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DAY 2 - THURSDAY



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WHAT TO SEE & DO AT THE SHOW:

STATE OF THE INDUSTRY | EUROBIKE AWARDS | IGUS PLASTIC THUN CRANKSET | PORTUGAL AT EUROBIKE | EBIKES AND THE LAW OKAWA EUROPEAN HQ | PRODUCT HIGHLIGHTS

PRODUCT ROUNDUPS: E-BIKES - COMMUTER | GRIPS | BACKPACKS | FOOTWEAR | CHAINS ROAD APPAREL | MTB TIRES | LIGHTS | MTBS | E-BIKES - LIGHT DRIVES | LOCKS | SUSPENSION

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Hall 9.2/C22

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TOMORROW



26°C

SUNNY WITH RAIN

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SCAN HERE FOR A COMPREHENSIVE GUIDE TO EVENTS



NÜTZLICHE INFORMATIONEN FÜR BESUCHER

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Fr 15.07.- So 17.07. 9:00 - 16:00

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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

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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

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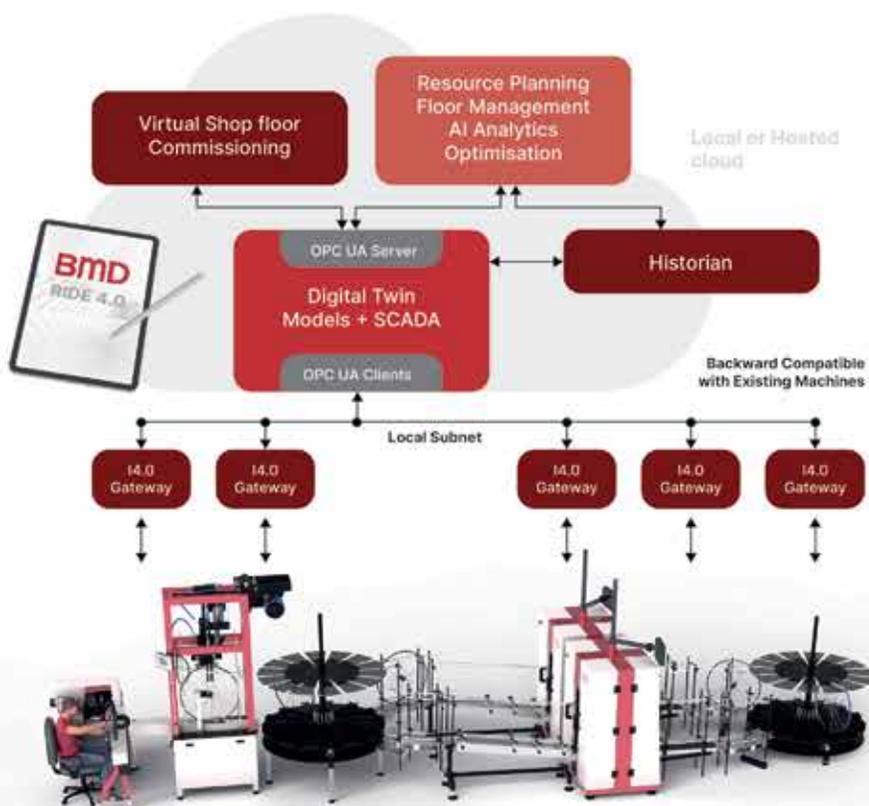
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DUTCH VDL GROEP GETS INTO FRAME PRODUCTION SUPPLYING ALLOY E-BIKE FRAMES CLOSE TO EUROPEAN MARKETS

The number of frame suppliers who can build alloy frames designed around mid-drive motors and integrated batteries is limited globally. For this reason the Dutch VDL Groep has invested substantially in a fully automated frame building facility in the Netherlands.

While the e-bike market still shows dynamic growth in mature markets in Central and Northwestern Europe, the market share is still considerably lower in regions ranging from Europe's South and East to North America and Asia. From a global perspective, demand is likely to keep growing, but it is going to face a number of bottlenecks from the availability of battery cells and semiconductors to the capacity of frame builders capable of manufacturing aluminum frames that feature advanced integration of the mid-motor and battery. **VDL Groep [Hall 9.1 / CO2]**, known for its advanced manufacturing methods in the automotive world, has identified this bottleneck. And it has reacted by investing an initial amount of multiple million euro in a fully automated production for aluminum e-bike frames.

The production of VDL Bike Frame Technologies, as the new subsidiary is called, will be set up in Breda in the Netherlands with a yearly capacity of about 70,000 frames. With Dutch e-bike brand Qwic, a first key customer has already signed a contract to get 50,000 frames over the next three

years – which amounts to about one quarter of the production capacity. According to Qwic's founder and CEO, Taco Anema, this long-term strategic cooperation is key for his brand to take control of its supply chain, improve quality, reduce lead times and accelerate the pace of product innovation. "Having frames produced locally will make us more flexible, innovative and sustainable. This will then translate into better products for our customers," Anema explains.

VDL Groep's president and CEO, Willem van der Leege, is also enthusiastic: "Although the Netherlands can be considered the cycling country par excellence, the frame as the core component of the bicycle is mainly produced outside of Europe. With VDL Bike Frame Technologies, we will be bringing this production back to our country as well, enabling our customers to reduce their carbon footprint substantially. Having a fully automated production line will allow us to produce competitively." Other bicycle companies in talks to get frames produced by this new Dutch supplier include the



From left: Project engineer Martyn Mertens, sales manager Sander van Herpt and program manager Jason Koevoet of VDL Group with an alloy e-bike frame produced for Qwic.

Belgian Cycling Factory, known for its Ridley and Eddy Merckx brands.

And that's not all: VDL Fibertech Industries, another subsidiary, has also set its sights on the bicycle business, focusing on carbon fibre constructions and already having built first forks for

cyclocross bikes that are currently being tested in independent laboratories. Depending on market demand, VDL Bike Frame Technologies strives to expand its modular production process, helping to overcome the bottleneck regarding aluminum e-bike frames. ■ LVR

Worum geht's?

Welche neuen Services bietet die Fahrradwirtschaft und wie groß ist das Potenzial für die gesamte Branche? Das Zukunft Fahrrad Forum ist der Branchendialog für alle innovativen Services und Dienstleistungen rund ums Rad. In der ersten Ausgabe geht es um die Mobilität von Unternehmen. Hier ist die verkehrspolitische Notwendigkeit zum Wandel ebenso groß wie das Potenzial für Wertschöpfung.

ZUKUNFT FAHRRAD FORUM

WANN:
Donnerstag,
22. Juni 2023
von 10.00 – 13.00 Uhr

WO:
Messegelände
Frankfurt a. M.,
Halle 8 auf der Pink Stage

WIE:
Deutsch + Englisch,
Teilnahme mit regulä-
rem Ticket möglich

Betriebliche Mobilität: Chancen in Politik und Industrie

Von	Bis	Thema	Was	Speaker/ Unternehmen
10:00	10:40	Anforderungen an Verkehrspolitik und Industrie	Eröffnung, Gespräch	Zukunft Fahrrad, BMDV und BDI

Betriebliche Mobilität: Praxis aus der Fahrradwirtschaft

Von	Bis	Thema	Was	Speaker/ Unternehmen
10:45	11:25	Mobilitätsbudget	Impuls, Panel	MOBIKO, nextbike by TIER, Eleasa
11:25	11:35	Abos für Unternehmen	Impuls	CYCLE
11:40	12:15	After-Sales-Services	Panel	NOCA Mobility, Yeply, Servioty
12:20	13:00	Second Cycle und Refurbishment	Panel	Schwalbe, bravobike, Rebike

PRESS CONFERENCE: THE STATE OF THE EUROPEAN BIKE INDUSTRY

RETURN TO GROWTH WILL TAKE TIME

During the pandemic the only way for the bicycle industry in Europe seemed to be up. But in the summer of 2023 the mood has changed. Inflation has hurt consumer sentiment, and overstock is the new normal within the industry. At yesterday's state of the markets press conference, a high-profile panel weighed in on the current situation - and was remarkably upbeat.



Cycling will overcome the current slump according to the panel participants

As an introduction Manuel Marsilio, managing director of Conebi (Confederation of the European Bicycle Industry), presented the most important numbers about Europe's bicycle market in 2022. Like many national markets analyzed in detail in yesterday's issue of the Eurobike Show Daily, the bicycle market in the 27 EU member states and the UK contracted by 9.1 percent year on year to 20.2 million units. E-bikes bucked this trend, growing by 8.6 percent to 5.5 million units. The resulting turnover of the entire bicycle market grew by 7.4 percent to €21.2 billion. Keep in mind that some of this growth has been due to inflation. At

the same time investment in Europe's bicycle industry grew by 14.3 percent to €2 billion, reflecting the wide-spread expectation for the bicycle market to return to robust growth.

Kevin Mayne as the CEO of Cycling Industries Europe (CIE) remains optimistic as well: "We see a yearly growth in cyclists by 7.7 percent, also thanks to bike sharing offerings. Nothing has changed regarding the benefits of cycling, and governments at all levels - EU, national, municipal and regional - are investing in bicycle-friendly infrastructure. The cyclists we created during the pandemic continue to ride, and as more and more people

return to the workplace, the number of daily cyclists is increasing even further." While the growth numbers may not be as spectacular as they were amidst the pandemic, they reflect real and sustainable market development, and according to Mayne many other industries are looking at cycling enviously.

Representing Taiwan's bicycle industry on the podium, KMC Global GmbH's managing director Deborah Wu stressed the importance of producing closer to the markets as one of the lessons from the supply chain disruptions that plagued the bicycle industry throughout the pandemic. "At KMC we currently see e-mobility and ESG-related issues as the two major trends in the industry. Many companies from Asia are currently investing in Europe as part of a green reshoring push, increasing their footprint in Europe - from sales offices to service centers and finally manufacturing. Of course, this means overcoming certain barriers in terms of language and culture, but the importance of the European market is well-worth the effort."

When asked about how the current situation of the industry had impacted the booking for Eurobike, fairnamic managing director Stefan Reisinger stated: "Since the industry has professionalized a lot in recent years, the

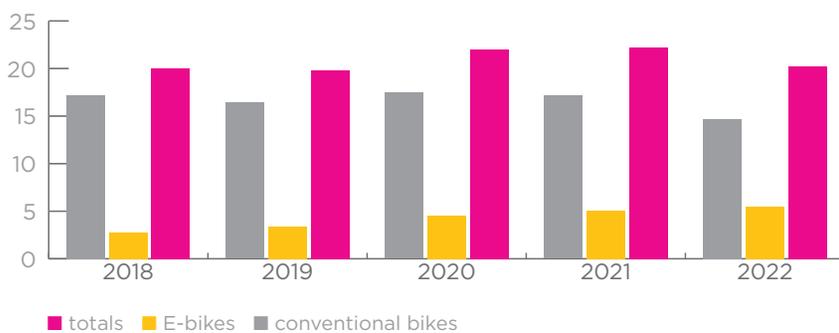
current downturn in demand was not reflected in the bookings. The few exhibitors we may have lost were easily outweighed by the additional exhibitors that could participate at the show since all travel restrictions have been lifted. Of course, widening the scope from bicycles to e-mobility also helped to reach the record number of more than 1,900 exhibitors, and we may well see well-known names from the automotive industry join Eurobike in 2024 - provided that their models running on combustion engines stay out of the fair grounds."

As for the further development of the markets in Europe, Conebi's Marsilio stressed the importance of setting up favorable and homogenous standards for speed pedelecs and cargo bikes across Europe. And according to Mayne, the main obstacle to return to the kind of dynamic growth of the e-bike market in particular may be a bottleneck in batteries: "The raw materials are controlled by a few, the cells are mostly sourced from Asia and there's fierce competition with other industries to get hold of these cells." As for certifying the carbon footprint of its production, Mayne accepted that this causes additional administrative work, but he also stressed that the bicycle industry is highly likely to come out as the leader once those numbers are being published. ■ LVR



Eurobike 2023 Industry Talk: Moderation Frank Puscher, Kevin Mayne, CEO Cycling Industries Europe, Deborah Wu, Managing Director KMC Global GmbH, Manuel Marsilio, General Manager Confederation of the European Bicycle Industry (CONEBI), Stefan Reisinger, CEO fairnamic GmbH

European bicycle market



UK is still included in the numbers despite Brexit. Sources: Conebi, Statista

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HALL 12.1



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EUROBIKE AWARDS ANNOUNCED INNOVATIVE PRODUCTS TAKE HOME THE GOLD

As the stand-out competition at the world's leading bicycle trade show, the Eurobike Awards are coveted within the industry. The Gold Award winners announced last night reflect some strong trends, and most of them feature in this year's Show Daily magazines.



All the Eurobike Award winners gather to celebrate their achievement on the Pink Stage

After a one-year break, the Eurobike Awards are back with the German Design Council (Rat für Formgebung) as its new partner. With more than 300 submissions, the contest attracted a lot of attention from the industry, and the seven-member jury from the bicycle

and mobility industry had a hard time deciding on the 45 Eurobike Awards that were handed out in total. The most prestigious Gold Awards were contested in nine categories ranging from bicycles and e-bikes, light electric vehicles up to 45 kph and micro electric vehicles

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to components, accessories, clothing and accessories, digital solutions, and mobility solutions and infrastructure.

As for the criteria central to the jury's decision, the obvious ones were innovation, functionality, sustainability, design, quality of craftsmanship, choice of materials and riding and road safety. Of course, sensible technical improvements and accessories that significantly increase riding enjoyment for both professional and recreational users were rewarded as well. E-bikes dominated the submissions for 2023, demonstrating their growing importance both in urban mobility and for the bicycle industry.

Pinion's [hall 12.0 / B18] motor and gearbox unit (MGU) puts the weight low and central on the bike, addresses the issue of fast-wearing drivetrain parts on mid-motor e-bikes and reduces the need for maintenance drastically since it relies on a belt drive. Add lightning-fast electronic gear changes and the smart automatic gear option, and you get a well-rounded and powerful package deserving of a Gold Award. This drive unit and gearbox can be found on **Tout Terrain's [hall 12.0 / C50]** Pamir model as a next-generation long-distance e-bike ready for long trips. The built-in support will make hauling luggage in pannier bags a lot easier.

The electrification of the bicycle creates more opportunities to add to the safety and easy handling, and two of these won Gold Awards. **Shimano [hall 11.0 / A16]** connects its Di2 drivetrains to its Steps mid-motors, allowing the system to switch to the optimum gear based on speed and cadence or to change gears without pedaling. The second generation ABS system from **Bosch eBike Systems [hall 12.0 / A17]** is a lot more compact and easier to integrate – and now works with brakes from Tektro as well and not just with Magura's, further increasing its market relevance.

While most e-bikes offer plenty of support and range, there's also a growing trend to reduce the power and the range to create more lightweight e-bikes. With **Scott Sports' [hall 12.0 / A22]** Lumen 900 SL, a particularly refined lightweight e-mountainbike relying on the compact, German-made TQ-HPR50 mid-motor



The crew of Pinion receives the Gold Award for the company's new motor and gearbox unit.



Pinion has packed a whole lot of technology into its motor and gearbox unit - and won a Gold Award with it.

also got a Gold Award. Pointing in an entirely different direction is the J of French e-bike specialist **Moustache Bikes [hall 12.0 / A08]**: Its alloy frame is made in France, does without any welds and consist of only two parts. Apart from neatly integrating the motor, battery and suspension, a lot of emphasis has been put on comfort and ease of use.

In the components category, **Sram [hall 12.0 / A18]** won gold with its next generation of electronic, wireless drivetrains for mountain bikes with the XX Eagle Transmission. This eliminates the need for a derailleur hanger as it mounts on the rear axle instead, making assembling state-of-the-art mountain bikes much easier. Last but not least, the Epos rear carrier of **Thule [hall 11.1 / B11]** got a Gold Award for its ease of operation and ability to securely clamp to all kind of frame shapes. Scholz & Volkmer were awarded for their modular Call a Bike stations that feature vertical mini-gardens, thus offering secure parking for sharing bikes and also a precious habitat for insects.

Sustainability is a big topic within the bicycle industry, and **Schwalbe [hall 12.1 / A27]** has been a frontrunner, first recycling inner tubes and then tires. The Green Marathon is the first tire produced with raw materials sourced from recycled tires, resulting in the Green Award for particularly eco-friendly products. The winner of the Start-up Award also boasts a small eco footprint, as most of the parts of the Monopole cargo bike of Swiss company Toolbike AG have been sourced in Europe – including a steel frame made in France.

All Eurobike Award winning products can be seen at a designated Eurobike Award booth [hall 8.0 / Future Mobility Forum].



If you want your e-mountainbike to be seriously light, Scott Sports has you covered with the Lumen eRide 900SL

Future Mobility Forum. LVR

VOX POP: HOW ARE YOU DEALING WITH HIGH INVENTORY LEVELS?



Peter Eiselin, founder Doppio, Amsterdam
Dutch brand and retailer of two-seater fatbikes

We made a smart move in that we didn't buy too much stock. We have our own shops and our e-commerce, so we're short to market. Many brands are dumping prices. I think a lot of companies will go bankrupt in the next six or seven months – because on top of the high inventories, they have cash flow issues.

The brands that are pushing all their inventory to the dealers, that's not a fair game. Some are getting deliveries of products they ordered one year ago. Our strategy is that we try to distance ourselves from the competition. We only look at the added value of our products and services.



Jakob Oberrauch, CEO Sportler, Italy
Italian sports, outdoor and bicycle retailer

Keep calm. Don't panic. Don't be too aggressive with your prices, otherwise you will have

no margin.

We're solid, but there will be some real issues on a whole European level.

We will need this year and probably next year to get out of this situation.

For retailers, it should be normalizing around the second half of next year.



Peter Klängsell, Lifebike, Sweden
Swedish importer, distributor, rental service provider and retailer with two bicycle stores in Stockholm.

All the warehouses in Europe are full. This year will be an awful situation. We will lose money. Some other European importers overdid it. For the winter, they got deliveries they should have got in May. Next year the problem should be gone, because everybody is cutting down on purchases.



Dean Jackson, CEO Sweatband, U.K.
British retailer belonging to Dyaco International, owner of Cikada

It's a tough one for us because we're focusing purely on e-bikes and we're launching [the sale of e-bikes in Sweatband and Cardiofitness stores], so we don't have excess inventory.

What we're finding is that the e-bike market is slightly different to the traditional road bike market. With the

people that we discussed in the U.K. and Germany, there hasn't been an excess inventory problem in the e-bike market.

As we open up in the retail stores (...) the hope is we start to see some opportunities from suppliers, to get in some of that inventory at probably better prices. It's slightly different for us as a new entrant, compared to some of the existing retailers.



Wilhelm Hanke, managing director Super Bike8, Germany

German-based online marketplace for bicycles

That is a big, big problem for the retailers right now. That's why my company gives them an additional channel to sell their bikes online.

Sure, every retailer has their own webshop right now, but a single retailer doesn't have a big marketing budget, so it's quite hard for them to be visible online against the big players.

With the marketplace, we see ourselves as a group of small fish that can compete against the big fish. We try to get them all together on one platform, and then we have a bigger budget to grow together.

The retailer puts his bikes on the platform, and he says what price he wants for the bike. Lately [the discounts] are going a bit up because

retailers have got problems, they need to get rid of their stock.

Last year it was mostly the recommended retail price, now they come slowly with discounts. In the history, the discounts started with Eurobike, with the change of model, and then the old model got discounted.

Before, we didn't have much discount on our platform. Since corona, with all that nonsense going on, that has changed the market a bit.



Ivo Filipović, head of purchasing MS Energy, Croatia

Croatian bicycle brand and manufacturer

We see lots of problems with high stock, companies are going down with crazy prices. I don't think that's a good option because the customers will expect that next year. But we don't have this problem [with inventories] because we are new, we started selling e-bikes two years ago.

If you are building your market, your quantity is expected to grow. Our strategy is to focus on good partnerships, we don't push them to take too much product in stock.

We have our own warehousing, so we don't push our customers to order and invest too much. We offer something that they can really use for their sales.

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WHATS ON TODAY:

THURSDAY 22 JUNE



SCAN HERE FOR A COMPREHENSIVE GUIDE TO EVENTS

09:00 a.m. - 10:00 a.m.
EUROBIKE HUB, Portalhaus
MEDIA & CREATOR LOUNGE
BREAKFAST

This year, the Media & Creator Lounge presents itself with a new name and a new location. What has remained, however, is the Media & Creator Lounge Breakfast as a joint start into the day. We look forward to seeing you!

09:00 a.m. - 10:30 a.m.
EUROBIKE HUB, Portalhaus
INDUSTRY LEADERS' BREAKFAST

The top event for industry leaders is back in its usual position on Thursday morning, providing inspiration and strategic oversights for CEOs, presidents and directors in the bike sector. This is the 10th edition of CIE leadership event at Eurobike, with our proven track record for bringing together industry leaders to exchange on the main topics for growing the industry of the future.

09:00 a.m. - 02:00 p.m.
EUROBIKE HUB, Portalhaus
INVESTORS LOUNGE

The Investors Lounge is the platform for financial investors who are interested in high-growth companies from the bike, sports and mobility industry or are already invested in them. On June 21 and 22, 2023, we present an ideal opportunity for dialogue together with our partner Ralf Kindermann from Kindermann Value Creation GmbH. In addition to exciting presentations, insights and networking, we offer you exclusive personal support and specific trade fair tours.

09:00 a.m. - 06:00 p.m.
Freigelände F11
GRAVEL LOUNGE

The Gravel Club and Gravel Collective open their Gravel Club Lounge for small talk about gravel biking and bikepacking and interesting workshops. Furthermore, the Gravel Club Lounge is a meeting

point for gravel rides and you can enjoy refreshing drinks and delicious coffee.

09:30 a.m. - 05:30 p.m.
DEMO AREA

TEST TRACK powered by Brose
 With the Test Track, Eurobike offers the opportunity to try out the latest bike models in the fresh air and experience real riding fun.

10:00 a.m. - 05:00 p.m.
ACADEMY STAGE

EUROBIKE ACADEMY
 The EUROBIKE ACADEMY is from experts for experts and presents exciting talks and conferences on the newest innovations, business solutions and trends in the cycling industry. How can companies present themselves better online, what digital solutions are available and what design innovations are currently revolutionizing the market. Find the answer to those questions and more at the EUROBIKE ACADEMY STAGE in hall 8.

10:00 a.m. - 10:30 a.m.
SPORTS & PERFORMANCE STAGE
B&W INTERNATIONAL PRESENTS
DUNCAN SHAW

"No bike, no business". Duncan Shaw is a professional trial biker and travels the globe with his bike. Together, we are writing a success story with B&W's flight-ready, rugged and secure transport solutions. The bike cases not only protect Duncan's bike, but also provide the opportunity to put on a great show: Have fun!

10:00 a.m. - 11:00 a.m.
gebioMized Hall 11.1, Stand B18
Launch Spotless Aero Update /
International Bikefitters Meeting
 gebioMized presents the latest version of the spotless aero arm cup exclusively at Eurobike. From nine onwards, the international bike fitter scene meets for a coffee at gebioMized and the CycleCafe.

10:00 a.m. - 01:00 p.m.
FUTURE MOBILITY FORUM
START-UP & INNOVATION DAY
 The Start-Up Innovation Day is based on the EUROBIKE theme of Smarter Tomorrow and offers founders, investors, and innovation managers a platform for exchange and knowledge transfer. Smart cities and smart industries need new ideas: that's why we're combining keynotes, panels and pitches in our 2023 stage program. Clear the stage at the EUROBIKE START-UP INNOVATION DAY for circular economy, recyclability, green tech, digital solutions, innovative bikes and sustainable materials! The START-UP

& INNOVATION DAY will be in English with a simultaneous German translation.

10:00 a.m. - 01:00 p.m.
FUTURE MOBILITY FORUM
ZUKUNFT FAHRRAD FORUM

The new format Zukunft Fahrrad Forum is dedicated to the mobility trends around the bicycle with its services. Which services are driving the mobility transformation? Which services offer additional potential for the bicycle and the bicycle industry? How have successful services become established and what are the trends for the future? The ZUKUNFT FAHRRAD FORUM will be in German with a simultaneous English translation.

10:00 a.m. - 06:00 p.m.
CAREER CENTER
CAREER CENTER

The CAREER CENTER as a platform for career opportunities in the bicycle and mobility sector is aimed at supporting companies in their search for trainees and young professionals in times of shortage of skilled workers. In addition to workshops, training sessions, shows and the jobwall, panels and presentations on the big stage complete the format.

01:00 p.m. - 03:30 p.m.
EUROBIKE HUB, Portalhaus
BUSINESS SUCCESSION

The new format business succession is aimed at parties interested in business handovers in specialist trade. During the Sellers' Workshop for potential sellers the topics that will be discussed range from the initial situation of the business all the way to contract negotiations. The Buyers' Chat on the other hand is aimed at interested parties who are thinking of acquiring a bicycle shop.

01:15 p.m. - 02:15 p.m.
GRØNBLÅ Hall 8.0, Stand C15
Green revolution in bio-
compostable plastic

Jayu Yang, CEO & Dr. Shu Yuan Yang Director of Research GRØNBLÅ: Discussion with GRØNBLÅ on comprehensive industry solutions for replacing conventional plastics, avoiding microplastics and newly developed industrial composting.

02:00 p.m. - 05:30 p.m.
FUTURE MOBILITY FORUM
CARGO ACADEMY

With various panels, the Cargo Academy offers a prominent forum for professional exchange on the opportunities and challenges of the cargo bike boom and focuses on safety

through standardization, longtail cargo bikes and commercial cargo bike fleets. Finally, the Cargo Academy will present the shortlist for the International Cargobike of the Year Award. The CARGO ACADEMY will be in English and German with simultaneous translation.

02:00 p.m. - 05:00 p.m.
Guided Tour of the trade fair

On the day before the BIKE TRAVEL FORUM, the collaborative tour with one host from cycle tourism and general tourism each will take place. This way, the perspectives on cycling and tourism can be discussed and their interconnection highlighted.

02:00 p.m. - 05:00 p.m.
FUTURE MOBILITY FORUM
LIGHT ELECTRIC MOBILITY

From hoverboards to electric scooters, electro mini cars or segways, the light electric mobility sector has more to offer than e-bikes. This growing industry is changing our transportation system and provides many alternatives for car users.

05:00 p.m. - 06:00 p.m.
Dachterasse Halle 11
FUCK UP BEERS

With beer and stories about failures, we want to celebrate an open and progressive error culture. Here we can laugh about and learn from the biggest start-up failures.

06:00 p.m. - 10:00 p.m.
EUROBIKE HUB, Portalhaus
TRENDLounge

As a quasi walk-in booklet, fahrstil is gathering about 20 exhibits under one theme and guiding visitors through the exhibition. The theme of the 11th anniversary and the 2023 edition is "406 - Champion 20 inch". All exhibits celebrate this wheel size, which stoically rolls along as a true standard in all bicycle trends. Relaxed lounge music and drinks make for a well-rounded evening.

06:00 p.m. - 00:00 a.m.
Freigelände F11
EUROBIKE PARTY

What could be better than rounding off a successful day at the trade fair with colleagues and customers? On Thursday, the EUROBIKE community will be celebrating together at a total of three locations: in the outdoor area, a band and a DJ will be setting the mood for the night with charts and hits, the Skyline Bar promises spectacular views and cool beats, and in the Trend Lounge, visitors can stroll through this year's exhibition to jazzy lounge music.



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D33

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Athlete : Arnaud Sommier / @Charlotte LINDET

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HALL 11.1 / D08
21 - 25/06/2023



EUROBIKE HALL GUIDE

Halle 8.0	E-Mobility + LEVs, Urban Mobility, Infrastruktur, Logistik, Mobility Solutions, Future Mobility Forum, AWARD Ausstellung, LIGHT ELECTRIC MOBILITY AREA, START-UP AREA, CARGO AREA, SERVICE AREA
Halle 9.0	Fahrräder/E-Bikes
Halle 9.1	Teile/Zubehör, Komponenten, Bekleidung, Accessoires
Halle 9.2	Supplier Area (Mi.-Fr.)
Halle 11.0	Fahrräder/E-Bikes
Halle 11.1	Teile/Zubehör, Komponenten, Bekleidung, Accessoires, SPORTS- & PERFORMANCE AREA, Sa.-So.: BIKE BOUTIQUE
Halle 12.0	Fahrräder/E-Bikes, CAREER CENTER
Halle 12.1	Teile/Zubehör, Komponenten, Bekleidung, Accessoires
Portalhaus	EUROBIKE Hub, Media & Creator Lounge, Medienpartner, Fachpressestand

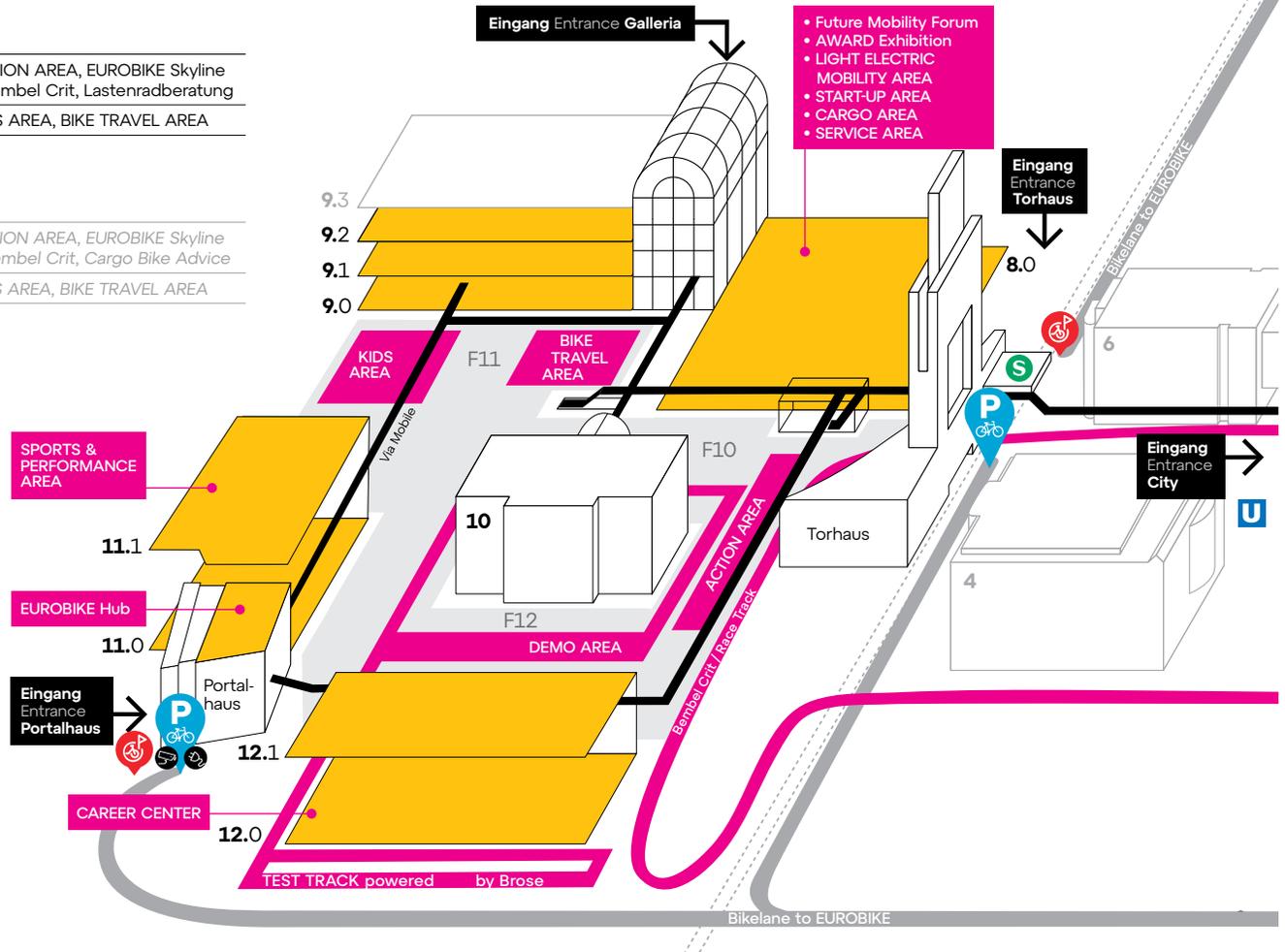
Hall 8.0	E-Mobility + LEVs, Urban Mobility, Infrastructure, Logistics, Mobility Solutions, Future Mobility Forum, AWARD Exhibition, LIGHT ELECTRIC MOBILITY AREA, START-UP AREA, CARGO AREA, SERVICE AREA
Hall 9.0	Bikes/E-Bikes
Hall 9.1	Parts/Equipment, Components, Fashion, Accessoires
Hall 9.2	Supplier Area (Wed.-Fr.)
Hall 11.0	Bikes/E-Bikes
Hall 11.1	Parts/Equipment, Components, Fashion, Accessoires, SPORTS- & PERFORMANCE AREA, Sa.-Su.: BIKE BOUTIQUE
Hall 12.0	Bikes/E-Bikes, CAREER CENTER
Hall 12.1	Parts/Equipment, Components, Fashion, Accessoires
Portalhaus	EUROBIKE Hub, Media & Creator Lounge, Medienpartner, Trade press stand

Freigelände

F10	DEMO AREA, Sa.-So.: ACTION AREA, EUROBIKE Skyline Contest, Bikeflip Show, Bembel Crit, Lastenradberatung
F11	DEMO AREA, Sa.-So.: KIDS AREA, BIKE TRAVEL AREA
F12	DEMO AREA

Open Air Grounds

F10	DEMO AREA, Sa.-Su.: ACTION AREA, EUROBIKE Skyline Contest, Bikeflip Show, Bembel Crit, Cargo Bike Advice
F11	DEMO AREA, Sa.-Su.: KIDS AREA, BIKE TRAVEL AREA
F12	DEMO AREA



DB Call a Bike Stationen
DB Call a Bike stations

Fahrradparkplätze
Bicycle parking

Bewachte Fahrradparkplätze inkl. E-Bike Ladestationen
Surveilled bicycle parking incl. e-bike charging stations

Anreisemöglichkeiten zur EUROBIKE

Travel options to EUROBIKE

Die EUROBIKE findet auf dem Gelände der Messe Frankfurt statt. Die Messe Frankfurt, zentral in der Mitte Europas gelegen, erreichen Sie schnell über optimale Verkehrsverbindungen – ganz gleich von wo du startest. In der Innenstadt, am Hauptbahnhof, am Flughafen Frankfurt oder auf der Autobahn oder ob Sie zu mit dem Fahrrad, zu Fuß, mit dem ÖPNV oder anderen Verkehrsmitteln anreisen.

EUROBIKE takes place on the grounds of Messe Frankfurt. The Messe Frankfurt, centrally located in the middle of Europe, can be reached quickly via optimal transport connections – no matter from where you start. In the city center, at the main train station, at Frankfurt Airport or on the highway, or whether you arrive by bike, on foot, by public transport or other means of transport.

Eine Übersicht finden Sie hier:



Here you find an overview:



Kostenlose Anreise mit dem ÖPNV für Fachbesucher

Free travel by public transport for trade visitors

Alle Fachbesuchertickets, die online erhältlich sind, berechtigen zur kostenlosen Hin- und Rückfahrt zur Messe in Bussen und Bahnen im Gebiet des Rhein-Main-Verkehrsverbundes. Bitte beachten, dass diese Tickets nur ausgedruckt und in Verbindung mit einem gültigen Ausweisdokument gültig sind. Weitere Informationen dazu finden Sie auf Ihrem Ticket.



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

Anreise mit dem Fahrrad

Arrival by bike

Guthaben für die DB Call a Bike Nutzung
Mit unserem Mobilitätspartner DB Call a Bike stellen wir Euch mit einem Code für ein Guthaben für die Nutzung von Call a Bike in Frankfurt vom 21. – 25. Juni 2023 zur Verfügung. Einfach am Bahnhof, nach Messeschluss oder nach einem schönen Abend am Mainkai auf's Bike umsteigen.

Credit for DB Call a Bike use
With our mobility partner DB Call a Bike, we provide you with a code for a credit balance for the use of Call a Bike in Frankfurt from June 21st - 25th 2023 when you have purchased an entry ticket for EUROBIKE. Simply switch to use a bike at the train station, after the end of the trade fair or after a nice evening at the Mainkai.

Nachhaltige Anreise: Wir helfen bei der Wahl des Verkehrsmittels
SteigUm.de zeigt anhand vieler Beispiele, welch immenses Einsparpotential in der Anreise zur Messe steckt, wenn alle Besucher das Auto stehen lassen und nur für die letzten Kilometer in Frankfurt aufs Fahrrad umsteigen.

Sustainable arrival: We support you in your decision for means of transport
With several examples, SteigUm.de illustrates that the arrival to the fair contains immense potential for savings, if all visitors would choose to ride the bike for the last few kilometers in Frankfurt.

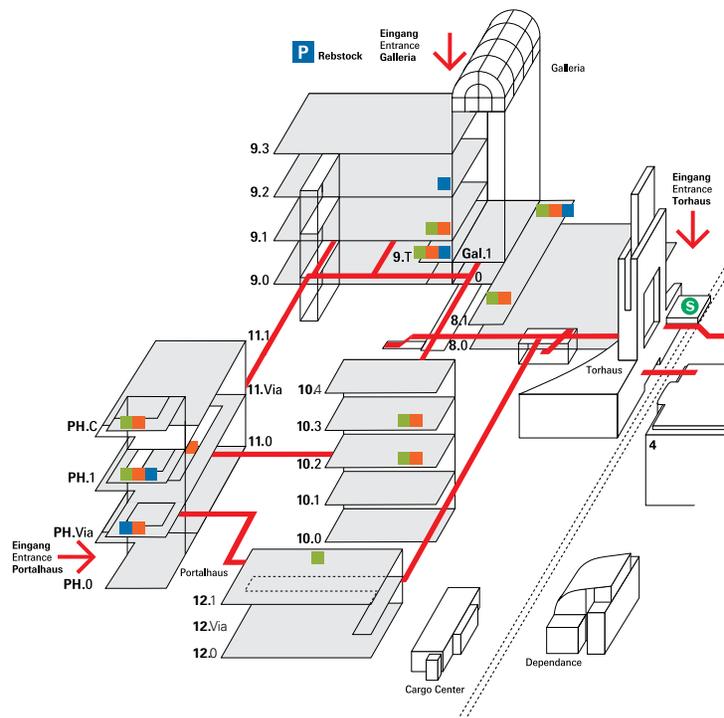
Einfache Navigation mit Biketour.Guide von SteigUm.de
Die Fahrrad-navigations-app Biketour.Guide steht für Messebesucherinnen kostenlos als Premiumversion zur Verfügung. Damit kommen Sie sicher vom Hauptbahnhof zum Messegelände und von dort zum Mainkai.

Simple navigation with Biketour.Guide by SteigUm.de
The bicycle navigation app Biketour.Guide is available as premium version for all our fair visitors free of charge. You can get safely from the main station to the exhibition grounds and from there to the Mainkai.

Bewachtes Fahrradparken:
Am Eingang Portalhaus findest du eine Fahrradparkanlage. Fahren Sie mit dem Rad direkt an den großen, bewachten Fahrradparkplatz inklusive Service-Station und genießen Sie den Messetag mit dem Wissen, dass Ihr Fahrrad sicher verwahrt direkt vor der Türe auf Sie wartet.

Guarded bicycle parking:
At the Portalhaus entrance you will find a bicycle parking facility. Ride your bike directly to the large, guarded bicycle parking area including service station and enjoy your day at the fair knowing that your bike is waiting for you right outside the door.

Conference rooms



ALFRED THUN GMBH

THUN BRINGS BACK ICONIC CRANKSET

For some years, Alfred Thun GmbH chose not to exhibit at any major trade shows. But this German supplier of bicycle components is about to expand into several new product categories with big plans for the years to come, company is setting out its stall again, returning to Eurobike to present new product highlights with a bang.



Thun's Co-CEO Alex Thun has big plans to diversify the product portfolio.

Alfred Thun GmbH [Hall 12.1 / C29] can be considered a hidden champion of the bicycle industry. This family-owned enterprise counts heavily on its "Made

in Germany" production, offering a wide selection of bottom brackets for both conventional bicycles and e-bikes. As a pure B2B player with almost no consumer business, Thun normally prefers to stay under the radar of public attention. For this and sustainability-related reasons, the company has not exhibited at the big shows for quite a few years.

But that is about to change because Thun has some big news this summer – and this time it's not about bottom brackets but about cranks.

For Thun cranks are not an entirely new product category. In fact, it used to be a major player in the drivetrain business between the 1960s and the 1990s. "These components were – and still are – part of our DNA at Thun," comments Alex Thun, Co-CEO at Thun. "With the rise of the mountain bike in the 1990s, the era of us being involved in this field came to an end. Sadly, the production of these components got offshored more and more." As a final highlight, Thun



With the REV II, Thun offers a timeless design for upscale e-bikes with mid-motors.

brought the Revolution crankset with its iconic window in the crankarms to the market in 1992, albeit at a small scale – it was discontinued after only 150,000 units produced.

Fast forward to 2023, and Thun is back in business with a new version of this crankset under the name Revolution 2.0 or REV II in short. "Our Revolution crankset was launched 30 years ago and was a total showstopper," explains Alex Thun. "REV II is designed to continue this legacy and start a new one. The idea is to introduce a flagship product, given REV II's design and high-quality finish. We will only offer limited quantities and sell them at an intentionally high price point. Once we're back in the game, we will dish out some additional game-changing and affordable products. REV II is only the beginning!"

REV II crank arms were co-developed by leading industrial design agency IDberlin (Haller Roose GbR) who took the window look to a new level. Designed for upscale e-bikes with mid-motors, the new crank arms are 100 percent CNC-machined in Germany and available in 165 mm, 170 mm and 175 mm lengths in different surface options such as polished, matt black and bicolor chrome black. **LVR**

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Features and benefits we offer you:

- ✓ 4-year warranty, no restrictions
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- ✓ Easy service conditions



Visit us at Hall 8.0 stand H20
or at demo area F110 / B13.

Okawa.
ease of power



DIRK ZEDLER ON: MARKET SURVEILLANCE PROCEDURES

E-BIKE MAKERS: BE MINDFUL OF LEGAL REQUIREMENTS

Markets for bicycles are growing – drawing greater attention from the various market surveillance authorities. Sales bans are being imposed on manufacturers for a variety of different reasons.

inherently safe machine
 instruction
 local language
 2006/42/EC
 CE
 risk assessment
 recall
 foreseeable misuse
 SERVICE LIFE
 intended use
 EN 15194
 declaration of conformity
 disposal
 Death

After the tremendous success of the past ten years, we as an industry are entitled to some pride. Electric bicycles were originally seen as mobility aids for pensioners, and criticized for their poor reliability and short useful life. Since then, e-bikes have matured and become a respectable option for all user groups and categories, from the enduringly popular low-entry or unisex bike to cargo bikes and sporty full-suspension enduro models. Industry association Zweirad-Industrie-Verband (ZIV) says that in Germany alone 2.2 million of the bikes sold in 2022 came with electric support. That amounts to almost half of all the bicycles sold that year. The margin is highest in the mountainbike category, where 90 % of all bikes sold have a motor.

So, everything is fine then? Not quite, because a lot of manufacturers are not on top of all the new tasks electrification has wrought. Some deficits are enormous. This can – and often does – lead to sales bans imposed by the authorities and penalties of sometimes tens of thousands of euros.

'e-' turns a bicycle into a machine
 Market surveillance authorities cannot and must not be complacent in the face of the success of our industry. The statutory framework throughout the whole European Union clearly states that the authorities must ensure a uniform, continent-wide safety level. Wherever in the EU a product with a mandatory CE marking is sold, the customer must be sure it is safe. No ifs or buts — e-bikes must meet all applicable directives and laws. This is meant to prevent unsafe products from reaching customers, but also to ward off market players trying to gain unfair advantages through lower safety benchmarks for reduced production costs and prices.

Other countries have instituted nearly identical requirements for e-bikes, such as Switzerland, the United Kingdom, Australia and New Zealand.

Such (safety) requirements are by no means uncharted territory. Power tools and household appliances are sectors where transparent conformity procedures and knowledge of the Machinery Directive (one of the applicable legislative acts) have been par for the course for more than 20 years. The cycling industry merely needs to come to terms with the fact that electric motors have changed the legal landscape and that external observers have the right and duty to investigate the manufacturers' safety measures.

For non-electric bicycles, nothing changes. The courts will only take a look when something has gone awry, i.e. in cases of accidents with severe consequences. But with electric bicycles, an authority may request to see and check the documentation if there is even just a 'slight initial suspicion'. Even worse, if the regulations are not met, the authority can and must ban distribution until further notice.

Examples of temporary sales bans

A manufacturer was keen to enter the Italian market. The authorities determined that documents were missing and investigated. Sales were stopped until all investigations were passed and all required technical documents submitted.

A police patrol in Germany stopped a cyclist and noticed irregularities on the identification plate. The bike dealer could produce neither a declaration of conformity nor the technical documents, so the case went to the trade supervisory board at the bike manufacturer's seat.

A shipping container with e-bikes was inspected in Marseille (France). There were no operating manuals in the bike boxes, so officials temporarily blocked the container and the sale of its contents.

The German regulatory authority Bundesnetzagentur banned the sale of cargo bikes in Germany that had not been tested for electromagnetic compatibility (EMC).

A manufacturer in Switzerland received a visit

from the Swiss Council for Accident Prevention (BFU). The officials found deficits: incomplete operating manuals and missing risk assessments. The manufacturer could continue delivering the e-bikes only after the new documents were inspected.

For e-MTBs intended for the French market, neither the importer nor the manufacturer from another EU country could provide sufficient test certificates. The authority did not accept the partially incomplete reports provided by the Asian suppliers. Instead, it required tests to be performed in a French laboratory, i.e. in the European Union.

As these examples from our work show, bike manufacturers cannot afford to continue as they have over the past decades. Market surveillance authorities only had big-name manufacturers in their sights at first, but smaller and medium-sized manufacturers are now starting to feel the heat too.

Getting started

The statutory requirements are comprehensive and by far exceed the scope of the Machinery Directive: there is the Low Voltage Directive, the Battery Directive, the RoHS Directive, the many standards for e-bikes themselves and for operating manuals and risk assessments. Sure, it is hardly possible to get on top of all this in an instant. Which is why it is so important for manufacturers to get started across their portfolios. And just as importantly, the whole team, from the management down, needs to be committed.

That training employees is usually a first successful step. The company can turn things around only if all participants are familiar with the safety concepts behind the legislation.

■ Dirk Zedler



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.

Our experts draw on the wealth of experience gained through several thousands of expert's reports to train experts from in and outside the bike industry, such as automotive experts.

What we have learned from court cases, the proceedings of the market surveillance authorities and recalls is the content of our training courses for bicycle manufacturers. As a result, they are in a position to set up CE conformity processes internally.

For more information, visit www.zedler.de.

J



J am not a bike
but a brand new day



Hall 12.0 – Stand A08

Official reveal every morning at 9:30

Wednesday 21st - German presentation

Thursday 22nd - English presentation

Friday 23rd - German presentation

{MOUSTACHE
smiling machines

TAYA'S NEW HEAVY DUTY CHAINS FOR ELECTRIC CARGO BIKES

Taya Chain will celebrate their 55th anniversary in 2024 with several new initiatives along with its new Zenas brand.

Given that cargo bikes are becoming increasingly popular and motor torque more powerful, the company is developing a product line of chains built to deliver longevity under trying conditions. The focus of **Taya's [Hall 9.1 / B40]** new Zenas brand is heavy-duty transmission components, particularly high-tech chains and chainrings designed to work with the transmissions found on single-speed electric cargo bikes.

Mindful of the importance of sustainability, this product range uses SEC technology that provides self-lubrication and environmentally friendly coatings to enhance chain durability. The chains deliver smooth and efficient performance and can withstand tensions up to 1500kg. Surface hardness has been increased by 25%



and the product lifespan extended by up to eight times. The chain reduces slack and improves load-bearing capacity. It comes in three tension levels, 1500/2500/3000 Kgf, catering to different terrains ranging from urban roads to hills. Its streamlined components reduce production emissions to minimize environmental pollution.

The name Zenas was selected to establish a strong brand identity, positioning itself as a provider of high-quality and reliable drive system solutions that are synonymous with reliability and safety during use. Aside from creating extremely durable chains, ZENAS places great emphasis on environmental sustainability, aiming to reduce the manufacturing carbon footprint of the product line up to 30% by 2030 through the use of renewable energy and sustainable production methods. The new brand also

Taya's 55th anniversary twin pack



DHT enhances chain surface hardness to 1500-2000 HV

reflects a doubling down of Taya's commitment to R&D.

To mark their 55th anniversary Taya will issue a limited edition discounted pack of two chains. The packaging made from recyclable material is designed to reflect the company's renewed commitment to sustainability. The company will also double down on marketing support to customers with new promotional materials.

Taya have racked up an impressive number of awards over the years. It started with the Super Single Halflink Chain at Eurobike in 2010. Designed for professional BMX riders the asymmetrical half-link allowed the chain to sit perfectly on the cog giving the ability to finely adjust the length of the chain. In 2015 they achieved a China Cycle Innovation Gold Award



GST coating gives 25 years corrosion resistance

for the EVO-Light Chain and a Taiwan Excellence award for the 12 Speed Rollerless Galaxy Chain in 2021. ■ GR

wellgo

VISIT US AT EUROBIKE BOOTH 12.1 / A10

F367DU

WEIGHT 343g
BODY PC
CAGE PC
COVER Sand Paper
SPINDLE Boron
BEARING Polymer bearing
SIZE 106 x 84 x 24 mm



View the complete line at www.wellgopedal.com

SHOW DAILY IS NOW OFFICIAL MEDIA PARTNER FOR PM EVENT TAICHUNG BIKE WEEK 2023: BUSINESS AS USUAL WITH RETURN OF TEMPUS HOTEL

Taichung Bike Week 2023 is slated to take place from October 3 to October 6 and will once again be held in the Splendor, Evergreen, and Tempus hotels, with the possibility of other hotels also participating.



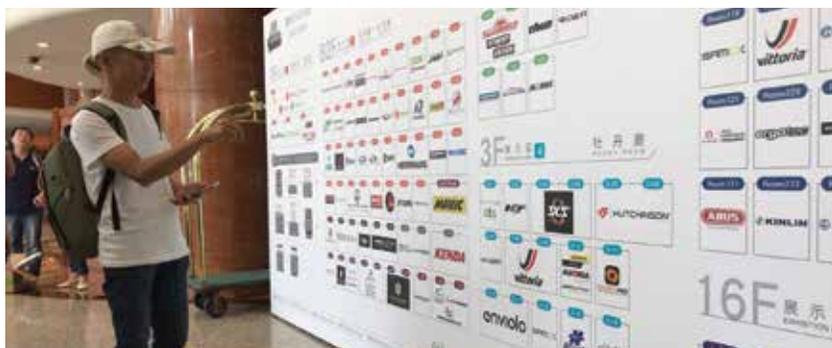
The Tempus hotel returns to the fold in 2023

Two changes are set to make this year's event the biggest and best yet. The first is the joint establishment of a new website (www.tbw.com.tw) by the Splendor, Evergreen, and Tempus hotels. The site is intended to assist visitors in easily locating the exhibitors and products they are most interested in as well as organize meetings with the relevant companies.

The other change is that an official Show Daily newspaper will be published by the team behind the Eurobike and Taipei Cycle Dailies. KB Media has published the official Show Dailies in Germany and Taiwan since 2008. "We're looking forward to bringing our expert team to TBW for in-depth coverage of this important event in the industry calendar," said KB Media director Tom Kavanagh. The official Show Dailies will include exhibitor lists and floor plans, replacing the usual Show Guide publication.

Taichung Bike Week (TBW) is a unique bicycle event that caters mainly to OEM exhibitors, focusing on negotiations for new product specifications for upcoming model years. After a modest beginning in 2010 it had scaled up to become a mandatory event for many product managers from around the world before the Covid-19 pandemic led to the cancellation of the 2020 and 2021 editions.

The event's format developed out of a style of informal meeting that evolved in the late 90s. Taichung is the center of Taiwan's bicycle industry as a majority of the key component manufacturers are within an hour's drive of the city, making it the logical place for the big companies such as Shimano, SRAM, Continental and others to meet with their suppliers. Product managers saved time by not having to crisscross the country to the north and south of



Visitor surveys the exhibitor list at the Evergreen hotel

Taichung to meet with their suppliers. Local hotels were the best venues for these meetings and Taichung's earliest five-star hotels became the preferred venues where a product manager could meet with multiple suppliers over the course of the show.

The date and venue of this event are determined by the bicycle manufacturers after considering the opinions of all parties, unlike general trade shows that are organized centrally. Taiwan's bicycle industry has been a key industry for the country going on three decades now. The tacit understanding and tradition of solidarity and mutual assistance between industry players in pursuit of jointly enhancing industrial competitiveness have always been the envy of other industries. This unique arrangement is the reason such a large-scale event can be held without a central organizer.

After a pandemic-mandated absence of two years, Taichung Bike Week returned in 2022 although without the Tempus Hotel. Difficulties brought on as a result of the pandemic caused a temporary halt to the venue's operations. The Tempus Hotel, now under the management of Dunqian, Taiwan's largest chain of smart hotels, is prepar-

ing to resume its position as one of the three main hotels for Taichung Bike Week. As of its reopening in May 2023, the Tempus can accommodate around 54 booths, providing ample space for exhibitors to showcase their products and conduct business during the event.

The Evergreen Laurel Hotel was opened in 1993 and is located in Taichung's Taiwan Boulevard commercial district. As the first five-star hotel in Taichung, many bicycle companies based in Taiwan and abroad have long preferred to hold meetings there. Rooms are spacious and grant a high degree of privacy which many brands find preferable for appointment-based meetings. As a special service to exhibitors and visitors, free lunch boxes along with free coffee and afternoon tea is provided each day. The spacious lobby bar is an excellent place for business people to relax after a long day of meetings. The hotel can accommodate up to 80 booths and has 25 private rooms available. All 354 rooms for both accommodation and meetings are already booked out for Taichung Bike Week 2023, an emphatic declaration of support for the event.

The Splendor Hotel wasn't the first venue that bicycle companies chose



Spendor hotel GM Laura Chen: "All 500 rooms are already fully booked."



TBW floorplan at the Spendor hotel.

to set meetings with OEM buyers at the outset. It has, however, ended up becoming the biggest of them all due to its spacious and open floor design. The hotel's General Manager, Laura Chen, a hotel management veteran with over 30 years of experience was hired to reorganize and transform the planning and organizational model of the hotel some 12 years ago. The central location and more than 250 rooms and ample conference venues are well-suited to hold large international events such as Taichung Bike Week. It is also fully booked for 2023. "It is really convenient for exhibitors to hold an exhibition in a hotel," said Chen. "Getting to the show floor is just a matter of heading downstairs. Then, after a hard day's work, you can go directly back to your room for a well-earned rest. Together with the Splendor's nearby affiliated property, Park Lane Inn, all 500 rooms across both venues are booked out for this year's show," she said.

Given that all three hotels are within walking distance of each other, or a very short bus ride up or down Taiwan Boulevard for anyone really in a hurry, Taichung Bike Week is arguably the most efficient and convenient event that product managers will experience all year. ■ GR

EXHIBITOR PROFILE: OKAWA MOTOR TECHNOLOGIES

FRESHLY STRENGTHENED AND READY FOR THE FUTURE

Okawa Motor Technology has big ambitions in the e-mobility industry following a successful funding round and the move into its new European headquarters



Okawa Motor Technology's new European HQ opened in March of this year

Fresh from a successful financing round that brought the company over 16 million euros in fresh capital, drive manufacturer **Okawa Motor Technology [hall 8.0 / H20]** is settling into new premises in Nijkerk, just a few kilometres northeast of Amersfoort in the Netherlands, which will serve as the company's European headquarters as it pursues further growth.

Okawa Motor Technology was originally founded in 2020 out of Yadea, China's biggest producer of electric two wheelers, which still holds a small share in the company. It produces a

range of mid motors, including the innovative AT60 which incorporates an 8-speed gearbox. The company also offers a subscription model for its motor systems which reduces operational risk for users such as last-mile delivery companies, where the motor is a mission-critical part of operations. The company opened its European headquarters in March of this year, and is looking to use the investment to drive further growth.

After the latest funding round an international investor group now holds 30% of the company shares, but

company founder and CEO Dr. Luca Du continues as the main shareholder of parent company Okawa Motor Technology, and will continue to play a central role in the development of the company. Being born out of Yadea meant that the developing company could benefit from cost advantages through the immense purchase power of its parent company, but the company is now thriving on the technical expertise in the automotive and supplier industries that Du and many of his development colleagues can call on.

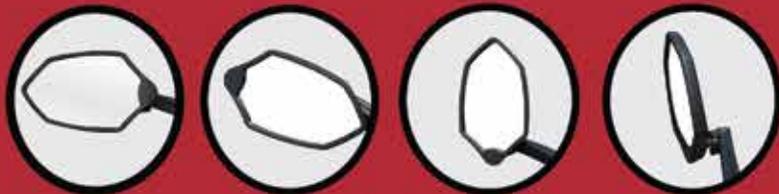
The new office and warehousing facility will house Okawa Motor Technology Europe B.V. and handle sales, customer service and logistics across Europe. "The central location and proximity to the major cities of Amersfoort and Utrecht are not only advantageous for logistical reasons," says Jack Brandsen, General Manager Europe of Okawa Motor Technology. "We also want to be attractive for future new employees, because we need more talented and motivated colleagues for the planned growth of our European Headquarters."

Former professional cyclist Niels



Company founder and CEO Dr. Luca Du will continue to play a central role

van der Steen has recently joined the team as sales manager for the Benelux countries, strengthening the European operation. "Hiring Niels is the first step of attracting dedicated people who understand the business specifics in their own regions," says Brandsen. "And because we are convinced that our revolutionary business model is going to be successful, we would like to encourage proven sales experts or talents from other European regions to contact us." ■ DA



SEE THE DIFFERENCE

HALL 9.1 E40

Hafny



New Instant-Engaged System Hub 612 Points of Engagement (POE)

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EXHIBITOR PORTRAIT: MIRANDA

FORGING AHEAD AS A KEY SUPPLIER

Miranda is one of the driving forces for the Portugal Bike Value project. The company's strong emphasis on innovation, flexibility and sustainability have been paying dividends lately, and the metal working specialist is showing no signs of slowing down any time soon.



Miranda's chief marketing officer Joao Miranda in front of one of the automated polishing stations.

With a history reaching back three generations and more than 70 years, Miranda [Hall 9.2 / C22] has been witnessing the ups and downs of Portugal's two-wheeler industry since the 1950s. At first this family-owned enterprise made bicycle accessories such as pumps

and bells before shifting its focus to supplying motorbike manufacturers with head lights, speedometers and even brakes. As Europe's motorbike industry declined, Miranda shifted its focus back to bicycles in the 1990s and moved from injection-molded grips and V-brakes to

forged drivetrain parts after the turn of the millenium.

"When we premiered our first crankset for e-bikes with a mid-motor in 2010, Bosch launched its first mid-motors as well. At the 2010 edition of the Eurobike show, almost all e-bikes with Bosch motors on display had Miranda cranks mounted," the company's chief marketing officer João Miranda recalls. The bet on e-bikes with mid-motors proved to be very profitable for Miranda and is still a key factor in the company's ongoing dynamic growth. In 2019, the headquarters in Agueda were expanded by another 10,000 m2 of factory floor. Investments in digital tracking and real-time monitoring of the production have moved the company towards the industry 4.0 model.

At the time of Show Daily's visit all offices had been moved into containers as the old administrative building was about to be demolished to make room for a new building that will put product development and sales departments into close proximity. As Joao Miranda points out, Miranda is one of the most innovative companies in Portugal, owning a lot of patents and investing in protecting its

intellectual properties. The company's core competences lie in working with metals such as aluminum, steel and titanium, but it also owns some injection molding machines and puts those to good use to produce battery and motor covers.

In terms of forging, Miranda has been investing heavily in its machinery and procedures, relying on advanced computer simulations to optimize tooling and the exact amount of metal needed to get a part produced as specified by a customer. The economic use of raw materials is part of the company's push for sustainability that it has documented online in a comprehensive report (to be found at <https://sustainability.bike>). Relying on in-house painting of its parts rather than sending them to a supplier for anodization is another measure to keep the eco footprint small. As is the waste water processing facility in the basement of the factory.

"We have also put solar panels on the roofs of the new factory halls, accounting for one quarter of our electricity consumption as of now. This percentage will see a further increase as per November when the new administrative building is set to

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Forged aluminum crankarms await further processing.



While most of the polishing work has been automated, the final touch is still up to humans.

be ready, featuring additional solar panels on its roof,” as Joao Miranda explains. Since Portugal’s power grid heavily relies on solar, wind and water power, the company purchases electricity at a higher price that is certified to be green by the provider. Fossil fuels make up for 1 percent of Miranda’s energy consumption and are used in the logistics department for transports by trucks and where heat is needed, mainly in the heat treatment and painting departments.

Further reducing Miranda’s eco footprint is the modular design of its cranks and chainrings, minimizing the parts that need to be replaced due to wear. By not fixing the bottom bracket axle to the drive side crankarm permanently, the size of the OE packaging

can be further reduced as well, so more cranksets fit on one standard euro pallet and into a truck heading for an assembly plant somewhere in Europe. As a next step the production of steel chainrings will be moved back to Portugal from Far East. For its staff of 200, Miranda plans to provide a fleet of 50 utility e-bikes as well soon. The company’s membership with Shift Cycling Culture further emphasizes the focus on sustainability.

One key factor of the success of Miranda is its proximity to European e-bike assemblers as its main customers and to leading bicycle manufacturers and brands in countries such as Spain, France, Germany or the Netherlands. This proximity facilitates meetings between Miranda’s R&D teams and OE

customers without the need to fly to Asia. Miranda’s strong emphasis on in-house production offers advantages in terms of consistency and quality control while also shortening lead times and increasing flexibility. The latter two have become strong assets since sea freight got way less reliable and much more expensive throughout the Covid-19 pandemic.

The new products to be presented at this year’s Eurobike reflect some trends in the e-bike segment. As an entirely new product category, Miranda will be launching cold forged stems for e-bikes that have been designed with integrated cable routing in mind. Other news include chainrings with an integrated bash guard for Shimano’s EP8 mid-motors

and alloy cranks for Fazua’s light support Ride 60 and Ride 50 assistance drive systems, featuring a slimmer profile and weighing significantly less. Speaking of low weight, Miranda will also launch seriously lightweight carbon crankarms built in Portugal in cooperation with Carbonteam.

Given the ongoing investments in state-of-the-art production technologies, its close connections to many leading e-bike brands and its keen sense of e-bike trends, Miranda looks perfectly positioned to stay in the fast lane and ahead of many of its competitors. And to continue to act both as a role model for other Portuguese manufacturers and a driving force behind the Portugal Bike Value project.

■ LVR

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PORTUGAL BIKE VALUE

TOGETHER, TO GO FURTHER

In the space of ten years, Portugal's bicycle industry exports have seen striking growth. While there are various reasons for this rise, some key elements can be found in Portugal proper, in Brussels, and in shifting global supply chains.



While Portugal's domestic bicycle market remains small, bike sharing stations are popping up across the country.

Known for its long stretch of Atlantic coast and historic city centers with colorful tile-clad houses, Portugal also has a long tradition of global trade. Since Portugal joined the European Community in 1985, the country has persevered through rough times, almost defaulting on its debts and facing serious unemployment.

After the second World war, under the authoritarian rule of Antonio de Oliveira Salazar, Portugal developed a modest two-wheeler industry that built bicycles, mopeds and small motorbikes mostly for the domestic market. Some Portuguese companies managed to become suppliers to motorbike manufacturers in other European countries as well. But changes in the legislation for both bicycles and mopeds led to a collapse in sales and use, hurting the business of domestic manufacturers. When production of larger motorbikes moved to the Far East, many went out of business entirely. Portugal's once flourishing two-wheeler industry was in tatters by the end of the 20th century.

But the expertise in terms of metal-working and producing two-wheelers was not lost. This know-how and Portugal's logistically conveniently located harbors along the Atlantic coast served as the foundation of the revival of Portugal's two-wheeler industry, but it was not sufficient yet. The country first had to go through a severe economic crisis that brought it close to defaulting in the wake of the global financial crisis of 2007 and 2008. The International Monetary Fund came to the rescue with a bailout plan on the condition that Portugal would implement far-reaching reforms to facilitate investments and make for a healthier economy. This and the low average salaries relative to most other EU countries were the next elements of Portugal's formula for success.

To lessen the impact of Portugal's financial crisis and its possible implications for the common currency, the EU launched a three-year aid package that expired in May 2014. Next up it tapped five European structural

and investment funds and started to funnel EUR 25 billion into Portugal from 2014 to 2020, improving infrastructure and supporting structurally weak areas with the Connect 2020 and the Portugal 2020 programs. The area South of Porto that is the home to most of Portugal's bicycle industry qualified as such a region following the downturn of the late 80s and 90s.

EU funds found their way into Portugal's bicycle industry, and two-wheeler association Abimota took charge of coordinating these efforts and promoting the cooperation with universities and research institutes under the Portugal Bike Value initiative. This built on the success of the more modest "light mobility" initiative. Rather than seeing each other as competitors, leading firms in the industry including Miranda, Rodi and Ciclo Fapril joined forces to set up Triangle's as Europe's most advanced and widely automated production of aluminum frames. This lighthouse project put a spotlight on Portugal as a potential supplier for European bicycle brands. Investments by Taiwan-based Fritz Jou Manufacturing and German carbon specialist Bike Ahead further added to the country's reputation.

Another key moment for the development of Portugal's bicycle industry came at the end of 2018 when the EU commission decided to extend and ramp up anti-dumping tariffs on made-in-China e-bikes by another five years. This decision had far-reaching consequences for the global supply chains of e-bike brands: within a few months, exports of e-bikes from China to the European Union dropped by 91 percent. The resulting gap was filled by Taiwan, Vietnam, some other Southeast Asian countries and member states of the EU. This increased demand for the know-how and capacity of Portugal's bicycle industry showed in the country's export statistics and the accelerated growth in 2019.

One more thing that these statistics clearly show is the effect of the Covid-19 pandemic on global supply



Incycles aims to assemble e-bikes for a dozen partners to spread the risk.



Cutting edge machinery at Miranda includes this massive 3D laser cutter.

chains and Portugal in particular. According to Abimota investment consultant Sergio Ribeiro the drop in exports in 2020 was mainly caused by a six-week lock-down the government had imposed in the spring of 2020 during the first wave of infections. As soon as the factories were back in action, the high demand for bicycles and e-bikes in particular within Europe and even more so the many issues with global supply chains worked in Portugal's favor, filling the order books and forcing companies to invest in expansions of their production capacities and to run more than one

shift to cope with the demand.

Throughout 2021 and 2022, Portugal's bicycle industry was posting impressive growth numbers and more than doubled its pre-pandemic export volume. But the downturn in consumer sentiment and thus demand for bicycles has also reached the producers in the Southwest of Europe. None of the factories that Show Daily visited in May 2023 were running at full capacity. And some warehouses for finished goods were filled to the brim with boxed complete bicycles held back at the producers due to high inventory levels. Still, these full

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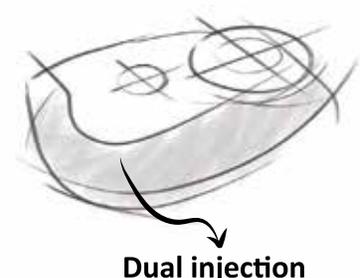
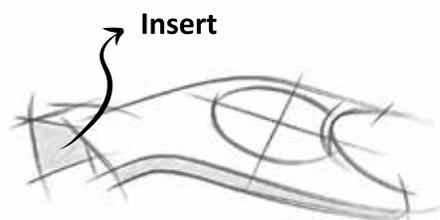
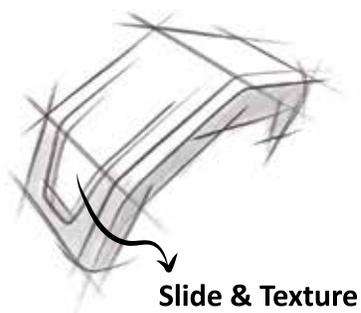
VLG-1909



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VLG-1891

Velo E-bike parts are custom molded parts--accommodating different E-bike designs.



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12.1/A10

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Assembly of Zipp wheels at Sram Portugal is mostly done by hand.

warehouses show another advantage of producing in Portugal – namely the short distance to the markets and the fact that deliveries of preorders do not happen only twice a year.

This proximity, a high degree of flexibility and relatively low MRQs are some of the strong points of Portugal-based manufacturers. Add state-of-the-art factories and the willingness of the industry to up its game and turn from a capacity provider into a development partner and innovation driver, and the outlook for Portugal's bicycle industry is promising. All the more so as the support of the European Union is ongoing and its co-financing new programs such as Recuperar Portugal and the AM2R investment plan aiming to strengthen the domestic two-

wheeler industry and its resilience will continue to allow for further development. According to insiders up to 40 percent of the budgets agreed upon in 2021 and to be used by 2026 have been funded by the EU.

While companies like Triangle's and Carbonteam already supply premium manufacturers, most of Portugal's bicycle industry is operating in slightly lower price brackets. For this reason, the motors used in the assembly of e-bikes are mostly sourced in Far East, depending to the wishes of the brand in question. Many e-bikes are sent out without a battery, as these are being bought by the brands in the target countries. Thanks to the focus on e-bikes the average value per exported bike has been lifted significantly in recent years.



The assembly department of Sangal.

And this focus also means that Portugal's bicycle industry has not been hit as badly by the slump in demand as that in countries who focus on conventional and entry-level bicycles.

The coordinative effort of Abimota is bearing fruit, confirming a Portuguese saying that alone one may go faster but together you get further. Portugal has become the largest producer of e-bikes within the EU, and the bicycle industry is ready to further up its game. Part of this is a push for sustainability: from solar and wind power to the use of plant-based lubricants and the reduction of fossil fuels, many steps are being taken to reduce the eco footprint. And while most of the production of Portugal's bicycle industry is being exported, the



The assembly line at Unibike.

decision of the government to lower the VAT on bicycles may stimulate the domestic market as well. In short: this success story is far from over. ■ LVR

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OVERVIEW: URBAN E-BIKES

E-BIKES FOR THE CITY: EMBRACING DYNAMIC MOBILITY

Amidst the urban chaos, e-bikes are emerging as a dynamic solution. They effortlessly manoeuvre through crowded streets, overcoming the challenges of traffic and parking limitations. With their electric assistance, urban e-bikes promote efficient and sustainable commuting, redefining mobility in the city and paving the way towards a cleaner and more accessible urban environment.



The Tern NBD offers a comfortable and safe riding experience to everyone.



Smartmotion Xcity Neo Gen6 features a weld-free downtube and motor mount technology.



The Jean Fourche e-bike accommodates riders from 1,50m to 1,90m.

E-bike brands are wholeheartedly embracing technologies to enhance the urban biking experience. By integrating cutting-edge technologies, urban bicycles are evolving into high-tech mobility solutions, optimising the way people commute in cities.

With more than a decade of experience in the development and production of e-bikes, and driven by their commitment to innovation, performance and sustainability, **Smart-motion [Hall 9.0 - C04]** is a prime example. Their latest offering, the Xcity Neo Gen6, builds on more than a decade of e-bike expertise. Boasting a sleek design with a low-step frame, enhanced durability, and advanced features like a weld-free downtube and motor mount technology, the Xcity Neo delivers elegance and robustness. The Motinova mid-drive 250w motor system ensures a smooth and silent ride, while the smart mode, previously introduced on the Hyper-sonic model,

introduces a hands-free electric power assist mode allowing riders to choose between the Sport and the Tour smart mode and experience the sheer joy of their journey.

Riese & Müller [Hall 12 - A13] is a leading brand in the industry that's renowned for innovative e-bikes and unwavering focus on the riding experience. Offering a low step-through frame and equipped with Riese & Müller Control Technology featuring full suspension, the **Homage4** delivers a riding experience defined by comfort and safety. For those seeking to venture farther or conquer challenging terrains, the optional DualBattery with an impressive 1,250 Wh capacity extends the range to 150 kilometres. Also featuring a suspension seatpost and a low step-through



The Homage4 is equipped with Riese & Müller Control Technology featuring full suspension.

frame, the **Swing4** seamlessly transitions between urban streets and scenic landscapes, propelled by its robust Bosch Performance Line motor and a 500 Wh luggage rack battery. Launching at this year's Eurobike, the **Goroc TR:X** is

the new crossover e-bike from **Flyer [Hall 12 - B14]**.

With the Pinion e-drive system, it easily navigates bustling city streets while providing the extra power and versatility for memorable multi-day explorations. Crafted from premium carbon, the high-quality main frame of the **Goroc TR:X** provides a direct riding experience, complemented by a full-suspension frameset with 130 mm travel for optimal comfort, while integrated features such as the headlight, rack, and fenders ensure rider safety and convenience in any weather or time of day. The FIT E-Bike Control app offers a multitude of intelligent features such as navigation, range estimation, tire pressure monitoring, weather forecasts, and incoming call notifications, while the FIT Digital Key provides reliable theft protection.

Another e-bike designed to handle city trips and longer adventures is the new city/trekking **Kagu Pinion** from **Simplon [Hall 12 - H38]**. Receiving an update with the new Pinion e-drive system, combining an electronic gear shift with 12 gears and a powerful motor with 90 Nm in one unit, and complemented by a belt drive, the **Kagu Pinion** offers better handling and minimal wear. The flexible battery system delivers battery power up to 1430 Wh for extended riding while the carbon frame offers a balance between weight, rigidity and durability, enabling it to effortlessly handle up to 160 kg and thus making it perfect for both commutes and longer rides with heavy loads and luggage.

Hitting the market just recently, the **46er** from **Benno bikes [Hall 12 - A15]** sits in the category of utility e-bikes, or *Etility* as Benno calls it. It's both a regular e-bike and a cargo bike. Made with a strong rear and a sporty front, it's built for people who want the best of both worlds. Capable of carrying up to 190 kg (max gross weight) thanks to a wide range of accessories, it combines a 24-inch rear wheel and a 26-inch front wheel with suspension for a sporty yet comfortable ride. In Europe, the **Benno 46er** comes with the powerful Bosch Performance line CX system and a second 500Wh PowerPack battery can be added. Based in Bordeaux,

The Swing4 from Riese & Müller prioritises comfort and durability.



France, **Jean Fourche [Hall 9 - B11]** introduces a highly customizable and versatile e-bike that seamlessly integrates into the urban utility category. With production Portugal and final assembly in France, their exceptional frame design

remains consistent across both the standard and electric variants, accom-



Flyer's Goroc TR:X offers optimal versatility.

modating riders with heights ranging from 1.50m to 1.90m. Weighing a mere 23 kg, the electric model boasts an impressive maximum load capacity of 170 kg, positioning it as a nimble and robust workhorse purpose-built for city environments. Equipped with an 80Nm motor meticulously engineered by the renowned French company **Virvolt**, this e-bike exemplifies longevity, featuring easily serviceable and replaceable components.

Tern [Hall 12 - A04] is a brand that also knows a thing or two about accommodating all kinds of riders. With a mission of getting people out of their cars for relatively short trips, they needed "to make biking more accessible, comfortable and safe for everybody", says Josh Hon, Tern's 'Team Captain'. With this goal in mind, the **NBD** presents itself as a premium Bosch-powered e-bike tailored for

With its Pinion e-drive, the Simplon Kagu is perfect for commutes and long rides.





Gepida's Miliare Nexus 8 offers a compact folding for easy storage and transportation.

urban living, emphasising its ultra-low step-through frame enabling effortless mounting and dismounting, while a low centre of gravity and elongated wheelbase enhance stability. Its frame and fork undergo rigorous EFBE Tri-Testing to accommodate a maximum gross vehicle weight of 140 kg, prioritising rider safety. An adjustable cockpit further enhances manoeuvrability, making the NBD a user-friendly and comfortable e-bike suitable for riders of all levels of experience, and folds down for compact storage.

Another popular choice for city dwellers due to their compact size, easy storage and convenient mobility in urban environments are folding bikes. In that category, the Hungarian brand **Gepida [Open Air Ground F11 - B1]**, established 30 years ago

this year, offers a range of reliable and efficient Bosch-powered folding e-bikes. The Miliare Nexus 8, features a robust and reliable Powertube 500Wh battery that is seamlessly integrated into the hydroformed frame, providing an impressive range to keep you going throughout your daily adventures.

The latest integration to the **Ahooga [Hall 12 - C26]** range, the Ahooga Max, is all about integration. It features an integrated removable battery, integrated lights and Shimano Nexus internal shifting hub. Unlike previous electric Ahooga folding bikes, the Ahooga Max features a front wheel motor. Also, in addition to the rear wheel folding within the twin tube, the front wheel folds parallel to the frame, eliminating the need to disassemble the front wheel.

Another player in the folding category, **Vello [Hall 12 - C12]** introduced the Bike+ GEARS. It starts from €3,090 and weighs 14.4 kg or 13.4



The motor of the new Ahooga Max is now in the front hub.

kg in the titanium version. The Vello Bike+ range is built around the Zehus platform, a self-contained motor and battery integrated into a hub-based system. The Zeus system offers 250w of power, up to 40 Nm of torque and a regenerative braking, increasing the already impressive 75 km range. The 3-speed derailleur can be paired with a Schlumpf Speed or Mountain Drive, doubling (2x3 speed) the effective gear range of the bike.

Founded in Madrid, **Ossby [Hall 11 - D07]** set itself the mission to design and manufacture sustainable innovative electric vehicles to move around the city using recycled materials. Ossby GEO's frame is no exception and is made of vegetable resins and recycled fibres. This new e-bike model is designed and manufactured in Spain. Among other features, the Ossby GEO boasts a one-second folding mechanism, a carbon fibre fork, integrated rear LED light, a 250W Bluetooth motor paired to an exclusive App, an integrated 7ah battery, offering a range of over 50km.

Many e-bike brands have been placing a great emphasis on style, blending sleek designs, trendy aesthetics, and fashionable elements to cater to consumers seeking not only efficient transportation but also a stylish and eye-catching ride.

French brand **Voltaway [Hall 9 - C24]** has introduced its Cupcake folding e-bike range, combining the convenience of folding, with a gooseneck frame and fat 20-inch tires. Designed



Voltaway's Cupcake offers a comfortable riding position.

to provide a comfortable and upright riding position, the Cupcake e-bike features a height-adjustable stem and offers the choice between a 13Ah or 17Ah battery for extended range. Voltaway is currently in the process of establishing its own assembly factory in France, with plans for it to be operational by spring 2024. This move signifies the brand's commitment to local production and highlights its dedication to meeting the growing demand for e-bikes.

To cater to e-bike commuters, **Schindelhauer [Hall 12 - C28]** offers a range of stylish and functional bikes. The Arthur Singlespeed and Antonia are motorised versions of their classic bikes that seamlessly blend with their non-electric counterparts. With a 250-Watt rear motor and a concealed battery in the downtube, the Arthur delivers a powerful performance while main-

Cont. on page 28



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<i>Rim Construction</i>	Clincher \ Tubeless Ready
<i>Rim Size</i>	700c
<i>Rim Width</i>	Internal 22mm ; External 29mm
<i>Rim Depth</i>	30 mm
<i>Rim Weight</i>	390±15g
<i>Hole Count</i>	24
<i>Tire Pressure</i>	110 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>	450g (28H)
<i>Hole Count</i>	24 / 28
<i>Tire Pressure</i>	75 psi



M601-C36HL AM

<i>Rim Material</i>	Carbon Fiber , High Toughness Resin System
<i>Rim Construction</i>	Hookless , Tubeless Ready
<i>Rim Size</i>	29"
<i>Rim Width</i>	Internal 30 mm / External 36 mm
<i>Rim Depth</i>	26 mm
<i>Rim Weight</i>	445g (32H)
<i>Hole Count</i>	28 / 32
<i>Tire Pressure</i>	50 psi

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The Ossby Geo is made of vegetable resins and recycled fibres



The Ossby GEO impresses with its one-second folding mechanism.



taining Schindelbauer's sleek design aesthetic. Weighing just 13.4 kg, the bike offers a sporty yet comfortable geometry, making city cycling effortless. It features a LightSKIN lighting system integrated into the seat post and handlebar. The level of assistance can be adjusted via the iWoc ONE button on the top tube, which also displays battery level. With the MAHLE Ebikemotion app, riders can



The Arthur from Schindelbauer is sleek and simple, yet smart



Ruff Cycles' Lil'Missy is a statement that highlights each woman's individuality and personal style.

access additional features like speed, weather data, and GPS navigation.

For the last seven years, **Ruff Cycles [Hall 12 - B12]** has been dedicated to the production of e-bikes. Their philosophy revolves around creating bikes that are not just

means of transportation but true expressions of individuality and personal style. Their latest Lil'Missy model is no exception and stems from a belief that the traditional women's bike with a low step-through frame is out of fashion.

Featuring a stylish frame available in 6 six colours, the Lil'Missy empowers women to express their individual style while offering the convenience of a comfortable ride and also includes a basket for carrying items.

Dutch moped manufacturer **Brekr [Hall 8 - E09]** unveiled its Model F this year, designed to appeal to individual style. Its aluminium covers come in ten different colours and can be easily interchanged. The bike also integrates an adjustable saddle height into the frame. The combination of interchangeable colour and saddle height adjustment is a huge advantage for the dealers who do not need to carry multiple bikes of different colours or sizes. The Model F also boasts a belt-drive system, a hub motor with two built-in gears, and the option to select from two battery capacities of 540 Wh or 720 Wh. **MW**

The Model F from Brekr comes with interchangeable frame covers for unlimited customization options



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OVERVIEW: LIGHTS

BRIGHTER (AND SMARTER) THAN EVER

Lights have always been a requirement when riding after dark or in intermediate conditions. Now, as designers seek to create safer and more well-rounded bicycles, consumers increasingly expect them to come fitted as standard. This is especially true when the bike itself can provide the means to power them. In a trend driven by the e-bike market, the inclusion of lights, and their neater integration, is now a big selling point on many bikes. This has led to a boom in the market for OEM lighting solutions aimed at bike makers. The retail market has also been energised by new technologies, with riders wanting their lights to offer something extra. Aftermarket units now compete to provide features including the ability to work as daytime running lights, motion sensors, and wireless connectivity. Here are some of this year's brightest designs at Eurobike.

The Forward 120 from **Jiashan Shengguang Electronics [9.1 / D12]** is a light with high and low-beams for e-bike use. It combines energy-efficient LEDs with advanced double-lens technology to reduce the drain on the bike's battery. Its sophisticated styling comes partly thanks to an aluminium body that also helps the unit dissipate heat. The light itself can be mounted directly to the bars, while the easily accessible mode switch can be located next to the grip. This allows you to switch between a 100-lux low beam or a 120-lux high beam with a broader field of view. The unit is StVZO certified and benefits from a wide voltage input design, making it compatible with most e-bikes. It also features a removable reflector.

German firm **Prophete [12.1 / B11]** is also launching units that can be wired



and a stoplight function.

Moving onto lights that can be instantly attached to the bike without needing to be hardwired, the **Meilan [8.0 / I13]** Cute Eye is an excellent example of an intelligent taillight. Five years after its initial launch, this updated version is smarter, smaller, and with a greater range of features. The redesigned unit now includes remote-activated turn indicators, automatic brake detection, and a laser safety light that projects onto the ground behind the bike. Its broad and slim profile sits neatly below the saddle for a slickly integrated appearance, while IPX6 waterproofing ensures it works in all weather conditions. The light's functions can be operated via a compact and tactile Bluetooth BLE 4.0 remote, which can be controlled from the handlebars. The light is visible at a distance of up to a kilometre and will alert any following traffic to your presence and intentions.

Qingdao Magene Intelligence Technology [11.1 / A20a] is another firm with a smart rear-guard light. Its diminutive but highly connected L308 Intelligent Expression Tail Light is extremely customisable and features 15 light modes. These let users express their personalities through displays, including DIY patterns, characters, and GIFs. There are four main effects; solid, flash, pulse, and scrolling, while the brightness, flash interval, and scrolling speed can all be adjusted. The unit also boasts Bluetooth connectivity and can be paired with the Onelapfit app to share your lighting designs with your friends.

Gaciron's [9.1 / C11] W16C is a tail lamp with a neat magnetic mount and IPX7 waterproof rating. It's extremely low in weight at just a shade over 18 grams. However, despite its compact size, it promises wide 300-degree illumination, a 30-lumen output, and offers five different modes. The W16C has recently had a price cut and sits among a wide range of lights backed by fittings for helmets and



Express yourself with Qindao's programmable tail light, which can project GIFs and scrolling graphics



Jiashan Shengguang Electronics' latest light offers high and low beams plus double lens technology in a wired-in e-bike format

directly to your e-bike. Its new E-Bike Headlight has an adjustable beam capable of kicking out either 120 or 170 lux. A handlebar-mounted control button can switch it between full-beam and dipped mode. It also features lateral strips for side-on visibility, an IPX4 waterproof rating, an integrated reflector, and a robust aluminium mount. This powerful unit runs off a standard 8-48 V supply for use with e-bikes.



Prophete's new E-bike Headlight boasts an IPX4 waterproof rating, an integrated reflector, and remote activation

Spanninga [9.2 / D28]

is introducing its new Halo series at this year's show. These innovative rear lights feature a unique compact design with smooth organic lines and an integrated Z-reflector. All Halo lights are modular, with consistent aesthetics across carrier and fender mounting options. Lights in the series feature powerful COB LEDs for increased brightness and reliability. Each can offer wide-angle visibility from up to 500 meters away. The series is available in several versions compatible with e-bikes, speed pedelecs, and dynamos. Also getting its premiere is the firm's Halo+ light. This carrier version fits a 50mm or 80mm mount and features a wide-angle reflector. It's compliant with regulations in many countries across the EU, along with Japan, the United States, and the UK.

Lightskin [12.0 / C30] takes integration to its logical conclusion. It makes a range of lights, including stand-alone units and options which can be built into various components, including the seatpost or handlebar. These neat-looking options are available for retail and OEM customers and can be powered by a dynamo or the main battery of an e-bike. At this year's show, it's promoting its new H1 handlebar light. This features a compact lighting module that uses a series of 40 ultra-small lenses to create a light with a more



Lightskin takes integration to its logical conclusion with high-output lights that sit within the handlebar or seatpost

Spanninga's Halo range covers a wide range of applications and formats



Meilan's Cute Eye offers indicators, a brake light, and added lasers

than 50 lux output. At the same time, it can manage over six watts of heat through its dissipation function while also supporting low-beam and daytime modes. Applicable to everything from city runarounds to gravel and mountain bikes, the technology is also coming to a soon-to-be-released external mini light with the same lens module. For the back of the bike, the firm is also showing its unique ZR curved reflector. This manages a tricky-to-create curved profile while including built-in light options. It also features StVZO-Z approval



A safety-boosting addition to SKS's popular Infinity rack



Magnetic fixing helps keep Gaciron's waterproof unit neat and minimalist

specific bike styles, including folding models.

As lighting technology gets smaller, it's becoming possible to integrate lighting into more products. German maker **SKS [12.1 / A26]** has cottoned

Rechargeable lights with a keen price-point and 300 or 500-lumen outputs from Crops

onto this with its new Infinity Universal Rear Light. This is now offered as an option to fit its popular Infinity Universal rear-mount luggage rack. Created in conjunction with Spanninga, the light uses COB LED technology to generate 30 lumens and can easily be mounted on the Infinity Luggage rack with the included adapter. Alternatively, attachment to the seat post or seat stay is possible, thanks to the enclosed rubber rings.

Switching to the front of the bike, **Crops' [9.1 / D33]** new Rev lights come in two models, the Rev500 and Rev300. As you might expect, these provide 500 and 300 lumens, respectively. Both are made using highly impact-resistant polycarbonate for the main unit. This material is supposedly five times tougher than ABS resin and up to 50 times more durable than acrylic resin. A polycarbonate material with high transparency is also used in the lens. Elsewhere, a built-in sensor automatically switches from daytime



High-level illumination comes courtesy of the electroluminescent blades on NightBlazr's retrofittable helmet light

Lynx's new range-topping light features a power bank function



flashing to constant mode when entering a dark area. The series comes with Crop's UltiFix universal bracket that can be easily installed without tools, and there are also additional options for mounting the light under the stem.

Multi-category brand **Lynx [9.2 / D14]** has expanded its lighting range, with new models parachuted into the top of its existing hierarchy. These include the USB Beam 1000 headlight, which features eight light functions and an intelligent battery indicator. It uses a strong and attractive CNC-milled aluminium construction, befitting its headline status. A robust and grippy mount is integrated into the light and can fit bars between 18 and 33mm in diameter. The light also features a power bank function so you can distribute its charge to other devices if needed.

Lighting doesn't just have to come attached to the bike, either. **NightBlazr's [8.0 / A23]** core product is a unique light that attaches to your helmet. It provides 360-degree illumination and a sleek aerodynamic design. To achieve this, it relies on flexible electroluminescent light blades that connect via the vent holes in your lid. White at the front and red at the back, the system provides excellent side-on visibility and an output of 310 lux. It's also weatherproof and offers a run time of up to 12 hours

following 100 minutes of charging. There are flashing and constant options, while a battery indicator in the system's rear alerts you to the remaining charge.

The system adds 220 grams to the weight of your helmet. Finally, to the finishing touches.

Hubblevision [9.1 / F03] is a specialist manufacturer of high-quality bicycle reflectors. It's recently expanded into creating models with integrated lighting. Its RL-30 model taillight is an excellent example of its expertise. This compact unit features a 35-degree tilt K-light and Z-reflector and is designed to fit neatly onto the fender, and can be powered directly by the e-bike's battery. The firm also offers a wide range of StVZO, ECE, TPL, and BS-compliant products for bike makers, which are ready to supply the last crucial details to any bicycle. ■ **JD**



Hubblevision creates neat reflectors with hidden lighting abilities for e-bikes

OVERVIEW: BICYCLE LOCKS & THEFT PREVENTION

BIKE SECURITY LOCKED IN AT EUROBIKE

Bicycle locks provide a crucial line of defense against theft in a world that's increasingly dependent on bikes for transportation. Choosing the right lock has become a vital decision for anyone who leaves their bike out in public (and wants to see it when they return). From digital solutions to sturdy folding locks to trustworthy U-locks, the options are expanding every year with each one promising unparalleled security. Different types of locks offer features for different users, yet one thing remains the same: their effectiveness is paramount to safeguarding bicycles from would-be thieves. Here's how brands at Eurobike are expressing this concept through their security solutions.



Whereas last year several manufacturers presented clever accessories for hiding Apple AirTags, lately bicycle security solutions are trending toward hidden GPS tracker+alarm devices that work with a companion app. E-bike users have enjoyed this type of integrated security for a while, but now new hardware and software kits can be purchased off the shelf and installed on most bikes by the user. Both **YFLab [8.0 / B49]** and **Infocar [9.1 B10]** are new to Eurobike, debuting their GPS/app-based solutions.

YFLab is a collective of developers who engineer and produce GPS tracking solutions. Following two years of development, the Slovenian company is debuting BikeFlare Visio, a GPS tracker and alarm concealed in the

BikeFlare VISIO from Slovenian brand YFLab



handlebar. When triggered by suspicious bike movements, the system's primary BikeFlare-Alarm can be activated with an alarm that sounds a high-priority notification that will override do-not-disturb phone settings. If the user forgets to activate the primary alarm, the system will still send a "bike-has-moved" notification when no bike motion is detected for more than five minutes. In addition to controlling the alarm, the companion YourFlare app allows the user to view bicycle location, store information about the bike, get the bike's current location through live tracking (in the event of a theft), and see all logged locations for up to a week. The system also offers a pair of add-on features that start at 50 cents per month each: custom-shaped geofence safe and no-go zones, and a complete history of locations. The current retail price for BikeFlare Visio is 129€.

Infocar is presenting its bikeAngel smart GPS tracker and mobile app for bikes, e-bikes, and e-scooters. The device fits imperceptibly inside handlebars with a minimum inner diameter of 17 mm and comes with all the necessary parts for DIY installation. The app has all the features you'd want in an anti-theft solution, like alerts for both the bicycle in motion (probable theft in progress) and for suspicious bike handling, and a crash warning with precise location, but the app has a few more functions, like detailed ride information, list of traveled routes, and ride map. Compared to similar products and according to Infocar, bikeAngel's real added value is its owner recognition, which allows it to automatically arm or disarm the owner's bike, as well as its individual settings, which allow the owner to set the sensitivity of the crash warning according to riding style. If the bicycle has been stolen, the app's "navigate me to the device" function aids in recovering the bike by offering the most optimal route. The current version of bikeAngel is listed at 239€ for the complete package. Infocar will also install bikeAngel Monday-Friday, 8:00-16:00 at its Bratislava headquarters for an extra 39€.

Swiss company, **Velo-Guard [9.2 / D02]**, has zeroed in on the steerer tube for where to hide its "invisible" lock for e-bikes. The device is fully integrated into the tube



Hexlox Thru Axle OEM

with the use of magnets where it locks the handlebar in place. The Bluetooth-enabled companion app activates the locking/unlocking function. Velo-Guard also offers a plugin system for additional chain or cable locks. The Velo-Guard invisible lock fits e-bikes with 1.5" tapered steerer tubes.

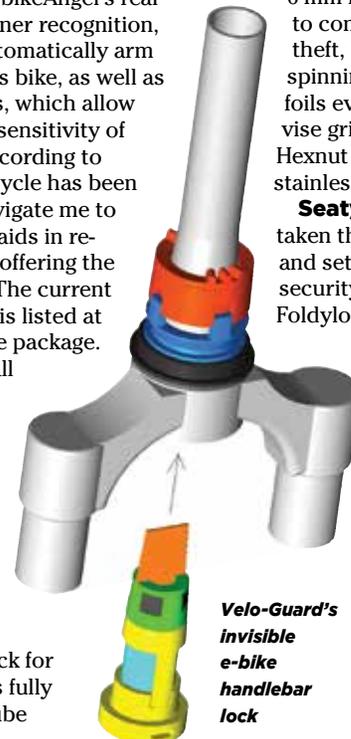
Digital anti-theft solutions may be on the rise, but hardware solutions still have the category locked up. New solutions have theft protection engineered into their designs, which range from coded locking systems to evolved folding locks to tried-and-true U-locks.

Starting in 2016, **Hexlox [12.1 / A03b]** established itself as a trusted brand for its off-the-shelf anti-theft systems that use a small, stainless-steel insert (the Hexlox) that fits into the steel hex bolts already on the user's bike. The Hexlox blocks access to the hex bolt, so any potential thief equipped with a hex wrench or Allen key is prevented from undoing the bolt and stealing the part. Hexlox has expanded to its product range with two dedicated anti-theft solutions. The Thru Axle OEM is a lightweight security axle made from high grade aluminum with proprietary Hexlox Ready steel bolt. Available in all sizes, lengths, and threads, OEM

partners like **Schindelbauer [12.0 / C28]** are already equipping their bikes with the Thru Axle. The M12 Hexnut is a security Hexnut designed specifically to work with e-bikes and rear hub motors. The Hexnut on its own won't deter thieves, users will have to add a 6 mm Hexlox and a Hexlox key to completely fortify it against theft, but it does come with a spinning security ring, which foils everyday tools like pliers, vise grips, hammer etc. The M12 Hexnut is made from high-grade stainless steel.

Seatylock [9.1 / A18] has taken the folding lock concept and set a new standard for security and aesthetics with its Foldylock Forever. Featuring 6.5

mm hardened metal links, this latest model in the Foldylock range has earned a Sold Secure Gold rating for its elevated security. Seatylock produces, and assembles each of its products in-house, giving it an advantage in keeping the design process flexible and controlling production quality. The Foldylock Forever represents a decade-



Velo-Guard's invisible e-bike handlebar lock

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FOLDYLOCK FOREVER

The Foldylock Forever, the strongest folding lock in the world, achieves the prestigious Sold Secure Gold rating with its robust construction and advanced locking mechanism, providing unrivaled protection for your bicycle. This precision-engineered lock offers exceptional performance and

remarkable convenience. Its folding design allows for easy storage and transport. Experience the unmatched strength and peace of mind that Seatylock brings to every journey. Seatylock also offers co-branding solutions based on the Foldylock Forever.

hall 9.1 / A18

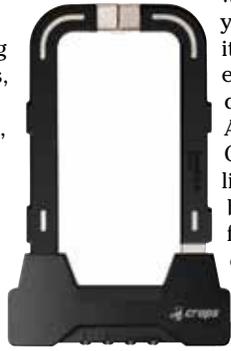


long pursuit of the perfect bike lock formula to achieve reliable theft-protection. Not to be underestimated, the Foldylock Mini provides Sold Secure Silver certification in a compact, folding lock that comes in under a kilo and is available in vibrant colors for a personal effect. Folding locks provide security to users on the move but there's a virtual goldmine in small parts that aren't locked down. To solve this, Seatylock's X lock system consists of theft-detering axle nuts and bolts for wheels, and a seat post clamp.



Foldylock Forever
by Seatylock

The key to choosing a lock, according to **Crops [9.1 / D33]**, is the balance between weight, ease of handling, and security. To make a lock even harder to break, Crops designs lock systems that resist cutting and prevent force from being applied to the joints. Crops's Benlock foldable U-lock recently won an iF Design Award for its square shackle design that makes it difficult for would-be thieves to gain the leverage needed for breaking the lock. Crops previously scored a d&i award for its K5-Cabrio foldable, reinforced blade lock. The Cabrio's main highlight is its 3-blade structure and special rivet joints that thwart attempts to crack or break it. The 5-digit dial lock can be set with 100,000 combinations and, by positioning the



The Benlock by
Japanese brand Crops.



6950M AM
Granit X
Plus frame
lock from
ABUS

combination dials flat on the locking mech, it's visually easier to remember the combination. When securing the bike at night or in low light, the "Zero-stop counter" function makes it easy because the dial stops at "0" when turned clockwise during locking.

When unlocking, it's possible to count from "0" without looking at the dial, which can be done without having to see the combo numbers.

ABUS [12.1 / A29], which will celebrate 100 years in 2024, has secured its reputation through easy-to-use durable and now digital anti-theft solutions. At first, the new 6950M AM Granit XPlus frame lock looks like something we've seen before because it's a circular frame lock that's pretty common in northern Europe.

So-called standard bikes, however, have become nothing of the sort and some of these new bikes have rendered standard frame locks obsolete. Enter ABUS's new frame lock, which fits almost all common frame shapes and tire widths thanks to its flexible fastening system. The All Mounting System is a flexible, movable screw mount that can be varied from 68.5mm - 107.0mm thread distance to the frame. ABUS claims that this versatility makes assembly easier, as well as eliminating the need to stock several different locks for different frame and tire widths. The lock's XPlus cylinder is

one-key ready, which allows it to be synchronized across a custom locking system for the user's personal or business fleet.

More often, portability as well as durability have secured the U-lock's fifty-two-year-old reputation as a reliable bike lock.

Magnum Industries [9.2 / F18] has built on that reputation with the new OnGuard RockSolid, which has already stood up to a variety of theft attempts in the name of product testing. Forged from a proprietary blend of ultra-high-strength materials and fortified with a multi-layered defense system, Magnum claims that the OnGuard RockSolid is virtually impervious to efforts to cleave the lock. Every part has been designed and tested to resist brute force, like the hardened, shrouded shackle, which defies angle grinders and thwarts efforts to cut it. The grab-and-go U-lock design has been a favorite for decades because of how easy it is to quickly secure a bike to a street sign, bike rack, or parking meter, and then later shove into a messenger bag or backpack when it's time to go. It's one of the lightest U-locks available and ensures users can look forward to a long life together with their bikes.

Once (and perhaps



Magnum's
OnGuard
RockSolid

still) synonymous with U-locks, **Kryptonite [12.1 / A17]** keeps besting itself with new versions of the U-lock. This time Kryptonite is presenting two new locks: the Combo U-lock and the Keeper Mini Folding lock. The U-lock's double deadbolt qualifies it as the strongest combination U-lock in the market, and is strengthened even more by several supporting features, like a FlexFrame bracket, rotating dust cover, and 4-digit reset mechanism. The Keeper

Mini has 80 centimeters of locking length made from hardened steel bars with tightened rivets, and folds down to only 5.7 inches weighing 1.23 lbs. / 0.56 kg.

As the demand for robust protection intensifies, manufacturers continue to innovate by integrating technologies like GPS tracking, smartphone connectivity, and tamper alarms into their designs. Digital advances, along with the reliability of durable hardware locks, offer cyclists a formidable arsenal in the battle against theft. Whether relying on the steadfast strength of hardened steel links or harnessing the power of digital connectivity, one thing remains clear: the value of a dependable bicycle lock cannot be underestimated. ■ **WB**



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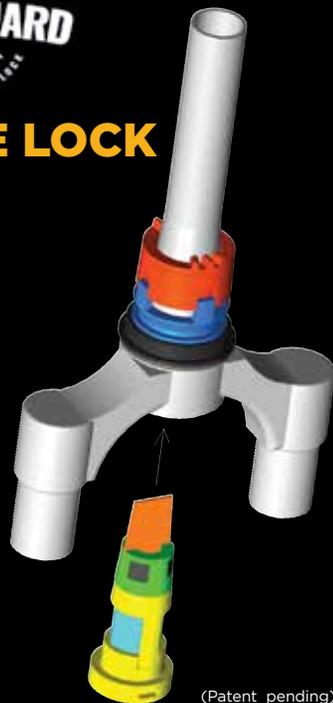
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INVISIBLE LOCK

The Velo-Guard lock by HNC Switzerland is fully integrated into the headtube/steerer tube. Completely hidden, it presents no target for thieves. The handlebar is locked and unlocked by bluetooth, using an app. The Velo-Guard has an integrated GPS-Tracker, and an LED indicator when closed and when opening. A plug-in system allows for an additional chain or cable lock. Fits E-Bikes with a tapered 1.5" steerer tube. No drilling in the frame/tubing is necessary, as magnets are used to secure the device.

Hall 9.2/D02



(Patent pending)

OVERVIEW: FULL POWER E-MOUNTAINBIKES FURTHER, HIGHER AND FASTER

The evolution of e-mountainbikes continues. By combining motors with more torque and larger-capacity batteries along with adapted kinematics and improvements in detail, the latest electrically assisted mountain bikes are ready to take you further, all day long.



With the iLynx+ platform, BH Bikes blends full support and low weight.



One e-mountainbike to do it all? Marin's Rift Zone E might be just that.



A lot has happened since the first e-mountain bikes hit the trails more than a decade ago. The electric motors have become a lot more powerful, the batteries have been integrated in the frames, while geometry and kinematics have been improved step by step to adapt to the higher weights and the increased dynamics when tackling terrain previously deemed unrideable. After all, studies

point out that e-mountainbikes get ridden more often over longer distances at higher average speeds. For this reason, key components like the rims, brakes and drivetrain parts had to be reinforced to last longer under these loads.

Mainly due to their superior weight distribution, mid-motors dominate this segment, and bicycle manufacturers are designing their models around the latest generation of systems. As a result, the suppliers of

these assistance drive systems are key to the development of the category. The main players here are Bosch eBike Systems and Shimano, with Brose, Yamaha, Bafang and ZF as alternatives. A lot of companies are trying to get into the market for mid-motors, but securing OE business has proved to be a hard task. But at this year's Eurobike, Pinion is notably launching its MGU unit that combines a mid-motor and a

12-gear transmission.

In recent years, the main trends have been to increase both the maximum torque and the capacity of the batteries, to tweak the intricacies of the software for an even more seamless and natural riding sensation and to find ways to optimize geometry and kinematics.

The mid-motor and large in-tube battery mean there are clear restrictions in terms of frame design.

Bulls has packed a lot of innovation into its Vuca Evo AM 1.



The Uproc Evo:X is the most gravity-oriented platform from Flyer to date.



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Scott's Patron oozes innovation and integration.



While the demand for e-mountainbikes seems to have plateaued in some Central European markets, the Northern American market still has huge potential as only a minority of the states have opened multi-purpose trails for e-mountainbikes.

While many riders may look for the limits of what is rideable mainly on up-hill sections on their e-mountainbikes, the Uproc Evo:X of Swiss e-bike pioneer **Flyer [hall 12.0 / B14]** may well be the most gravity-oriented model in the company's history. From the geometry and kinematics to the frame design and equipment, all elements of this e-enduro platform have been optimized for use in rough terrain. To significantly increase the stiffness of the carbon main frame without adding lots of weight, Flyer has opted to cut the down tube at the very bottom end – so the in-tube battery has to be removed from the bottom of the frame.

With a generous 170 mm of travel up front and 165 mm in the rear, a low center of gravity and a reverse mullet set-up with a 29 inch wheel up front and a 27.5 inch wheel in the back, the Uproc Evo:X is built to eat its way through choppy sections. Bosch's Performance Line CX mid-motor with a maximum torque of 85 Nm gets you to the top of challenging descents, and with the 750 Wh battery you can keep going all day. The Smart System also adds various connectivity functions, and thanks to the built-in Monkey Link interface daytime running lights can be added very easily. Flyer will be offering four models of the new Uproc Evo:X platform.

As a true all-mountain model, the Patron from **Scott Sports [hall 12.0 / A22]** has been designed to excel both on up- and downhill sections. For climbs, it relies on Bosch's powerful Performance Line CX mid-motor and the Tracloc system, so you can choose three settings for the rear suspension with a remote lever on the handlebar. The Kiox 300 display is mounted on the stem and thus in plain sight. To allow for shorter chainstays despite the 29 inch rear wheel, Scott has mounted the

You won't hear any chain slapping with Simplon's Rapcon Pmax Pinion.



mid-motor almost vertically. For clean looks the rear shock is hidden in the section of the carbon frame where the top tube and the seat tube meet.

With 29-inch wheels, 2.6 inch wide, aggressively-studded tires and 170 mm of travel up front and 160 mm in the back, the Patron is ready to tackle seriously rough terrain as well. Both the 12-gear drivetrain and the powerful four-piston hydraulic disc brakes are supplied by Shimano while Fox takes care of the suspension parts. And since the Syncros cockpit parts have been designed with internal routing in mind, all brake lines and shifting cables disappear into the oversized head tube that offers extra space for this as it has been built around the novel 1.8 inch standard for the lower headset bearing.

Superior [hall 11.0 / B08] has a new e-mountainbike with Bosch's powerful Performance Line CX mid-motor and the 750 Wh in-tube battery ready for Eurobike. The eXF has been designed as an all-day all-round performer. Both the tires and the suspension fork are less burly, and the geometry has been tweaked to offer more playful handling. Apart from advanced connectivity functions that are part of the Smart System, you also get a high degree of integration – of the assistance drive system, but also of all the lines and cables. And since the frame comes with some well hidden threads and mounts, the eXF can be converted into an SUV-style utility e-bike with an extra portion of comfort.

Spanish bike manufacturer **BH Bikes [hall 12.1 / A24]** adds a slightly scaled-down alternative to its Atom X model with the iLYNX+. While it borrows some of the curvy lines of its sibling's main frame, the new model has been developed with a reduced overall weight in mind. Thus the carbon frame only weighs 2.45 kg, and complete bikes can be built to hit the 20 kg mark. As with the Atom X, the battery with a capacity of 540 Wh can be removed from the top of the top tube through an integrated hatch. For particularly long days in the saddle, BH Bikes has developed the XPro range extender with an additional capacity of 180 Wh. Rather than relying

Superior's eXF can turn into a SUV-style utility bike by adding a city kit.



on a cable, this extender works with a simple plug & ride mechanism.

Despite this competitive weight, you get the full support and 85 Nm of torque of Shimano's top-of-the-line EP8 mid-motor. As for the travel, BH Bikes offers three models of the iLYNX+ as trail versions with 140 mm of travel and as enduro versions with 160 mm of travel, relying on the much-acclaimed Split Pivot kinematics. A beefed-up linkage and the Super Boost rear axle add stiffness to the rear end of the frame – and space for tires up to 2.5 inches wide. Other notable features include a fully internal routing of all cables and lines and a set of essential tools cleverly stashed inside the steerer tubes.

Thok eBikes [hall 12.0 / C22] also relies on Shimano's EP8 mid-motor for its novel Gram-RC and Gram models. With carbon frames, progressive geometry featuring a slack steering angle, steep seat angle and low bottom bracket, 170 mm of travel in the rear and a reverse-mullet set up, both the Gram-RC and the Gram are highly capable e-mountainbikes to tackle rough terrain. Thanks to the in-tube battery with a generous capacity of 630 Wh, you can keep going for quite a while before running out of power. As for the shifting and brake components, Thok has opted for SRAM as its supplier of choice, and the top-of-the-line Gram-RC comes with some trick wheels from Crank Brothers and Renthal's carbon handlebars.

First presented at the Sea Otter Classic in April, the Rift Zone E of **Marlin Mountain Bikes [hall 11.0 / A07]** has been built as a go-anywhere and ride-all-day e-mountainbike. Its aluminum frame is built around 29-inch wheels and offers 140 mm of travel front and rear for a nice blend of efficiency and descending prowess. The geometry of these bikes also reflects their purpose as trail bikes with a wide range of use. While the top Rift Zone E model comes with Shimano's EP8 mid-motor, the other two models feature the EP6 unit. For maximum range, a 630 Wh battery is supplied with the two top models, while the entry level model comes with

The new Gram platform of Thok comes with fresh looks and progressive geometry.



a 504 Wh battery but can be upgraded to the larger unit.

A quick look is all it takes to realize that something is different with the Rapcon P-Max Pinion of Austria's premium brand **Simplon [hall 11.0 / C10]**. The model has no chain, cassette or derailleur but instead features a belt drive and what looks like a single-speed set-up. Don't be fooled as this is one of the first e-mountainbikes with Pinion's revolutionary MGU unit that combines a mid-motor with a maximum torque of 90 Nm and a 12-speed gearbox. This approach puts the center of gravity at the very center of the bike, and it also solves the issue of mid-motors eating away at narrow chains and costly 12-speed cassettes.

The lightweight carbon frame of the Rapcon P-Max Pinion offers plenty of space for a large 720 Wh battery in the downtube, and for an almost unchallenged range you can add a second, external battery with the same capacity. Thanks to the bike's progressive kinematics the rear suspension reacts to small bumps without bottoming out at higher speeds or on bigger bumps. The clean internal routing of all lines and cables and strategically placed rock guards are adding to the high-end looks of the Rapcon P-Max Pinion, and a connectivity package including GPS tracking is available as an option.

Bulls [hall 11.0 / A05] has also been a development partner of Pinion for the MGU unit, designing a total of six Vuca EVO models around the novel mid-motor with its integrated 12-speed gearbox. Two of these models are all-mountain e-mountainbikes, complete with 4 link swingarm kinematics, 150 mm of travel up front and in the back and wide tires mounted to 29-inch wheels. A 720 Wh battery fits into the downtube of the carbon main frame, with a 960 Wh battery available as an option for even more range. Adding daytime running lights is also easy thanks to the integrated Monkey Lite interface. Just as their utility-oriented SUV siblings, the maximum system weight for the two Vuca EVO AM

models stands at a generous 150 kg, and you can mount a kickstand or a trailer if you feel like it. **LVR**

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OVERVIEW: GRIPS, BAR TAPES AND MORE TOUCH POINTS FOR COMFORT AND PERFORMANCE

Often overlooked but undeniably important, bicycle grips and bar tapes have a significant impact on the cycling experience. Not only offering riders a secure grip as well as comfort, while often adding style, they play a crucial role in the overall performance of the bike. Evolving to meet market demands and trends, manufacturers keep infusing innovation by incorporating advanced technologies.



The VPG-127 from VP components is made for riders who appreciate ergonomics but do not want an ergo look.

With more than four decades of expertise in the manufacturing of bicycle parts and components, **VP Components [Hall 9.1 - A09]** has carved a niche for itself in OEM and ODM projects, collaborating with distinguished industry partners. The latest addition to their product lineup is a range of grips featuring GRS (Global REcycling Standard) materials. Placing the utmost importance on ergonomics and comfort, VP Components is presenting new VP-ER08A that boasts specialized ventilation channels to improve traction and the VPG-ER09A which incorporates recycled cork within a TPR matrix, delivering an eco-friendly touch. VP Components is also introducing new MTB grips such as the performance-driven VPG-127A and the entry-level VPG-106 at Eurobike, both engineered to provide optimal comfort and control.

With the **ergotec [Hall 12.1 - B23]** brand, family-owned



The ergotec EG Active Flex comes with two Flex-Sticks for adjustable hand support

company Humpert presents itself as a specialist in ergonomic bike components. Made in Germany and first presented at Taipei Cycle, The new EG Grips Series seamlessly blends ergonomic design with dynamic aesthetics. At the core of this series lies the EG Active Flex grip, featuring a generously sized ergonomic hand rest and unique adjustment technology. By swapping two Flex-Sticks, the hardness can be adjusted for enhanced cushioning (with the green Flex-Stick) or for a firmer feel (with the red one). The EG Active Flex is said to be the ideal grip for comfort-oriented



The new VLG-2064D3 from Velo for high-end e-bike and MTB.

city, trekking and touring riders. Demonstrating a commitment to sustainability, ergotec employs a TPE material that eliminates the problem of stickiness frequently encountered with the usual Kraton materials, ensuring a comfortable and hassle-free grip experience. Renowned as a leading manufacturer of top-notch grips and bar tapes, **Velo [Hall 12.1 - A10]** continues to push the boundaries of innovation to ensure cyclists enjoy a comfortable ride and grip during their rides. Enthusiasts seeking enhanced performance will find solace in Velo's latest offering for e-bike and MTB, the VLG-2064D3. With a higher density compared to conventional



Co-Union new CB-3881 is made of eco-friendly material

EVA, these grips deliver improved performance alongside exceptional durability and 100% UV resistance. Equipped with a lock-on system, the grip guarantees effortless installation. Setting itself apart, the grip stands out with its 100% chemical obstruction which ensures a consistently non-sticky feel, providing riders with a secure and comfortable grip that remains unaffected by undesirable stickiness over years of use. Beyond its performance the grip embodies a commitment to sustainability with its forward-thinking design that enables easy disassembly at the end of its life cycle. In addition to their latest product innovations, Velo remains steadfast in their responsible sourcing, prioritizing the use of eco-friendly materials and proudly incorporating up to 50% of recycled materials across their current product range.

Hailing from Taiwan as a large OEM and ODM manufacturer, **Co-Union [Hall 9.1 - B38]** is introducing their new CB-3881 ergonomic grip, made of eco-friendly material. Thanks to its 143mm length and enhanced texture, the grip promises

not only improved grip but also heightened comfort during rides. In line with the growing trend of eco-consciousness, Co-Union has been diligently sourcing and testing various eco-friendly materials for their grips. Now, they are introducing "Post-Consumer Recycled" material in the grip's core, reducing carbon emissions by 50% without compromising the quality of the grip.

First crafted from exquisite walnut wood, the grips from **Velospring [Hall 11.1 - C21]** have evolved to offer a new option: solid plastic. Durable and resilient, the new grip ensures a non-sticky touch and is made with a non-toxic and highly-recyclable material embodying environmental responsibility. What sets the Velospring grips apart is their modular design. Each component, including the spring, aluminum sleeve,

The Vans v2.1 from ODI grips comes in six vibrant colors.



contact rubber and handles can be individually purchased and replaced. This thoughtful approach not only enhances convenience but also contributes greatly to reducing waste and promoting sustainable usage.

Producing all grips in-



All parts of the new Velospring grips can be replaced.

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HALL 12, BOOTH B08

V-grip's new V-184 incorporates biomass and other green materials.



house at their facility in Riverside, California, **ODI Grips [Hall 11 - D26]** let you experience the ultimate combination of comfort and control with a re-imagined classic: the Vans v2.1 Lock-On Grips. ODI utilizes proprietary compounds to deliver quality grips. Collaborating with the legendary Vans, the Vans v2.1 Lock-On Grips offer a modern design featuring the iconic Vans waffle sole pattern, thus offering 100% slip-free performance and easy installation with the v2.1 Single-Clamp Lock-On system. The grips are available in six vibrant colorways with custom checker laser-etched clamps, making a true style statement.

Harnessing their extensive expertise, **V-Grip [Hall 9.1 - E08]** excels in analyzing prevailing trends and anticipating market demand. Demonstrating their commitment to innovation, V-Grip introduces the V-184 ergonomic lock-on grip, designed to enhance the riding experience with unmatched comfort. Notably, these grips embrace eco-friendliness by incorporating biomass and green materials, showcasing V-Grip's dedication to sustainability. In addition, as presented at Taipei Cycle, V-Grip's ultra-lightweight CWT926SL bar tapes are crafted entirely from silicon foam, combining featherlight construction with exceptional performance.

Expert in ergonomic cycling accessories, **SQLab [Hall 11.1 - B24]** specializes in the three points of contact (hands, pelvis and feet) with the bicycle. A unique bar tape in the hands touch point category, SQLab's handlebar tape 714 completes the brand's gravel line. With an extra-long length of 2500mm there is no limit to handlebar width and wrapping thickness. For maximum damping, the handlebar tape has a layer of buffer material which absorbs micro-vibrations and stressed wrists on the gravel bike. SQLab even has its own sizing system as the three rows of knobs on the tapes serve as a reference



The HC-6AW 3D bar tape maximizes contact between the hand and the tape.



714 handlebar tape completes SQLab's gravel line.

point for the grip size, or winding thickness: leaving only one knob visible means the tape is wrapped in a tighter fashion and therefore more cushioning.

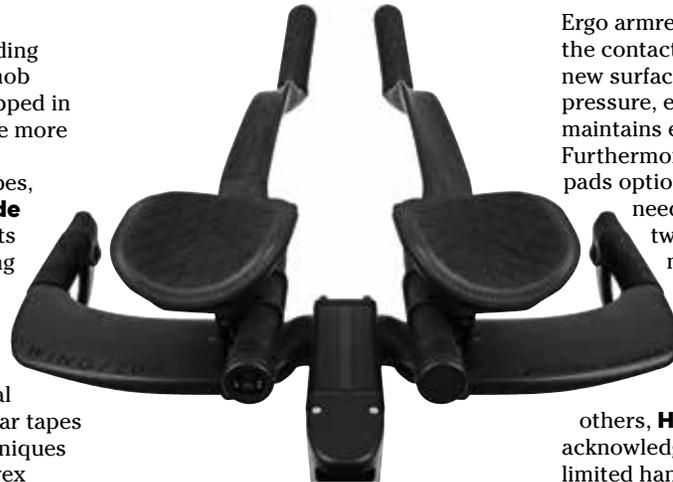
Also in the realm of bar tapes, Taiwanese manufacturer **Guide [Hall 9.1 - F52]** is unveiling its HC-6AW 3D bar tape. Departing from the conventional flat designs prevalent in the market, Guide recognized that hands aren't perfectly flat and have their own natural contours and lines. Existing bar tapes often employ embossing techniques to simulate concave and convex

form but the high temperature process compromises the quality of the PU material. In response, they developed a specialized manufacturing process with cutting-edge machinery to ensure irregular concave-convex lines that maximize the contact between the hand and the tape. The result is a superior grip and enhanced anti-slip performance. Additionally, they are also presenting the HC-6AWBG bar tape that provides exceptional anti-slip grip, already praised by baseball players and golfers.

Also leveraging their expertise in other sports (tennis in this case), **MHL [Hall 9.1 - F46]** extends their mastery of grip



MHL's bar tapes in printed PU leather offer high elasticity.



The new Ergo+ pads from Profile Design are made with the endurance athletes in mind.

technology to handlebar tape. Utilizing high-performance PU material, crafted from two-sided polyurethane, they have created a tape with a combination of softness, wet feel and high elasticity. The high-density PU Wet tape incorporates a non-woven microfiber substrate from Japan and a soft tacky polyurethane, offering cyclists an optional balance of feel and durability.

Profile Design [Hall 11.1 - A36], renowned for creating cycling components built for speed, recognizes the importance of comfortable and dependable touch points for endurance athletes. Alongside their Grip-It bar tape, providing a tacky feel and superior cushioning, their focus this year lies on the innovative Ergo+ / Race+ Pad. Profile Design has developed the product through extensive research in materials, manufacturing and design, elongating the popular

Ergo armrest to 124mm, expanding the contact surface and introducing a new surface pattern that reduces skin pressure, enhances air circulation, and maintains excellent grip performance. Furthermore, they've developed three pads options to cater the diverse needs of riders: a regular and two tapered pads. Last but not least, the HEatshrink bar tape presents a durable and sleek option for aero bars.

Specialized in bike mirrors and grips, among others, **Hafny [Hall 9.1 - E40]** acknowledges the common issue of limited handlebar space due to various accessories like remote controls, ring bells, lights and phone holders, with their innovative combined grip and mirror. The ingenious design of the HF-700 allows installation of any of their mirrors onto the lock-on system and ensures a secure connection for both the grip and the mirror, without requiring any extra space. **MW**



Hafny's new HF-700 integrates a mirror mount in the lock-on ring.

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OVERVIEW: LIGHT-SUPPORT ASSISTANCE DRIVE SYSTEMS

LIGHT SUPPORT - WHEN LESS IS MORE

Fazua and Mahle have dominated the emerging market for compact, lightweight assistance drive systems used on lifestyle-oriented urban e-bikes, e-roadbikes and lightweight e-MTBs. But the market is becoming more competitive, in particular with the entry of Bosch eBike Systems to the segment.



With the Energy Hub, Mahle has developed a stylish charging station for its Range Extender.



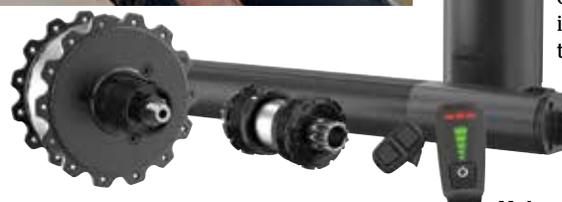
Alber is aiming at the light support market with its compact new Nano hub motor.

the display and the controller. Many of these compact systems come without a handlebar-mounted display, opting for a tiny display with LEDs and an on/off switch that can be integrated cleanly into the top tube instead.

Add a tiny mode selector conveniently placed next to the grip and you are ready to go.

As one of the pioneers of the segment, **Fazua [hall 11.0 / B01]** launched its original Evation system back in 2017. For the 2022 model year this got renamed to Ride 50 Evation and the line-up got expanded with the launch of the Ride 50 in a street and a trail version and the more powerful Ride 60 system – both delivering more support at less weight than the original system. With a total system weight of 4.2 kg, a maximum torque of 60 Nm and a battery capacity of 430 Wh, the Ride 60 is currently the top Fazua offering. The latest firmware update aimed at improving the riding characteristics by reducing response time and providing more direct assistance. Since Fazua has been acquired by Porsche a year ago, the start-up now operates under a much larger corporate roof.

The Performance Line SX is the lightest e-bike mid-motor to date from market leader Bosch eBike Systems.



Hyena Tek's E-Road AIR system is at home on e-roadbikes and e-gravelbikes.

Mahle [hall 8.0 / H14] has seen considerable success in the OE market with its X35 system, being a popular choice for e-roadbikes and e-gravelbikes in particular. Weighing in at just 3.5 kg, it allowed for appealingly lightweight builds. As the next product generation, the X20 weighs even less at 3.2 kg, with the compact hub motor weighing 1.4 kg and being built in Slovenia. While the 23 Nm of torque it generates may not sound like a lot, this equals a mid-motor with a torque of 55 Nm, according to Mahle. As for the battery, you get to choose between a 250 Wh and a 350 Wh unit.

The latest innovations to be launched at Eurobike include a revised version of the My Smart Bike App with

expanded functionalities in terms of route tracking and navigation and a novel Smart Assist mode that calculates the optimum support by taking rider weight and gradient into the equation. Another novelty is the Range Extender e185 that fits standard bottle cages, weighs 1.1 kg and packs a capacity of 171 Wh. This extra battery can be charged using the company's Energy Hub, which doubles as a charging station and a power bank.

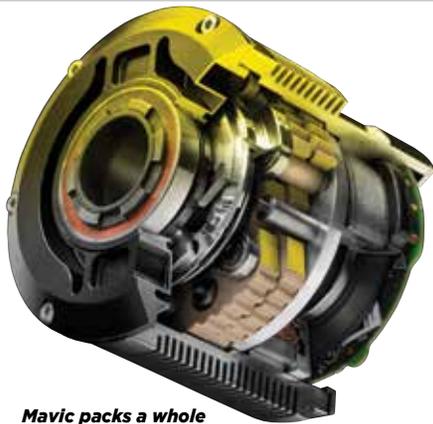
The Bike Drive Air system of Swiss electronics corporation **Maxon [hall 8.0 / J26]** was launched in 2021. Thanks to its low q factor and a system weight of just 3.5 kg, this compact mid-motor allows for lightweight builds. This spring it received a firmware update that bumped the maximum torque up to 40 Nm. And in addition to the standard 250 Wh battery Maxon now also offers a larger 360 Wh unit that weighs 1.8 kg – or 400 g more than the original unit. For an even larger range, a range expander with a capacity of 250 Wh and a weight of 1.4 kg is available as well. For its OE partners Maxon has opted for smaller brands to start with, namely Thömus, Transalpes and Dirlab for e-mountainbikes and Cipollini and IQ

All the components of Mahle's X20 system, currently one of the lightest options on the market.



More is not always better, as demonstrated by the compact assistant drive systems designed for sporty models or lifestyle-oriented utility e-bikes. Fazua and Mahle have pioneered this segment and perfectly illustrate the advantages that come with this kind of system. Since their entire systems weigh about the same as just the battery of some "fully powered" systems, the complete weight can be brought down substantially, by as much as three to four kilograms. And since the reduced support can make do with smaller-capacity batteries, downtubes can also be downsized to more eye-pleasing dimensions.

The same goes for the motors themselves, be it a mid-motor or a hub motor sitting in the rear: due to the reduced support these can be built smaller as well, making for either a very stealthy system like Mahle's X35 and X20 systems or facilitating the integration into a frame's bottom bracket area. If aesthetics are a factor and a look similar to a conventional bicycle is preferred, the light-support systems win every day. Another thing that gets reduced to the max are



Mavic packs a whole lot of technology into its X-Tend mid-motor - including a precision power meter.

If you need more range for your light e-mountainbike - Maxon has you covered with its 360 Wh battery and range extender.

55 Nm of torque and the support increases with the cadence. The battery of the Performance Line SX system is called CompactTube 400, offering 400 Wh of capacity at a weight of 2kg. For longer rides Bosch eBike Systems also has a range expander that weighs 1.6 kg with the PowerMore 250. And of course you get all the extra functionalities of Bosch's Flow App with the Performance Line SX as well.

Iconic French wheel specialist **Mavic [open air ground F12 / F11]** surprised everyone when it launched its X-Tend assistance drive system in April. The motivation to develop this mid-motor was the fact that many e-roadbikes on the market were too heavy and did not offer a natural ride feel. By minimizing internal friction, the 1.2 kg X-Tend motor is very efficient and features an integrated power meter. The motor has been designed to be compatible with Shimano's Hollow Tech II cranks and to fit a closed albeit oversized bottom bracket. Combined with a 360 Wh battery weighing 1.8 kg, the claimed system weight stands at 3.2 kg. There is one caveat though, as Mavic still needs funds from investors to start producing the X-Tend system.

There are some notable new entries into the lightweight hub motor segment



as well. Well-reputed for its Neodrives hub motors, German manufacturer **Alber [hall 8.0 / A46]** is launching a compact hub motor dubbed Nano. The system

features a hub motor with a proper 142x12 mm thru-axle, a shell diameter of 120 mm and a weight of approximately 1.8 kilograms. The Nano motor delivers up to 32 Nm torque and 250 Watt power and is combined with a 360 Wh battery that fits into slightly oversized down tubes. This battery weighs just over two kilograms and can be removed to be charged indoors. For longer rides Alber also offers a range extender weighing in at 1.9 kilograms designed to fit in a standard bottle cage.

With its E-Road Air Drive system, Taiwan-based manufacturer **Hyena Inc [hall 8 / K16]** is entering the light support market. With a claimed system weight of 3.2 kilograms and a slim battery with a capacity of 250 Wh, this assistance drive is aiming at the market for e-road bikes, e-fitness bikes and e-gravelbikes.

The compact hub motor cranks out 150 Watts and a maximum torque of 30 Nm. With a compact controller that fits neatly into the top tube and an ISIS type bottom bracket with two-sided torque

sensors and a cadence sensor, Hyena's E-Road Air Drive system is easy to integrate and versatile in terms of specification. As standard, the hub motor comes with an HG-style body to fit cassettes with 9 to 11 speeds, but other bodies can be mounted as well.

So far the Italian supplier **Zehus [hall 8.0 / G16]** has been relying on a single-unit concept where the motor, the electronics and the battery are all packed into one voluminous rear hub. This allowed for retrofit builds as well, but due to the system's weight and its distribution it was really only a solution for utility bikes. With the Vigor hub, Zehus wants to enter the light support market as well, leaving the motor, driver and electronics in the rear hub and putting the 340 Wh battery inside the frame instead. Zehus claims that the Vigor hub weighs as little as 1.79 kg. Still it cranks out 40 Nm of torque and a peak of more than 400 Watts thanks to its built-in KERS system that stores energy when braking and keeps it available for when you need it the most. Thanks to the system's wireless connectivity, you can either use the supplier's own remote control, the smartphone app or even select smart watches and Garmin devices as a controller.



For the sporty Vigor hub motor, Zehus moved away from its all-in-one shell approach.

Labs for e-roadbikes.

While the TQ Group is not exhibiting at this year's Eurobike, its compact TQ-HPR50 assistance drive system will be on display with bicycle brands such as Scott Sports and Simplon that have decided to build e-bikes around this compact mid-motor. With a maximum torque of 50 Nm, a 360 Wh in-tube battery and a total system weight of 3.9 kg, the TQ-HPR50 ticks a lot of boxes in terms of a light support assistance drive system. But the key characteristic according to TQ Group is its very natural ride feel.

Without a doubt, the big news in the light support segment is coming from **Bosch eBike Systems [hall 12.0 / A17]**. The Performance Line SX has been developed specifically for lightweight e-mountainbikes, e-gravelbikes and lightweight utility e-bikes. Weighing only 2 kg thanks to its magnesium housing, the mid-motor delivers a maximum of 600 Watt and

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Hall 9.1 Booth B29

OVERVIEW: ROAD APPAREL STACKED WITH TECHNOLOGY FOR COMFORTABLE RIDES

Years of painstaking lab research, data compilation and sometimes grueling tests have again delivered garments that help to make road bike outings enjoyable - and perhaps even to pedal longer and faster.



Shimano worked on a major testing and development program with Bikefitting.com

Shimano [Hall 11.0 / A16] has worked with Bikefitting.com to put together a comprehensive black bib program. The partnership was intended to take on board plenty of data from Bikefitting.com, and to take advantage of its consistent and repeatable environment for testing.

Bikefitting.com usually provides sizing and fitting services for riders. It guides them on their optimal cycling position and bike set-up, and the right bike size and saddle for them. Shimano's apparel development team and Bikefitting.com put an entire range of bibs through three rounds of testing, using saddle pressure mapping and feedback from the riders based on at least five hours of riding.

The bib shorts tested in the second and third round were generally perceived to have a better fit, both in the upper and lower parts. The feedback improved in relation to the density of the padding, and the amount of chafing.

A new label will be added to all Shimano bib shorts and shorts co-developed with Bikefitting.com. It's not unlikely that Bikefitting.com's sizing application will provide sizing advice for Shimano's soft goods products in the years ahead.

Vaude [Hall 11.1 / C14] has put extra effort into its road cycling range with investments in its seat pads. Alisa Focke, product manager for bike apparel at Vaude, admits that its previous line-up was somewhat confusing and inconsistent. The German supplier fixed that problem through a program of more than two years to research the factors affecting comfort in a variety of situations and for different types of riders. It involved pilot studies with small and larger groups, in part to measure the distribution of pressure on the saddle.

Instead of segmenting the pads by cycling level, from beginners to accomplished riders, Vaude came up with three types of pads for specific activities, each in a male and female version.

With a high-density core, the three-layer R pad is for activities such as road cycling, that involve an athletic riding position. The two-layer T pad is mostly intended for all-terrain trail and travel riding, potentially in a more upright position.

The X pad targets offroad riders, with four layers that provide more shock absorption. It uses a new elastic polymer that is comparable with gel. "It works horizontally and vertically," said Focke, adding that the material is breathable.

For the female version, the performance insert in the pad is somewhat longer. "Our research showed that women have more sensitivity in the front part, because there are a lot of nerve endings and blood vessels there," said Focke.

The pads will replace Vaude's existing offering next year, for all road and gravel shorts, and in 2025 for all cross and mountain biking shorts.

SQlab [Hall 11.1 / B24] set out to create bibshorts for women that make it "easy-peasy" to take a comfort break. Due to the construction of the One

12 shorts, it's particularly easy to pull the back fabric down from the buttocks.

Another well thought-out feature is that the construction of the straps prevents compression on the female wearer's chest. "They are crossed at the back, so in front they're pushed to the side of your breasts," said Nina Koller, from SQlab's research and development team. "Instead of putting pressure on the breasts, the straps lift them up a bit from the side."

About half of the employees at SQlab are women, and the development team made a point of consulting them. Based on this input, the waist of the shorts is a little higher than usual, and the legs are shorter. "That's for the tan line," said Koller. "That way, it's less visible when you're wearing regular shorts."

The accompanying One 12 jersey for women is tailored for female shapes, including a smaller waist than the men's version. It also has four-way stretch fabric at the front and is a little longer at the back, with silicon inserts to keep it all together.

The raglan sleeves and asymmetrical cut help prevent wrinkling. Another asset for the jersey is a large, hidden pocket with waterproof inlays and a zipper in the back to hold a phone, credit cards and such.

Pockets are a topic for the latest version of Chrono Expert bibs from **Giro [Hall 11.1 / A38]**. They have three back pockets, as well as side pockets. The product comes with Chrono Expert pads, lightweight mesh upper and compression leg gripper.

As part of the update, Giro's bibs feature recycled fabric from the Renew program. This was launched three years ago to increase the recycled fabric content in Giro's gear.

Campagnolo [Hall 11.0 / C08] has woven graphene into the fabric



Plenty of pockets in Giro's bib shorts

of its latest tech jersey, which makes for efficient dispersion of body heat. It helps riders to remain chilled, dry and comfortable, even when they're on long and strenuous rides. The jersey is part of the brand's inaugural Dream Bigger range, consisting of three jerseys, two bib shorts and a gilet with plenty of functionality.

The bib shorts use a blend of lightweight fabrics, which makes them breathable and allow for freedom of movement. They have clean-cut lines to reduce friction, and ergonomic shoulder straps for comfort in any pedaling position. The women's version also has an ingenious magnet on the back, so riders can lower the pants without having to take off their jersey.

Alé Cycling [Hall 9.2 / G51] is offering "multi-functional insulation" with the integration of Quick Dry Frame fabric into its Quick jersey. The Italian supplier explains that the fabric is hydrophilic and quick drying as well as thermoregulating - and very comfortable.

Alé has placed this fabric in the



Vaude has entirely revamped its seat pad range - this is the women's X pad



Smart engineering in SQlab's shorts for women



a highly abrasion-resistant cushioning layer, which greatly delays the destruction of the upper fabric in case of a crash. It distributes the force generated by the fall and absorbs energy, all of which significantly protects the skin underneath the garments.

This has been tested in impact simulations at up to 100 kms per hour. "This integrative system promotes rear ventilation of the printed areas, offering maximum comfort with a significantly higher level of protection and security," the supplier said. "Despite the low weight, impact tests showed that the cushioning properties were considerably improved compared to an untreated textile."

Campagnol's tech jersey

chest area of its Quick jersey. The design uses body mapping, to judiciously combine the Quick Dry Frame with other highly breathable and elastic fabrics that ensure greater air circulation.

Part of Alé's more technical R-EV1 range, the Quick jersey has a racing fit in a minimal style. But it has plenty of details, such as a full-length concealed zip, siliconised elastic at the hem, a durable back pocket and more. The garment integrates Polygiene technology, which reduces the occurrence of funky smells.

Protection is in focus at **Q36.5** [Hall 11.1 / A22] with the GRDXKN Technology, which stands for Grid Skin. The 4D-printed structure creates



Alé provides "multi-functional insulation" with its Quick jersey



Q36.5 adds protection with Grid Skin

Q36.5 has applied the technology in its Grid Skin bib shorts and short sleeve jersey. It's added to the upper parts of the jerseys and the side of the bib shorts for extra protection. These areas have proven to be the most affected in the event of a crash, the company explains. The jersey also has laser cut sleeves and a front zipper. The bib shorts use body mapping and an updated pre-shape cut to create an

ergonomic, comfortable fit.

Q36.5 said it has an exclusive agreement to apply the Grid Skin technology for bicycle apparel. With this integrated protection, the fabrics in its jersey remain light and flexible – the company reckons that the Grid Skin structure even improves aerodynamics. Another strong point is that all GRDXKN material components and yarns are recycled. ■ **BS**

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Hall 12.0 / A13



OVERVIEW: FOOTWEAR

GRAVEL TREND TAKES HOLD IN CYCLING FOOTWEAR

The unabated growth in e-cycling and gravel biking is reflected in this year's footwear offerings at Eurobike, along with the demand for more sustainable kicks.



Fizik's Omna

Shimano [Hall 11.0/A16] has updated its offering of e-bike shoes, while holding on to the key technology in its midsole. "The stiff blade increases the power transfer, by avoiding deformation and loss of energy when you're pedaling," said Perrine Devin, Shimano Europe's product planner for eyewear and footwear. She adds that it helps to prevent injury from repetitive strain on the tendon.

The ET501, launching at Eurobike, has a swish upper and lace closure that make it look almost like a sneaker, so it remains stylish when you hop off your e-bike. The ET701 has a more functional appearance, due to a Boa closure with elasticated straps that provide a wrapping fit.

Devin adds that Shimano used more sustainable materials for the e-bike shoes, such as recycled EVA for the midsole.

Vaude [Hall 11.1/C14] has cracked the upper end of the trail and enduro footwear market with its Moab Pro Tech shoes. The German brand already had the Moab for trail, enduro and dirt rides with flat pedals. The Pro Tech has a click-in system integrated in its sole.

The sole's walking



Shimano is debuting its ET501 e-bike shoes at Eurobike

zone at the tip and heel of the shoe have big lugs for extra traction. The pin zone appears flatter, but it has a sticky grip when not clipped in. The shoe uses a Boa closure system with recycled polyester laces and lace guides.

The Moab Pro Tech has extra protection for the malleolus and several other features that are most relevant for committed gravel riders. Another version with lace closure targets more leisurely counterparts.

Giro [Hall 11.1/A38] has come up with the Gritter, a lightweight and high-performance shoe for gravel and cross-country racing. It has a one-piece Synchwire thermo-bonded upper with rock print.

The Gritter's closure consists of a dual Boa system with aluminum dials, while the sole has a co-molded sensor rubber carbon plate with a structural arch.

The latest clipless pedal shoe from **Leatt [Hall 11.1/B28]** helps to ride in all weather conditions. It's built with the reliable Leatt Hydradri membrane, and has a cool gritty look. The fully taped, waterproof outer bootie construction of the 7.0 Hydradri keeps water and mud away from the



Vaude's Moab Pro Tech



Gritter from Giro

inside shoe.

Other features are the RideGrip Pro rubber for outstanding grip in bad weather. The compound boasts tear, puncture and abrasion resistance, and it has an aggressive lug thread design for greater traction off the bike. The extended cleat box allows for a wider adjustment range. The shoe uses a speed lace system and a waterproof sealed zip.

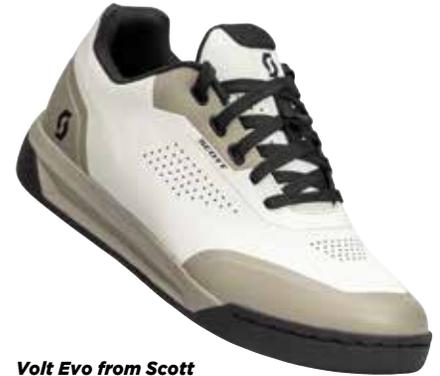
The Volt Evo is the latest flat pedal shoe from **Scott [Hall 12.0/ A22]**, with a mix of ventilation, comfort and grip. The rubber on the outsole provides plenty of traction and control on the bike, to help navigate through technical terrain.

For performance on the road, **Fizik [Hall 12.1/A28]** has the Omna, which was created as a "responsive, pure road cycling shoe developed for competitive riders seeking race-ready technology."

The resilient and lightweight upper has a slick appearance. It's tightened into a performance fit with a



Road shoes with "power arch" by Exustar



Volt Evo from Scott



F-37 from FLR Shoes

single, bi-directional Boa closure. The system and the lace guides spread tension across a large part of the shoe's upper, which helps to eliminate pressure points. It pulls the eyelets evenly inwards from all directions for a more supportive and comfortable fit, Fizik explains.

The nylon outsole is meant to offer a moderate level of stiffness for efficient pedaling. The cleat positioning is set slightly further back than usual, to optimise efficiency and reduce knee compression. A wide vent inlet has been added to keep things fresh.

"We worked hard to incorporate some of the key features from our top-tier models as it's important to make key technologies accessible to everyone," said Alex Locatelli, product manager at Fizik.

Exustar [Hall 9.1/ C10] has equipped its E-SR409 road shoes with the latest generation of nylon-fiberglass composite soles. They incorporate a "power arch" for efficient transfer of power, a rigid beam structure to eliminate torsion, and built-in vents to help keep it breezy.

The anti-slip walking pads should help to keep you steady when your feet touch the ground. Other features include a holt melt TPU upper, breathable mesh inserts and a rotary microlock closure.

FLR Shoes [Hall12.1/ A07a] targets the more affordable end of market with the F-37, which hugs the foot with a stretch-resistant upper. The shoe uses a lightweight outsole, mesh inserts and three low-profile straps. **BS**

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OVERVIEW: MTB TYRES

NEW COMPOUNDS TO THE FORE
AS MTB TYRES GET FASTER

With wheel sizes, tyre widths and tubeless technology remaining quite settled in the MTB sphere, much of the recent innovation has been on tyre compounds, and it seems there are still some big gains to be made with new formulas.

Pirelli's Scorpion Race tyres have been developed with Fabian Barel



The American Classic Cumbre is designed for maximum speed on fast terrain

Developed in collaboration with multiple Downhill World Champion Fabian Barel, the Scorpion Race DH and EN are the latest tyres to be added to the **Pirelli [11.1 / A28]** MTB line up. Pirelli has been testing the new tyres in the field under Pirelli-sponsored athletes in the EWS (Enduro World Series) and UCI WORLD CUP DH circuits since 2021, and says that the involvement of three-time world champion Barel has allowed them to produce a "complete gravity racing range to meet the needs of any team or high-level athlete."

A new construction, SmartEVO DH, is at the heart of the new tyres, and is a combination of two layers of compound with different properties. The entire outer tread is super-soft high-performance compound for excellent grip and vibration absorption, and under that a support compound provides mechanical support to the blocks and absorbs the most significant shocks. Both the DH and EN Scorpion Race tyres are available with three tread patterns: mixed

terrain, traction (for extra bite) and soft terrain. The DH tyre also comes in a specific mud tread. The tyres are available with two different casings, DualWall and DualWall+. Both feature a twin-ply construction; the lighter DualWall saves around 150g per tyre thanks to a lighter construction.

If you're looking for a fast rolling cross country XC tyre then **American Classic [11.1 / B25]** has you covered with the Cumbre, which comes in a 29x2.25" (57-622) size. American Classic describe the Cumbre as the "ultimate choice for cross country (XC) riders who demand top performance on fast rolling terrain," and it's a tyre that's optimized for dry, dusty, and mixed trail conditions. The tread is well-spaced, with a profiled centre tread for smooth rolling, an outer tread for good braking control and stability in turns, and angled transition knobs for maintaining speed and grip in all conditions. The tyre is built around a 120TPI casing, and the Rubberforce G compound offers excellent abrasion resistance, high tensile strength, and good tear and cut resistance for riding off-road. It's tubeless-ready and compatible with 19-31mm internal width rims.

For looser conditions American Classic also offers the Terestre, in the same 29x2.25" (57-622) size, and with the same construction and rubber compound. This tyre has an alternating center tread for speed and traction, shoulder blocks that aid in braking, and unique siping across all the knobs that ensures

predictable handling.

Innova Rubber [9.1 / D08] is presenting the Loam Wizard, a tyre designed for All Mountain and Enduro riding. There are large centre blocks to provide maximum climbing traction on the uphills, and quick acceleration. The two rows of centre blocks are linked with a lower section of tread, which makes the block pattern more stable under load and reduce squirming. The directional design on the tread allows for significant reductions in tyre rolling resistance.

Vee Tyre Co [12.1 / A01a] is showing an MTB tyre range built around three different core constructions. DX Core is a 2-ply construction developed for the rigorous demands of the UCI World Cup, while the 1.5-ply GXE Core is a slightly lighter construction aimed at weekend warriors through to the Pros in the Enduro World Series. Finally, the Override Core is a heavy duty build derived from Vee's Override construction developed for fast e-bikes. On top of the carcass treads are built in two compounds. Full 40 is "for gravity riders wanting uncompromised grip and control in the most extreme conditions," while the E-CTRL compound is designed to be more durable to cope with the heavier weight of e-MTBs.

As an example of the completeness of the range, let's take the Snap WCE, a tyre that Vee says is "built to perform at the highest level of competition and excel in every trail condition." It's available in 29" and 27.5" wheel sizes and in 2.35", 2.60", and 2.80" widths, as well as in three e-MTB specific builds. In total there are ten versions of the tyre, as well as a Snap WCE MK2 which is optimised for a 2.50" width. Snap WCE's tread is designed with ramped knobs for high-speed rolling, and large vertical faces to bite under aggressive braking. It can be used on the front or the rear.

Schwalbe [12.1 / A27] has redesigned the popular Smart Sam, which comes with a modern look and has been optimized for classic MTB use and for E-MTBs. Schwalbe says the result is "even better riding characteristics, longer durability and the perfect compromise between on- and off-road use." The tyre uses a dense centre tread for good performance on hardpack and tarmac, combined with angled and siped outer blocks for maximum grip. It's available in a wide range of sizes, including in 26" for your classic MTB.

Schwalbe will also be showing the Tacky Chan (see what they did there?) which they describe as "the fastest downhill tire in the world". And it's hard to argue with that when the tyre was being tested through 2022 under Amaury Pierron, who



The new MaxxSpeed compound is developed with, and used by, Nino Schurter

ended up on top of the UCI rankings. The Tacky Chan features more stable shoulder lugs than the Magic Mary to increase lateral support, as well as long braking edges that allow later braking points. The Tacky Chan is for anyone who wants to test their limits.

Also vying for the title of fastest tyres – this time in XC disciplines – is **Maxxis [12.1 / B21]**, which has been developing a new version of its race-winning MaxxSpeed compound, now released on a range of tyres available to buy. Developed in cooperation with Nino Schurter, the winner of more World Championship and World Cup titles than any other rider in XC history, the new MaxxSpeed compound uses a silica filler to improve both speed and wet traction. Rolling resistance is reduced by more than 25%, which could shave as much as a minute off a rider's time in a 90-minute race.

Maxxis is offering the new compound in a wide range of XC tread patterns, including Aspen, Rekon Race and Ikon A new mud tyre called Severe will also use the MaxxSpeed compound. 29" and 27.5" sizes will be available, all using Maxxis' proven 120 TPI, tubeless-ready XC race casing with EXO sidewall protection. **DA**

The Tacky Chan is Schwalbe's new top-tier DH tyre used by Amaury Pierron



The Loam Wizard features linked blocks for better stability



The Vee Snap WCE is available in ten different builds



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OVERVIEW: BACKPACKS

BACKPACKS REWORKED FOR LONGER ELECTRIC RIDES

When heading out on electric bikes, riders will often prepare for longer rides that may require plenty of stuff. Backpacks have been reworked to carry it smartly, with more comfort for riders and less impact for the environment.



Vaude's electrified Moab backpack

Vaude [Hall 11.1/C14] has "electrified" the eMoab backpack with functions targeting electric mountain bikers. It has a spacious battery compartment and strap for charger cables, in case the ride ends up taking a little longer than planned. It fits most batteries from a range of brands, up to 48cm in length.

With a capacity of 14 liters, the eMoab is made primarily from recycled materials. The bag has a padded hip belt with a pocket, a removable hydration compartment and several other functions that make it very practical.

Deuter [Hall 11.1/B15] has reinvented its Trans Alpine, for riders who will often stretch the ride over several days. This backpack has long been a reliable companion for cyclists on Transalpine adventures, with



The revised Trans Alpine by Deuter

plenty of smartly organized space and a comfortable carrying system, but the updated version is even smarter and more sustainable.

Leaning on input from riders, the backpack has been organized with space for rain jackets, hydration systems of up to three liters and even a take-out sit pad. With the Airstripes system and its padded shoulder straps, the Trans Alpine should sit snugly and comfortably on your back even when it's fully packed and the terrain is bumpy. The construction ensures that it doesn't slide up your neck on particularly steep descents. The backpack's ventilation has been optimized as well. The Trans Alpine also has a raft of green credentials. It's a Bluesign product made with recycled materials, that fulfills the strict requirements of

the Green Button. Deuter adds that it's climate neutral and without PFAS.

Seams, materials and ergonomics have all been revised by **Evoc [Hall 11.1/C08]** for its Explorer Pro 30, another bike adventure pack made for lengthy tours. The reconstruction started with the Air Flow Contact back system. The fit is tight, to make sure the load is well distributed, and to take pressure away from the shoulders, neck and back while riding. This ensures there is no wobbling on the trail.



Evoc's Explorer Pro 30



Messe Frankfurt
HALL 11.0 / D18

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42

57

▶▶ New Speed

TYRE TYPE
2-Way Fit™ tubeless

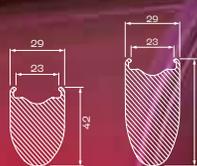
RIM HEIGHT
42 mm / 57 mm

RIM WIDTH
inner 23 mm,
outer 29 mm

RIM MATERIAL
UD carbon fiber
DIMF finish

BEARINGS
USB™ Ceramic

WEIGHT
1,410 g / 1,495g



FULCRUM

The system has improved ergonomics and ventilation as well, with wide air channels between the strategically positioned foam pads. A coarser but highly robust and comfortable mesh ensures air circulation.

Many other features have been revised, such as the seams on the shoulder straps. The backpack has a quickly accessible tool compartment, a hydration system compartment for bladders of up to three liters, and much more.

The Trail Rocket 20 from **Scott** [Hall 12.0/A22] is another potential companion for multi-day rides. It has plenty of space, easily accessible pockets and versatile gear mounting options.

Camelbak [Hall 12.1/A23] has expanded its Chase range of cycling backpacks with two more products for adventure and racing. The back part of these products is a capacious backpack, while the front is a waistcoat.

The Chase Adventure 8 vest is lightweight and durable, and it has plenty of storage. It has a breathable 3D grid mesh harness and dual adjustable sternum straps. The vest sits above jersey pockets.

Then there's the Chase Race 4



Scott's Trail Rocket

vest, which is made for riders on more athletic and probably strenuous pursuits. It's breathable, and its construction was thought out to shave weight for race day.

Both vests are available in female versions. Their fit uses body mapping technology to make them more comfortable and stable for female riders.

Much bigger loads can be hauled around in the Duffle

by **Ortlieb** [Hall 11.1/C12]. It's a waterproof bag with a capacity of up to 89 liters and extremely robust

material, that works well for trekking, boating and all sorts of more mundane tasks. It's made with polyester fabric and Cordura.

Ortlieb has been offering a Duffle for some time, and this year it's made the product available with a roll closure. This allows swift access to the contents of the bag, while keeping out water and dust.

What makes it even more practical is that it can be transformed into a comfortable



Ortlieb's Duffle for bigger loads



backpack, with two padded and removable shoulder straps. "Given the size and volume, it's extremely comfortable if I can carry the bag well on my back," said Peter Wöstmann at Ortlieb.

When used on a cargo bike, the optional cargo straps ensure the

The Camelbak Chase 8



City bikepack from Weathergoods [Hall 11.1 / D10]

load remains firmly attached, even when the rider has athletic ambitions. The Ortlieb seal implies that the bag is waterproof and made sustainably in Germany. **BS**

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OVERVIEW: CHAINS

CHAINS KEEP UP WITH GEARS AND MOTOR POWER

Chains are easily overlooked. But without one, you're not going anywhere. While these collections of pins, plates and rollers might be less glamorous than more headline-grabbing components, it's well worth paying them some attention. As bikes evolve, chains must follow, and we now expect them to deal with ever more sprockets and resist the increased strain created by the addition of electrical motors. At Eurobike you'll find the latest products from the world's leading makers.



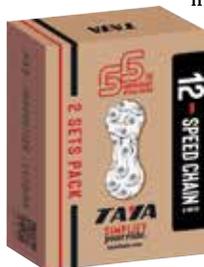
KMC's e-Bike Solution chains and chainrings resist the rigours of motor-assisted riding

Taya [9.1 / B40] makes a wide range of high-quality chains for various disciplines. It's been doing so for over half a century, and next year will celebrate its 55th birthday. During this time, it's developed many proprietary technologies. Key among them is its Diamond Hard Technology (DHT) treatment. This process increases the surface hardness of its chains by up to 125% for excellent wear resistance. This baked-in coating, which penetrates the chain up to 0.05mm, surpasses the shallow reach of conventional treatments. Another weapon in the firm's arsenal is its Green Surface Treatment (GST). This chain and bolt coating technology offers exceptional corrosion resistance. To test its resilience, the firm has subjected parts to a 1000-hour salt spray test and believes it can now keep both bolts and chains corrosion-resistant for up to 25 years. At the same time, the process is eco-friendly, 100% hexavalent chromium-free, and compliant with RoHS and REACH standards. At Eurobike, the firm will also be promoting its new Zenas line. This is focused on offering chainsets and heavy-duty chains for internal gear hub



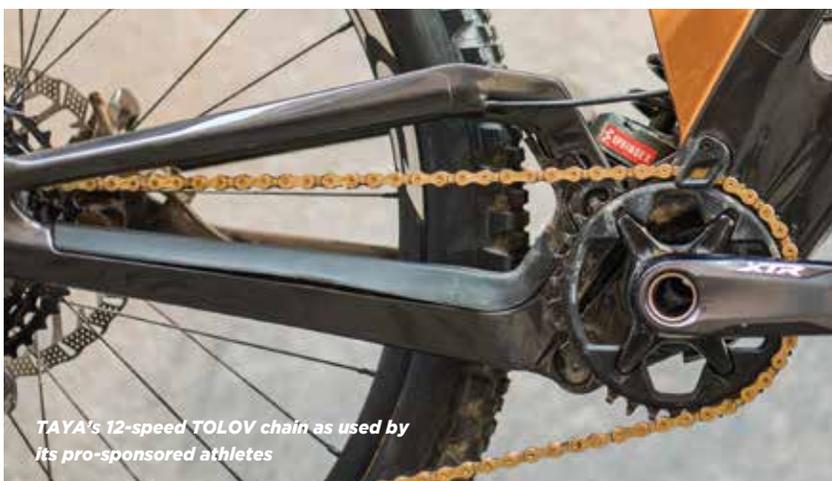
KMC's popular X12 chain comes with a gold Ti-N coating

e-cargo bikes. Zenas chains also use a simplified construction that increases their weight-bearing capacity while reducing drivetrain wear. Both are features that should make them popular with high-end cargo bike makers.



TAYA celebrates its 55th anniversary with twin packs of chains

KMC [12.1 / B22] brings several innovative ranges to Eurobike. Key among them is its e-Bike Solution chains and chainrings. These feature the firm's Chain Mate system, which matches the roller seats between the chainring's teeth to the chain rollers for improved engagement and efficiency. This boosts retention while also reducing friction, even at extreme chain angles. These chains also employ KMC's Shield



TAYA's 12-speed TOLOV chain as used by its pro-sponsored athletes

Tech e-pins with a larger surface area for a stronger rivet resulting in an industry-leading pin power of over 450kgf. The eGlide is KMC's latest chain and mixes technology from the firm's established X-Series and e-Series chains. These eGlide chains are hardened through heat treatment and feature an internal double X-Bridge between chain plates for durability and smooth shifting performance. They also promise market-leading tensile and torsional strength and are compatible with Shimano's Linkglide system. KMC has also upgraded its popular X12 chain. Its Double X internal bridge design expands spacing between chain plates, providing smoother chain-teeth interaction and better-shifting performance despite the increased demands of working alongside a 12-speed cassette. Further suiting it to such uses is an upgraded pin power of 400kgf.

Parts and accessory sellers **Falko [9.2 / D14]** offers a broad spectrum of chain products perfect for retail and workshop use. First, it distributes PYC's massive range of chains. These span everything from basic single-speed and BMX models to replacement items for all common drivetrains. Higher up the line you'll also find high-end options for the latest 12-speed groupsets. Making them a great value choice for retailers, they come packaged in boxes of 50 items. Falko also offers its own Lynx-branded products. These cover the same wide range of use categories and again come in bulk packs to suit shops and workshops.

When is a bike chain, not a bike chain? When it's a belt drive from **Gates Carbon Drive [12.1 / A25]**. Swapping an oily metal chain for a belt has many benefits, from low wear



Falko can supply you with PYC's broad range of chains which are perfect for workshops

rates and reduced weight to improved aesthetics and silent operation. However, the advent of e-bikes and the resurgence of interest in hub-gearing has really driven the uptake of the firm's technology. It now makes four distinct bicycle lines. These are the high-performance CDX for commuting, trekking, mountain and cargo bikes. This line is compatible with both regular and electrically

assisted drivetrains. Next, the CDC range is tailored to city commuting and mid-motor e-bikes with 50Nm or less support. Similarly, CDN products are made for hub-motor e-bikes, while ST models serve simple recreational bikes with three gears or less.



CeramicSpeed takes other makers' chains and treats them to reduce drag

Plenty of firms make lubricants and chain care products. However, few are as dedicated to the science of reducing friction and expanding drivetrain lifespan as **CeramicSpeed [11.1 / B16a]**. Along with oversized pulleys, bearings and lubricants, it's perhaps best known for its UFO chains. To create these, the firm takes high-end chains from makers including Shimano, Sram, and KMC before stripping them of their standard lubrication and replacing it with CeramicSpeed's UFO coating. This takes place by

hand at the firm's facility in Denmark. Each chain arrives with a small sample of the firm's Drip lubricant, which you should consider applying after around 650km. This lubricant is also available separately and comes in various formats, including specific ones for wet, dry, or mixed conditions, plus one created for indoor conditions. Recently reformulated, the firm claims they'll save you watts otherwise lost to friction, plus a few grams saved as you'll need to apply less of them. ■ JD



Gates is enjoying increased interest as more e-bikes make the switch to belt drive

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OVERVIEW: SUSPENSION

MASTERS OF SUSPENSE: SMOOTH SOLUTIONS FOR E-BIKES, GRAVEL, AND ENDURO

In the dynamic world of cycling, the pursuit of a smoother and more controlled ride is the goal when it comes to suspension. What makes this pursuit so exciting now is how suspension is applied and where it's located on the bike. Suspension systems have evolved from simple fork designs to concealed electronic solutions that cater to the diverse needs of riders from multiple disciplines. Newcomers to the category want to shake up the old guard, who continue to make forks, shocks, and seatposts even better. Here are some of the suspension novelties on show at this year's Eurobike.



HiRide suspension Sterra Fork

Five years ago suspension forks for gravel riding were confined to inventive DIYers. Now they're in high demand for all types of gravel riders, racers, and bikepackers – and it's not just the big three who are putting more bounce into the gravel boom. Youthful brands are pioneering new suspension technologies for gravel and all-road riding. Since its founding in 2017, **HiRide [F12.0 / F19]** has approached the world of cycling at the highest level by becoming the first brand to introduce integrated adaptive digital suspension on an endurance

bike. The Italian company entered the gravel sector in 2021 with the HiRide AR, a high performance, low maintenance, super-compact shock that can be directly integrated into the frame. Now HiRide is introducing the Sterra Fork, which is a natural evolution of the AR suspension solution. The Sterra Fork features 20 mm of suspension integrated in a carbon fork which, once installed, remains hidden in the bike's headtube to maintain the look of a road bike. Designed for gravel, the Sterra has been optimized for e-bikes, featuring a

dedicated hydraulic cartridge that can be tuned through a selection of springs and spacers to change suspension stiffness and preload. HiRide argues that Sterra's short travel allows the rider to push farther and faster with increased confidence and comfort because of the advantage gained through reduced vibrations and better grip. Another advantage HiRide claims is zero maintenance up to 500+ hours of riding. The Sterra Fork is designed to fit gravel, e-gravel, and e-road bikes without disrupting the bikes' traditional aesthetics.

Kind Shock [9.1 / B15] is entering the gravel suspension category with a new fork purpose-built for the demands of gravel and e-gravel riding. The GTC combines a forged aluminum crown with high-modulus carbon fiber and aluminum composite lower legs. The fork can accommodate tires with a width of up to 50 mm and is compatible with flat mount disc brakes. The GTC uses an oil-damping suspension system with adjustable rebound and lockout.

With front suspension sorted, Kind Shock has addressed the rear as well with the **Rage-iS**, an affordable, full feature dropper post with 65 mm of drop and up to 30 mm of travel. Now it's available in a 27.2 mm diameter to fit more frame standards, including seat tube widths that are characteristic of gravel and touring bikes. The Rage-iS is a dropper post with air spring suspension that can be easily accessed to adjust the preload and rebound speed. A one-piece forged stanchion and head houses the air valve for making adjustments, while an internally routed polycarbonate cable connector keeps things neat and tidy. A micro adjustable head clamp with black steel bolts allows for some



Rage-iS from Kind Shock



Kind Shock GTC suspension fork for gravel

- Sprocket with freewheel clutch 
- Freewheel with integrated ball bearing 
- Freewheel clutch 
- NVH bearing 

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Updated Air IL and Coil IL from Cane Creek

the air spring's outer diameter to further increase the likelihood of fitment while increasing the maximum pressure to 350 psi (up from 300 psi). Coil IL features added detents on the preload collar to allow more precise preload tuning. Cane Creek may have some additional select items to share with customers at upcoming product launches slated for later this year.

X-Fusion [9.0 / D21] also has a history of making reliable suspension products for each category as demands for bigger and better bounce have evolved over time. 80-200 mm of travel spans four fork models suitable for cross-country, enduro, and downhill, each with specs answering to current trends for each discipline. While X-Fusion's suspension products have been on the market for a while now, they hold steady for their price and utility. For instance, the Trace 36 Coil – developed for the relatively new progression of 29er super enduro bikes – stands out for its daring advance into gravity suspension (up to 170 mm of travel) with a second backup spring for bottom out control, yet its 10 mm of travel adjustment indicates that the fork can handle the most technical bits of trail – even when the trail goes up instead of down. With the Trace managing things up front, X-Fusion has supplied two shock options for the rear.

fine-tuning without breaking the bank, and a precision machined alloy mast with integrated seal collar helps minimize product fatigue and/or failure due to varying tolerances and invasive contaminants. The Rage-iS is compatible with all Southpaw, KG, and Westy remotes.

Celebrating its 35th anniversary this year, **SR Suntour [12.1 / B17]** has made a name for itself over the years as one of the world's most prominent bicycle suspension components manufacturers. The company has stayed in the lead all these years by embracing trends instead of shunning them. What was inconceivable just

five years ago is now daily business for the Japanese-owned company, which keenly observes developing trends because they often forecast what's coming next in cycling. The company prides itself on adapting in order to propel these trends and is introducing a new line of 36 mm forks that blend urban with off-road cycling. The underlying goal was to contribute practical yet comfortable suspension that performs well and offers plushness, steering precision and stability. To get that done, the new forks have PCS damping cartridges, stiff 36 mm chassis, EQ spring technology to customize precise spring settings according to rider weight, boost hub spacing, mounts for short or long fenders, ABS wheel speed sensor, and optional ABS mounts. Features like integrated lamp mounts on the Mobie36 keep the cockpit clean and reduce shade through interference with fenders. The complete line of 36 mm forks includes the Mobie36 Boost for cargo and e-suv models, and both the Zeron36X Boost and the Aion36X Boost for all-mountain e-MTBs.

Manufacturers that have already forged a reputation for their suspension products need only do one thing to maintain their status: make a good thing even better. **DNM Performance**

Suspension [9.1 / C07] has refined its RCP2 rear shock and given it high and low speed adjustability for fine-tuning the shock's rebound speed. The RCP2PLUS gives the rider greater control over the suspension performance, which can be dialed in according to the terrain. Designed for descending, the RCP2PLUS is targeted toward all mountain, free

ride, and downhill disciplines and comes in three sizes with travel ranging from 60-80 mm and eye-to-eye lengths spanning 220-265 mm. DNM also has a pair of lighter duty shocks for cross-country and trail riding: the TRU-8RC and the AO-8RC, both with adjustable rebound, lock out, and air pressure and altogether available in seven lengths and travels.

Cane Creek Cycling Components [12.0 / B02], the first company to bring twin-tube technology to mountain bike shocks, introduced new Air IL and Coil IL shocks earlier this year. IL (for "inline") shocks feature externally adjustable DB Twin Tube technology for the widest range of four-way damping adjustability on the market. Updates to the Air IL

and Coil IL include a thicker inner damper tube for increased strength and a 17 mm reduction in overall valve body width to increase fitment possibilities on tight frames. Air IL features a 6 mm reduction of

The H3C series gives us two coil spring shocks, each with three suspension settings plus rebound compression adjustment. The modest differences between the H3C HLR and the H3C RCP are weight, compression adjustments, and metric or trunnion sizing.

E-bikes and gravel bike are driving new developments in suspension, but so is road cycling, as riders seek out bumpier roads and burlier races. Urban riding is also getting in on the action as more people turn to the bike as a mode of transportation and they want a more comfortable ride as they pass over battered city streets. Air, coil, elastomers, and now electronics...suspension "springs" eternal with innovation. **WB**



X-Fusion Trace 36



RCP2PLUS from DNM Performance Suspension



SR Suntour MOBIE36 Boost



NEW PRODUCTS



FUMPA FUMPA

The Fumpa bike pump has been upgraded to USB Type C fast recharge and can be fully renewed in just one hour. With a built-in pressure gauge of surprising accuracy, the Fumpa bike pump is the most versatile pump in the Fumpa range. This air compressor works with road, mountain bike, commuter and fat bike tyres.

Hall 9.2 / G49

ALÉ CYCLING QUICK JERSEY

The QUICK Jersey from the R-EVI collection features the revolutionary Quick Dry Frame® fabric: the world's first multifunctional, hydrophilic, quick-drying insulation that thermoregulates and dissipates



excess moisture to ensure maximum comfort in contact with the skin. The jersey has a racing fit, in a modern, minimal and clean style. Hall G51/92

MIRANDA COLD-FORGED STEMS

Miranda's Cold Forged Stems are produced in Portugal and combine sustainability and advanced performance. Made with recycled aluminium using 100% green electricity, these stems cater to environmentally-conscious riders across disciplines. The fully automatic cold forging process guarantees consistent material properties for enhanced durability and reliability. While designed with e-MTBs in mind, these stems are equally adept at managing the challenges of torque, pressure, and bike weight in various applications. Hall 9.2 / C22



EARLY RIDER HELLION X20 BIKE

An aggressive 20-inch wheel bike for young rippers. Designed in collaboration with Lil' Shredder Bikes, the Hellion X series features everything you'd expect of an adult bike, including wide-ratio gears and front and rear suspension. With a reinforced frame, slack geometry and high-quality components, it's ideal for days at the bike park. Hall 11.1 / D12



KIND SHOCK KG DROP LEVER

Gravel riders are pushing the boundaries of what the category can do. That's why Kind Shock is determined to ensure they have all the benefits of its dropper posts. To this end, it's designed the KG Drop lever, an ergonomic dropper remote lever for drop bars. It offers a forged and machined alloy construction plus a textured grip surface for a positive feel and secure operation.

Hall 9.1 / B15



HAFNY LARGE BIKE MIRROR

The HF-M904LS-FR01 handlebar bike mirror is designed for 45km/h e-bikes. The mirror body is made of durable fiber-reinforced nylon. The clamp can fit 21-26mm handlebars for MTB handlebars, with a spacer to protect from scratches during installation and to absorb vibration while on the move. The mirror adjusts to any desired angle using two pivot joints. Available with an HD automotive grade glass lens or Anti-glare blue lens. Hall 9.1 E40

KT 612POE HUB

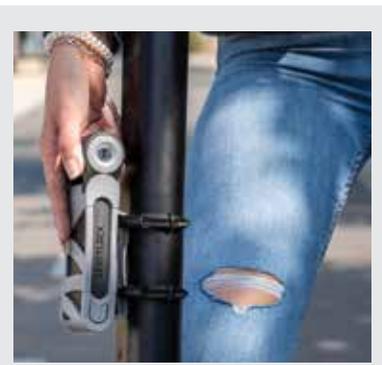
With the 102 POE and 612 POE 6 pawl engagement system, KT Taiwan brings 3.5 degree engagement and even more 0.58 degree engagement to the MTB world. Compatible with all types of derailleurs. For detailed specifications and further information on KT Taiwan's complete range of MTB products check out at www.kttw-hub.com. Hall 9.2 A07



612 POE now available

SEATYLOCK FOLDYLOCK MINI

Seatylock claims this is the world's lightest folding lock to achieve Sold Secure silver certification. It combines strength and style, thanks to a weight of under 1kg and a range of bright colours. Label owners will also be interested to learn that its maker now offers co-branding solutions on many of its products, including the Foldylock. Hall 9.1 / A18



BLKTEC C1D WHEELSET

A d&i award-winning wheelset from Blktec. The CID Ultimate Weapon wheels are engineered to drive you forward with stiffness, strength, and speed. They manage this thanks to a one-piece carbon design with non-radial spokes. Their 40mm deep and 28mm wide hookless rims should offer stable yet nimble performance and are optimised for low drag and precise handling. Hall 9.0 / E04



DP MOTOR MO80MD MID-DRIVE MOTOR

DP claims its MO80MD mid-drive motor manages an efficiency of over 80%. It's designed for general use and can produce up to 80Nm of torque and speeds of up to 25 or 32kph. Its profile makes for clean integration into the frame, a fact helped by its sub 3.5kg weight.



EN15194 and ISO13849 certified. Hall?? / ??



TINO INDUSTRIAL REUSABLE ECO-FRIENDLY CABLE TIE

Tino's cable tie solves the problem of single-use cable ties. The unique mechanism enables the user to pull the cable tight yet release it with the flick of a finger. Pull the tab away from the cable to free the locking mechanism. Or push in to lock. Each non-toxic tie can be reused up to 500 times. <http://tie.dinodino.com.tw/en/>



FAST2WORK BIKETOUR. GUIDE

Fast2work provides Biketour.Guide as an easy-to-use tool to track hiking and cycling distances without the need to disclose personal data. This creates a simple and privacy-compliant solution for challenges that encourage the transition to sustainable mobility for employees, citizens, health insurance holders, customers, and everyone else. Additionally, this provides much needed data for forthcoming European Union CSRD reporting. **Hall 8.0 / M03**

V-GRIP PLAID SPORT BOTTLE



A unique plaid-textured version of V-Grip's unique Wave bottle. Allowing you to stay hydrated while also offering a cooling shower of water for you to direct over yourself, switching modes is simple and can be achieved while one hand remains on the bars. Dishwasher safe and recyclable, the bottle has BPA, FDA, and EU restriction of hazardous substances directive approval. **Hall 9.1 / E08**

VAUDE MEN'S KURO BIB TIGHTS II



Our short Kuro bibs for men score with two mesh side pockets and are exceptionally comfortable to wear. This is guaranteed by an optimized design with significantly reduced stretch seams; the stretch fabric ensures good compression and the seamless straps are perforated for breathability. A specially developed Vaude X-Pad chamois is among the numerous comfort details included in the design. The VAUDE Green Shape label stands for environmentally-friendly, functional products made from sustainable materials. All Vaude products are produced climate neutral. **Hall 11.1 / C14**



PROMOVEC SMART GRIP

Promovec Smart Grip is a Eurobike Gold Award winner. The grip brings the e-bike under more user control than ever before. Having the control of the e-bike in your hand is an unprecedented and unrivaled experience. The Smart Grip is simple, and beautifully integrated into the bike handle. The Grip supports all functions through our Connect+ APP. **Hall 8 / H22**

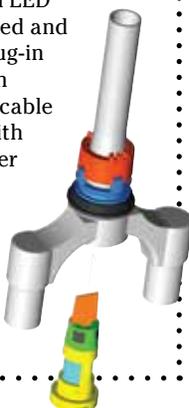
LITEMOVE SE-90A (DL)

The SE-90A has a clever auto brightness switch function for power saving. Equipped with Litemove MTi technology — a built-in smart ambient sensor that enables variable light output for day light (30 lux) and night light (90 lux). 7m wide beam and up to 180m distance of beam visibility ahead. Ideal for 25km e-bike / EPAC. StVZO K-Mark & EN-15194-CE, ROHS, REACH compliance. Awarded "Best of 2023" by E-MOUNTAINBIKE Magazine. **Hall 12.1 / C18**



VELO-GUARD INVISIBLE LOCK

The Velo-Guard e-bike lock by HNC Switzerland is fully integrated into the headtube/steerer tube. Completely hidden, it presents no target for thieves. The handlebar is locked and unlocked by bluetooth, using an app. The Velo-Guard has an integrated GPS-Tracker, and an LED indicator when closed and when opening. A plug-in system allows for an additional chain or cable lock. Fits E-Bikes with a tapered 1.5" steerer tube. No drilling in the frame/tubing is necessary, as magnets are used to secure the device. **Hall 9.2/D02**



KS



LEV CIRCUIT

BUILT WITH PROVEN INTERNALS FROM KS' POPULAR LEV SERIES, LEV CIRCUIT WIRELESS DROPPER SEAT POST IS A GAME-CHANGER OFFERING SUBSTANTIAL BENEFITS TO RIDERS OF ALL LEVELS.

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- UP TO 200 MM TRAVEL
- REMOVABLE USB RECHARGEABLE BATTERY
- IP67 WATERPROOF

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HALL 9.1 | STAND B15 | KIND SHOCK.

kssuspension.com

NEW PRODUCTS

PRO-LITE INTERNATIONAL MATTERHORN PTT

Pro-Lite's new PTT hub is now available on its XC, Enduro, and All-Mountain wheelsets. The first two can be built using straight-pull spokes, with traditional j-bend spokes employed on all-mountain builds. These are then connected to either carbon or alloy rims. Other features include 15-12mm thru-axle options and a new clutched drive that engages all ratchet teeth simultaneously for maximum strength and power transfer.

Hall 9.1 / C06



TAYA GST TECHNOLOGY

Green Surface Treatment (GST) is a chain and bolt coating technology that offers exceptional corrosion resistance. Its makers claim that the corrosion resistance of chains and bolts can be extended up to 25 years and have subjected parts to a 1000-hour salt spray test to demonstrate this. It's also eco-friendly, 100% hexavalent chromium-free, and compliant with RoHS and REACH standards.

Hall 9.1 / B40



REACT OPTRAY SUNGLASSES

These performance-focused sunglasses can react to light levels in a claimed 0.1 seconds. This allows them to adapt to changing conditions and automatically brighten or darken. They also feature a mirrored finish and wrap-around one-piece lens for wide-ranging protection. Hall 11.1 / D27



URBAN NATIVE T9 E-SCOOTER

Urban Native is exhibiting at Booth C22 Hall 8, presenting a game-changing T9 e-scooter machine. The T9 is made from premium titanium, weighs only 9.8 kg, packs a punch with 37 Nm of torque and gives you superior agility during the ride. You definitely need to try it out! Hall 8 C22

WELLGO F367DU FOLDING PEDAL

These recently released folding pedals mix utility with excellent grip. Strategically placed grip tape swatches on the body ensure secure footing while ensuring the pedals remain unobtrusive. Each body is made from polycarbonate, while they run on Wellgo's low-maintenance 2DU bearing-type system. The weight for a pair is 343g. Hall 12.1 / A10



LOTUS RETIRE BIKEPACKING BAG

The ReTire is an eco-friendly bikepacking saddle bag created from defective tyres and with a reduced carbon footprint. It's made from durable, waterproof, and scratch-resistant materials to ensure your belongings are safe during your ride, while its waterproof inner storage compartment makes for quick packing and unpacking. Hall 9.1 / D31

SKS RENNKOMPRESSOR NXT

Innovation meets tradition in the Rennkompressor NXT pump. It combines the essential elements of the well-known original with features tailored to the demands of the modern world, including a digital gauge, increased volume, and die-cast aluminium base. The folding feet quickly snap into place for transport while a beech wood handle sits comfortably in your hand.

Hall 12.1 / A26



TERN BICYCLES WEATHERTOP COOLER

The WeatherTop Cooler keeps drinks cold and food fresh while you're out and about. This thickly insulated 26L cooler bag features reinforced seams and a heavy-duty zipper that's airtight and watertight to seal in the cold and any spills. With an extra-durable, waterproof construction, it's made for frequent, all-weather use. Comes with easy-to-operate buckles for securing on a front rack. Hall 12.0 / A04



ASS MAGIC CHAMOIS CREAM TUB

Ass Magic Chamois Cream uses essential oils to promote comfort and personal hygiene while riding. The cream also has superior anti-chafing protection through the use of lanolin and synthetic beeswax. Initially developed for cyclists, its unisex formula can also be used for many other sports. Hall 8.0 / C13

HYENA E-BIKE SYSTEMS UNIDRIVE 60

The first mid-drive solution from Hyena E-Bike Systems. Weighing only 2.4kg and with a compact design, this lightweight motor delivers 60Nm of torque and supports lighting up to 12V 24W. It offers a class-leading weight-to-torque ratio and is well-suited to city, trekking, road, and gravel bikes. It's compatible with Hyena's standard interfaces and batteries and supported by the firm's software platform and applications. Hall 8.0 / K16



BAFANG M510 MID MOTOR SYSTEM



Bafang's M510 is an overturning upgrade of its popular eMTB performance motor. Compared with the last generation, the max torque remains 95Nm, but the weight is reduced by 18% while the max power



output increases by 20%. Max cadence support is also extended up to 120rpm. Its smart control system ensures smooth start-up, powerful acceleration and continuous peak power output for hard-core climbing. **Hall 8.0 / J18**



RIESE & MÜLLER ROADSTER4

A slim profile gives the Roadster4 its sportiness via a frame reminiscent of classic bicycles yet still meeting the highest standards of German engineering. Its 85Nm Bosch Performance Line CX motor and integrated 625Wh battery are balanced for maximum agility and riding fun. Finally, integrated cable routing underlines the bike's stylish and straightforward appearance. **Hall 12.0 / A13**

FPD NW-613B PEDALS

These affordable pedals from Taiwanese firm FPD offer the features aggressive riders seek. Their low profile and wide body provides excellent support and pedalling efficiency, while replaceable metal pins impart serious grip. A high-strength fibre-reinforced nylon construction is low in weight and shrugs off rock strikes. Finally, sealed bearings offer a long lifespan regardless of the weather. **Hall 9.2 / F48**



INCYCLES BICYCLE ASSEMBLY

Incycles Bike Group offers bicycle assembly services based in Portugal. Its skills include finishing and painting, along with wheel building. You've undoubtedly seen many bikes that have rolled out of its facility, including Lime's rental bikes. It's now keen to offer its OEM expertise to a broader range of customers. **Hall 9.2 / B26**

NOVATEC TEAM LEVEL D462SB REAR HUB

This mid-range team-level hub from Novatec is suitable for e-cargo and e-mtbs and offers a high cost-to-performance value and a host of user-friendly features. These include a durable engagement design with 33 ratchet teeth and three pawls, which is 30% stronger than Novatec's regular MTB hubs. Oversized bearings, an alloy axle, and drivers for the three main cassette types round off the package. **Hall 9.2 / A37**



MOUSTACHE BIKES J

Not Just a bike, but a new day. 'J' is the product of a two-fold intention: to produce with a short supply chain and to create an e-bike incredibly simple to use. Keeping it simple is complicated! Moustache has created a unique two-part aluminium frame with no welding, integrating motor, battery, suspension and produced in France! Aimed at bike lovers as well as complete beginners, 'J' is reinventing the e-bike experience with its simplicity and represents a new day for Moustache and the industry. **Hall 12.0 / A08**

MIRIDER MIRIDER ONE GB3

Our very own take on a geared bike and an industry first for folding eBikes. Rather than take the easy, traditional option of moving the hub motor to the front and hanging a derailleur off the back, we wanted to be smarter than that. We wanted to retain the balance, weight distribution and traction a rear wheel hub offers whilst avoiding a bulky gear set. **Hall 9.0/ B10**

CROPS K5-CABRIO FOLDING LOCK

A foldable blade-style lock. It comprises three spars and promises to be more portable than a chain lock. At the same time, its design prevents bending force from being applied to the joints. The lock's five-digit dial lock can set 100,000 combinations, while the zero-stop counter makes it easy to operate the dial at night. Comes with a dedicated bracket for mounting on the seatpost. **Hall 9.1 / D33**



ORTLIEB BACK-ROLLER PLUS

The well-known Back-Roller is a classic pannier bag design. It's proven itself a million times on journeys and in daily use. This latest reworking retains the famous waterproof roll-top design. However, it now uses a tough Cordura fabric and includes Ortlieb's new multifunctional shoulder strap, which features a waterproof outer pocket. Sustainably made in Germany. **Hall 11.1 / C12**



MESSINGSCHLAGER BUILD YOUR OWN E-BIKE CONCEPT

Messingschlagler can help create your own branded e-bike within 12 months. As Europe's largest bicycle parts importer, its development and procurement expertise means it can configure e-bikes from different concept platforms or work alongside customers on their own concept ideas. Supported by the development and procurement expertise of the largest European bicycle parts importer, the customer can then rely on the firm to supply all the necessary components, from shifting to suspension. Messingschlagler's skills are just as applicable to the youth market, as shown by the new MMC.Y.al e-bike. This Bafang-powered mountain bike features a low weight of under 16kg and carefully adapted geometry. It's available with either 24 or 26-inch wheels. **Hall 12.1 / A19**



3X3 TWIST-SHIFT

The 3X3 NINE gear hub with twist shifter technology offers simple and intuitive gear shifting for conventional and electrically assisted bikes. By twisting the grip, riders can switch between nine internal gears. This innovative solution enables fast and precise gear changes while pedalling or at a standstill. The system offers a total gear ratio of 554%. **Hall 8.0 / J20**

NECO MM20MAX MOTOR

This mid-drive motor constantly samples torque, speed, and cadence data at a frequency of up to 80K HZ. The resulting information ensures precise vehicle control while achieving the highest possible efficiency. Despite its generous maximum torque of 175nm, the motor operates in virtual silence. Its modular motor design and integrated controller also make disassembly and servicing easier. **Hall 8 / J01**



SUNNY WHEEL REAR CARGO BOX

Sunny Wheel introduces a new rear cargo box made of durable recycled polypropylene derived from reclaimed plastic bottles. Its makers claim it's the largest such box on the market. It features a 15-litre capacity, combination lock, and carry handle and is available to fit the popular CR-111, CR-113 and MIK system rack attachments. **Hall 9.1 / E36**



GIYO GF-55B PUMP

A space-saving floor pump with an innovative rotating base. When the pump is closed, it saves around 25% space compared to its working mode. This is ideal for both storage and transport for its user. It also makes shipping more efficient for retailers, resulting in lower overheads and more competitive pricing. **9.1 / B29**



SAMOX RAF56 CRANKSET

This on-trend single-ring crankset has been specially designed for road and gravel cyclists. It features a unique asymmetrical bolt circle diameter whose tabs accommodate an equally smart-looking chainring. Providing both solid performance and visual interest, it comes in a range of configurations. **Hall 12.0 / B07**



BARBIERI NXT PIUMA INNER TUBE

Barbieri's NXT Piuma ultra-light thermoplastic polyurethane tubes represent an evolution of the already very light NXT. Piuma models are around 40% lighter than NXT tubes and about 70% lighter than butyl tubes. They're also more compact, with the 29g Piuma Road tube rolling up to just 40x20mm. This also makes them ideal as an emergency spare, thanks to their ultra-low weight and compact size. **Hall 9.1 / D04**



ABUS PURL-Y BIKE HELMET

The new Purl-Y is aimed at riders of pedal-assist bikes. Its protection meets the high requirements of the NL NTA 8776 standard and is approved for use with S-Pedelec up to a speed of 45 Km/h. It also features vents fitted with insect nets and a magnetic rechargeable rear LED light. It comes in three sizes and nine different colours. **Hall 12.1 / A29**

THUN RUMBA

RUMBA is Thun's new bb-set with external ball bearings. It can be paired with crank sets from several manufacturers. It features composite cups made of recycled material, is 100% made in Germany and will be available at first for cranksets with a spindle diameter of 24 mm and for 68 mm and 73 mm bb-housings with threads (1,375 x 24 tpi). **hall 12.1 / C29**



ARMOR COMPACT DOWNTUBE MOTOR SYSTEM

This innovative e-gravel solution integrates a motor, gearbox, controller, and battery into the downtube. Its all-in-one compact design makes it ideal for light and streamlined bikes. Its production draws on the manufacturing expertise of motor and gearing specialists Karmina. The result is a unit capable of offering over 56Nm of support and capable of matching cadences up to 120rpm. **Hall 9.1 / A17**

BY.SCHULZ M.1 M-LINE PEDAL

A platform pedal designed for trekking, cargo, and e-bikes. Its high-strength aluminium body is significantly flatter than usual, with a height of only 19mm. Despite its novel narrow reflectors and form-fitting design, the pedal is StVZO compliant. It utilises non-slip 3M grip tape to balance safety and secure footing. Approved for a rider weight of up to 150kg. **Hall 12.1 / B34**



VELO VLG-2064D3 GRIPS

These high-end grips feature a unique EVA material and are aimed at electric hybrid and mountain bike riders. Each pair promises to be long-wearing thanks to a 100% UV-resistant formula that will never become sticky. Their lock-on collars make for a secure fit and easy assembly, while they can be taken apart just as quickly for end-of-life recycling. **Hall 12.1 / A10**



MAGURA MT A2 DISC BRAKE

The new MT A2 disc brake offers the quality and power German brake specialist Magura is known for at an affordable price point. It's designed to be a versatile product, with potential user categories spanning everything from city hybrids to mountain bikes. The brake utilise technology proven elsewhere in the MT line and majors in ease of installation and maintenance. **Hall 12.0 / B08**

SCHWALBE SMART SAM TYRE

Shwalbe's latest Smart Sam tyre features a modern look and has been optimised for electric or conventionally powered mountain bikes. Its design promises long-lasting durability and a well-balanced compromise between on and off-road use. At the same time, its makers claim the tyre provides excellent rolling characteristics and improved rider safety. **Hall 12.1 / A27**



RETYRE SUSTAINABLE BIO-BASED TYRES

ReTyre claims these are the world's first pneumatic bicycle tyres made entirely without rubber. A breakthrough in eco-friendly design, they're made from bio-based thermoplastic elastomer and can be recycled at the end of their usefulness. Their maker's claims performance and affordability also outclass traditional rubber versions while also fostering a closed-loop circular economy. **Hall 9.0 / F20**

SR SUNTOUR MOBIE36

The industry-leading Mobie36 fork delivers electric mountain bike performance with valuable features such as mounts for fenders, light and ABS for safety and comfort. Its robust 36mm stanchions and Boost hub spacing offer stable riding, excellent control and can accommodate wider tyres. Inside, an EQ air spring and PCS dampers provide smooth performance in any terrain. **Hall 12.1 / B17**



SQLAB 812R STEM

The 812R stem offers full internal routing, an ad-justable angle of -12° or -17° and FSA Headset compatibility. It's the perfect match to SQLab's ergonomic 312R bars, op-timized down to the smallest detail to create the best pos-sible riding experience wit-hout pain or numbness. **Hall 11.1 / B24**



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Taiwan Textile Select Shows Its Expertise in CYCLING, URBAN CASUAL AND SUSTAINABILITY

Taiwan Textile Federation has built Taiwan Textile Select, featuring 17 companies, for showcase. Recently, there has been a growing preference among consumers for functional clothing as their regular outfit. The urban casual trend, which blends elements of sports and daily life, is experiencing a surge in popularity. Therefore, Taiwan Textile Select is to exhibit the cutting-edge innovations and products, including cellulose-based fiber-Vegan Silk, single-layer woven fleece fabric - STORMFLEECE, TPU adhesive film-aerofilm, and other fantastic innovations.

Visit us at **Hall 9.1, G64c**



RECYCLE AND REUSE (AGAIN AND AGAIN) IGUS PRESENTS OEM PLATFORM FOR PLASTIC BICYCLE PARTS

A used bike just got a new meaning because it's really a new bike that's made almost entirely from recycled plastic waste like fishing nets, shampoo bottles, and water bottles.



Frank Blase with an Igus fork made mostly from discarded fishing nets and other plastic waste



Unique plastic gearbox by Igus

Igus [8.0 / K22] is showing its evolving Igus:bike to showcase its platform for plastic bicycle parts that's intended as a tool for OEM partners. The bike is the result of a partnership between Igus and recycled bike manufacturer mtrl (formerly Dutchfiets).

Igus, which has been around since 1964 as a supplier of technical polymer components, joined the bike sector 30 years ago after speaking with bike retailers in Jacksonville, Florida. Due to the humidity in Florida, metal parts rusted quickly. The company made a name for itself in motion plastics, like high flex cables and ball bearings, which made it a natural – if not obvious – fit for bike parts. Developers at Igus engineered rust-proof plastic bushings and parts to solve the problem of rusted bike parts.

Building upon its success with plastic parts, Igus launched a platform to offer OEM manufacturers the opportunity to develop and manufacture wear-resistant bicycle components made of high-performance plastics in collaboration with Igus. The platform is intended to become a contact point for bicycle

manufacturers around the world, where the status and progress of all components is continuously shown. The vision behind the platform is to provide a point of contact that effectively helps manufacturers design parts for their own models. In fact, **Advanced [12.0 / A06]** has partnered with Igus to produce handlebars for some of its models. Components range from frames, wheels, handlebars, cranks, and even wheel bearings and pulleys.

In addition to its platform, Igus is highlighting the current status of its urban bike: the igus:bike. Igus has partnered with mtrl to help the Dutch company reduce the number of unsustainable metal parts that are used on its bikes. The other benefit is a reduced development time for a mtrl bike. Whereas in the past it took 13 months from order to ownership of a mtrl bicycle, due to supply chain lags, Igus has determined to bring that development time down by manufacturing parts locally.

"We can be an OEM supplier for any bike or parts and reduce the development by a factor of 10 to 20,"



Wheels from recycled and recyclable plastic



Plastic parts from Igus

said Frank Blase, owner and CEO of Igus, "because we can do everything, from design, engineering, testing, and manufacturing, in-house."

So far Igus, along with partners like mtrl and Advanced, has explored and demonstrated the infinite possibilities of plastics in the bicycle industry and to realize new visions. The Igus bike is made from up to 90 percent recycled plastic waste and claims

to be completely lubrication and maintenance-free. The bike will be an urban bike intended to offer an alternative to urban mobility, it is in no way meant to replace mountain bikes or road bikes. Although it is not an ebike, Igus is working on an electrified version. However, it's still uncertain when this will come to the market. Igus expects the finished bike to weigh 17 kilograms and cost €1200. ■ **WB**

2023 Taichung Bike Week - 10/3-10/6



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HALL 9.1 STAND D 04

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

HET™ Elastic Max

Hall 9.1. Booth No E08

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- Cooling Spray Mode** delivers a refreshing shower on hot days
- High Flow Stream Mode** makes it easy for riders get water fast
- Easy Cleaning** remove each part of cap for easy access
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SHOW DAILY
Credit & Contact Info

Published by
KB Media Ltd.
28 Llewellyn Way
Dublin D16A275, Ireland
www.showdaily.net

Publisher
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Printed by:
Kuthal Print & Co. KG
Johann-Dahlem-Strasse,
63814 Mainaschaff

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Supported by:
Fairnamic GmbH



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MM20 max



MM18



M10



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