solmspark. The ride includes information about the parks, the city's story and its buildings.

Yet another tour will take you to the Ostend, an area of Frankfurt that was transformed with the European Central Bank building.

Some of the events are held in the late afternoon, to help fair participants unwind while enjoying the city and surrounding areas. They range from social ride sfor women with road and gravel bikes to a guided Sundowner Ride of about 50 kilometers starting from the fair grounds and heading for Eppstein and Königstein.

Eurobike has also teamed up with The Gravel Club, a community that arranges outings for like-minded riders around Germany. Their **social rides** will be offered after each of the Gravel Talk sessions, ending up at the Mainkai.

**Workshops** are held on a daily basis, for riders who just want to learn more about taking care of their bike, as well as specialist workshops for BMX.

The program for consumers culminates at the weekend with the two **Eurobike Festival Days** on Saturday and Sunday. Along with the exhibition, they offer testing, bike races and cycling events.

More than 1,000 bikes can be thoroughly put through their paces on large test tracks. The **Drop & Roll Show** with Danny MacAskill and the Freeride Mountain Bike (FMB) Slopestyle Gold Event should be spectacular.

The **Bembel Crit**, an all-comers circuit race, will be held on Saturday in seven formats.

There's even a **Cargobike EuroCup** on Sunday, which should be fun to watch. The challenge is to load or unload the cargo on each lap of the short sprint course. **BS**

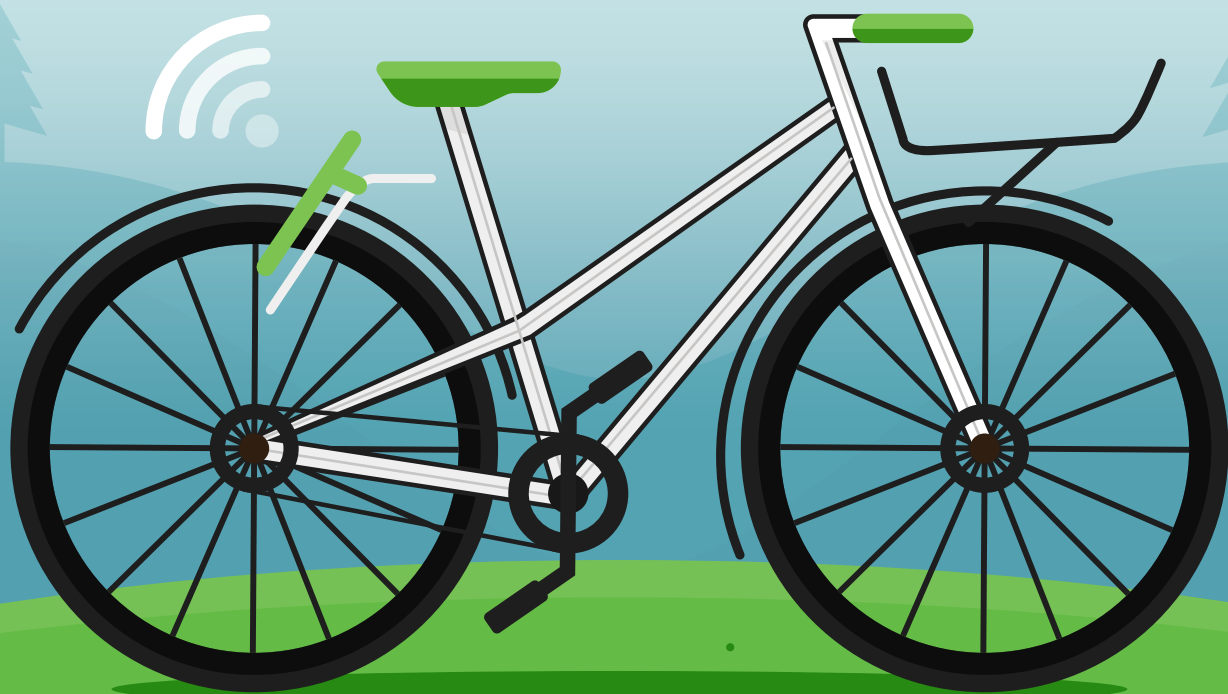


# Bikesharing

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## EUROBIKE CONVENTION

## DISCOVER THE NEWEST AND BRIGHTEST IDEAS AT THE EUROBIKE CONVENTION



**Mobility expert Janette Sadik-Khan**

Alongside the latest products and services, Eurobike offers visitors an opportunity to shape the ideas and trends that will sustain cycling into the future.

With five days of talks, lectures, and workshops across the show this year, the conceptual side of Eurobike will look at designing the future of mobility. At the heart of this is the new Eurobike Convention, a single-day event taking place tomorrow - Wednesday 13th July - in Hall 8.

"We have a huge area for panels and discussions, with a lot of stuff going on over the five days of the show," says Stefan Reisinger, Head of Eurobike.

"Part of our aim is to create an atmosphere where the industry,

initiatives, associations, and other players that can change legislation discuss and bring things forward together".

Opening the entire Eurobike show, the conference day itself will be split into three thematic blocks. The first of these will address 'planning and designing the city of tomorrow'. This will look at how we can affect the transformation of our current infrastructure to create more cycling-friendly cities.

Topic two will be 'mobility at work'. This will examine how corporate entities can encourage more sustainable transport, with an emphasis on cooperation between



**Federal Minister for Digital and Transport, Dr Volker Wissing**

government and municipalities.

Finally, 'interfaces of local mobility' looks at how different modes of local travel can be better linked with each other - both in the digital and physical environment.

With events throughout the day, mobility expert, consultant, and author Janette Sadik-Khan will deliver the first of two keynote speeches. A former New York City Department of Transportation commissioner, she'll address the topic of people-oriented urban planning, the redistribution of space, and how to build cross-stakeholder cooperation to make this happen.

Talking about the need to make

cycling the easiest and most stress-free option for as many journeys as possible, the event's second and final keynote speech will be delivered by Germany's Federal Minister for Digital and Transport, Dr Volker Wissing.

"The convention is one of the conceptual changes we wanted to make when moving the show to Frankfurt", explains Reisinger.

"In the past, Eurobike was mainly a product show, and that's something we will change. This year and in the future, there will be more discussion about mobility and how the bicycle can help change the world for the better. That's what we're trying to achieve with the convention".

A second benefit of expanding the scope of Eurobike to include a broader focus on cycling policy is to attract a wider audience to the show.

"By putting topics like politics and society on the agenda, not only can we generate a bigger positive impact, we also create a wider network of people who might be interested to get in touch with the bicycle industry," says Reisinger.

Sure to be an intriguing opening to five days of bicycle-related activities, the Eurobike Convention should be the first stop for anyone interested in the future of cycling. ■ JD

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## MOBILITY NETWORK NIGHT

# THE B2B EVENT OF THE YEAR - NOT TO BE MISSED!



**Annalena Horsch**



**Patrick Ayad**



**Prof. Dr. Marco te Brömmelstroet**  
(Photo: Christa Romp)



**Christopher Werner**



The first Mobility Network Night presented by Brose on July 14th in Frankfurt, will provide a framework for exploring cross-industry synergies with other relevant urban mobility players. In an informal atmosphere, the organisers want to create space for genuine, personal exchange between decision-makers and opinion-makers. Beyond their own playing field, new contacts are to be made - whether legacy companies or forward-looking start-ups.

The B2B event will take place in the Westhafenpier 1 location — with a skyline view and Rhine river atmosphere. Besides high-end BBQ and music, industry-relevant topics are on the agenda. Guests will receive valuable insights from consulting and industry figures on a top-class panel discussing the topic: “Challenges and opportunities in making supply chains sustainable.”

Over the past two years, countless supply chain disruptions have confronted companies around the world with enormous organizational and economic challenges. These realities collide with regulations such as the Supply Chain Act in Germany or the Transparency Act in Norway, the EU taxonomy, the UN Sustainable Development Goals and a changing consumer mindset. Experts from consulting and industry will discuss why it is advisable for companies to battle their way through the jungle of ESG frameworks, and what the challenges and opportunities of sustainably designed supply chains are.

Joining the panel will be Dr. Patrick Ayad, Global Leader Mobility and Transportation at Hogan Lovells, Annalena Horsch, Managing Partner of e-bike pioneer Coboc, and Christopher Werner, Managing Partner of fp - Frank Partners, a leading provider of

ESG due diligence and M&A advisory services worldwide, amongst others.

Prof. Dr. Marco te Brömmelstroet, considered one of the leading thinkers when it comes to the innovative future of mobility, will present his new book “Movement” and in his keynote speech he will reflect on how the bicycle became a symbol of the counter-movement in the 60s, what it achieved and most importantly: what can we learn today when we think about the role the bicycle will play in the city of the future and on the streets of tomorrow? Marco holds the Chair of Urban Mobility Futures at the University of Amsterdam and is the founding academic director of the Urban Cycling Institute and Lab of Thought. Former Elctra Bicycle Co. CMO EU, Nicola Hemshorn-Bowen will be the presenter.

**Tickets and further information at:**  
<https://mobility-networknight.com/>





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HALL 9.1 (G05)






# RIM

## R001-C35CL RACE DISC

<i>Rim Material</i>	Carbon Fiber , High Toughness resin system
<i>Rim Construction</i>	Clincher , Tubeless ready
<i>Rim Size</i>	700c
<i>Rim Width</i>	Internal 19 mm External 26.6 mm
<i>Rim Depth</i>	35 mm
<i>Rim Weight</i>	480g
<i>Hole Count</i>	24 / 28
<i>Tire Pressure</i>	110 psi



## G001-C42CL E-GRAVEL DISC

<i>Rim Material</i>	Carbon Fiber , High Toughness resin system
<i>Rim Construction</i>	Clincher , Tubeless ready
<i>Rim Size</i>	700c
<i>Rim Width</i>	Internal 24.8 mm / External 33 mm
<i>Rim Depth</i>	42 mm
<i>Rim Weight</i>	470g (24H)
<i>Hole Count</i>	24 / 28
<i>Tire Pressure</i>	60 psi



## G701-C35CL GRAVEL DISC

<i>Rim Material</i>	Carbon Fiber , Nano elastomer resin compound
<i>Rim Construction</i>	Clincher , Tubeless ready
<i>Rim Size</i>	700c
<i>Rim Width</i>	Internal 23 mm / External 30 mm
<i>Rim Depth</i>	35 mm
<i>Rim Weight</i>	425g (28H)
<i>Hole Count</i>	24 / 28
<i>Tire Pressure</i>	75 psi



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## OVERVIEW: HUB DRIVES

# HUB MOTORS LOSE WEIGHT AND GAIN EFFICIENCY

No one needs to be told (again) how many product advances have been stalled by the COVID pandemic. That didn't stop some hub motor manufacturers from pressing onward in their drive to find new solutions to the rising problems of fossil-fueled transportation and increased demands for e-bikes that do more. Lighter weight, easier to adapt to a bike wheel, and nearly as powerful as mid-drive motors, hub motors are often more economical as well - especially when a brand drops the price especially for Eurobike. However, weight and price can be secondary when the singular goals for a hub motor are to be performance-specific and meet demands ahead of their time, like this first one from Pendix.



Swytch is offering 60 percent off its new eBike Conversion Kit to Eurobike attendees.

**Pendix (8.0 / F19)** caused its first sensation in 2015 with the introduction of the Pendix eDrive, a powerful and efficient mid-drive motor for cargo bikes that was quickly adopted by postal services in Austria, Germany, Denmark, and Sweden, as well as some private shipping services. Carrying capacity, however, was limited by traditional drivetrains, and so Pendix took aim at solving that weakness. Early last fall Pendix made waves again with its new Pendix eDrive IN, a completely chainless bicycle drivetrain composed of a crank-based generator in the front, battery, hardware, and rear hub motor(s) that power the bike's forward momentum. Intended as an OEM solution for cargo fleets, the Pendix eDrive IN is a system at its most fundamental level but

*The Pendix eDriveIN has been specially designed as a B2B product for the bicycle and micromobility sector.*

from there, it can be adapted to various wheel and bike types.

Of course not everyone wants electric-assisted pedaling all the time but the mighty heft of most e-bikes doesn't leave the rider much choice. Enter London-based **Swytch (8.0 / A25)**, which smashed its crowdfunding target for its e-bike conversion kit when it first debuted in 2017. The conversion kit contains a motor wheel, power pack, PAS (Pedal Assist Sensors) kit, handlebar bracket, and charger, and can transform any bike into an e-bike. Back then, the nearly three-kilogram power pack was a heavy weight if one wanted to pedal their bike on their own, so Swytch embraced the challenge of dropping the system's weight. The new Swytch eBike Conversion Kit has slashed the battery weight down to a lean 700 grams for the Air version, which is about the size of an android smartphone, and 1.1 kilograms for the Max version. The Air has a range of up to 15 kilometers while the Max can go up to 30 kilometers. The kit has evolved to accommodate wheel sizes 16" to 29" and offer customization options, like motor color (polished silver or matte black), and seven kit colors. Swytch has also seen to it that folding bikes

can become e-bikes with a narrow, 74 mm motor that easily fits on folding bikes and allows them to fold as normal. Swytch has arranged special pricing for Eurobike with the biggest discount the company will most likely ever offer. The new e-bike conversion kit is available to show-goers for 60 percent off the regular price.

While the bike industry has been focused on reducing unnecessary weight in traditional bikes for decades, **Mahle SmartBike Systems (8.0 / F18)** recently presented its X-Series solution, which claims to combine the lightest materials of traditional bikes with the most advanced electric motor on the market to result in the lightest e-bike drive system on the market. The X20 has a total system weight of just 3.2 kilograms and has been designed to be as inconspicuous as possible - in other words, to look like you're pedaling a traditional bike even though it's an e-bike. The system mainly consists of an ultracompact hub drive unit, iX250 (236Wh) or iX350 (350Wh) battery, head unit, torque sensor, and a proprietary software ecosystem. Optional accessories include external displays, e-shifters, range extender, and GPS. Given



*If you didn't know it was there, you probably wouldn't notice the X20 system from Mahle.*

the X20's weight and size relative to its power, Mahle has targeted the system for high-end road, gravel, cross-country, and urban e-bikes.

Two weeks ago **Mivice (8.0 / H17)** opened the doors to its new headquarters in Germany. The bike system brand got started in 2011 through a joint venture with Bosch Ningbo and now supplies both front and rear hub motors designed for pedal assisted urban, road, mountain bikes, fat bikes, or cargo bikes. The practically imperceptible M070 motor has the same dimensions as an inner eight-speed hub. The main body's exterior diameter is 80 mm and can be adapted to either disc or V brakes. The M070 weighs a lean 1.7 kg and can achieve a maximum power of 250 watts. The beefier M080 fits wheel diameters from 20 inches to 700c and reaches a maximum power of 700 watts, which makes it suited for an e-mountain bike or a small cargo e-bike. The M090 raises the power to 1000 watts and boosts the torque to 80N-m, which makes it the workhorse of Mivice's hub motors. Given its strength and weight (the M090 is 4.5 kg), Mivice strongly recommends it for beach, snow (fat bikes), and cargo bikes.



Mivice's 1.7 kg M070 rear hub motor



# L-TWOO

BOOTH

## Hall 9, F39

*mtb series 13 SPEED*



*road series 12 SPEED*



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**KSS**



**MADE FOR GRAVEL,  
MADE FOR FUN**

**RAGEiS**

kssuspension.com



**Hyena E-Road system**

As a full-service development partner and R&D company, **Hyena Inc. (8.0 / I16)** provides all drive system parts, an app for consumers and service software for brands looking to get into the lucrative e-bike market. OE customers get to choose from different packages for city, trekking or road bikes. All systems are based on hub motors that deliver 250 Watt power and 40 Nm of torque and fit standard cassettes. As for the batteries, Hyena has units that fit under the carrier, semi-integrated designs or particularly

slim in-tube batteries with a lower capacity. You also get to select from handlebar-mounted displays with all control buttons, low-profile handlebar units with some LED lights and a minimalist control unit that fits into the top tube for the road bike package. The latter also comes with dual sensors for a natural feel when pedaling. So far Hyena Inc. only offers bottom brackets with square taper axles, but they are working on a splined axle for the road package as well to up their game. **WB**

**LUCHIA ELECTRICITY  
IN MOTION SL  
ARTURO CITY  
EBIKE**

This city model is features a 350W high speed brushless motor, suspension fork, LCD Display, 6 Speed Shimano derailleur, 36V/10Ah lithium ion battery, 36V 2A charger, and front and rear LED light. Arturo is also extra safe thanks to its combined braking system and disc brakes on both wheels.

Hall 8/A01



**INNOVA TIRE  
E-GRAVEL BIKE TIRE**

Innova's El Camino II 700x38C features a smooth tread center to roll very quickly on paved roads. The diamond-shaped intermediate transition tread makes sure this tire won't be stopped by any rough roads and long detours. It allows for strong confidence in any road conditions, providing a smooth riding experience, and maintaining good handling on unpredictable terrain with the square pattern of the tread shoulder. With the best puncture protection.

Hall 9.1 / D04



**MIRANDA  
HANDLEBAR  
STEMS**

Miranda handlebar stems have been used by world champions and are available in various sizes such as 35mm, 45mm and 50mm, with other specifications by request. Specially designed to be used on e-bikes, these allow 12Nm of torque for maximum stiffness and safety. **Hall 9.0/B15**







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## OVERVIEW: WHEELS

# TUBELESS AND DISCS DOMINATE AS NEW WHEEL RANGES COVER ALL BASES

With gravel wheels now filling in the gap between road bikes and mountain bikes, and many ranges crossing between one genre and another, the wheel market has a greater coverage of the gamut of cycling than ever before



**manufacturing improvements and ultra-modern carbon make the Mark 3 SL wheels 320g lighter than their predecessors**

**XeNTiS [11.1/B22]** has been making monocoque wheels for many years, and the Mark 3 SL disc brake wheelset “sets new standards in monocoque lightweight construction”, according to the company. Taking the existing Mark 3 wheelset as the baseline, the XeNTiS engineers have been working hard to reduce the overall weight of the wheelset. The result is that this SL wheelset is 320g lighter, at just 1,420g per set, an 18% weight saving. The savings have been achieved with the use of an updated mix of ultra-modern carbon fibers and tweaks to the manufacturing process. The wheels are hand made in Austria with Ceramicspeed bearings and retail for €3,999 per set. They are available in rim brake or disc brake builds.

The Prime series of high-end tubeless-ready wheelsets from **Token [9.0/B04]** are available in three rim depths for different disciplines and riding conditions. The shallowest wheel, the VENTOUS DISC (\$1,399), uses a 36mm rim depth for all-round performance, with a 1,455g overall weight. The name is derived from Mont Ventoux, made famous by the Tour de France. The Konax wheels are inspired by the IRONMAX-Hawaii KONA triathlon World Championships. Two rim depths are available: the KONAX PRO (\$1,499) with a rim depth of 52mm, and the KONAX TRI (\$1,599) that has a rim depth of 76mm.



**Fulcrum's Speed 25 wheelset tips the scales at under 1,300g**

The rim height and the shape of the KONAX is the result of analysis using state of the art aerodynamic analysis software-CFD (Computational Fluid Dynamics). While the middle depth is an all-round wheelset the deepest wheel is designed specifically for triathlon. “The design has been adapted to ensure that the wheels have optimum aerodynamic efficiency”, says Token. “The lateral rigidity is the strongest of the three wheelsets, and the mass is proportional to the inertia, resulting in high-speed cruising performance that is simply outstanding.” All of the rims use an ultra-wide rim design with an outer width of 27.4mm and an inner width of 20mm.



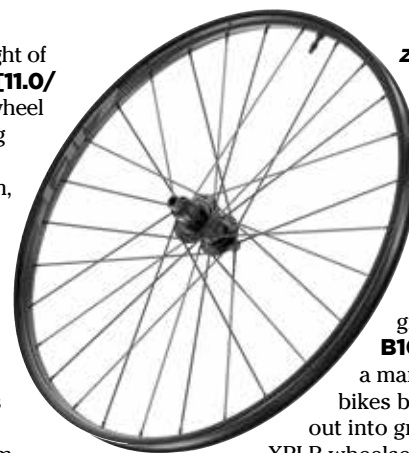
**Deda Elementi's RS4DB wheels use a 2-ratchet freehub system**

With an all-in weight of 1,295g the **Fulcrum [11.0/DO7] Speed 25** is a wheel designed for climbing performance. “The profile”, says Fulcrum, “optimises the sweet spot between lightness and aerodynamics for climbing and descending fun” The wheels are produced using a DIMF process that gives a smart matt finish direct from the mould, and the MoMag™ design allows for traditional nipples for easy spoke tensioning, but without any holes in the rim which makes tubeless setup much easier without the need to fit rim tape. The 26mm rim is mated with hubs running USB™ ceramic bearings which exhibit 50% less rolling resistance than standard bearings.

The wheels retail for €2,190 with a choice of HG11, XDR or N3W freehubs.

**Deda Elementi [12.1/B03]** will be showcasing its RS4DB road disc wheelset, which the company says “defines a new standard for performance and lightness of a tubeless disc brake wheelset”. The full carbon rim is 38mm deep and 26mm wide, with a 19mm internal width. The process that Deda uses to mould the rims allows it to reinforce the nipple holes and reduce the thickness between holes in

order to save weight and reduce the inertia of the wheel. The RS hubs have been completely redesigned too, replacing the SL generation of hubs and saving 80g per pair; the wheelset weighs in at 1,340g. In the rear hub there's a 2-ratchet freehub system: a smaller ratchet is located in the freehub body with a larger ratchet inside the hub flange for a better power transmission. Internal, self-locking nipples improve aerodynamics and help to keep the wheels running true. The wheels retail at €1,950 (ex VAT) and freehubs



**Zipp's 101 XPLR gravel wheelset borrows Zipp's Moto single-wall rim technology from MTB**

are available for Shimano, Campagnolo and Sram cassettes.

Moving over to gravel, **Zipp [12.0/B10]** has long been a market leader in road bikes but has branched out into gravel with the 101 XPLR wheelset, the company's first custom-built wheelset for gravel. The 101 XPLR borrows Zipp's Moto single-wall rim Technology. The rim can locally flex to stay parallel to the ground during cornering, which increases traction much like a human ankle and guards against pinch flats. The single-wall rim construction also provides excellent vibration damping. The wheels are built with Zipp's ZR1 hubset which has beefed-up seals for improved reliability in mixed conditions, as well as quicker freehub response with 66 points of engagement. Zipp 101 XPLR wheels are available in 700c (1,665g) or 650b (1,590g) with a 27mm wide internal profile.

New to the Novatec **[9.1/C07]** line up is the G24 700c gravel wheelset (\$899). “We're confident this will become a favorite of the back-road explorer”, says Novatec of the new wheelset. The G24 is built with a full carbon hookless rim with a height of 28mm and comes in at a slim 415g keeping rotational weight low; the total weight of the wheelset is 1,575g per pair. With an inner rim width of 24mm, The G24 wheels can take gravel tyres up to 50c and the rim depth is an ideal balance between rigidity and compliance, with excellent performance in durability and impact resistance. They're hand built with stainless aero spokes & DSN nipples, and have a maximum system weight (bike + rider + luggage) of 110kg.

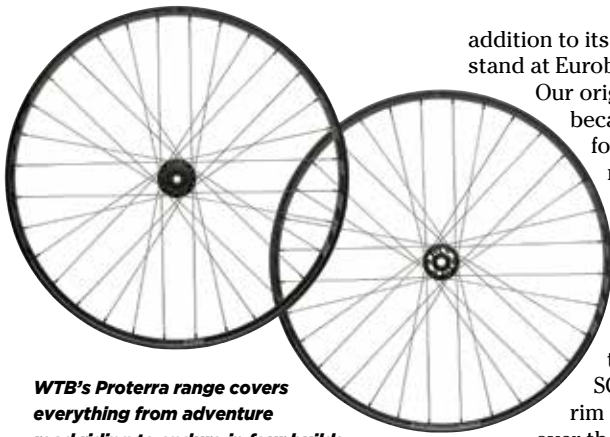
The Proterra wheels from **WTB [12.0/C15]** cover everything from adventure road riding to enduro in four different builds with internal rim widths from 23mm up to 30mm. The most heavy-duty build is the Proterra Tough i30 (Front

**Novatec's G24 gravel wheel is designed to take up to a 50mm tyre**



**Token's prime wheel range has had a rebranding**





**WTB's Proterra range covers everything from adventure road riding to enduro in four builds**

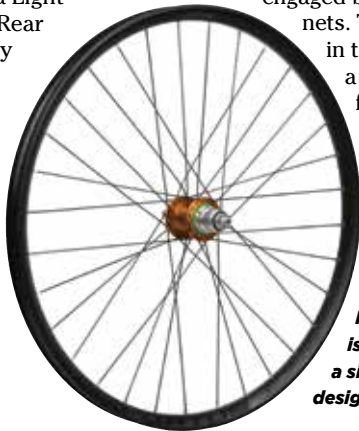
€295.90/Rear €355.50), which uses a rim with WTB's Dual I-Beam support that braces the rim internally for extra strength. All the wheels can also be fitted with Solid Strip, which is installed under the tubeless tape to prevent the tape from sagging at the spoke holes which results in a smooth, consistent interface between the tyre and rim making fitting of tubeless tyres much easier. The lighter Proterra Light i23 wheels (Front €295.90/Rear €355.50) use an open-cavity rim for lighter weight and the 23mm internal width provides the optimal tyre profile for adventure road and gravel tyres ranging from 30-42mm. All the Proterra wheelsets use Top-tier EZO bearings, and a swift 6-pawl freehub with 5 degrees of engagement.

**Hope [9.0/A05]** will have the most recent

addition to its MTB range on the stand at Eurobike, the Fortus 30 SC. "Our original Fortus 30 quickly became the rim of choice for downhill and e-bike riders because of its robust, reinforced three chamber structure", says Hope. The 30mm width quickly became popular for more trail-oriented MTBs too, and the Fortus 30 SC uses a single chamber rim design that saves 100g over the original Fortus 30 rim.

"Although not as robust as the Fortus 30 rim, it is still more than capable of tackling rough singletrack on a trail bike", it says of the new wheelset. The Fortus 30 SC will retail for €210/€340 for front and rear wheels.

**Stan's NoTubes [12.1/D07]** has some interesting tech inside its M-Pulse hubs, as used in the Flow MK4 wheelset (\$965 / €1055). Instead of a pawl and spring design the freehub uses pawls engaged by Neodymium magnets.



**Hope's Fortus 30 SC is a lighter build with a single chamber rim, designed for trail use**

The magnets work in the opposite way to a spring, in that the force applied by the magnet to the pawl is strongest when engaged, and weakest when coasting. That results in lower



**Stan's NoTubes Flow Mk4 wheelset uses M-Pulse hubs with magnetic freehub engagement**

coasting resistance, but the pawls lock into place more reliably, with an engagement angle of just 1.66° for fast pickup. The Flow MK4 wheelset uses an asymmetrically-drilled 6069 alloy rim that builds up into a very durable wheel, with the enduro bearings in the hub promising a long service life. The low-profile 30mm internal width optimizes tyre shape, traction, and control for 2.3-2.6" tires. The Stan's NoTubes Connection program includes a 5-year hub warranty, a 3-year rim warranty, crash replacement for a year, and a \$10 donation to trail maintenance or advocacy group of your choice.

If you're looking for something for heavier loads then **Seido [11.0/B07]** is presenting the Magnon wheelset, a heavy-duty touring build that can take a total system weight up to 150kg. "it's a reliable choice for a world-exploring touring bike as it can easily cope with the added luggage and rough terrain", says Seido. "With the added strength it also means less road-side repairs due to spoke breakage or rim failure". The rims are 6061-T6 alloy with a sleeved joint, and they're an asymmetric design to better balance

the load. They're tubeless-ready and come pre-installed with tubeless tape and valves. A 25mm internal width will allow for some bigger touring tyres to easily be fitted. The wheels use 32 Pillar PTB380 spokes and they're



**Seido's Magnon wheels can take a load of up to 150kg**

disc only. Builds are available in 650b (1965g) and 700c (2059g) with a selection of freehub bodies available.

Finally, if you're happy with your wheels but looking for a way to keep them secure it's worth heading over to the **Pinhead [9.1/G07]** booth to see its range of lockable options for wheels, as well as seatposts, saddles and headsets. One unique multi-combination key unlocks any of the components on your bike. New to the range is a through-axle lock than can be customised online for different wheel types. **DA**



**Pinhead's locking systems can secure any type of wheelset**

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EUROBIKE BOOTH # 12.1 / A18

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## B365

WEIGHT 516g  
BODY Aluminum  
SPINDLE Cr-Mo  
BEARING DU / Sealed  
CLEAT 98A  
SIZE 109 x 110 x 21 mm

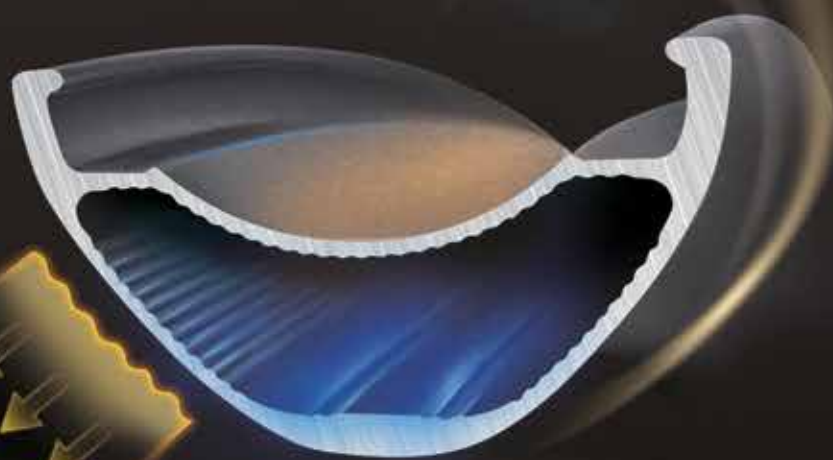


## B366

WEIGHT 604g  
BODY Aluminum  
SPINDLE Cr-Mo  
BEARING DU / Sealed  
CLEAT 98A  
SIZE 109 x 110 x 21 mm



*A new design idea rolls out for **lightweight** aluminum rims.*



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**OVERVIEW: PUMPS AND TOOLS**

**NEW TOOL DESIGNS MATCH THE LATEST TECHNOLOGIES, WHILE ESSENTIALS GET UPGRADES**

Fresh technology needs fresh tools. As home mechanics become more familiar with systems once thought too complex to tackle, the demand for specialist implements continues to grow. Whether it's setting up or repairing tubeless tyres or servicing hydraulic disc brakes, ever more tasks are becoming natural to the average cyclist.

*Park Tool's BBT-RS promises to be the ideal tool for one of the trickiest of workshop jobs*



On the road or trail, cyclists are also demanding that their carry-along tools offer improved functionality and ergonomics. The same goes for that most crucial of devices, the bicycle pump. We've rounded up some of the best from this year's show to see who's keeping pace with demand.

No name is as synonymous with bicycle tools as **Park Tool [11.1/ B04]**. This year the famously blue brand adds new tools for both workshop and carry-along use. First is the latest TS-2.3 professional wheel truing stand. A fixture in many workshops, this most recent iteration is now taller to accommodate bigger wheels, hubs, and tyres. Keeping up with the latest standards, it also accom-

*Park's classic wheel truing stand reimagined to accommodate the most up-to-date of hub standards and widest of tyres*

modates thru-axes via removable adaptors making it compatible with all hub types. One thing remains the same; it's still assembled and calibrated in St. Paul, Minnesota. A somewhat more specialist tool is the BBT-RS bottom bracket tool retaining



*This modern multitool can fix your bike and plug your tubeless tyres*





**Weldtite offers an entire board of quality tools ready to be installed either at home or in a professional workshop**



**WorldTour tested tool kits in easy-to-transport cases from Unior**



**Locking into a T or an L shape, the Groove Pro tool from Ryder Innovation offers leverage and length beyond that of most multitools**

system. Potentially a saviour for one of the most challenging workshop jobs, it's designed to help remove tight or seized bottom brackets with shallow tool engagement and works in conjunction with the current line of Park Tool bottom bracket tools. More universally useful is the RTP-1 rescue tool pod. Mounting to your bike's frame, this multi-tool and tyre plug combo means you'll be able to fix minor damage to your tubeless tyres at the roadside while also accomplishing the everyday tasks you'd expect of a multi-tool.

Owning your own tool wall is the dream of many home mechanics. Making it a reality, **Weldtite's [9.1/C12]** new Cyclo brand Shadow Board arrives with an up-to-date selection of tools that's perfect for working on a range of modern standards. Also very current is the inclusion of a 2-24Nm torque wrench with a selection of the most commonly requested bits. Meaning there's no excuse for ham-fisted overtightening of delicate components; it promises to close the gap between home and professional workshops. Also including wire and cable cutters, a sizable pedal spanner and a range of files and screwdrivers, the finishing touches to many everyday tasks are equally well catered to.

Another company offering a wide range of kits is **Unior [9.1/E01]**. Sponsoring many teams, including the mighty Jumbo-Visma and Ineos, its products are designed in conjunction with some of the best mechanics on the WorldTour circuit. New for the show are two key workshop selections, the Master and Home tool kits. Both arrive in easy to transport

hard cases, within which are housed a readily accessible selection of quality tools. Designed for the hardest working mechanics, the Master kit features 94 items, enough to set up a workshop wherever in the world you find yourself. Safe and secure in a dust and waterproof casing, each tool is logically located, ensuring every instrument remains close to hand. Offering a more tailored selection of tools and a smaller pack size is the Home tool kit. Retaining the same robust case and secure foam trays, it provides identical professional-level quality in a size more suited to enthusiasts or those with limited space or budget.

Ergonomics is often the stumbling block for many compact carry-along tools. **Omnic's [9.1/F25]** Ryder Innovation Groove Tool seeks to solve this problem with a unique design that doesn't require folding. Instead, the tool's body functions as a driver that can be locked in either a T or L-type position. Housed inside are five



**German firm SKS has at least five new floor pumps from which to choose from**

dual-sided nickel-plated bits. Magnetised for secure fitting, these cover 2-6mm Allen keys, Phillips and flat head screwdrivers, and T10 and T15 Torx drivers. Snapping into place, once inserted into the end of the tool, its user will benefit from greater leverage and improved dexterity, making it ideal for working on hard-to-reach areas.

In their famous orange livery, **SKS [12.1/A27]** pumps are instantly recognisable. At this year's show, the brand will be exhibiting five new upright options, each of which comes with the firm's MV Easy multi-valve head. Further recommending them is that each can be rebuilt, with spare parts readily available. Covering the entry-level, the firm's Airkompressor Compact 10 pump is made of robust plastic and focuses on ergonomics. A level up, the Airkompressor 10.0 is equipped with a precision pressure gauge for optimum readability plus an extra-long hose, making it even more comfortable and gentle on your valves. The Air-X-Plorer 10.0's sturdy metal construction is stable and allows for pressures of up to 10 bar, which is high. But not as high as the Airmotion 12.0, which can hit a solid 12 bar. Finally, the Air-X-Plorer Digi 10.0 guarantees measuring accuracy thanks to its digital gauge. In a further string to the brand's bow, SKS also produces various tools. These include the Tom 18, a compact and lightweight multi-tool with 18 functions. Featuring an integrated compartment for a chain pin, it should cover most riders against all common mechanicals.

**Lezyne [12.0/C16]** offers a vast range of products, including both tools and pumps. Premiering at this year's show, its Pocket Drive Pro HV is a compact, lightweight hand pump for high volume tyres. Featuring a full CNC machined aluminium construction, its clever overlapping handle design offers maximum volume in a compact size. Attaching to both Presta and

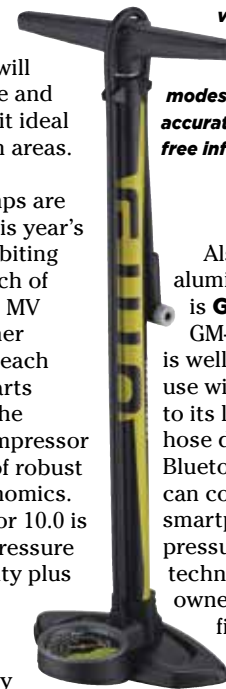
**Maximum volume, minimum size. Lezyne's Pocket Drive promises performance to match its stunning looks**

**Torque takes to the trail thanks to Lezyne's compact and adjustable pocket-sized driver**

Schrader valves via a flexible hose with an integrated valve core tool, its striking metallic finish means it's both practical and covetable. Almost equally attractive is Lezyne's Pocket Torque Drive. This torsion ratchet tool is again constructed from durable, lightweight machined aluminium. Coming apart for easy storage in the included case, it arrives equipped with six hardened steel bits, including 2.5, 3, 4, 5mm hex bits and T20, T25 Torx bits. Adjustable between 2 – 6Nm in 0.5Nm increments, it's perfect for making precise adjustments at home or on the road.

**Giyo's Dual high-volume and high-pressure modes make for accurate and sweat-free inflation**

**Giyo's compact pumps cram in features like digital connectivity and dual pressure pumping**



Also making elegant aluminium hand pumps is **Giyo [9.1/A29]**. Its GM-56BT E-Bike mini pump is well-suited for convenient use with electric bikes thanks to its large barrel and flexible hose design. Also featuring a Bluetooth digital gauge that can connect to the iGauge smartphone app to display exact pressure, it's likely to be a hit with technology-savvy electric bike owners. Also very clever is the firm's GM-24VP's Air-Turbo mini pump. Quickly reaching a huge 300psi, it does this by combining dual high-volume and high-pressure modes. It's a trick also managed by the brand's GF-2232 High-Pressure/High-Volume floor pump.

Finally, and nicely bridging the categories of tools and pumps, is **Airace's [www.airace-cycling.com]** Handy tyre lever and CO2 inflator. This great-looking tool combines everything you need to remove and inflate an inner tube, except of course, for a CO2 canister. Made from robust aluminium, the back of the lever features a plastic protector to defend the rim against damage. By comparison, the firm's Infinity DT floor pump looks a little more traditional but is actually just as innovative. Combining a standard pumping function with an accumulator tank for seating tubeless tyres, switching modes is as easy as flipping a lever on the pump head. Regardless of which way you use it, you'll benefit from a colourful digital gauge and a neat one-piece design.

**JD**  
**Twin tanks make for easy inflation and seating via a single unit**

**The Airace Handy combines inflator and levers into a single tool**





## EUROBIKE INVESTORS LOUNGE

# THE PERFECT VENUE TO FIND INVESTMENT AND COOPERATION OPPORTUNITIES

From private equity firms to car makers, the bicycle business has drawn unprecedented investment in the last year, driven by an appetising mix of favourable factors.

As analysts explain, the industry is at the intersection of several “mega-trends” that suggest potential for long-term expansion, and the structure of the industry provides leeway for improved profit margins in the years ahead.

This has encouraged Eurobike to organise an investors’ lounge in partnership with Ralf Kindermann. The former chief executive of Internetstores, Kindermann is an investor and board member at several companies, and the supervisory board chairman of Bike24. Backed by The Riverside Company, this German online bike retailer was launched on the Frankfurt stock exchange last June.

“When I found out that Eurobike was moving to Frankfurt, the German financial capital, I thought that it would make a lot of sense to organise a program for investors who are interested in the bike industry, to give them more insights into market development and dynamics,” Kindermann said. He has reached out to more than 800 potential investors, from venture capital firms to family offices.

The Eurobike Investors’ Lounge enables participants to meet up near the New Mobility Hall 8. They will hear presentations about the bike industry and get a tour of the trade fair, taking in the latest trends. Snacks and drinks are on the menu as well.

Among the presenters are Burkhard Stork, who heads up the Zweirad-Industrie-Verband (ZIV), the German bike industry association, and Gunnar Fehlau, a German author and influencer specialised in cycling.

Deloitte has conducted consumer research that will be presented to participants of the investor program, along with trends in mergers in acquisitions.

Christian Rump, manager at Deloitte’s Sports Business Group, said the report published in June shows e-bikes remain by far the most popular e-mobility solution among German consumers. About 18% of the 1,000 respondents said they use e-bikes, compared with 7% each for e-scooters and e-cars.

“The target group for e-bikes has continually grown, because e-bikes have become lighter and they are spreading to mountain biking,” said Rump. “They have moved from a convenience product, to avoid sweating on your way to work, to a lifestyle product.”

The growth prospects for the e-bike market have driven a spurt in transactions in the entire bike market. While Deloitte counted 17 mergers, acqui-



sitions and fundraises involving European companies in 2020, the number shot up to 52 last year. The tally so far this year suggests that the level should be similar for 2022, Rump said.

The trend has seen investment from financial investors such as KKR, the firm that led a consortium to take over the Accell Group earlier this year, with a bid valuing the Dutch supplier at \$1.56 billion. Van Moof managed to secure \$128 million last September, in a fundraising led by Hillhouse Investment. The particular potential of the U.S. market probably helped Rad Power bikes to secure \$154 million from existing investors last October.

Other protagonists in the ecosystem have benefitted from the influx of cash, from e-bike component makers to specialists in accessories such as Selle Royal. Wise Equity bought a stake of 33% in the Italian group in May 2021, and Selle Royal said earlier this year that it’s aiming for a listing on the Milan stock exchange.

Bicycle retailers are in the picture as well, such as Bike24 and Sigma Sports United. The company behind online specialists such as Probikeshop and Fahrrad.de finalised the acquisition of Wiggle and obtained a listing on the New York stock exchange through a special purpose acquisition company.

With its acquisition of Dorel Sports, the entity behind Cannondale and other brands, the Pon Group from the Netherlands is among the car companies that are pumping up investment in the bike market – creating synergies in the mobility market.

Porsche has moved in the same direction by snapping up a majority stake in Greyp, the Croatian brand, and by taking over Fazua. After its acquisition of a 20% stake in the maker of light e-bike drive systems earlier this year, Porsche decided to exercise its option to buy the entire company in June. Separately, it’s forming two joint ventures with Ponooc, the Pon group’s



The investor lounge at Eurobike

investment fund, relating to e-bike distribution and technology.

“With these steps, Porsche is driving forward its e-mobility strategy in a holistic manner,” the group said in a statement.

Other transactions in the last years were in part intended to create synergies with enlarged combinations of bicycle brands. That could be said for Pon as well as Pierer Mobility, which agreed to buy Felt Bicycles from the Rossignol Group.

Kersten Heineke, co-leader of McKinsey’s Center for Future Mobility in Frankfurt, has seen a shift in investment in the last two years to e-scooters. He predicts that more money will flow into alternative forms of mobility, such as e-cargo bikes, and probably a new category consisting of microcars, or bikes with some form of protective casing.

The financial market has seen interest in sharing and subscription platforms as well, with large-scale takeovers and fundraises around companies such as Nextbike, Lime and Jump. But Heineke reckons that bicycle ownership will drive the market and push up sales of higher-end bikes.

“For most bikes, the ticket isn’t so high compared with other mobility options,” said Heineke. “If cars are driven out of city centers, the car will be

less relevant, and consumers will have a substantial mobility budget to spend on a bike.”

In its most disruptive scenario, McKinsey predicts that the market for e-bikes will increase from 30 to 35 million units sold in 2021 to about 270 to 300 million units across North America, Greater China and Europe.

Low interest rates and the abundance of cash in the market have contributed to the size of the investments and valuations, which may be adjusted in the years ahead. But underlying trends speak in favour of continued appetite for bike businesses, from government support to the demand for healthier lifestyles and investments integrating environmental, social and governance (ESG) criteria.

“We’re already seeing investment advisors declining assignments from companies without ESG strategies,” said Heineke. “Companies that aren’t making an effort on sustainability in the next five years will find it hard to draw investment.”

The bicycle industry is at an advantage in this context, because its products could be regarded as intrinsically green. But Heineke warns that this doesn’t exempt them from investments in clean manufacturing and reduction of carbon emissions. ■ BS



# BESUCHE DAS HOUSE OF BRANDS AUF DER EUROBIKE



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## OVERVIEW: HEAVY-DUTY CARGO BIKES FOR PROFESSIONAL USE

# BIG ON CAPACITY, NOT ON CARBON FOOTPRINT

As many large cities restrict motorized traffic, heavy cargo bikes and trikes have become an obvious alternative for transporting goods. With high payloads and sturdy construction, large cargo models are already in use in many cities across Europe, and as well as suitable models there are new drive systems built specifically for cargo trikes on show at Eurobike.



*In cities a large cargo bike like XCYC's Pickup Work 4.0 is often a better choice than a delivery van.*

During the Covid pandemic, online shopping saw massive growth – and with that came a host of delivery vans that clogged up residential streets by double parking. This and the tendency of large cities to restrict the access to city centers has made many logistics professional rethink their usual ways of doing business. Blending flexibility and efficiency, large cargo trikes need less space on the road while handling impressive payloads and have shown to be faster on short to medium distances than traditional delivery vans. With global logistics players such as DHL, UPS and Schenker getting into large cargo trikes for deliveries, it's not a matter of ideology or being green anymore. It has become a matter of getting the best return on investment and getting the job done most efficiently.

By combining bicycle technology with parts sourced from automotive and motorcycle suppliers, **Urban Arrow (8.0 / C55)** created the Tender series of XL sized cargo tricycles. These are already in use to deliver groceries to online customers in various Dutch cities. So far the Tender has been available in three versions, with the main difference being the length of the cargo bay and the corresponding volume for cargos



*Urban Arrow's Tender is half bicycle, half car with a splash of motorcycle technology.*

of all kinds. For 2023, Urban Arrow rolls out a fourth model with the Tender 800 – the shortest heavy-duty cargo tricycle of the brand thus far. Like its larger siblings, it rolls on two lightweight wheels for electric cars up front and mixes motorcycle brakes up front with Magura disc brakes for e-bikes in the back. Thanks to the combination of Bosch's Performance CX Cargoline mid-motor and Rohloff's Speedhub E-14 with its massive range, Urban Arrow's Tender is easier to handle than its dimensions would make you think.

While Vienna-based start-up **Gleam Technologies (8.0 / A13)** also offers a wooden module to safely transport children, its Escape cargo trike is

ready to take on massive payloads and europallets. What truly sets the Escape apart from other large cargo trikes is the way it feels and handles much like a normal bicycle. Since bike messengers were involved in the development of the Escape from the very start, the position on the bike is surprisingly efficient. The rear part of the frame comes with a smart tilting mechanism that is key to how the Escape handles and to its small turning radius. The power of the mid-motor supplied by Oli eBike Systems is transferred to the rear wheels by a set of belt drives, and thanks to the Flex system built into its cargo bay various structures can be fitted to secure cargo of all kinds.

With its radically designed cargo



*Gleam's cargo bike handles a lot like a conventional bicycle.*



*The Pick Up model of French manufacturer Trips has a tilting cargo bay.*

tricycles, Finnish manufacturer **Ouca Bikes (at Revonte, 8.0 / J36)** puts a clear emphasis on sturdy reliability, foregoing lightweight parts made for conventional bicycles. Therefore these trikes roll on motorcycle-style wheels made of cast alloy, decked with wide all-season tyres. The wheels and the custom alloy body with its large cargo compartment up front are ready to carry a payload of up to 255 kilograms – 180 kilograms in the box and 75 kilograms on the optional rear rack. Thanks to Revonte's powerful mid-motor with its integrated automatic transmission, it's easy to get this large cargo trike up to speed. Motorcycle-grade disc brakes help to keep that speed in check and the handling has been optimized for stability. Ouca Bike's trikes are available in three versions, tailored for the transport of cargo or up to eight toddlers and children.

Designed and produced in France and relying on Bafang's drive systems, the cargo trikes of **Trips (8.0 / B64)** are built around a reinforced steel chassis to carry a payload of up to 350 kilograms. For 2023 the dimensions have been adapted to existing rules in the EU and Switzerland, limiting the width at 1 meter. The volume of the cargo box has been increased from 1.4 to 2 cubic meters as well, with doors in the back and on the sides allowing for easy access to the cargo. Aiming at communal services and maintenance workers, the Pick-Up version is a different animal, with its open alloy cargo bay that can be tilted with the assistance of a hydraulic jack. Whether it's collecting trash or getting building materials to a construction site, the Pick-Up is a clever solution that also works in densely built-up urban areas with narrow alleys.

The Pickup Work 4.0 model from **XCYC (8.0 / A11)** is a versatile cargo trike built around a sturdy aluminum frame with two stable 12-inch wheels in the back, a 26-inch wheel and a double-crown fork for mountain bikes up front. For soft surfaces, you can also get 10-inch wheels with extra-wide quad tires in the rear. For electric support XCYC relies on Bosch's Performance CX Cargo Line to get the maximum allowed system weight of 300 kilograms and a maximum payload





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**Schaeffler's Free Drive system is a clean Series Hybrid solution.**

of 200 kilograms going. The wide range of Rohloff's Speedhub certainly helps on those particularly challenging first meters. Thanks to four-piston disc brakes from Shimano with a 203 mm rotor up front and two 180 mm rotors in the back you also get plenty of stopping power. A europallet easily fits on the Pickup Work 4.0, with various modular solutions to protect the cargo from the elements.

Pressured by Leva-EU, the EU Commission changed the regulations for e-bikes and pedelecs in mid-February 2022 to include Series Hybrids. These are e-bikes without

a chain or belt drive, meaning that the power put to the pedals is not transferred to the rear axle mechanically but used to generate electricity that directly powers a hub motor – or two on trikes. As one of the pioneers of this type of construction, Korean manufacturer **Mando (8.0 / E07)** has built this system into its Footloose folding bike for many years, but also into heavy cargo trikes. The obvious advantage on tricycles is that there is no need to redirect the momentum from the chain to the rear wheels. At last year's Eurobike show, automotive supplier **Schaeffler (Hall 8.0)** showed its Free Drive system developed with German hub motor specialist Heinzmann that is based on the same principle.

With **Pendix (8.0 / F19)** another German company

**Ouca Bikes's cargo trikes are built for seriously heavy loads.**



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**Without a chain or belt drive, the eDrive IN system of Pendix is ideal for heavy cargo trikes.**

is expanding its line-up with the eDrive IN system, aiming at the OE market for heavy cargo trikes. As with other Series Hybrid constructions, turning the crank arms generates electricity used to run hub motors. There will be sample cargo bikes and trikes with the eDrive IN system ready for testing at the show, and engineers of Pendix are ready to answer questions. For cargo bike manufacturers still wanting to rely on chains or belt drives, **Bafang Electric (8.0 / H40)** has developed a simple and reliable solution, combining an integrated differential gear with a three-speed transmission and a smooth reverse function with its powerful M620 mid-motor. This novel technology is ready for test rides at the show as well.

With their massive payloads and dimensions, all extra-large cargo trikes for professional use rely on electric assistance. So the worst that could happen is that a trike gets stranded as

its batteries are empty. Berlin-based start-up **Swobbee (8.0 / A41)**, formerly known as Greenpack, identified this issue early on and developed a battery replacement network that allows for charging and changing battery packs upon subscription across various modes of transport and manufacturers. To date, six battery partners have already come onboard, with additional partners being welcome. ■ **LVR**



**Swobbee is a pioneer in terms of charging as a service.**



## PIERER E-BIKES

# CONGLOMERATE PLANS AMBITIOUS E-MOBILITY PUSH

Last November, Austrian Pierer E-Bikes bought Felt Bikes from Rossignol Sports. Within less than five years a company has been formed that has sold more than 100,000 bicycles in 2021 and that has ambitious plans to more than triple that number by 2026.



The first steps of what now has become the four-brand conglomerate Pierer E-Bikes turned heads at the 2017 edition of the Eurobike show: Backed by Pierer Mobility AG and their brand portfolio as partner, Susanne and Felix Puello founded Pexco – short for “Puello eMobility Crossover Company” – with the claim to deliver “next-level e-mobility” at a large press conference. While the company name Pexco may have been new to the bike industry, Susanne and Felix Puello most definitely were not: with the Haibike brand they had been pioneering the e-mountainbike segment. At the same time they had been successfully managing the Winora brand and the E.Wiener Bike Parts wholesale company for many years under the roof of Accell Group. Due to the strong centralization approach of Accell Group, Susanne and Felix decided to leave the corporation to start from scratch.

At doing so, Susanne and Felix Puello could rely on vast experience and an extensive network of contacts and loyal partners within the industry. Many important team members followed them and supported their new venture step by step. In its first year of operating commercially, Pexco launched the R Raymon and Husqvarna E-Bikes brands, selling about 70,000 units mainly in Germany, Austria and Switzerland in 2018. A decisive factor for entering the market at such a speed and scale was the trust that many brick and mortar dealers had in the Puellos on a personal level, having done business with them for many years and having experienced the success of the fast-growing e-mountainbike segment first hand. Thanks to this impressive start, Susanne and Felix Puello decided together with the Austrian entrepreneur and shareholder Stefan Pierer to integrate Pexco under the corporate roof of Pierer Mobility AG and turn it into Pierer E-Bikes GmbH. With this

step the fast growth of the business was secured and the capacities could be extended to the level needed.

At a Global Media Summit held in late April at Pierer E-Bikes’ headquarters in Munderfing, Austria, board member Hubert Trunkenpolz outlined Pierer Mobility’s ambitious plans in the two-wheeled electronic mobility segment: “By the end of 2021, Pierer E-Bikes sold more than 100,000 units, three quarter of those being e-bikes. We are currently cooperating with roughly 1700 dealers mainly in Germany, Austria and Switzerland, with 1369 of those being bicycle dealers and 327 being motorcycle dealers who sell e-bikes from our Gasgas brand. By the end of 2024, we want to expand the dealer base to 5000 and the units sold to approximately 350,000. We expect the share of electric two-wheelers to Pierer Mobility’s total turnover to grow to one third.” These targets are based on studies that expect the global e-bike market to grow from 5.1 million units in 2021 to 8.2 million units in 2026.

The entire Pierer Mobility group saw its turnover grow to EUR 2.04 billion in 2021 with Pierer E-Bikes accounting for EUR 165 million. This amount is expected to grow to EUR 600 million by the end of 2024. To achieve this, Pierer E-Bikes wants to expand its business to more European countries, North America and Oceania. A key move has been the recent acquisition of Felt Bikes: a US brand with an excellent reputation for road and triathlon bikes. It also provides Pierer E-Bikes with a headwind to enter the US market as it adds about 350 independent bicycle dealers from the very start. Befitting the brand’s legacy, Felt Bikes’s first models developed under the new ownership are the ‘Breed Carbon’ race-oriented gravelbike and the ‘IA 2.0’ as the brand’s latest triathlon platform with



advanced integration of the storage for food and spare parts.

One important element of Pierer E-Bikes is the platform concept proven in the car industry: investments in modified e-drive systems and software or complex toolings are carried by multiple brands and models. While the initial line-up of Gasgas heavily relied on frame platforms known from Husqvarna, the latter brand will be based on new frames with a novel and very distinctive design from now on, while the 2022 models of Gasgas are based on R Raymon models with a modified PW-X mid-motor from Yamaha. As a manufacturer with high ambitions, Pierer E-Bikes has been investing in its supply chain as of late as well: A joint venture set up with Bulgarian bicycle manufacturer Maxcom should see a factory with a capacity of 350,000 bicycles per year starting

operations in 2024. Additionally, a new Asia office located in downtown Taichung has been opened in order to keep supply chains on track.

After all, Susanne and Felix Puello have not only profited from personal loyalty within the industry and from brick and mortar dealers in entering the market. “We have a lot of very capable suppliers all over the world that have always done an excellent job, and we aim to continue working with them in the future as well. Therefore, our main focus lies on creating even stronger relationships in order to source the bulk of components and parts needed to assemble complete bicycles. Strategically we are looking for creative solutions to keep our supply chain flexible and fast – this can only be successful if our global network is on board as well,” Felix Puello explained. ■ LVR





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EV-067  
Triple Bag



DIRK ZEDLER

# SUSTAINABILITY: A HALO ABOUT TO LOSE ITS SHEEN

Recent years have seen a boom in bicycle and e-bike sales. It's high time for bike dealers and manufacturers to start caring about the bicycle as a product in all its facets. The industry needs to ramp up its lobbying effort to ensure cycling is a truly sustainable mobility solution.

Riding bikes is not just fun but also sustainable and the best available solution when it comes to covering short and medium distances. It has a number of positive attributes, being a healthy, emission-free activity requiring very little material and space. The bicycle is therefore rightly considered part of the solution to many of today's problems: overcrowded and congested cities, noise pollution, a dearth of parking spaces and the need to overcome our reliance on fossil fuels. However, it is entirely unwarranted to rest on these laurels, as many players in the bike industry seem wont to do.

Hardly any manufacturer is truly in the know about the ecological and societal footprint of globalised production. Acquiring this knowledge is an ambitious task that requires a lot of commitment and is fraught with pitfalls. But I believe it would be wrong if manufacturers were to abstain from tackling the subject of sustainability because of the difficulties involved.

Starting with the MTB boom at the tail end of the 1980s and the start of the 1990s, bikes have been built by cycling athletes for other cycling athletes. This has meant that passing trends and functions were turned into selling points that the majority of cyclists are not even able to experience or which have been of little or no use to them. Such sales strategies have resulted in ever shorter lifespans of the standards for tyres, hubs, bottom brackets and fork dimensions, to name only a few. What was en vogue in one season became outdated only one or two years later. This would not be so bad, were it not for the fact that many a bike has ended up far too early on the scrapheap of obsolescence due to insufficient availability of spare parts and the resulting lack of repairability.

## Current bike tech is only partly sustainable

The industry has been rejoicing in the electric bike boom for the past decade, ignoring the fact that the 'e' in 'e-bike' changes virtually everything about a bicycle. Brake pads and rotors that have historically been optimized for weight give out after a few minor descents, super-narrow chains with delicate sprocket clusters that fail after less than a thousand kilometres, equipment that is not designed for the higher loads created by more cargo, longer distances and transporting children, as well as the churn of model changes combined with the poor supply of spare parts: all this can easily ruin the potentially stellar ecological bottom line of riding e-bikes.

Unfortunately, while sales continue to surge, they do not even remotely reflect new surveys on the actual use of all the bikes, e-bikes and cargo bikes as replacement for cars. According to current publications, the use of motor vehicles is more widespread than



photo@zedler.de

ever. There are manifold reasons for the failure of e-bikes to replace cars. Too many potential bike users are still afraid to move in road traffic, topped off by the constant fear of bike theft. The argument that a bicycle is less convenient in day-to-day use should also be taken seriously.

We as an industry need to firmly advocate and support the use of bicycles beyond their mere manufacture and sale. Only when sufficient and convenient bike paths, safe public parking spaces as well as showers and lockers at workplaces have become available will the many bikes sold be put to intensive use. Only then will buyers continue to enjoy cycling and be willing to buy their next great bike before long.

## Lobbying to secure future sales

We need to be honest with ourselves as an industry: a boom like the current one could be followed by years of slumping sales. This we can only prevent if we pave the way for future success.

Other sectors have demonstrated for many years how that could be done – lobbying being the magic word here. It does not behoof any industry player to balk at the L-word. Let's take a more pragmatic approach instead.

The easiest way to engage in lobbying is to become a member of an association that is concerned not just with technology or the current sales and procurement strategies but has people close to the government working on concrete tasks. In Germany, the place to be is Berlin.

While the pharmaceutical and automotive industries, to name just two amongst many, each have more than estimated 500 lobbyists working in the German capital, all the bicycle associations combined don't even have 10 full-time lobbyists on the payroll.



But to make a difference, bike dealers and manufacturers do not necessarily only have to be where the really big policy decisions are made. Local advocacy, e.g. in local councils or at chambers of trade and commerce, can set a lot of things in motion. The bike industry has multiplied its sales volumes in euros over the past few years and is now a major economic actor – which will not go unnoticed by policymakers and administrations, provided they are made aware of it. Make no mistake, they will not come across this knowledge on their own. It is the bike industry's responsibility to point them to it and set out our demands for more traffic space and safe parking options. Strive for best practices when it comes to mobility management within your company, and communicate this role model unambiguously within your community or city.

The last few years have seen a rapid transformation of the market and the industry which has kept the cash registers of dealers and manufacturers ringing. However, when it comes to long-term high-level sales, another COVID-like opportunity is not likely to come along any time soon. We must work together as an industry to make traffic routes and cycling opportunities so attractive that the bicycle becomes the preferred alternative for the daily commute or the trip to the supermarket.

It is high time cycling was transformed from a sport and hobby into an actual sustainable mobility solution. If we fail to do so, the poor sustainability of production and the short product lifecycles will fast become a real issue and our halo will start to lose its sheen.

Dipl.-Ing Dirk Zedler, publicly appointed and sworn-in expert and Managing Director, Zedler-Institut, [www.zedler.de](http://www.zedler.de)



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 and 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](http://www.zedler.de).**



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## MARKET REPORT 2021

# MARKETS STAGNATE AS DEMAND EXCEEDS AVAILABILITY

While 2020 was a year where many new records within the bicycle industry were set, 2021 saw a kind of stagnation throughout a number of key markets. This was mostly caused by squeezed supply lines and availability issues, as many key players think they could have sold more if only they had the goods to offer.

The dominating headlines regarding trends and sales numbers in key European markets were talking of stagnation. This may sound bad at first, but keep in mind that 2020 had been a record year that saw new heights both in units sold in national markets and in profits and turnover of large manufacturers. A good example for this is Germany, as the single largest national market for bicycles in Europe. According to statistics from industry association Zweirad-Industrieverband (8.0/112a), the number of conventional bicycles and pedelecs sold in Germany exceeded 5 million units for the first time in in 2020. The year after, this number was down by 7 percent to 4.7 million units – still a lot more than in 2019, but less than the year before.

A detailed look at these numbers shows two different trends: While the number of sold pedelecs kept on growing in 2021 by 3 percent from 1.95 to 2 million units, the sales of conventional bicycles were down significantly by 13 percent from 3.09 to 2.7 million units, turning the trend. Due to these contrary trends the market share of pedelecs grew to 43 percent. Despite the lower number of units sold, the estimated turnover from bicycle sales grew by another 2 percent to EUR 6.55 billion. The reason for this is the average price per bicycle sold that grew by 9 percent to EUR 1395. Ten years ago, that number stood at EUR 495. This rise in average price can be largely contributed to the rise of pedelecs.

According to the ZIV statistics, another effect of the rise of pedelecs is the fact that brick and mortar shops and IBDs have extended their market share to 73 percent, while online D2C sellers lost some market share just as DIY markets, discounters and warehouses did. ZIV explains this by pointing to the need for quality and thorough consultation that comes with buying an expensive, technical product like a pedelec. This is supported by a study from consumer researchers GfK identifying the expertise of IBDs, a consistent consumer journey including a test ride, and word of mouth peer recommendation as key factors when buying a pedelec.

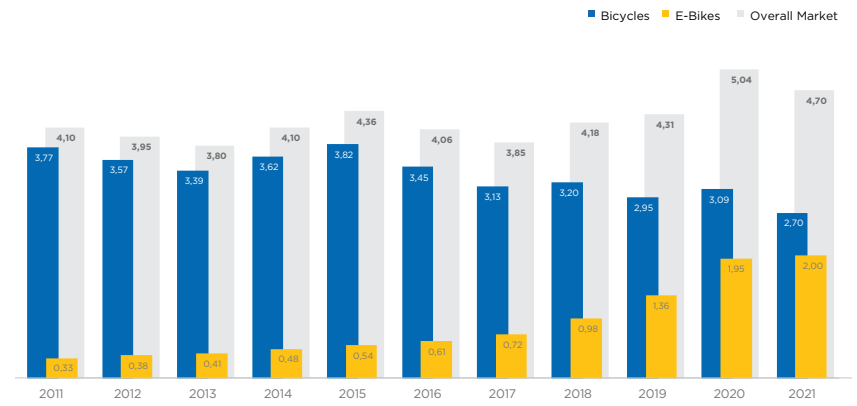
The ongoing reshoring trend also shows up in the ZIV statistics: the domestic production of pedelecs grew by 8 percent to 1.43 million units and that of conventional bicycles by an even stronger 13.2 percent to 0.94 million units. Of this domestic production, 1.56 million units (65 percent) were exported. Due to the strong demand, imports grew by 11 percent to 4.14 million units in 2021, meaning that the German bicycle and pedelec market relies on imports for 80 percent of its volume.

Since the population of both Switzerland and Austria stands at roughly one tenth of that of Germany, comparing these markets and key developments is pretty straightforward. In Switzerland, the overall market shrank by 1.6 percent in 2021 according to statistics of Velosuisse – from 2020's record-breaking 501'828 units to 493,826 units. The number of conventional bicycles dropped by 7.3 percent or roughly 24,000 units while the number of pedelecs sold grew by 9.4 percent or roughly 16,000 units, putting the market share of pedelecs at 37.93 percent. Of these pedelecs, 12.1 percent were speed pedelecs that are more popular in Switzerland than in any other country due to more relaxed regulations. According to Velosuisse, sales were weaker in the second half of the year due to availability issues.

The Austrian national statistics from the Verband der Sportartikel-erzeuger und Sportausrüster Österreichs (VSSÖ) show a very similar pattern. While the number of units sold contracted slightly by 1.5 percent to 490,394 in 2021, the average value per unit grew by 18.4 percent to EUR 2095, resulting in a turnover growth of 17 percent. This pushed the volume of pedelec and conventional bicycle sales over the one billion euro mark for the first time ever. Naturally pedelecs played a key role in this, further growing their market share to 45 percent. Just as in Germany and Switzerland, sales of conventional bicycles eroded by roughly 24,000 units while sales of pedelecs grew by 18,000 units, resulting in a slight contraction of the market. The most dynamic segments, according to VSSÖ's statistics, were e-cargobikes, bicycles for children and juveniles, and gravelbikes.

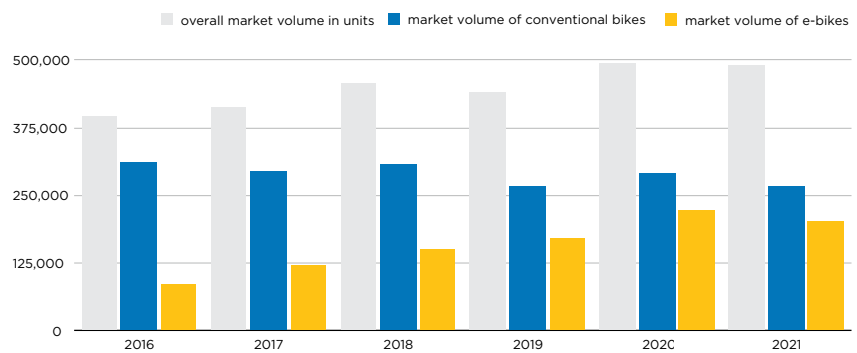
The numbers of Bovag and RAI for the Netherlands show that the stagnation is not only happening in German-speaking markets. The units sold dropped by almost 16 percent to 923,000 units – the first time since 2017 that this number was below the one million mark. The turnover resulting from these sales only dropped by 9 percent to EUR 1.5 billion, as the average price per unit grew by 8.5 percent to EUR 1627. While pedelecs still saw growing sales in the DACH region, sales in the Netherlands were down by 12.5 percent to 478,000 in 2021. But since the erosion of sales of conventional bicycles was even stronger the market share of pedelecs grew to almost 52 percent. So the flat Netherlands set a record within Europe in this regard. IBDs made up for 70 percent of the sales while D2C brands had a market share of 20 percent. ■ LVR

Germany: Unit Sales 2011-2021 (in millions of units)



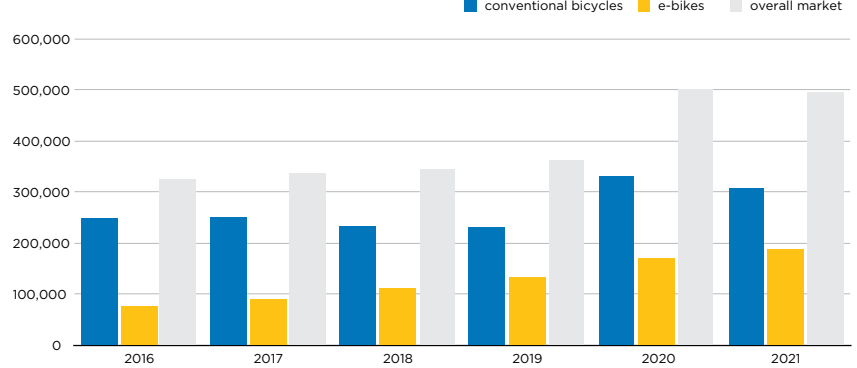
Source: ZIV

Austria: Unit Sales 2016-2021



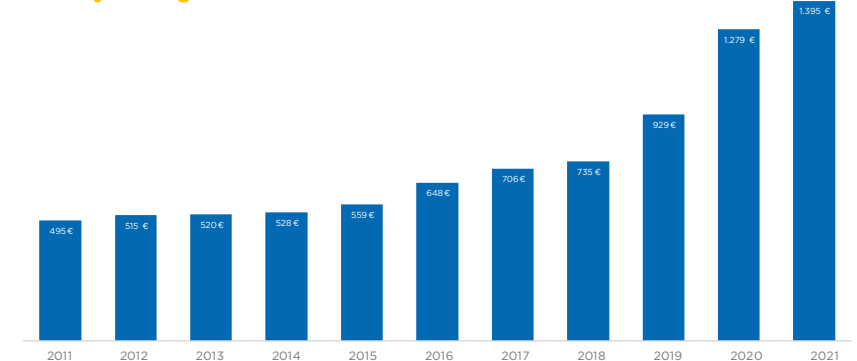
Source: VSSÖ

Switzerland: Unit Sales 2016 - 2021



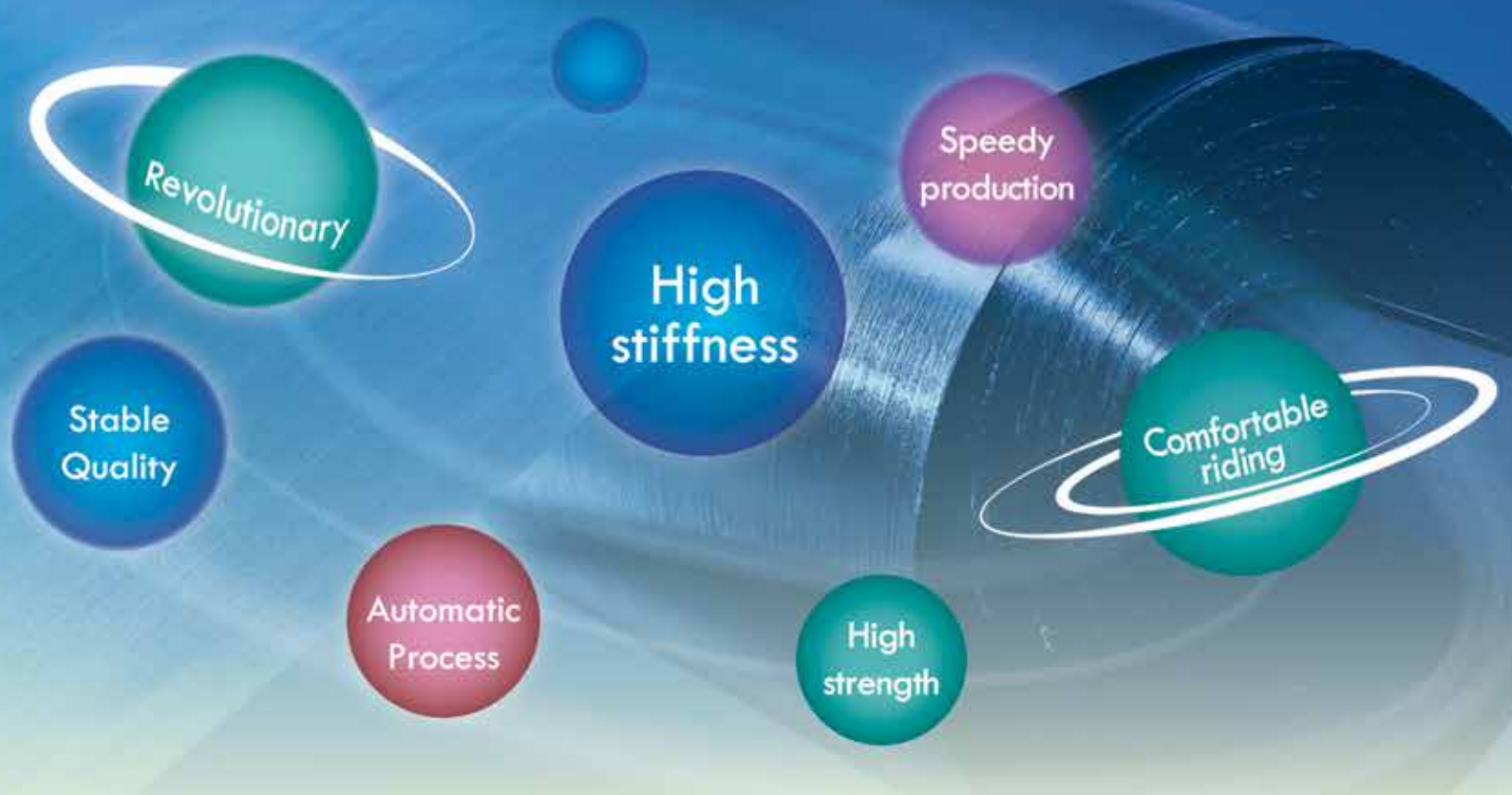
Source: Schweizerische Fachstelle Velo und E-Bike SFVE

Germany: Average Unit Price 2011-2021



(Euros) Source: ZIV





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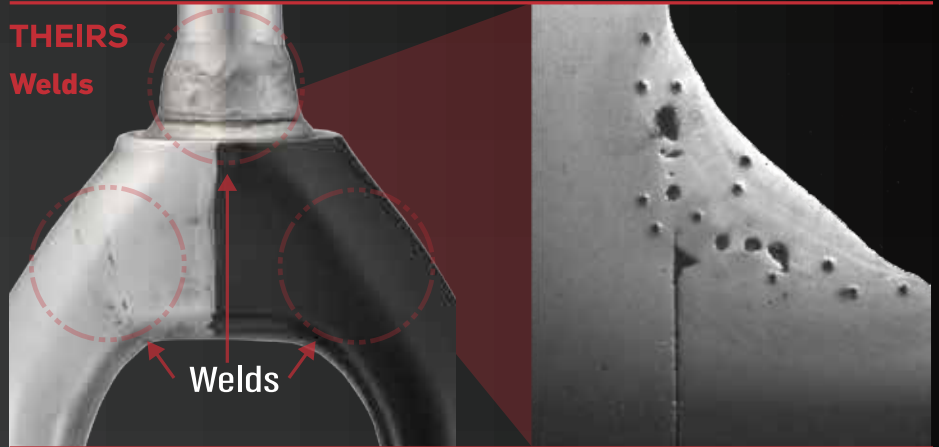
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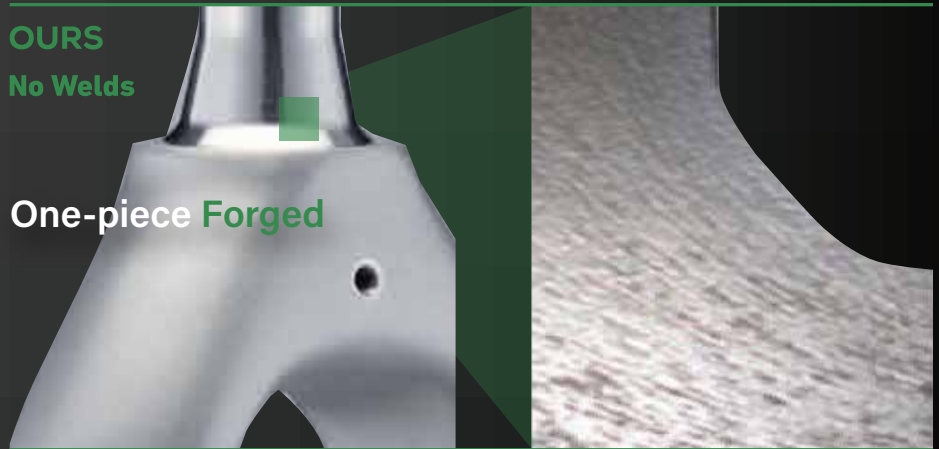
We have spent countless hours on to develop technologies which allow us to forge a complete bicycle fork from one unified piece of aluminum alloy. The result is an exceptionally safe, strong and finely tuned fork that inspires.



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# IGUS'S PLASTIC BIKE

## IGUS INJECTS SOME FRESH THINKING

When it comes to the pollution of the oceans, plastics are often seen as a major issue. With its Igus:bike made entirely of plastics, German industrial player **Igus GmbH [9.0 / E19]** wants to take a large step towards a circular economy by using materials from landfills to build bicycles.

In the bicycle industry, Igus is known mainly for its bushings and friction bearings. But this industrial heavyweight plays a significant role in many industries. Now Igus has set its sights on some of the challenges facing the bicycle industry of late. Teaming up with Dutch company MTRL, which already builds and markets bicycle frames and wheels made of plastics, Igus has developed the Igus:bike as a design that is made from plastics throughout. The bicycle can be manufactured through thermo-injection with only minimal human labor involved.

While frames and wheels made of plastics have been around for a while already, other components such as the hubs, pedals and axles, the cranks and the bottom bracket, the brakes and the drivetrain had to be re-invented from scratch. While Igus has opted for oversized measurements with the hubs and cranks to balance longevity and stiffness, the brakes use the tires instead of the rims or a rotor as friction surface and the drivetrain is a fully-integrated planetary gearbox with two gears and a belt drive. According to Igus the moving parts have been built with reliability,



Fully made of plastic, the Igus:bike has no parts prone to rust and can be recycled at the end of its lifecycle. (photo: Igus GmbH)

longevity and low maintenance in mind.

As futuristic as the Igus:bike may look, this is much more than just a concept bike. Igus says it plans to start production of models for adults and children in late 2022, with finished bicycles becoming available in Germany in early 2023 and retail prices

expected to be about EUR 1200.-. With its highly automated production and the use of recycled plastics, Igus ticks several boxes at once: the Igus:bike fits the larger reshoring and sustainability trends and it also addresses the issue of landfills, as Igus intends to build this bike from recycled plastic

from landfills across the globe.

At Eurobike the German company is looking for partners to develop additional models, including e-bikes, and for bicycle manufacturers on the hunt for additional production capacities close to the market in order to keep upscaling their output. ■ **LvR**

## LOOK CYCLE PEDALS FASTER IN FRANCE

Supply chain constraints around the bike market have turned **Look Cycle's [11.1/A15]** French production plants for pedals and wheels into a particularly valuable asset in the last two years. But the group behind the Keo pedal wants to capitalize on this strength with pedals for new categories that are conceived for efficient French production.

The group's Corima wheels are made at a French plant near Valence, and 80% of Look's pedals come from a factory near its head office in Nevers. However, the company is working on relocating more production, which should lift the proportion of French-made pedals between 85% to 90% in the next year.

"Most of our own suppliers are French or European as well," said Sébastien Coué, sales and marketing manager at Look Cycle. "We quickly invested with them when we saw that demand was soaring, which enabled us to increase our capacity very quickly." Coué himself has relocated to the U.S., where Look has tripled its turnover since the opening of a subsidiary three years ago.

The benefits have encouraged Look Cycle to adjust the approach of its product development. "All of the new pedals are thought out and created in such a way that we are able to make them in France, with



French pedal production at Look Cycle

components that are made nearby, and in a competitive way," said Coué.

Look's pedal business already covers road, commuting and some parts of the offroad market. It's moving into indoor cycling with pedals that will be shown in a pre-launch phase at Eurobike. They are set to launch with one prominent indoor bike supplier early next year. Look is expanding its offroad offering with two flat pedals for trail, dirt and downhill riding, one of them for performance bikes and the other for more versatile use. ■ **BS**

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## MOUSTACHE BIKES

# RESHORING ON THE COUNT OF ONE, TWO, THREE

There is a lot of talk of bringing back the production of bicycles closer to the markets. French e-bike specialist Moustache Bikes follows up that talk and is investing in adding more value at its headquarters in Thaon-les-Vosges.



Lying at the Western foot of the Grand Ballon as the highest peak of the Vosges mountain range in Eastern France, the city of Thaon has a rich history as a center first of textile and woodwork manufacturing and then of the classic coal and iron industries. Growing in relevance in the much more recent past was the automotive industry. As one of the first bicycle brands to fully focus on e-bikes, **Moustache Bikes (12.1 / C03)** has soaked up some DNA from all these sectors: At first the company operated from the warehouse of a former garment factory in Golbey, a suburb of Thaon. Needing much more space than the 3000 square meters at hand in Golbey due to its rapidly growing business, Moustache Bikes moved out of town into a much bigger facility that had been used by a car supplier before it got shut down due to low demand. Here the e-bike manufacturer has 10,000 square meters to work with in a modern building.

Thanks to the added space in their new Thaon factory, Emmanuel Antonot and Greg Sand — the founders and managers of Moustache Bikes — want to change the way their company operates, aiming to become much more flexible. For many years all e-bikes from the brand were built and pre-assembled in Taiwan and then boxed and sent to France without a motor unit, battery or other parts of the Bosch eDrive System — the supplier that Moustache Bikes works with exclusively from the very start of the company back in 2011. In France, the pre-assembled bikes are being outfitted with the assistance drives and then sent out to dealers

or distributors. This kind of assembly dubbed “Thaon One” is still the standard for all utility-oriented models that come with fenders, lights and the like. Since all Bosch components are manufactured in Hungary, this shortens the distances and facilitates logistics. This has proven to be a big advantage in the past few years when supply lines were choking.

For its e-mountainbikes, Moustache Bikes has been upping its game since 2020: Rather than shipping pre-assembled e-bikes from Taiwan, the company imports painted frames now. Since more of the assembly work is being done in France, this creates more jobs and added value inside the European Union and increases the flexibility of the production. This concept is dubbed “Thaon Two” internally, and dedicated assembly lines have been installed for it in the vast new premises. While the flexibility is higher, the yearly output capacity is about half of that of the original way of assembling bikes for now: 20,000 units compared to 40,000 units. As both ways of assembling are happening at the same time in Thaon, the capacity stood at 60,000 e-bikes in 2020. Ambitious plans to increase the production to 100,000 units by 2022 had to be downsized due to the pandemic and resulting supply shortages. Moustache Bikes now expects to produce 70,000 units this year.

With the “Thaon Three” concept, Emmanuel Antonot and Greg Sand want to take things one step further: Moustache Bikes plans to import raw frames from Asia, painting them in-house in Thaon and then assembling



the bikes from scratch. “This allows for a higher degree of customization and sets the brand apart from competitors. And it’s also creating jobs in a region that needs to reinvent itself”, Greg Sand explains. Whether in utility bikes such as the deep-instep Lundi model or in race-oriented e-mountainbikes such as the Dimanche

series, the French e-bike builder is well-known for following its own ideas and coming up with innovative solutions. This is due to the talents of the two founders that complement each other very well. While Emmanuel Antonot is an engineer who worked as a product manager at Lapierre Bikes for many years before starting his own





company, Greg Sands has a background in sales, working as an export manager for a furniture manufacturer. Throughout the line-up Moustache Bikes relies on proven parts such as Bosch drive systems, hydraulic disc brakes from Shimano or dropper posts from Kind Shock, as Emmanuel Antonot explains: "This facilitates servicing in export markets, as all these brands have a robust servicing system in place. And whenever the market does not offer parts that check all the boxes with our high demands, I sit down with suppliers to design proprietary parts such as extra-wide alloy rims or rear shocks that are tuned specifically to work well on heavier e-mountainbikes." The same goes for details of the frames, where Moustache was one of the first brands to build an additional chamber into the profile of the downtube to compensate

for the decrease in stiffness caused by the cut-out for the battery. Despite the challenges regarding supply lines and product shortages, Moustache Bikes hired an additional 35 people in 2021, bringing the staff to 160 people. Antonot and Sand also hired an experienced sports manager with Olivier Cantet to take care of the more and more complicated daily business as CEO together with Romain Berthet as a long-time member of the company's management. Thus far, Moustache Bikes has sold half of its production in France and exported the other half. While the trend is leaning to more exports, this development has been slowed down by the pandemic. As Greg Sand explains: "At Moustache Bikes we have decided to prioritize existing customers over winning new ones in this challenging situation. The plans for the "Thaon



Three" assembly line have been delayed by the pandemic. We really consider 2022 as an in-between year and we are hoping to return to normal in 2023. While we have a limited number of frames made in Europe, we

continue to work with our long-time partners in Asia for the bulk of frames. The same goes with parts and components, where capacities in Europe are limited and most of the production happens in Asia." **LvR**

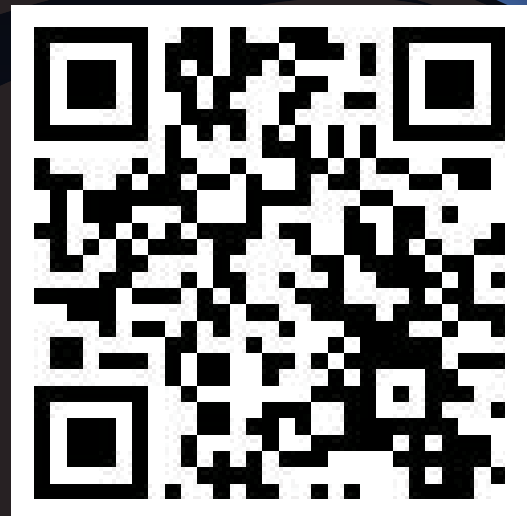


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# NEW PRODUCTS



## CONVERCYCLE CONVERCYCLE BIKE

The Convercycle Bike combines the advantages of city and cargo bikes in a single machine. When needed, the back of the bike unfurls to create a 40x60cm loading area behind the saddle capable of transporting up to 80kg. New for 2022, the frame

shape has been adapted for more legroom when pedalling, while the range of accessories has been expanded to include a bag that ensures the bike's basket is even more usable.

8.0 / A46



## TWONAV TERRA GPS

For adventure lovers who want to explore safely and without limits, TwoNav's Terra GPS offers navigation features that will appeal to both hikers and cyclists of all kinds. Compact and rugged, the Terra nevertheless boasts a 15-hour battery life and a 3.7-inch touchscreen. With enough power to last an intense weekend in the mountains, it comes preloaded with topographic maps, so you'll always know where in the world you are.

11.1 / B30



## VELLO BIKE TITANIUM FOLDING E-BIKE

Claiming to be the first electric folding bike under 10kg, at the heart of the latest Vello is a patented 1.9kg titanium frameset. Foldable in 8-seconds, its incredible stated weight of 9.9kg has been achieved using off-the-shelf components. Ensuring the bike retains maximum usability, it relies on an all-in-one rear-hub motor with a built-in battery to provide up to 50km of support at full engine power.

12.0 / D13



## AVS ELECTRONICS AVE CD9 E-BIKE USER INTERFACE

The AVE CD9 human-machine interface incorporates a bright, high-resolution 2.8-inch display for readability in direct sunlight. Offering a wide 160° viewing angle and tough Gorilla glass-like protection, its all-weather touchscreen is integrated into a minimalist edge-to-edge frame design. Providing a wide range of connectivity functions, a USB C port for updates and charging, plus an optional early warning 360° traffic radar sensor, it's compatible with all leading drive systems.

8.0 / I08



## TESC INNOVATION CONTACTLESS BATTERY CHARGING

Imagine charging your e-bike without plugging in. That's what TESC Innovation offers. Thanks to a patented technology based on magnetic resonance, its stand enables contactless battery charging of all kinds of electric equipment and vehicles. All that's required is to place your bike next to the device for the battery to charge autonomously. Safe and adaptable, the firm even claims its system can extend the life of your battery.

8.0 / B89



## LOTOSPORTS CYCLING SUNGLASSES

Lotospports makes all kinds of sunglasses. Focusing on the sports segment of the market, it's recently increased the number of larger lensed products it produces. Like the ones shown here, it's the result of riders realising that such designs give better wind protection at speed. For those looking to develop their own, the firm has extensive experience as an original equipment manufacturer and can also supply matching accessories.

9.1 / D12

## GATES TENSIONER

With so many reasons to switch from chain to belt, Gates' new tensioner helps make the decision even easier. Aimed at manufacturers, it simplifies the tensioning process, resulting in less design work for makers wanting to add value to their bikes. Also streamlining assembly and adjustment, it features a simple design that requires little to no maintenance and is compatible with the firm's CDX and CDC product lines.

12.1 / B13



## GEARSENSOR SHIFTING SENSORS

Gearsensor is an intelligent shifting sensor. Integrated into the shifting cable, it reduces or cuts off the motor drive as the rider shifts gear. Improving shifting response while



expanding the drivetrain's lifespan, it's compatible with both derailleur and internal gear systems. Developed and made in the Czech Republic, the firm is now launching models incorporating speed sensor and gear indication functions.

8.0 / E09

## BENNO 46ER E-CARGO BIKE

Mixing e-bike and e-cargo genres, the 46er promises a perfect blend of ride dynamics, cargo capacity, and good looks. No larger than a conventional machine, it nevertheless offers enormous carrying capacity and additional passenger and cargo loading options. Ready to be many dif-



ferent bikes in one package, it features a low step-through frame, suspension, plus a sporty Bosch Performance CX drive unit twinned with a sizable integrated 500wh battery.

12.0 / C01



# NEW PRODUCTS



## PENDIX EDRIVEIN REAR-DRIVE

The Pendix eDriveIN was designed as a B2B product for the bicycle and micro-mobility sectors. Part of a new generation of rear-drive systems, it's unique in that no mechanical drivetrain is required. Instead, the energy contributed by the driver is fed to the rear motors via a generator. The Pendix eDrive IN is already in use on various model projects and claims to offer a powerful, noiseless, and intelligent alternative to conventional drive systems. **8.0 / F19**

## PLINIUS BIKES CITY ONE BIKE

An e-bike that keeps one eye on the road and another on the health of its rider. The City One features a PM2.5 fine particle analyser, the data from which is processed and made available to the Plinius community, allowing them to choose the best route for their health via GPS. Further looking out for its user, it also boasts a fall alert that can notify your contacts in the event of a crash. **8.0 / H26**



## KRYPTONITE NEW YORK FAHGETTABOUDIT U-LOCK

The New York Fahgettaboudit is the signature lock in the Kryptonite portfolio. Instantly recognisable in yellow, it features a huge 18mm hardened performance steel shackle, a double deadbolt design, and a patented steel sleeve over the crossbar. Made for

the meanest of mean streets, it represents the brand's ultimate security product. **12.1 / C01**



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## OVERVIEW: NAVIGATION & SMART BIKING

# NEW DEDICATED DEVICES FOR NAVIGATION AND SMART CYCLING

There are some new products to discover in the areas of navigation and smart biking at Eurobike. Although smartphone applications are gaining ground, there are still some manufacturers presenting new navigation systems, such as Garmin, TwoNav or Bosch. The digital sector ranges from innovative controls and displays from AVS-Electronics to networked anti-theft solutions ( I LOCK IT and Powunity) to complex fleet controls and IoT/Cloud systems from GPSTuner and Comodule. But even the simplest bike computers still have a chance, as Sigma shows with its "Originals". Software applications such as apps and portals will also be presented at Eurobike, cycling-related navigation, for example, at the "Gravel Talk" on Thursday and tourist applications on Friday at the "Travel Talk".



Garmin's Varia bike radar can detect approaching vehicles from a distance of 140 m and has received a dashcam  
Garmin's new Edge 1040 cycling computer, shown here in the solar version with 64 GB storage space and USB-C interface.

### Garmin: Radar, Solar and Energy Efficiency

In the spirit of solar-powered and energy-efficient devices, **Garmin (11.1 / B 19)** presents its new Forerunner watches 255 and 955, whose functionality approaches that of the multisport watches of the fenix series. The new cycling flagship is the Edge 1040, which is available in a solar variant and a basic variant. Garmin announces an operating time of 45 hours for the Edge 1040 Solar, and even up to 100 hours in energy-saving mode. The Varia RCT 715/716, a combination of rear light and dashcam, ensures more safety in road traffic. [www.garmin.com](http://www.garmin.com)

**Bosch: Smart system and more**  
**Bosch (11.1 / A 13)** will only unveil its new products at Eurobike itself, but in the digital sector everything is now revolving around the new "Smart System" with the Kiox 300 as a compact display and the "SmartphoneGrip" as an alternative basis for being able to use one's own smartphone as an e-bike

controller, all in interaction with the new batteries, the drive and the eBike Flow app. [www.bosch-ebike.com](http://www.bosch-ebike.com)

### TwoNav: new outdoor-device GPS Terra

The Spanish navi manufacturer **TwoNav (11.1 / B 30)** focuses more on mountain sports than on cycling fitness - to this end, it is bringing its current outdoor navis



New big screen outdoor navi

## NEW PRODUCTS

### LINKA LASSO & LEADER SERIES

Linka introduces the newest in smart security & connectivity with the Linka Lasso & Leader series. Lasso's hardened steel smart chain can be fitted on various vehicle types and used in all form factors. Paired up with the LINKA® Leader mini form-factor Track & Trace device featuring built-in GPS, 4G LTE connectivity and 3G/2G fallback, enjoy the ultimate in security and peace of mind.

Hall 8.0 / K39



### FIT E-BIKE SYSTEM INTEGRATION

FIT E-Bike System Integration offers makers the freedom to design their own e-bikes. Aiming to provide the right solution for every e-bike and its user, it's an expert in integrating system components and sophisticated accessories. Regarding service, the firm also majors in networked solutions with digital and physical service tools for intuitive and easy handling.

12.0 / C13



### LEM HELMETS MOTIV ATTACK HELMET

Designed to make the difference at the finish line, the Motiv Attack is serious about speed and goes all-in on aerodynamics. An ideal sprinter's helmet, it's made for long flat days. Using the firm's GelMotion technology, this should help manage both high and low energy impacts along with rotational and oblique blows. With 11 vents and a sleek profile with slipstream-dimpled panels, it also benefits from a micro-adjust fit system.

8.0 / B36





**Sigma Originals: keep it simple**

Aventura 2, Cross and Trail to Frankfurt and presenting a new outdoor navi: the TwoNav Terra. With a 3.7-inch colour display, it offers plenty of overview for maps and can be operated both via touchscreen and seven buttons. The battery is said to last up to 15 hours. The TwoNav devices are supported by very powerful software, a cloud and suitable apps.

[www.twonav.com](http://www.twonav.com) (11.1 / B 30)

**Sigma: keep it simple**

Bike computers with and without GPS, bike lights, helmet lights and innovative software solutions as well as displays for e-bikes from SIGMA (11.1, A 20) accompany cyclists in training and in everyday life. This year, smart new bike lights from the BUSTER and AURA lines ensure more safety in road traffic and off-road. The new SIGMA ORIGINALS bicycle computer bring a breath of fresh air to the bike computer market.

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



**Training, power analysis and navigation**

of the integrated, automatic profiles - saving time. Both devices have similar functions but different sizes - the L200 with its 2.7" and M200 with the 2.2" full-color screen.

[www.stagescycling.eu](http://www.stagescycling.eu)

**Powunity: E-bike theft protection with enhanced app**

Now PowUnity is taking its connected e-bike product BikeTrax to the next level with an enhanced PowUnity e-bike app. In future, BikeTrax users will not only be able to protect their bike against theft, but also use their smartphone with the app as an e-bike display and benefit from services such as navigation, ride statistics and much more. PowUnity offers e-bike manufacturers a white label solution of the PowUnity e-bike app - an invitation for a joint digital business model - without incurring development costs.

**TriEye: Combination gives safety**

Norwegian manufacturer TriEye (11.1 / A 09) has focused on sports eyewear with an integrated rear-view mirror and optimised the size, position and adjustability of its panoramic mirror in its latest Air and Sport models. At Eurobike, TriEye is showing a combination with the Garmin Varia radar system in cooperation with o-synce: the first study for a simple, 'smart glass' solution



**ILOCKIT: bluetooth-operated bike-protection, now stronger, wider and with more connectivity**



**Enhanced app for the Bike Trax anti-theft system**



**TriEye: rear view mirror and radar can complement each other**



**New design for e-bike control**

**AVE Narya - remote in ring-design**

AVE's (8.0 / I 08) new Narya smart HMI ring remote mounts onto any standard e-Vehicle's handlebar. This minimalist design incorporates an LCD display (optional LED indicator available), wireless connectivity, dedicated function & data screens, and an IP56 rating protection. The Narya ring remote supports common communication interface protocols and easily integrates with leading drive systems.

[www.ave-mobility.com/](http://www.ave-mobility.com/)

**Stages Dash - Compact cycling navis in different sizes**

The redesigned and reimagined Stages (11.1 / A 12) Dash L200 and M200 are built for performance - including full navigation system based on cycling-specific maps. Only focus on the important things and make use



**Comodule will present its latest IoT module v10 at Eurobike and inform about the new partnership with Google Cloud**

for the interaction of safety-relevant sensors and displays near the eyes.

**I LOCK IT Pro: improved body and connectivity**

The I LOCK IT (8.0 / H 27) smart lock series provide automatic unlocking via smartphone and remote control, 110 dB loud alarm, dynamic bike spoke avoidance

and GPS live tracking. The new I LOCK IT Pro has a stronger design: a unibody made of robust metal, which provides more protection against thieves and vandalism. Furthermore, it comes with a wider design, which fits larger bike wheels up to 76 mm, offering more compatibility with newest e-bikes and traditional bikes. [www.ilockit.bike](http://www.ilockit.bike) TF



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MM18



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