



# SHOW DAILY

DAY 1 - WEDNESDAY

BAFANG

SHIFTING  
MOTOR



BAFANG GVT  
TECHNOLOGY

Hall 8.0 [J16]



Auto shift

WHAT  
TO SEE  
AND DO  
AT EUROBIKE

HOPEFUL SIGNS IN DACH MARKETS | BIKE TECH INVESTMENT  
CARGO BIKE SAFETY | RISE OF DIGITAL INNOVATION  
THUN REVAMPS BRAND | PRODUCT HIGHLIGHTS

PRODUCT ROUNDUPS: FAMILY CARGO BIKES | CITY E-BIKES | MID-MOTORS  
URBAN TYRES | PUMPS & TOOLS | CHILDREN'S BIKES | GREEN PRODUCTS | E-MTBS

Photo: iSY



**Miranda**  
The European Bike Fundamentals.

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

Hall 8.0 | Booth I02



# We reached carbon neutrality

This photo was taken on the land we acquired in 2023, adjacent to Miranda, with over 24,000 sqm. Our goal is to promote a biodiversity and ecosystem restoration project to enable a regenerative management toward nature and carbon sequestration enhancement.

Our scope 1 and scope 2 CO2 emissions, measured in 2022, amounted to 334.2 tons. We have reached carbon neutrality for these emissions by purchasing Verified Carbon Credits, certified by VCS, ASES, and TÜV NORD. However, we are actively working towards achieving carbon neutrality through our own efforts. The acquisition of this land aligns with our goal to offset the residual emissions that are currently impossible to eliminate due to technological barriers.

We are proud to lead in sustainability with bicycle components made in Portugal, using 100% green electricity, incorporating an average of over 80% recycled aluminum content, and developed with ecodesign principles since inception. Additionally, having all production processes in-house, from design to final product, allows us to control sustainability at every step. Our supply chain is also approximately 75% local, further supporting our commitment.



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of 25.8%kg  
CO<sub>2</sub>e**



**VPG-122A**

**Reduction  
of 21.7% kg  
CO<sub>2</sub>e**



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

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- The low carbon footprint of 80% recycled aluminum is either validated with UL certification or by Intertek's Recycled Content Verification program.

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## WELCOME TO EUROBIKE 2024

# RECORD EXHIBITOR NUMBERS MAINTAINED DESPITE INDUSTRY CHALLENGES



**Stefan Reisinger, CEO of fairnamic GmbH**

For the third time the Messe Frankfurt fairground is hosting Eurobike, the world's leading bicycle and ecomobility trade show. Attracting over 1800 exhibitors, show organizer fairnamic GmbH has managed to maintain last year's record level despite challenging times in the industry. Visitors from all over the world are in town for a week full of bicycle-related highlights.

"Our main goals for this year's edition are providing stability and orientation for the trade as well as

creating new ridership and stimulating demand with the Eurobike Festival Days to push the sector forward," explains fairnamic general manager Stefan Reisinger. "Apart from that, we're focusing on sticking to things that worked well last year, so visitors already know their way around and where to find key exhibitors." Big names such as Giant and PON Bike's comfort and utility brand Kalkhoff are returning to Eurobike as exhibitors. The integration of the Eurobike website into

Messe Frankfurt's platform has also resulted in a better user experience and more available information, including floor plans of the halls used for this year's Eurobike. To reduce congestion and offer a more meaningful experience the test track has been extended beyond the fairground itself.

But Eurobike offers much more than a comprehensive overview of products and trends on two or more wheels, as Reisinger points out: "Throughout the week there are more than 130 panels and workshops that dive into various topics and trends such as digitalization, sustainability, trade, innovations and the ongoing transition of urban transport. We also have opened up the show's scope to the eco-mobility segment positioned between cargo bikes and cars, showing a wide range of examples in hall 8." There is no lack in networking events either, with the Eurobike Leaders Night on Tuesday, the Eurobike Awards price-giving on Wednesday, the Pink Thursday to be held at the Massif Central event location and Friday's Eurobike party.

As for the sports-oriented segment, the Virtual Hero roller competition organized with Cycle Café is a new format that will see the grand finals being contested during the show. "To get more people to visit Eurobike, we have been actively approaching municipali-



ties and other businesses such as the automotive and sports industries. And we have reached out to consumers with sponsoring activities at the Rund um Köln and Frankfurt-Eschborn road races and other events in the Rhein Main area. Our goal is to bring the region to the show," Reisinger states. One thing that remains to be seen is what impact the European Football championships and the public fan park in the heart of Frankfurt will have on the city, its public transport and the popular areas along the river Main. **LVR**

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# Freedom on Two Wheels

Meet the new ZF Bike Eco System:  
Hall 12.1, Booth A09 + Outdoor Area F12, I12  
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**TODAY**  
**July 03**  
**FRANKFURT**  
**19°C**  
 Rain



**TONIGHT**  
**12°C**  
 PARTLY CLOUDY



**TOMORROW**  
**21°C**  
 PARTLY CLOUDY



## TOPICS, TALKS AND MEETINGS



THE PROGRAMME FOR EUROBIKE 2024 IS MORE EXTENSIVE AND HAS A MORE VARIED DESIGN THAN EVER BEFORE.



SCAN FOR  
EVENTS GUIDE

Under the motto "Hello Future. Hello Transformation" and in keeping with the topic tracks of Innovation, Digitalization, Sustainability, Inspiration, Retail and People, 14 specialist conferences and numerous networking events present opportunities for inspiration and an exchange of ideas.



SCAN FOR  
CONFERENCES

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### Don't miss BESV's 10<sup>th</sup> Birthday Event today

BESV welcomes all visitors to its 10th anniversary celebration today at 3pm.

Dealers, vendors, press and bike fanatics are cordially invited to a meet and greet with founder Andy Su. Come by for a glass of bubbly, and stay for birthday cake!

The premium e-bike brand from Taiwan now distributes across the world, including 15 countries in Europe. Today they unveil their newest models for the first time — a colorful collection of compact e-bikes.

**10<sup>th</sup>**  
 ANNIVERSARY  
**BESV**

**Hall 12.0, Stand B11**  
**Today, 3pm**

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DU TRÄUMST ES, WIR MACHEN ES.



HALL 9.1/A35



## BOSCH ADDS AI TO ITS SMART SYSTEM

At Eurobike yesterday **Bosch eBike Systems [hall 12.0 / A21]** premiered new software and connectivity solutions. For the industry, connectivity allows capturing user data to optimize products, issuing service alerts and over-the-air updates, which Bosch covers with its Connected Services. Consumers want to customize the support modes of their e-bikes, track their efforts and plan rides. With the smart system launched in September 2021, Bosch eBike Systems made the drive unit, battery, display and smartphone communicate with each other and exchange data.

The eBike Flow App can now be customized very easily, to match the look of an e-bike brand. But that's not all, as Gregor Dasbach, Head of Digital Business at Bosch eBike Systems told journalists at the Messe on Tuesday: "Thanks to our freshly released software development kits and APIs, manufacturers can now build apps of their own, and digital services and offerings from third-party providers can get integrated seamlessly into our brand's ecosystem. There already are partnerships with insurance companies in some countries. Leasing providers, fleet operators, cities and aftermarket services may be integrated as well in the future."



**Bosch eBike Systems's Head of Digital Business Gregor Dasbach invites e-bike brands to dive into the possibilities that connectivity offers.**

From a consumer's perspective, the most interesting aspect of the new software package is smart route planning and navigation. The AI-based Range Control function gathers information such as the system weight, the profile of the route and effort during recent rides to display the most accurate range possible. And its predictions get more precise with each ride, doing away with range anxiety. ■ **LvR**

## BIKE TECH SURGE IS DRAWING ATTENTION FROM INVESTORS

At Eurobike today, VC expert Elisa Chiu explains why the bicycle sector is increasingly attractive to start-ups and investors.

Meta-trends like electrification, sustainability, and artificial intelligence are transforming the bicycle industry. "The surge in e-bikes has turned traditional bicycles into two-wheeled connected devices," Chiu explains. "With the integration of electric drives, 5G, and IoT, bicycles have become platforms for various applications, generating data and business models extending beyond the bikes themselves." According to Chiu, this development makes e-bike-related start-ups particularly attractive to venture capital. "Green tech and mobility start-ups are now seen as viable investment options, drawing new stakeholders into the industry," she notes.

However, Chiu highlights some challenges. "Building e-bikes is more complex than it appears. The industry is full of specialised know-how, with a tightly-knit ecosystem. This community is also relatively unfamiliar with the venture capital world, limiting the pool of suitable strategic partners and investors. Additionally, the Silicon Valley model of achieving fast growth through aggressive capital investment is difficult to sustain here," Chiu explains.

Chiu believes cross-border and cross-industry collaboration is essential for future growth. "We need more patient capital and new structures to foster long-



**Elisa Chiu, founder of Anchor Asia**

term, mutually beneficial partnerships," she says. To support this collaboration, Anchor Taiwan - an investment platform founded by Chiu - offers ecosystem-building and venture capital opportunities. At Eurobike, she will host an event called "East Meets West: Connecting for New Frontiers in Global Cycling Innovation" today from 1pm to 2pm in the Networking Zone by the Yellow Stage, Hall 8.0. Chiu is also slated to offer her insights from 2:35pm at the 'Investors Lounge' event (Eurobike Hub, Portalhaus, Transparenz 1).

■ **WMS**

Read the full interview with Elisa Chiu:



## RAKK 2.0 E

[E-BIKE STORAGE]



Width 23mm-4.5", tires. 75lbs (34kg) capacity.



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**FEEDBACK**  
SPORTS

HALL 11, BOOTH B14







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HALL 12.0 / A06 | OPEN AIR F12 / J22



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Families will find that **life is better by bike** with the kids — or even the partner — in the back seat.



# EUROBIKE VENUE MAP & PROGRAM OVERVIEW

## Exhibition Area

Ecomobility: LEVs, Light Electric Mobility, Urban Mobility, Infrastructure, Logistics, Mobility Solutions, Ecomobility Forum	Hall 8.0
Bikes/E-Bikes	Hall 9.0, 11.0, 12.0
Parts/Equipment, Components, Fashion, Accessoires	Hall 9.1, 11.1, 12.1
Supplier Area (Wed. - Fri.)	Hall 9.2

## Special Areas

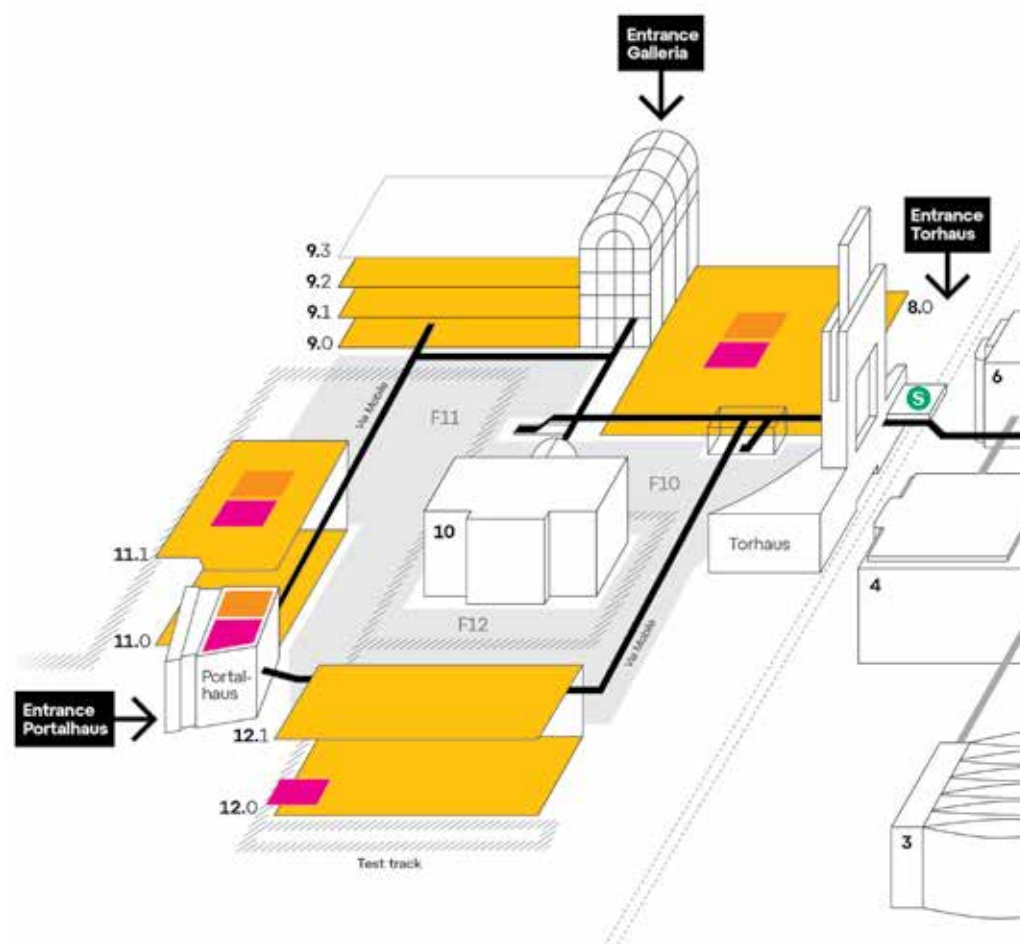
Award Exhibition, START-UP AREA, CARGO AREA, SERVICE AREA, ECOMOBILITY Experience Gallery	Hall 8.0
SPORTS & PERFORMANCE AREA, Cycle Cafe, Pink Sofa	Hall 11.1
CAREER CENTER + Jobmarket	Hall 12.0
Handmade Area	Hall 12.1
EUROBIKE Hub: Networking Space, Media & Creator Lounge, Mediapartner, Trade press stand	Portalhaus

## Conferences & Sessions

Industry & Start Up Day, Award Verleihung, Mobility Convention, Ecomobility Talk, Cargo Academy, Bike Travel Forum, Retail: Sales & Services, Mobility goes Digital Commerce	Hall 8.0
Leaders' Night, Women in Cycling, Investors' Lounge, Bidex Lounge	Portalhaus
Gravel Talk, VIP Meet & Greet	Hall 11.1/ Pink Sofa
Handmade Talks, Innovation Pitches, Gravel Talk	Stage 12.1

## Open Air Grounds

DEMO AREA, Sa. - Su.: Action Area, EUROBIKE Skyline Contest, Infinity Show, Bembel Crit, Cargo Bike Advice	F10
DEMO AREA, Sa. - Su.: KIDS AREA, BIKE TRAVEL AREA, GRAVEL LOUNGE	F11
DEMO AREA	F12



## PROGRAM OVERVIEW

EUROBIKE 03.-07.07.2024

● ● Eurobike.com

DAY BEFORE	BUSINESS DAYS			FESTIVAL DAYS	
Tuesday, 02.07.24	Wednesday, 03.07.24	Thursday, 04.07.24	Friday, 05.07.24	Saturday, 06.07.24	Sunday, 07.07.24
Media Kick Off	Industry Press Conference	Leaders' Breakfast	Women in Cycling	Bike Travel Area: bike travel operators, bike travel stage with travel, adventure reports and advice and inspiration for future bike trips	Bike Travel Area: bike travel operators, bike travel stage with travel, adventure reports and advice and inspiration for future bike trips
Press tour				Kids Area: balance bike and kids' bike parcours, creative workshop, pump track and more	Kids Area: balance bike and kids' bike parcours, creative workshop, pump track and more
	Industry & Start-Up Day	Mobility Convention	Bike Travel Forum	Action Area: BMX Skyline Contest, Bembel Crit, Infinity Show, Gravel Lounge, and more	Action Area: BMX Skyline Contest, Gravel Lounge, Hugenotten-Ride** and more
	EUROBIKE Award Ceremony	Ecomobility Talk	Retail: Sales & Services	Gravel Talk	
		Cargo Bike Academy	Mobility goes Digital Commerce		
		Pink Thursday*	EUROBIKE Party		
		Gravel Talk			
	EUROBIKE Investors Lounge				
			Career Center		
			Demo Area		
			Cargo Area		
			Ecomobility Experience Gallery		
			Start-Up Area		
			Handmade Area		
Leaders' Night					

\*Massif Central \*\*Neu-Isenburg

As of June 13th, 2024 | Subject to change



## THE PUELOS DO IT AGAIN

# RAYMON BICYCLES MAKES A POWERFUL RETURN AT EUROBIKE

Raymon Bicycles is back in a big way, using Eurobike as a platform to relaunch its brand and showcase its all-new model year 2025 lineup. Back to operating on their own, Felix Raymundo and Susanne Puello have big plans and can rely on a vastly experienced team to make these plans happen.



*Susanne and Felix Raymundo Puello take on a new challenge with their Raymon Bicycles brand.*



The journey of **Raymon Bicycles [12.0 / A04]** started in 2017 when Susanne and Felix Raymundo Puello parted ways with the Winora Group following its merger with the Accell Group. Thanks to the vast network of the Puellos and support from Austrian entrepreneur Stefan Pierer, Pexco, the parent company of Raymon Bicycles, got off to a flying start. It was soon acquired in full by the Pierer Group and became a part of Pierer New Mobility. Bit by bit, this fast-growing business unit absorbed brands such as Husqvarna E-Bikes, Gas Gas E-Bikes, Raymon Bicycles, Felt Bicycles, Johanson Bikes, Liteville and the Syntace. But like every company in the industry, Pierer New Mobility had to deal with difficult market conditions starting in June 2022.

With Pierer New Mobility looking for ways to streamline its brand portfolio following its rapid expansion, Susanne and Felix Raymundo Puello were eager to keep going with their Raymon Bicycles brand. After decades of heading companies with multiple brands, managing one brand came as a welcome change for the two vastly experienced managers as well, so the two sides agreed to split ways amicably in early October 2023. From there things moved fast, and the Puellos acquired the former Pexco office building in Schweinfurt. The majority of the staff in Schweinfurt preferred to

continue with Raymon Bicycles, and the product managers started to dive into the 2025 model year.

As with the launch of Pexco back in 2017, the relaunch of Raymon Bicycles at Eurobike will be a fresh start preceded by plenty of work, from setting up new teams and the office and IT infrastructure in Schweinfurt to moving the warehouse and logistics there and working on the 2025 range. One big change was the implementation of a new ERP system in March. The other big change is in the brand's line-up, as Felix Raymundo Puello points out: "Raymon Bicycles continues to offer a full line-up ranging from kids models to utility and gravel bikes to state-of-the-art e-mountainbikes with carbon frames. And of course, we will be offering both conventional bikes and e-bikes."

Following last year, when no Raymon bikes were on show in Frankfurt, the brand will be back with a bang at Eurobike. Product managers have been working overtime to come up with an all-new line-up for model year 2025. "Until now Raymon Bicycles exclusively relied on **Yamaha [8.0 / G04]** as its supplier of

e-drive systems. This will change for the MY25 as we will also build models around mid-motors of **Bosch eBike Systems [12.0 / A21]** and – as the real highlight – the brand-new mid-motor from **ZF [12.1 / A09]** will be premiered at Eurobike," says Felix Raymundo Puello. Apart from their vastly experienced staff, Susanne and Felix Raymundo Puello rely on long-term partners such as frame builder **Astro [9.1 / D22]**, assembly

specialist Maxcom and many other members of the global supply chain to get all of this done at short notice.

"Following our motto 'from bike people, with bike people, for all bike riders', we plan to roll out the 2025 model year of Raymon Bicycles in our existing markets all over Europe. We have appointed own sales forces in France, Italy, Austria and Eastern Europe with further countries to follow. In Scandinavia, we are working with some long-term partners whom we have been relying on for decades. As for the German market, years of fruitful cooperation with bicycle dealers have built a level of trust that now serves as a door opener for us," points out Susanne Puello. "We have seen a lot of interest and very positive reactions from IBDs, and we are sure this will only grow further following Eurobike. As for our distribution model, we put our focus on brick-and-mortar bicycle dealers but will also offer them the tools needed to reach digital natives on their respective customer journeys with click & collect solutions."

With the combination of decades of experience, a tight-knit team and some seriously innovative technology such as the new mid-motor from ZF, Susanne and Felix Raymundo Puello are well positioned for a successful restart of the Raymon Bicycles brand. And while they readily acknowledge that the market conditions to pull this off could have been more welcoming, they insist: "Some opportunities simply can't be postponed, even when the timing seems less than ideal." And one thing is clear: better times are on the way, for Raymon Bicycles and the entire bicycle industry. **LVR**



*The Tarok Ultra e-mountainbike from Raymon Bicycles uses ZF's new compact mid-motor.*





The ride starts here.

Booth No. D33 | Hall 12.1  
**EUROBIKE 2024**



## DACH MARKET STATUS REPORT

# SUMMER COMING AT LAST? SIGNS OF HOPE IN GERMAN-SPEAKING MARKETS

Many market participants in the DACH (German-speaking) countries started the 2024 season with full inventories. The good news is that after a solid spring, the situation seems to be easing – at least a little. SHOW DAILY spoke with experts from the bicycle industry in Germany, Austria, and Switzerland.



The famous German *Schlager* song “Wann wird’s mal wieder richtig Sommer?” is a version of the American hit “City of New Orleans” rewritten as “When will we have a proper summer again?”. The sentiment matches the current industry mood in Germany, Austria, and Switzerland. Like most global markets, the bike business in these countries is dealing with the repercussions of the coronavirus pandemic — supply chain issues, the resulting bullwhip effect, and the demand fluctuations that have led to overstocked warehouses and declining sales over the past two years.

## Germany: first revenue decline since 2006

Market data presents a mixed picture, yet the situation is not as gloomy as one might think. For example, in a recent market report, the research institutes IFH Köln and BBE Handelsberatung found that the German bicycle market recorded its first revenue decline since 2006. After peaking in 2022, when the German bicycle market achieved a total revenue of around 10.8 billion euros, analysts recorded a 5.2% decrease in 2023 compared to the previous year. “High inventory levels at bicycle dealers are leading to significant price reductions to sell the stock. This is currently being felt primarily by manufacturers, who are experiencing order declines,” comments Christoph Lamsfuß, Senior Consultant at IFH Köln. However, he also says: “In the coming years, the market will stabilize and show



**Katharina Hinse, Head of Economic and Industrial Policy at the ZIV**

consistent growth” – a statement that suggests sentiment is becoming more positive in the German bicycle market.

The highly respected market data from Germany’s ZIV (Zweirad-Industrie-Verband) confirm these findings: after the all-time high in 2022, the total production volume of bicycles and e-bikes levelled off in 2023 by 11% – down to 2.3 million units. Despite this decline, there are optimistic signs on the horizon. Katharina Hinse, Head of Economic and Industrial Policy at ZIV, comments: “The 2024 season has started quite well in terms of end-customer demand. The weather in Europe is playing into our hands, making consumers eager to ride bicycles,” she said. Regarding supply chain issues, overstock, inflation, and

consumer sentiment, Hinse remains cautiously optimistic. “We expect the general situation in the industry to normalize by the end of this year. However, some companies may still struggle with high inventory levels and economic downturns into the following year. Conversely, some companies are already reporting a recovery and even significant revenue increases, indicating a heterogeneous situation.” Looking ahead, Hinse has positive expectations for the German bicycle market in 2025. “The bicycle industry is a future-oriented sector and will soon again generate profits for companies.”

A perspective on the German bicycle retailer landscape is provided by Uwe Wöll from the Verbund Service und Fahrrad (VSF): “The season so far in 2024 has been mixed,” he says. “Some retailers report a good first quarter, while others face significant and sometimes inexplicable sales declines. On average, however, we are slightly above last year’s level,” he continues. Addressing the economic developments, Wöll notes the major challenge now is to effectively market and professionally sell products. “This was largely unnecessary in recent years and needs to be re-emphasized,” he states. Wöll also highlights the importance of liquidity planning and inventory management during this period. Despite these difficulties, the expert remains optimistic about the market’s recovery, expecting stabilization by this summer. “Inventory levels are decreasing, and cash flows are slowly improving. The consumer sentiment towards bicycles remains positive.”



**Hans-Jürgen Schoder, spokesman for the industry organization ARGE Fahrrad**

## Austria: encouraging news from retailers

In Austria, the story is much the same as its bigger neighbor. About 421,000 bicycles were sold to the Austrian sports and bicycle retail trade in 2023, according to the annual market analysis by the Verband der Sportartikelerzeuger und Sportfachhändler Österreichs (VSSÖ). In 2022, it was 506,000 vehicles – a decline of 16.8%, bringing the market back to the level of 2019. “In 2020, 2021, and 2022, the sales volume was at an exceptionally high level,” says Hans-Jürgen Schoder, spokesman for the industry organization ARGE Fahrrad. “This disproportionate growth was mainly due to pandemic-related catch-up effects, leading to high inventory levels in 2022 and 2023,” he explains.

Meanwhile, the sports and bicycle retail trade reports satisfactory sales and revenue figures with some exceptions, according to Schoder. “So far, retail sales in 2024 have been satisfactory. Even at the start of the season before Easter, speciality retailers were able to sell well,” says Schoder, who also provides details: “racing bikes, gravel bikes, folding bikes, and cargo bikes are selling very well. There are already models that are sold out and have delivery problems, while others still have overstock. It also depends on the brands. A-brands are in high demand, while B or C brands are struggling with sell-through,” he observes. Inflation easing this year is likely to have a positive effect: “The consumer climate in the bike sector is quite positive: our retailers report positive sales figures in the first three months of this year, especially over the Easter sales. By 2025 at the latest, we expect the bicycle market to stabilize for the industry as well.”

## Switzerland: early signs of recovery

In Switzerland, the season also started with still-full warehouses. According to the annual survey by the





**Christoph Lamsfuß, Senior Consultant at IFH Köln**

Swiss bicycle suppliers' association Velosuisse, in total 395,036 bicycles and e-bikes were delivered to the local bicycle trade in 2023. This is around 100,000 vehicles fewer than in the pandemic years 2020 to 2022. However, industry and economic experts were not surprised by this. In 2022, consumer sentiment had already cooled significantly due to war, interest rate hikes and inflation, as the record quantity of 218,730 e-bikes was delivered to the market far too late. "A nice spring in 2023, which could have eased the situation, did not materialize. When summer came, it was so hot that the desire to ride bicycles evaporated. So, it is only logical that fewer bicycles and e-bikes could be sold last year," summarizes

Martin Platter from the Swiss Office for Bicycles & E-Bikes.

As a result of the overflowing stocks at the beginning of 2024, Platter describes a shift from a trade-oriented to a customer-oriented system, where customers benefit from discount battles. "When discounts of 20 to 30% are already being advertised at the start of the season, it says a lot about the inventory levels in the bicycle shops. For end customers, it's a paradise. For retailers, less so," explains the expert. Platter adds: "Margins are under pressure at all levels. The trade relationships between suppliers or manufacturers and retailers are also affected. For example, when major brands lower their prices in their end-customer webshops so much that they are below the purchase price for

the retailer and the retailer still has a full inventory, then this leads to friction."

However, there are signs of relief in Switzerland. "For high-demand products such as lightweight gravel bikes and lightweight e-bikes at reasonable prices, there are already supply shortages again. This is due to the restraint in the last pre-order, despite a rather poor spring in terms of weather," says Platter. "The standout last year were the S-Pedelecs, which were the only category to increase in a market that was significantly declining overall," he reports. Therefore, his general outlook for the Swiss bicycle market is positive: "Cautious, but not overly pessimistic. The bicycle has potential. This allows us to look confidently into the future. Especially since the product pipeline in the bicycle

industry is well-stocked and the new lightweight drives have given fresh momentum to the e-bike movement."

### Experts expect normalization in 2025

The takeaway from this survey is that markets in the DACH region are beginning to show signs of recovery. All the experts surveyed agree that the situation should return to normal by 2025 at the latest – in Germany, Austria, and Switzerland. At least when it comes to the economic situation in the bicycle industry, this also provides a preliminary answer to the question posed by the German Schlager song "Wann wird's mal wieder richtig Sommer?" – "When will we have a proper summer again?". ■ TH

# Besv

Premium e-bikes

## 10<sup>th</sup> ANNIVERSARY MEET & GREET

with Andy Su  
CEO of Darfon  
Group and  
founder of  
the BESV  
e-bike  
brand

CEO speech at 15.45  
Come and go as you please!

## You are invited!

Wednesday  
3 July, 2024  
15.00–17.00



Join us for a glass  
of bubbly, birthday cake  
and a handshake with Andy Su!

## Hall 12.0 Booth B11



# LEVA-EU AND SBS TO SHARE INSIGHTS AT EUROBIKE LUNCHTIME MEETING TOMORROW

## DISCOVER THE LATEST IN LEV STANDARDISATION

Since its foundation as the European trade association for the light electric vehicle (LEV) sector, LEVA-EU has been very active in standardisation. In doing so, the association puts great emphasis on standards that are easy and simple to use for SMEs. In order to strengthen this position in standardisation work, LEVA-EU became a member of Small Business Standards (SBS) last year. At Eurobike LEVA-EU and SBS are joining forces to provide professional visitors with extensive information about standards for electric (cargo) cycles, e-scooters and self-balancing vehicles. The highlight will be a lunch meeting on Thursday 4 July, during which LEVA-EU and SBS experts will explain their current standardisation work and the link with European legislation in detail.

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The Guide of Light Electric Vehicle Business in Europe



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**LEVA-EU's [Hall 8.0, 003]** field of work includes all LEVs that are in the scope of Regulation 168/2013 as well as those that are excluded from the Regulation. This makes LEVA-EU the only professional association in the EU that exclusively concerns itself with LEVs, ranging from e-scooters and e(cargo)cycles to e-mopeds and e-motorcycles and microcars. LEVA-EU represents around 70 companies that are active in all these segments. Component manufacturers and service suppliers are also part of LEVA-EU's membership.

The professional organisation supports its members with information and guidance regarding LEV regulations and legislation. In addition, LEVA-EU works directly with European institutions for better legislation and regulations for LEVs.

In this context, 3 LEVA-EU experts work directly in European/international technical committees (TC) on standards for LEVs. LEVA-EU Manager Annick Roetynck focuses mainly on CEN TC333 – cycles, where she is active in WG5-EPACs and in WG9-(e) carrier cycles. Technical director Bram Rotthier is strongly focused on IEC TC125, where standards are written for eTransporters. As secretary of this TC, he plays a particularly prominent role. Finally, Eddie Eccleston has been active for years as an SBS expert in CEN TC333 cycles. He has a mandate from SBS to work specifically for and safeguard the interests of SMEs in the development of standards.

In order to strengthen this SME focus, LEVA-EU became a member of Small Business Standards last year. SBS

is a European non-profit association, co-financed by the European Union and EFTA Member States. Its goal is to represent and defend small and medium-sized enterprises' (SMEs) interests in the standardisation process at European and international levels. Moreover, it aims at raising the awareness of SMEs about the benefits of standards and at encouraging them to get involved in the standardisation process. SBS was established to meet the European Union's aspiration to make the standardisation system as inclusive, transparent and open as possible.

At Eurobike, LEVA-EU and SBS will organize an information meeting on standardization. The event will take place on Thursday 4 July from 11:45 to 14:15 in Meeting Room Symmetric, Hall 8. Meeting participants will be informed on all aspects of standardization. They will learn how standards are developed and approved, how standards relate to legislation and how companies can be directly or indirectly involved in the standardization work. In addition, LEVA-EU and SBS will provide a comprehensive overview of the state of affairs regarding the standards for e-scooters and self-balancing vehicles, EPACs and e-cargocycles. Last year, the EU issued a new Machinery Regulation and a new Battery Regulation. The meeting will explain the relationship between the standards and the Machinery Regulation. In line with the new Battery Regulation, the European Commission has commissioned CENELEC to develop a whole series of new standards for batteries for light means of transport. Finally, an amendment

has been added to the EN15194 for EPACs with new requirements regarding batteries. All these points will also be explained in detail. And of course, there will be ample time for questions. An SBS representative will be present at the meeting to answer any specific questions about SMEs in standardization. With the support of SBS, LEVA-EU has prepared a very extensive briefing on standardization. This will be made available free of charge at the meeting.

Those who are unable to attend the meeting can visit the LEVA-EU stand [hall 8.0, 003] from Wednesday to Friday with any questions about standardization and to obtain the QR code for the briefing on standardization. Furthermore, professional visitors can visit the LEVA-EU stand with any questions about regulations regarding LEVs. To this end, they can book an appointment in advance with LEVA-EU Manager Annick Roetynck or with Technical Director Bram Rotthier **using the QR code below.**



LEVA-EU is currently active in the field of the new Machinery Regulation, the Battery Regulation, the Critical Raw Materials Act and the Right to Repair Directive. The association is also permanently working for a specific European harmonized technical framework for LEVs to replace the current Machinery Directive/Regulation and Regulation 168/2013. That specific framework now finally seems to be gradually coming into view. On behalf of the European Commission, a study is currently underway into accurate technical rules for LEVs. The results of that study are expected in the autumn.

Finally, LEVA-EU is currently also particularly active in the revision of dumping measures against electric bicycles and essential bicycle parts from China. In this context, LEVA-EU is collecting testimonies from European companies that are experiencing problems due to these measures. If you are in this position, we encourage you to report this to LEVA-EU during Eurobike.

LEVA-EU and SBS look forward to welcoming you in Frankfurt between 3 and 5 July. **AR**



## REGISTER NOW LEVA-EU/SBS Standardisation Meeting

**Thursday 4 July from 11:45 to 14:15**  
**Meeting Room Symmetric, Hall 8**

Don't miss tomorrow's information meeting on standardization organised by LEVA-EU and SBS. Learn everything you need to know about EU standards and how they affect your business. The meeting is free of charge for all interested professional visitors.

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## DIRK ZEDLER ON CARGO BIKES &amp; THE BABBOE CASE

CARGO BIKE SAFETY  
IN SPOTLIGHT AFTER  
RECENT INCIDENTS

What a joy it was when cashiers in the supermarket or pub conversations in Germany were all about road cycling and Jan Ullrich. The attention given to the cargo bike in the past few months was almost at the same level, but this time it was negative.

First the Babboe case that made the headlines; then in recent weeks the German Accident Research Department (UDV) of the German Insurance Association (GDV) that brought into discredit cargo bikes in general with sensational photos of simple models based on poor data.

There is one thing that has to be clear to anyone in the cycle industry: the loss caused by such negative reports cannot be quantified in euros and cents. However, the extent of damage is considerable at a time when the bicycle is facing stronger headwinds in general and also politically. And with solid testing and knowledge about how to place bicycles safely and in accordance with the law on the market, neither of these incidents would have occurred.

The bicycle industry is no longer below the radar: companies that are not well positioned when it comes to product safety and CE marking can quickly run into existential difficulties.

#### What went wrong with the Babboe case?

It was actually in the Netherlands that had hitherto been comparably relaxed regarding product safety, technical documentation, and CE conformity that the hardest measures of governmental market surveillance authorities available were applied: a sales ban and product recall. Meanwhile, criminal proceedings have even been initiated.

As much as I am distressed by the dramatic reaction in our neighbouring country, I also have a smile on my face. In my opinion, it's only fair with regard to the committed and reliable competitors that the sloppiness didn't get through in the long run.

A temporary sales ban by the authorities is not uncommon, an mandated recall, however, is unique in the bicycle industry. In numerous market surveillance procedures that

we were able to master successfully with various manufacturers, we have learned that it must not end up like that. Typically, a deadline is set by which the first measures must be implemented. In addition, there must be a strategy stating how and by when the remaining points will be completed.

European legislation provides for a more or less precise and type-specific definition of product safety as well as a range of measures accompanying the product. The only thing possible is that the Accell subsidiary has taken far too little account of these unbreakable regulations in the past and that they could no longer be implemented in their entirety "in a hurry".

Another reason may have been the fact that during the first recall in 2019 no safe products were subsequently supplied.

#### UDV accident study on kids' transport - Reading from bottom to top

Accident research studies in the German Insurance Association (GDV) on the safety of cargo bikes, bike trailers and child seats recently made the rounds in daily media. Due to the rising number of accidents in the statistics in connection with cargo bikes, voices are being raised in favour of a stricter legal framework.

Basically, however, the report must be read from bottom to top. It states 'still comparatively rare', i.e. that there is a relatively small number of children injured in accidents during bicycle transport.

This is in line with our experience in the experts reports department and the members of the German association Zukunft Fahrrad e.V.

Nevertheless, UDV carried out a test with the very low-priced and most critical cargo bike in terms of riding stability. As a result, they identified relevant risks for riders and children on all types of bicycles.

It goes without saying that any accident resulting in injury is one too many. It is therefore essential to take the other side into account, namely the significantly inferior operating risk posed by bicycles and cargo bikes. In front of

kindergartens, daycare centres, etc., i.e. precisely the places where the transportation bikes for children are used, the frequency of accidents involving injuries or even, in the worst case, fatalities caused by cars of parents' taxis is likely to be relatively high. That of bicycles and cargo bikes, however, tend towards zero.

#### Babboe and UDV - What manufacturers...

The catalogue of measures to make safe electric bicycles available within the EU is comprehensive. This includes not only extensive tests of the frames, the individual parts and the fully-assembled bicycle or cargo bike, but also a lot of technical documentation including much more than a user manual.

Neither dealers nor consumers will for example ever see the risk assessment, the recall management system or the test reports of the EMC or the fully-assembled bicycle. The authorities, however, increasingly screen them.

Since the Babboe case and now the UDV media success, cargo bike suppliers must be especially aware that they are no longer unnoticed in the niche. Knowledge of and compliance with regulatory requirements (Europe-wide regulations, directives and standards) are essential to ensure that there are no edges that adversaries, such as authorities, insurers, etc. can leverage. The good news is that we share in workshops our knowledge of reasonable preparatory measures and defence strategies from countless accompanied market surveillance proceedings that have not been made public.

#### ... and dealers can learn from it

There is a large variance in trailers and cargo bikes offered in the market. Tricycles are available with not only simple turntable steering, but also with chassis that allow tilting. With these models evasive manoeuvres do not result in toppling over. In addition, some manufacturers have put a lot of thought into raising the passive safety of children to a very high level. It is therefore also up to dealers and consumers to force such developments through sales advice and purchases. ■ DIRK ZEDLER



Photo credit: © Bernd Lammel

## DIRK ZEDLER

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

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

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

The Institute proactively minimises damage for cyclists and insurers. It 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. These tests can also protect manufactures from potentially upcoming lawsuits if they fulfil the necessary safety standards. 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 assessments, conformity documents, workshops, recall papers und user manuals for bicycles and pedelecs. These manuals, now available in more than 40 languages, help consumers use their bikes properly — and in many cases have protected manufacturers from liability.

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.

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## ALFRED THUN GMBH

# THUN REVAMPS BRAND AND HINTS AT EXPANSION

At Eurobike, Alfred Thun GmbH is debuting a new look, redefining what the German supplier stands for and where it wants to go. The rebranding will open the way to the introduction of a diverse range of new products, the company says.

When 105-year-old **Alfred Thun GmbH [hall 12.1 / D33]** launched its REV II crankset at last year's Eurobike, it marked not only the return of an iconic product but also the return of this traditional German supplier to the world's largest bicycle trade show. Founded in 1919, Thun's headquarters are still located in Ennepetal, halfway between Cologne and Dortmund in Germany's North Rhine-Westphalia region. Up to this point, the company's core business has been BB sets, but it says it is now focused on "quality components that convert muscle power into drive and motion forces." In response to the ongoing electrification of bikes, the company has come up with models with torque sensors to work on e-bikes. But regardless of where and how a bicycle is utilized and whether it is purely human-powered or electrically assisted, Thun wants to offer high-quality bicycle components, made in Europe.

At this year's Eurobike, Alfred Thun GmbH is unveiling a top-to-



The ride starts here.

bottom revamp of its iconic brand. Alexander Thun, co-CEO and a fourth-generation leader of this family-owned business, explains: "Our rebranding has been in the works since 2020 and as of last year we went all out in terms of redefining what we want to stand for and where we want to go as a company.

Together with our entire team and external experts we questioned literally everything. Why do we exist? Who do we want to cater to and what products are we passionate about? The result is that the company puts itself confidently at the beginning of the innovation and value chain."

The new slogan 'The Ride Starts Here' is accompanied by a new company logo and brand design. Alexander Thun says the new slogan carries a lot of meaning for the company: "It captures our belief in transformation and the journey towards a future worth living and it connects us more to the power of cycling. A bicycle is so much more than just the sum of its parts, but everything starts with good and honest bicycle components." Regardless of where and how a bicycle is utilized and whether it is purely human-powered or electrically assisted, Thun offers the right components for it and supplies them globally, quickly, and flexibly. According to Thun, "As a company, we face global challenges and changes in the coming years that are so extensive



Co-CEO Alexander Thun

that we will only be future-proof if we strategically reorient ourselves and are prepared to change. The basis for this process is our new brand." ■ LVR

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## EUROBIKE GETS ECO-FRIENDLY

# GOING GREEN: PRODUCTS USE SUSTAINABLE MATERIALS AND PRACTICES

As climate change awareness and environmental issues gain momentum, more and more companies within the cycling world are ramping up their efforts to go green. This growing commitment can be seen across many product categories at Eurobike. Here's a sampling of innovative products designed with sustainability in mind, all on show in Frankfurt.



The bicycle industry is taking significant strides to align with green principles. Manufacturers are embracing sustainable practices, from implementing carbon-neutral production techniques to using recycled materials. This wave of eco-friendly initiatives reflects a broader movement within the industry to support the planet while fostering a culture of sustainability among cyclists. At this year's Eurobike, numerous companies showcase a range of products that embody such green principles. From bicycles made from materials with lower CO2 emissions to accessories crafted from upcycled materials, the market is brimming with innovative solutions. Additionally, advances in greening the entire supply chain highlight the industry's commitment to reducing its carbon footprint. This overview explores some of the most notable sustainable products reshaping the cycling world.

We begin with bicycle companies that are considering alternatives in frame construction materials. An example is **Advanced [F12 / G09]** – a German manufacturer aiming to establish a circular economy in frame construction. At this year's Eurobike, they are showcasing the Reco Urban. According to the manufacturer, the Reco technology used for the frame of this urban e-bike, a special plastic injection moulding process, saves approximately 68% CO2 compared to aluminium frames manufactured in Asia, thanks to production in Germany. Additionally, the Reco Urban frame, also made from Advanced Granulate, can be easily ground down



*The Advanced Reco Urban is an e-bike based on a frame made from a special plastic injection moulding process.*

at the end of its life cycle, and the recycled material can be reintroduced into the production cycle. In the interest of transparency, Advanced also offers an "Impact Update" on their website, a type of sustainability report that supports the manufacturer's ambitions.

A major topic for more and more companies is recycled aluminium. One company particularly committed to this is the German firm **Riese & Müller [Hall 8.0 / E28; Hall 12.0 / A17; F12 / J25]**. Last year, they introduced the Culture, a stylish city e-bike with a frame made of



*Integrating recycled aluminium into the product line-up is a key topic for German e-bike manufacturer Riese & Müller.*



*British bicycle manufacturer Brompton and Norwegian aluminium producer Hydro are working on establishing recycled aluminium in the bicycle industry.*

almost entirely 505 ASI-certified recycled aluminium. This bike is also on display at this year's Eurobike. Riese & Müller reports on its website and in its own responsibility report about its ambitions to establish recycled aluminium in the bicycle industry.

The British folding bike specialist **Brompton [Hall 12.0 / B28; F12 / J13]** is also deeply involved in the use of recycled aluminium. In collaboration with the Norwegian aluminium producer Hydro, they have used Hydro's low-carbon aluminium to develop the world's first fully recycled bicycle wheel rim. The wheel rim is made from 100% post-consumer aluminium. The Brompton x Hydro wheel rim was premiered at the Brompton World Championship in London two weeks before Eurobike.

A different, particularly uncompromising approach to reducing the CO2 footprint in bicycle production is taken by **Igus [Hall 8.0 / H22; F10 / F29]**. At the fair, they are showcasing the RCYL, a bicycle that is 50% made from recycled fishing nets. For the moving parts, Igus relies on its lubrication-free, rust-free, and recyclable high-performance plastics. Igus celebrated the series production readiness of the RCYL bicycle at Cycling World Europe in mid-March in Düsseldorf. They plan to produce 5,000 bicycles for the next season with their own production setup, aiming to reach 10,000 units by 2026.





*The Igus RCYL is a bicycle that is 50% made from recycled fishing nets.*

There are also major ambitions in the bicycle tyre industry to enhance the climate and environmental friendliness of materials. A particularly noteworthy example is the Seawastex material from Taiwanese supplier **Formosa Taffeta [Hall 9.2 / D29]**. This involves nylon threads made from Etycord fabric, a sustainable fabric developed by Formosa Taffeta and produced using 100% recycled discarded fishing nets. During production, the old fishing nets are collected, recycled into nylon granulate, and processed into high-quality nylon threads. These nylon threads are then used as the base material for the tyre cord. Several companies, including Maxxis and Schwalbe, collaborate with the Taiwanese supplier to optimise the CO2 footprint of their products.

**Schwalbe [Hall 12.1 / A22]** is our next example. The German manufacturer has been a sustainability leader in the bicycle tyre industry for years.

They have successfully established a recycling system for bicycle tyres. The recovered material (recovered carbon black) is then used to produce new tyres, cutting 80% of CO2 emissions, according to the manufacturer. At last year's Eurobike, they presented the Green Marathon, the first tyre with a closed product cycle. This spring, they took the Green Marathon to the next level in terms of environmental friendliness, increasing the proportion of recycled and renewable materials from 70 to 80%. One reason is the aforementioned recycled nylon from Formosa Taffeta, which is used in the tyre carcass and completely replaces petroleum-based nylon.

A third solution for more sustainable bicycle tyres is presented by the Norwegian manufacturer **reTyre [Hall 12.1 / D21]**. On their company website, they describe themselves as "the first company in the world capable of mass-producing pneumatic tyres without the



*Formosa Taffeta is a supplier of the bicycle tyre industry, reducing the climate impact with their Seawastex material.*

use of rubber". Specifically, they produce tyres with reusable bio-based materials, which significantly reduce greenhouse gas emissions. This makes reTyre an interesting solution for companies looking to take a new approach to the tyres on their bicycle models.

It's the sum of many small initiatives that will ultimately make a big difference. For this reason, it is commendable when manufacturers of seemingly small accessories also commit to climate and environmental protection. An example of this is **Nuvo [Hall 9.1 / E23]** with the n+1-BC125RR bottle cage. It is designed to reduce transportation volume and costs while supporting global energy-saving efforts. Additionally, utilising recycled materials like fishing nets and PET bottles reduces resource demand and



promotes waste reuse. Notably, Nuvo is considered a particularly ambitious company in the Taiwanese bicycle industry, having presented a concrete sustainability strategy last year. Furthermore, they are currently in the process of opening a new factory, which is designed according to climate and environmental protection criteria.

Those looking for a matching sustainable bottle holder will find what they need at **Co-Union [Hall 9.1 / E44]**. Their new water bottle is made from post-consumer recycled

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**Hall 12.0, booth A21**

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**reTyre** has developed a way to produce pneumatic tyres without the use of rubber.



**Nuvo** has incorporated recycled materials like fishing nets and PET bottles in their products to promote waste reuse.

plastics, which helps to reduce carbon emissions. Co-Union is thus laying the foundation for more sustainable products, as the same material could also be used for other accessories, such as tool cans and bottle cages.

In addition to numerous climate- and environmentally-conscious hardware products, there is also much to see in the area of clothing at this year's Eurobike. This is particularly interesting as the textile sector has been considered very innovative in sustainability for years. The German manufacturer **Vaude** [Hall 11.1 / C20] has shown itself to be particularly committed to sustainability, operating globally climate-neutral since 2022. With the Men's Loamer Shirt, a mountain bike jersey, and the Women's Adlux Air Jacket, a women's cycling jacket, they are now presenting garments made from single-origin polyester, which enables a closed-loop system in textiles – the foundation for the circular economy principle and the next step in Vaude's sustainability mission.

Nevertheless, sustainability initiatives in the bicycle industry also encompass the supply chain, not just the products. One significant issue affecting the entire industry is plastic waste. The Danish start-up **Grønblå** [Hall 8.0 / C19] is committed to spearheading the move towards a sustainable future by assisting companies in

eliminating plastic waste and reducing their environmental footprints throughout the value chain – from using biodegradable and compostable materials to efficient composting that leaves zero waste behind. Grønblå caused a stir at last year's Eurobike and is likely to attract similarly strong visitor interest this year.

Zero waste is also the motto of **Circular Logistics** [Hall 8.0 / C20], a company that specialises in reusable packaging and circular logistics management of large goods to make zero waste a reality. After more than two years of development with Riese & Müller, they are presenting a special mono-material reusable packaging. This aims to enable the bicycle industry to move away from the status quo of single-use disposable packaging and make "zero waste" a reality on a large scale. Interestingly the bicycle packaging is used in a circular "pay-per-use" system with automatic returns until the containers are no longer usable due to age or damage and are then sorted out in the cleaning process.

Another approach to improving sustainability in the supply chain comes from the German start-up **Noca Mobility** [Hall 8.0 / D46]. Its Noca platform facilitates intelligent master data management throughout the bicycle industry's supply chain. In addition to technical information



**Co-Union** shows a water bottle made from post-consumer recycled plastics.

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## C372DU

**WEIGHT** 355g

**BODY** Nylon

**COVER** Griptape

**SPINDLE** Boron

**BEARING** Polymer bearing

**SIZE** 112 x 87 x 23 mm





**Circular Logistics presents a solution for reusable packaging material for bicycles.**

and administrative tasks, it allows for the communication and collection of sustainability info. Two examples: data exchange along the supply chain forms the basis for a robust data foundation to calculate Scope 3 emissions or to comply with ESG regulations such as the Battery Passport. The creators are also focused on how AI can be used to incorporate CO2 emissions and circularity in product development.

An important aspect of sustainability is, last but not least, health. The creativity of companies in this area is exemplified by **Acer [Hall 9.0 / B06]** and their eKinekt BD 3. The tech specialist has combined an electricity-generating bike and a desk into one device, aiming to promote both an active and sustainable lifestyle. Interesting: the eKinekt BD 3 converts the rider's pedaling energy to charge laptops or other devices, enabling users to exercise while being productive. The surface and frame of the bike desk are made from eco-friendly PCR2 plastic.

A walk through the Eurobike halls shows that the bicycle industry is demonstrating a robust commitment to sustainability through a wide array of innovative products and practices. From advanced materials and recycling processes to eco-friendly accessories and supply chain improvements, companies are taking significant steps to reduce their environmental impact. The message is clear: these efforts reflect a broader movement towards environmental stewardship and sustainability, ensuring that the future of the bicycle industry is more climate- and environmental-friendly than in the past.

■ **WMS**



**Vaude has been a sustainability leader for many years. At Eurobike, they present several apparel pieces that enable a closed-loop system in textile production.**



**The Noca platform makes it easier to share (sustainability) data across the supply chain.**

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# GRØNBLÅ GAINS DIPLOMATIC MUSCLE FOR A GREENER BIKE INDUSTRY



**Among many other potential uses, Grønblå delivers plant-based and fully biodegradable materials for bike packaging.**

**Grønblå [8.0/ C19]** is leaning on diplomatic skills to spread its circular solution in the bicycle industry, with former Danish foreign minister Jeppe Kofod joining as the firm's advisory chairman. The young company has created a proprietary, plant-based and bio-compostable material that is marketed as an alternative for single-use plastics.

The material is used to make products such as water bottles, plastic bags and protectors for bicycle parts, and it can be entirely degraded into water and carbon dioxide.

Grønblå went on to develop a

composting machine that is able to quickly turn its bioplastic into organic waste, to be placed on production sites or at events. It's fed with an enzyme mix created by the firm.

A partnership with the organisers of the track world championships, taking place in Ballerup in October, should help to showcase the solution. Grønblå will provide cups, plates, cutlery, napkins and other products for the event. A composting machine will be onsite to help educate staff and consumers about the solution, which is most easily implemented in closed loop systems.

Jeppe Kofod backs Grønblå's broader purpose to combat micro-plastics pollution with a fully circular proposition. "We now have a solution where we can not only produce 100% biodegradable and compostable products, but we can also compost it, and leave no waste," he said.

Kofod wants to roll out the solution "to as many as possible as fast as possible, because we don't have so much time before our biodiversity is seriously compromised."

Grønblå's stance is that recycling plastic isn't an optimal solution, because it tends to require energy and to generate waste. Neither does recycling solve the issue of micro-plastics.

Grønblå is encouraging Eurobike visitors to come and discuss sustainability and related topics with Kofod at its booth. At the show this morning he will also take part in a panel discussion on co-opetition, as part of the industry and start-up day program, on the Pink Stage in Hall 8.

Kofod was Denmark's minister of foreign affairs for nearly three years until December 2022, and minister for trade policy. He previously served for about five years as a member of the European Parliament, and he has been involved in discussions on environmental regulations.

A raft of European reforms has been pushed through in the last few weeks, some aiming to shift more environmental responsibility to companies for the



**Jeppe Kofod has joined Grønblå as advisory chairman.**

entire lifecycle of their products.

Kofod argues that Grønblå's solutions could be most relevant for companies to move toward their sustainability targets, and to comply with European reforms. "They will also be able to save money because they won't have to pay fees to get their waste treated," he adds.

Grønblå was launched by Jayu Yang, former chief executive at Haro Bikes. She invested in a laboratory to work on circular solutions, to reduce plastic pollution and save resources in the bicycle industry.

Yang said in a statement that Kofod's support is a game-changer. "His global perspective and unwavering commitment to environmental issues will be invaluable as we expand our reach and impact," she said. **BS**



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ride on!





# OVERVIEW: CARGO BIKES TO MOVE THE KIDS

## URBAN MOBILITY GETS PRACTICAL AND SUSTAINABLE

Cargo bikes have bucked the recent downward trend in the bicycle industry. And they get a zone of their own in hall 8 at Eurobike. Here's a roundup of the most interesting kid-carrying cargo bikes on display at the show.



**Tarran's T1** has built-in sidelights, cameras and a radar system for safety.

bay with a length of 60 cm – plenty of space to fit the CAB module made of EPP and designed to safely transport up to two children on dedicated seats with safety belts. This CAB module has won a Eurobike Award. With Pinion's MGU, you get a maximum torque of 85 Nm and 12 evenly-spaced gears in one neat unit, paired with a 800 Wh battery for generous range. And for safe loading the Cargo P12 ZR Maxi comes with a dual-leg kickstand.

Founded only last year, Hong Kong-based start-up **Tarran Innovation Ltd [hall 8 / A08 and F11 / C04]** is presenting its T1 cargo bike. With an overall length of 2.26 m it is more compact than most Long John designs but it can still transport two or three children, or three Euroboxes. And it comes with some innovative connectivity features controlled through a 5.2-inch touchscreen. Apart from the usual navigation functions, the T1 features a built-in radar and cameras to detect approaching traffic - and yes, a pair of retractable wheels that replace a kickstand.

If you are looking to source a ready-made cargo bike solution rather than develop your own from scratch, there are Eurobike exhibitors ready to assist. As a full-service provider, Portugal-based assembler **Sangal [hall 8 / G01]** has a Long John cargo bike with an EPP cargo box in its portfolio that relies on Ananda's M100 mid-drive motor. Taiwanese assembly specialist **Yota Cycles [hall 9.1 / E03]** has developed an alloy-framed Long John model with a wooden box and a rear hub motor. And leading frame manufacturer **A-Pro [at X-Fusion, hall 9.0 / E22]** has adapted its factory in Taiwan for the production of oversized Long John frames. **■ Lvr**



**The CD2 by HNF Nicolai:** a family van with a trunk.

trike from **HNF Nicolai [hall 12.0 / B19]** can be considered the 'family van' of all cargo bikes. For safe cornering it features an intricate steering and tilting mechanism that can be locked to load the trike. The cargo bay easily fits two children on comfortable seats with safety belts while still offering a closed trunk for groceries, helmets or other stuff. Thanks to the combination of an Enviolo HD hub and a beltdrive from Gates, the CD2 Family does not need a lot of maintenance. As for electric assistance, HNF Nicolai has opted for Bosch eBike Performance's Cargo Line e-drive system with a 750 Wh Powertube battery and the option to run dual batteries.

Capable of carrying a payload of



**Tenways** has built smart features into its Cargo One model.

up to 100 kg in its cargo bay, **M&M's [F10 / F20]** Passenger Premium model has been engineered to transport not only children, but one adult or even a dog. This cargo trike features an air-sprung tilting steering mechanism and relies on the powerful RS mid-drive motor of ZF Sachs with up to 112 Nm of torque to get you going even when fully loaded. As for the drivetrain you get to choose from an Enviolo unit or Rohloff's Speedhub, and Fahrwerker's cargo-specific heavy-duty disc brakes are well worth a look as well.



**M&M's have built the Passenger Premium** to transport children or one adult person safely.



**The CAB module turns Isy's Cargo P12 ZR Maxi** into a safe taxi for children.

Notably, the Passenger Premium's frame is hand-welded in Stuttgart, Germany using European-sourced quality steel.

Dutch utility bike specialist **Tenways [hall 8 / H14 and F10 / F15]** has entered this segment with the Cargo One as well. One smart design feature is the daytime running lights that are integrated into the front and sides of the EPP cargo box. These improve visibility and can also be used as sidelights. The child seats come with proper safety belts and can be removed easily to transport other goods. Bafang's powerful M600 mid-drive motor makes sure you can get going even when fully loaded, and a battery with a capacity of 960 Wh adds plenty of range. The drivetrain's combination of an Enviolo HD stepless gear hub and a Gates beltdrive is a low-maintenance package.

**Isy [hall 12.0 / A11 and F12 / J28]** claims to be the inventor of the compact bike category. At this year's Eurobike the brand is debuting the Cargo P12 ZR Maxi as its biggest model to date. While still rolling on 20-inch wheels its alloy frame features a loading



**Assembly specialist Sangal** has this Long John platform solution ready for branding.

With urban planners reconsidering the use of road space, traffic infrastructure continues to get better for cyclists. As a result, cargo bikes have become a real alternative to cars in urban surroundings far beyond the borders of Denmark and the Netherlands, where they have been popular for many years. The growing popularity of this category has seen large players such as Trek, Cube, Winora and Decathlon bring their own Long John type cargo bikes to the market. Riese & Müller has enjoyed considerable success with the Packster, Load and Transporter models. Kettler's Cargoline models feature an innovative steering mechanism licensed from Dutch company Elian Cycles, while Bergamont continues to sell its E-Cargoville LJ models.

With a maximum system weight of 280 kg, the CD2 Family





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# WORLD - LEADING INNOVATION

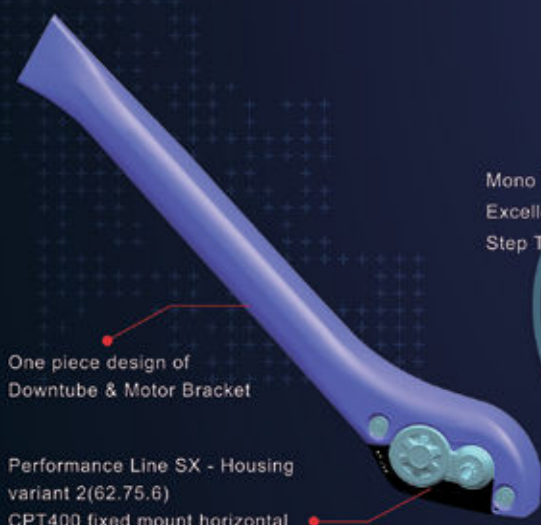
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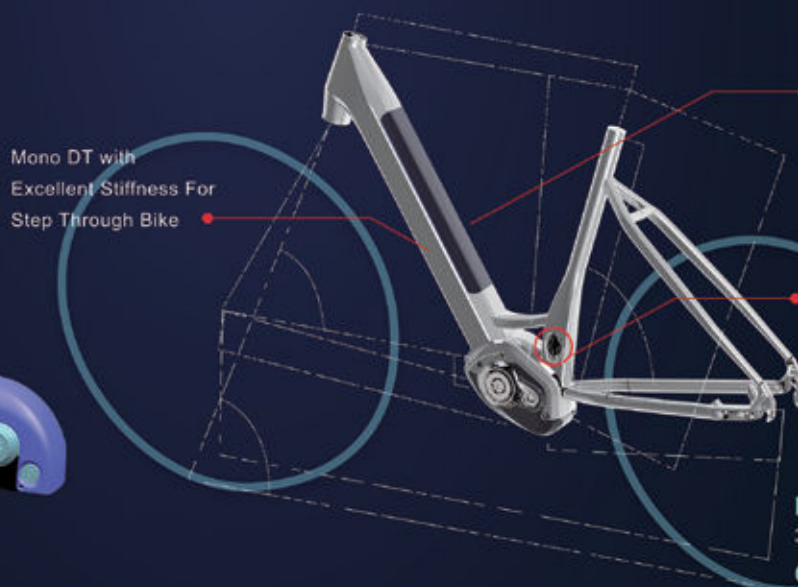


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## OVERVIEW: MID-MOTOR E-DRIVE SYSTEMS

# EUROBIKE BUZZES WITH MID-MOTOR INNOVATION

With market leader Bosch eBike Systems holding back its hardware news until the end of September, other e-drive suppliers are getting a chance to shine at this year's Eurobike. And there's no lack of interesting news, from well-known suppliers and newcomers alike.



The ECC 6 model of Gas Gas relies on SRAM's Eagle Powertrain.



DJI's Avinox only goes low regarding its weight, boasting a maximum torque of 105 Nm.

So far most mid-motors for sports-oriented off-road applications come at a weight of about or just under 3 kg and a maximum torque of 80 to 90 Nm. Due to this substantial torque the batteries also tend to be larger to offer sufficient range for long rides. Unsurprisingly, this reads like a data sheet of Bosch eBike Systems' Performance Line CX mid-motor: the market leader in this segment of e-drive systems. Shimano's top-of-the-line EP8 mid-motor, Brose's Drive3 model and Yamaha's latest PW-XM unit also fit this bill. But torque, weight and range do not represent the full package.

A series of precision sensors for cadence, torque and speed and various support modes are also important for a natural ride feeling, as is the noise level and whether the motor causes any additional friction once switched to idling mode after the maximum legal speed of 25 kph has been reached. E-drive suppliers put a lot of effort in making sure the transition from support to idling feels as smooth as possible, and many have developed apps of their own to add various connectivity-related functions such as route planning, turn-by-turn navigation, the customization of the various support modes and over-the-air updates.



Delta Electronics' mid-motor packs a lot of support into a small unit.

In terms of weight and torque, the Delta Mid Drive Motor of Taiwanese electronics giant **Delta Electronics** [hall 9.2 / D28 and F11 / D03] matches its peers exactly: It hits the scales at 2.9 kg and cranks out a maximum torque of 90 Nm. Thanks to its patented coaxial transmission architecture, the Delta Mid Drive Motor is decidedly compact, cutting down the size of the motor bracket and making it easier for designers to seamlessly integrate the motor unit in a frame's design. While bicycle manufacturers can combine the motor with their own e-drive system designs, Delta Electron-

ics also offers an entire eco-system thanks to a number of well-known partners.

There's a choice of in-tube batteries in two sizes from either Darfon or Trendpower. While Darfon's units come with a capacity of either 360 Wh or 504 Wh, Trendpower's batteries are slightly heavier with capacities of 360 Wh and 600 Wh respectively. Thanks to cooperation with AVS, you get to choose from three different controller and display combinations as well, ranging from a very low-key switch and minimalist display to be integrated in the top tube, to the RC10 remote controller with integrated display, to the combination of the RC9 remote controller and the CD8



Known for its hub-based motors, Hyena is rolling out its first mid-motor with the UniDrive 70.





*Vinka's compact S20 Pro mid-motor is designed to partially sit inside the downtube.*

2-inch LCD display that works for turn-by-turn navigation as well.

Another new supplier of e-drive systems is sure to turn some heads at this year's Eurobike. Chinese corporation **DJI [F12 / G05]** has been wildly successful with its consumer electronics offerings and its drones in particular. A lot of know-how and experience regarding batteries, sensors and electronic motors has gone into the development of the Avinox Drive System to be premiered at Eurobike - the company's bike industry debut. Its basic parameters are very promising indeed. Despite weighing less than its proven competitors the compact unit is remarkably powerful with a maximum torque of 105 Nm and a peak performance of 850 W. High-end sensors, a stepless clutching mechanism and the Smart-Assist algorithm add to the natural feel when riding.

For intuitive operation DJI's Avinox Drive System comes with a 2-inch OLED touchscreen that provides essential riding information and allows for easy customization. Just like the motor, the in-tube batteries shine with low weight and compact dimensions, coming in capacities of either 600 Wh or 800 Wh. DJI claims that the compact GaN fast charger that comes with its Avinox Drive System can charge the battery from 0 percent to 75 percent in just 1.5 hours. Other novelties of this e-drive system include six customizable support modes and a range of connectivity-related functions, including theft protection, data recording and parameter adjustments through the Avinox app.

Another e-drive system supplier combining low weight and a compact size with plenty of torque is **ZF Micro Mobility [hall 12.1 / A08 and F12 / I12]**. This German company is a major player in the automotive sector and has previously launched very powerful mid-motors in cooperation with Sachs.



*At the size of a 0.33 l beverage can, ZF's new CentriX motors allow for seamless integration.*

Its new CentriX mid-motor, launching at Eurobike, runs on 48 V current and puts the emphasis on an excellent power-to-weight ratio. At just 2.5 kg the motor unit is both lightweight and compact. The cylindrical unit only measures 88 mm across at a width of 118 mm - that is close to the dimensions of a 0.33 l beverage can and allows for a small mounting bracket.

Despite its diminutive size, the CentriX mid-motor cranks out a maximum torque of 90 Nm and a peak performance of 600 W or 75 Nm and 450 W, depending on the model. Thanks to this compact yet powerful mid-motor, full-power e-mountainbikes can more closely resemble their light-support siblings. The CentriX mid-motor is the core of the ZF Bike Eco System. This adds in-tube batteries with a capacity of either 504 Wh or 756 Wh. As for the HMI, the minimalist Core Controller designed to be integrated in the top tube can be combined with a remote unit on the handlebar and a high-resolution 2.8-inch display, and ZF has also come up with an app providing various additional functions.

Taiwanese e-drive supplier **Hyena E-Bike Systems [hall 8 / H18 and F11 / E06]** at first specialized in software and HMI solutions and expanded its business into full e-drive systems from there. Its initial offerings were built around hub motors sitting in the rear hub, ranging from compact units for light-support solutions to hubs with a larger diameter with plenty of torque to get cargo bikes moving. Now Hyena has launched its first mid-motor, dubbed the UniDrive 70. The compact motor unit hits the scales at 2.4 kg, and with a maximum torque of 70 Nm it falls between a light-support and a full-power e-drive system. But its compact dimensions will be welcome with designers, and the low Q-factor of 171 mm will make for a natural ride feeling. Hyena also has a new in-tube battery with a capacity of 540 Wh to go with the UniDrive 70 mid-motor and a selection of displays and controllers.

**Vinka Motor [hall 8 / J14 and F11 / D02]** is following a similar approach to Hyena with its S20 Pro mid-motor.

At 2.6 kg the motor unit is reasonably light, and part of its cylindrical body can be hidden in the downtube, minimizing the visible part and bulk of the motor. The maximum torque available stands at 70 Nm, meaning the S20 Pro is not the most powerful e-drive system out there - but it is pretty low-profile for the support it delivers and it weighs less and delivers more torque than its predecessor. And that support is pretty dynamic thanks to the combination of cadence and torque sensors.

Following a business model of its own, **Yamaha Motor [hall 8 / G04**



*The powerful M510 mid-motor system from Bafang [8.0 / J16] delivers 95Nm of torque and supports a maximum cadence of up to 120rpm.*

and **F12 / G08]** presented a limited assortment of own-branded e-bikes for sports and utility back in October 2022, and this spring the Japanese corporation opened an assembly line for its mid-motors in an existing factory for motorbike engines in Northeastern France. At last year's Eurobike the company launched its latest generation of PW-series mid-motors, covering various price points and applications. Its flagship model the PW-XM shines with a very good power-to-weight ratio: despite hitting the scales at only 2.6 kg it cranks out a maximum torque of 85 Nm. Behind closed doors Yamaha Motor will be sharing some exciting news this year as well, but not to everyone.

Chinese supplier **Gobao [hall 12.0 / B03 and F12 / J14]** first entered the market as an exclusive partner of Hepha, winning a Eurobike Award with its powerful P100 drive unit in 2023. This year the company exhibits on its own at Eurobike for the first time, and it has an interesting new mid-motor to show. The S80 drive unit bridges the gap between light-support and full-power systems. Weighing in at a svelte 2.2 kg, this motor still boasts a maximum torque of 80 Nm and a peak power output of 750 W. Since it's competitively priced, the S80 drive unit is well worth a look. As an OE supplier Gobao offers its services to combine this mid-motor with batteries and HMIs in close cooperation with customers to get a complete e-drive system, and the company has an app available as well.

Key components supplier **SRAM [hall 12.0 / A16]** launched its Eagle Powertrain for sporty e-mountainbikes last September. In essence, this is the combination of a powerful Brose mid-motor with a maximum torque of 90 Nm with SRAM's wireless and electronic Eagle Transmission drivetrain, allowing for functions such as Autoshift and Coast Shift. In-tube batteries are available with a capacity of 630 Wh or 720 Wh, and for epic days in the mountains SRAM has just launched a



*Gobao's S80 mid-motor combines value and plenty of support with a low weight.*

Range Extender that adds another 250 Wh. As for the support modes, you can keep things simple with the Range and Rallye settings or sweat the details according to your personal preferences using the Eagle Powertrain AXS app.

Last but not least **Shimano [hall 11.0 / A18 and F12 / I14]** is giving the EP5 and the E5100 as the third tier of its mid-motors a next-gen upgrade. As the sportier option, the EP5 system comes with a maximum torque of 60 Nm and delivers support up to a speed of 45 kph, with the motor unit weighing 3 kg and the Steps series' Auto Shift function working with a Di2 rear derailleur or rear hub. Tailored for urban bikes, the E5100 motor unit is more lightweight at 2.4 kg, but only delivers a maximum torque of 50 Nm up to a speed of 25 kph and the Auto Shift function only works with Di2-type internal geared hubs. With either platform many of the settings can be customized by using the E-Tube Project cyclist app. **LVR**



*Yamaha shaved significant weight from its PW-XM flagship mid-motor with a magnesium housing.*



## BAFANG ELECTRIC FLEXES ITS MUSCLE



Bafang's powerful M560 drive

From building a brand to going public at Shanghai's stock exchange to investing in comprehensive in-house lab testing equipment, **Bafang Electric [hall 8 / J16 and F10 / F14]** has been a forerunner among China's e-drive system suppliers. One of the brand's highlights for this year's Eurobike is the M-560 mid-drive motor. Mainly designed for the US market, this powerful system cranks out a whopping 140 Nm maximum torque at 750 Watt or 130 Nm of torque at 500 Watt, all while weighing 3.3 kg. Thus the M-560 can handle rough terrain and heavy loads alike. As a more light-weight and compact option compliant with EU regulations, the M-510 mid-drive motor still boasts 95 Nm of torque and delivers its support up to a cadence of 120 rpm. Thus this

e-drive system is well at home on sporty e-mountainbikes.

At the China Cycle Show held this Spring in Shanghai, Bafang premiered its Gear Variable Transmission technology, or GVT in short. This concept takes aim at utility e-bikes, putting the internal transmission into rear hubs – either in combination with a hub motor or as a gear hub only that can be combined with a mid-drive motor. The GVT technology requires no shift levers, cables or derailleur, simplifying both the assembly and the riding experience while relying on automatic shifting. Last but not least the new DP C010 display features a high-resolution and waterproof 4-inch TFT screen and offers a range of advanced features, such as USB charging, turn-by-turn navigation, and Bluetooth connectivity. **■ LVR**

## ANANDA OFFERING FULL-SERVICE AND INNOVATION

Since entering the market as a supplier of e-drive systems back in 2011, **Ananda [hall 8 / I14 and F11 / D05]** has grown to become a full-service provider for bicycle brands looking to electrify their models. The Chinese company, also active in sectors such as e-motorbikes, robot motors and control systems, has some interesting products on display at this year's Eurobike, showcasing its own research and development efforts. The M230 is Ananda's lightweight and compact mid-drive motor system for e-mountainbikes. Thanks to high-precision sensors for cadence, speed and torque you are sure to get the right amount of dynamic support and up to 85 Nm of torque from the mid-motor to conquer challenging off-road trails.

With its compact M5000 mid-drive motor Ananda is introducing a well-measured and wide-range compatible magnet to ampere clearance threshold. Thanks to this the motor operates more quietly and stably across the cadence range, making for a consistent experience and well-measured support. Ananda says it plans to integrate this technology into its entire product line in the future, so it is worth trying it out on Eurobike's extended test track. With the R900 as a rear-hub based e-drive system, Ananda claims to present the world's first electric motor with an electroni-



cally controlled 3-speed integrated gear system. Since the gears change automatically there is no need for manual gear changes, resulting in a clean design, an enhanced riding sensation for less skilled users and a more robust transmission. **■ LVR**



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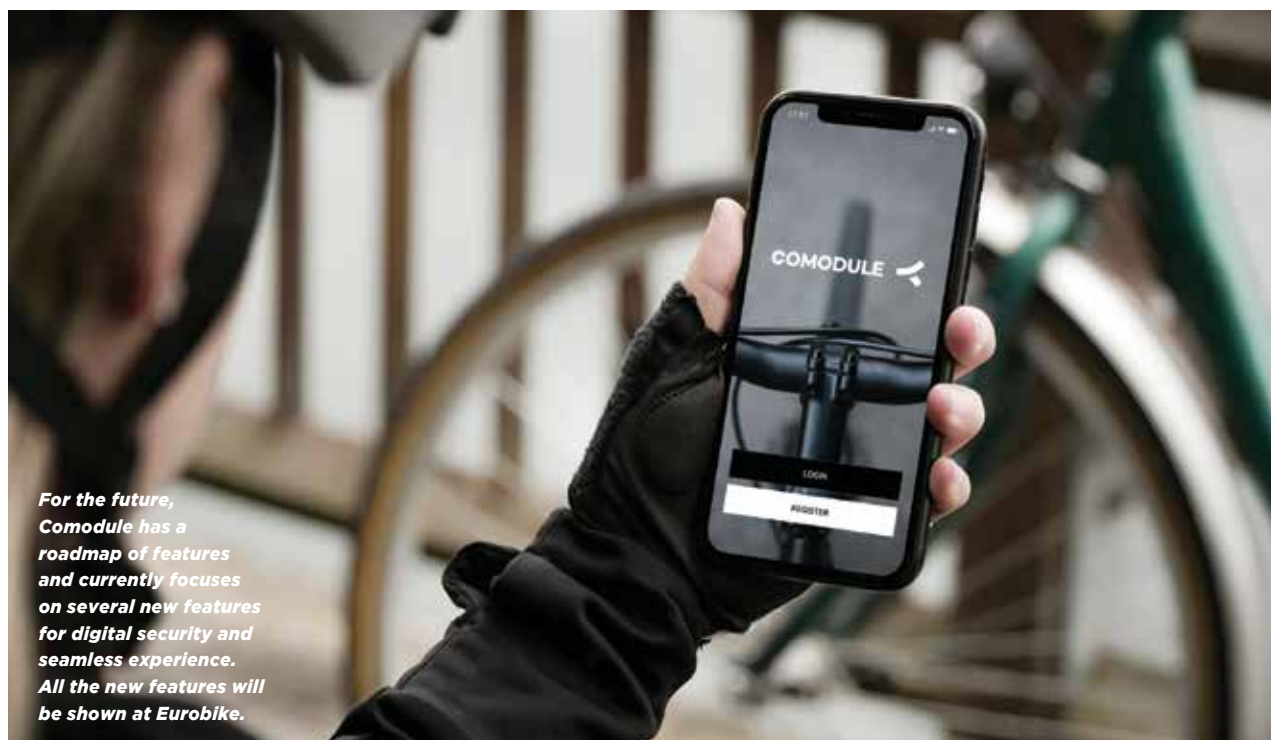
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# SOFTWARE APPLICATIONS IN THE BIKE INDUSTRY

## E-BIKES GET APPY: THE RISE OF DIGITAL INNOVATION

As smartphones have become indispensable tools, more and more brands have created, or are developing, apps to interact with e-bikes. At Eurobike, several companies are unveiling new features, showing where the industry is moving to implement new technologies like AI and AR to make life easier for users.



*For the future, Comodule has a roadmap of features and currently focuses on several new features for digital security and seamless experience. All the new features will be shown at Eurobike.*

facturers' needs and the status quo of digitalization. Therefore, Comodule is the perfect partner for all OEMs looking for digital solutions while focusing on building vehicles. Comodule has developed the Companion App and the Comodule Bluetooth SDK + API.» Comodule's Companion App provides a white-label solution as an entry-level product for a branded app. With the SDK, the company makes it easier for e-bike brands to build their smartphone apps and connect them to the Comodule connectivity system. OEMs do not need to develop their custom app from scratch and will nevertheless be enabled to offer their custom app to their consumers," detailed Daniela Odesser from Dani O Kommunikation, representing Comodule.

Comodule has a roadmap of features and currently focuses on several new features for digital security and seamless experience. "We would not like to disclose any more details for now, but the information will be announced together with the launch.

Thanks to the development of smartphones and e-bikes, an increasing number of companies have created apps that serve different purposes. Sometimes, it's just to enhance customers' experience and sometimes these apps offer real functions for interacting with e-bikes. For example, the apps developed by drivetrain manufacturers such as **Bosch [Hall 12, A21]**, **Shimano [Hall 11, A18]**, **Bafang [Hall 8, J16]**, and **Fit E-Bike [Hall 12, B16]** have become a major link between e-bikes and riders. They allow users to tune the motor to offer personalized settings. **Hyena [Hall 8, H18]** is also an important player in this electric segment. "We are recognized for our e-bike drive systems and our advanced software ecosystems, which span from supply chain management to consumer interaction," explained Shawn Lin, Hyena's Marketing Manager.

The industry is now looking at how to develop their apps to make a difference and beat the competition, given the plethora of apps on the market. For Taiwanese company Hyena, the next step is to continuously refine its business intelligence capabilities based on user feedback to optimize the stakeholder experience. "We will prioritize enhancements to our Dealer Portal. We will showcase the latest beta version, particularly at Eurobike, offering our partners and their dealers early access to this comprehensive tool for after-sales support and direct feedback," Lin said.

**More and More Functionalities**  
For **Fit E-Bike [Hall 12, B16]**, the current goal is to offer end consumers

direct support via the app. Moreover, the control app has many features. Among them, users can electronically lock and unlock the motor, monitor tire pressure using sensors, and have a range forecast of the planned tour per support level. They can also use the app as an e-bike passport with the model specifications. "We update our software to the latest versions of technologies and frameworks. This helps to keep our software as secure as possible and ensure compatibility with the latest operating systems, especially for our mobile applications," noted Angela Bieli, Chief of Marketing and Product Management at Fit E-Bike.

In 2024, the Swiss company started to provide not only a FIT mobile app but also a mobile Software Development Kit (SDK) combined with APIs that help bike manufacturers integrate FIT connectivity into their mobile apps and web services. However, the company is looking even further, as Angela Bieli explained: "Our app is constantly being improved with optimizations in the background. A major release that we are currently working on is to record the planned tours and then evaluate them with the usual fitness data. However, this release will not be available until next spring," she said.

**Giving Choice to Manufacturers**  
**Comodule [Hall 8, J28]**, one of the leading providers of IoT solutions for light electric vehicles, has connected more than 700,000 LEVs worldwide. Currently, the company offers two options: the Comodule Companion App and the Comodule Bluetooth SDK + API. These two solutions have been developed depending on manu-

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At Eurobike, Hyena is presenting the latest beta version, offering its partners and their dealers early access to a comprehensive tool for after-sales support.

We invite everybody to the Comodule booth at Eurobike, where we will introduce the Companion App feature live and show some of the concepts we are working on," she concluded.

#### Artificial intelligence and augmented reality

Among the new features, an increasing number of companies are also trying to implement innovations such as artificial intelligence (AI). **NOCA [Hall 8, D46]** is interesting because it shows a new way to use AI in a system. "NOCA is a B2B software and API platform for intelligent master data management in the bicycle industry. The NOCA portal helps users structure their data internally, share it externally, and then apply AI to automate and optimize workflows across company borders," explained the company. Using AI allows managers to eliminate manual tasks, reduce integration resources, and deliver insights for better decision-making. According to NOCA, users can save €15,000 annually per employee and can leverage AI in supply chain processes without specialist knowl-



In its app, Spanninga implemented augmented reality technology. This allows consumers to see all the light ranges directly on the bike.

edge. NOCA is more software than an app, but it's nearly the same as a comprehensive dashboard.

Even though it is not a new technology, augmented reality (AR) is also a trend for manufacturers. Thanks to a smartphone, apps that use this process can be helpful for consumers. **Spanninga [Hall 12, A13]** fully understood that AR can attract new clients. Thus, the company unveiled the latest version of its cutting-edge AR app, designed to redefine user interaction with its entire light collection. "The Spanninga AR App enables users to interact seamlessly with the entire light collection, offering them all the information they require right at their fingertips. The recently updated AR app marks a significant advancement, delivering an optimized and seamless experience that aligns with Spanninga's commitment to cutting-edge technology," noted the brand in a press release. Moreover, the app provides comprehensive information about the entire light collection. "This includes a rich array of content such as high-quality pictures, informative videos, a 360° view, and detailed technical descriptions," explained the Dutch brand. ■ **LG**



## THE RIGHT DATA AT THE RIGHT TIME WITH THE NOCA PORTAL

The NOCA portal has been developed specifically for the cycling industry to easily structure and manage your product, commercial and sustainability data. Digitally connecting components, BOMs, orders and vehicles eliminates time-

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Hall 8, D46



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## ADVANCED INVESTS IN GERMAN OPERATIONS

Thanks to its 'Made in Germany' thermo-injected frames, Advanced has seen lots of publicity following the launch of its Reco models. The company has invested heavily in a new assembly plant in Lower Saxony and a new headquarters in Offenbach, just across the Main river from Frankfurt.



Assembly line at Advanced's new plant.

There has been a lot of buzz in recent years about shifting supply chains, reshoring and moving to a circular economy. One entrepreneur making real-world strides towards these goals is Advanced's founder and CEO Helge von Fugler. Looking for shorter lead times, more flexibility and eco-friendly materials, von Fugler got into touch with a German manufacturer of injection-molded plastic products. Soon he became involved in the development of bicycle frames made from a granulate consisting of 60 percent polyamide and 40 percent recycled carbon fibers through thermo-injection. "We teamed up with EFBE for engineering and set

out to build a deep-instep frame with plenty of stiffness and a bracket for a mid-motor," Helge von Fugler explains. The resulting Reco model line created quite a stir in the industry.

Recyclable and made in Germany, the Reco frames offer additional advantages, explains von Fugler: "The total lead time for a frame stands at two months and the production is done within 18 minutes, including finishing steps such as machining the bearing seats. Rather than one or two deliveries per year from a frame builder in Asia, I can get monthly deliveries from our German supplier, allowing for more flexible production



Advanced's assembly plant in Rieste, Lower Saxony is a state-of-the-art facility.

planning." These frames are shipped to Rieste, Lower Saxony, where Advanced has built a 6,000 square meter assembly plant located next to an exit of the A1 autobahn.

With two state-of-the-art, hanging assembly lines, semi-automated wheel building and large storage areas for incoming and finished goods, this factory has been designed for efficiency. "At full capacity the Rieste factory can produce 300 e-bikes a day or 100,000 units per year. Given the market situation, we're currently using a single line. By adding solar panels and wind turbines on the factory roof, we expect to produce a large part of our electricity ourselves in the future, further reducing our eco footprint," von Fugler explains.

To offer services to bicycle commuters in the Frankfurt area, Advanced has also invested in new headquarters in Offenbach, which was officially opened in April. Built along a key cycling route along the banks of the Main river, the



Advanced's CEO Helge von Fugler has invested heavily in flexible production, close to markets.

headquarters houses a café, flagship store, workshop and offices. Advanced is inviting Eurobike visitors to come to Offenbach where a party will be held on the roof of the new headquarters from 6pm on every day of the fair. Visitors can also enjoy a break at the Advanced Summer Lounge, located directly on the outdoor test track and offering excellent coffee, snacks, beer and wine. **LVR**



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## OVERVIEW: URBAN E-BIKES AT EUROBIKE

# CITY E-BIKES GET SLEEKER AND SMARTER

E-bikes for the city have evolved into stunning design marvels in recent years, and this trend is set to continue in 2025. The latest generation of electric city bikes is sleeker and more integrated than ever while remaining highly versatile. Here are some of the best examples to be found here at Eurobike.



As urban areas grapple with congestion and pollution, e-bikes have emerged as a beacon of hope, redefining city transportation. These hopes are valid, as e-bike technology has rapidly advanced in recent years. This is evident when looking at the latest generation of electric bikes for urban environments. With innovative designs and cutting-edge features, the new models have a better chance than ever to change how people navigate their cities, offering an eco-friendly, stylish alternative to traditional vehicles. Exploring the new models at this year's Eurobike confirms this forecast.

Our overview starts with **Orbea [Hall 11.0 / C12; F11 / A17]** and its new Diem model. The Spaniards have leveraged their expertise in high-performance bikes and applied it to an urban bicycle context: a lightweight frame and components, riding quality, and technology tailored to urban mobility are the main features of this new city model. The sleek frame is

designed to flex vertically, absorbing bumps and providing a smooth ride on rough streets. Additionally, the combination of a carbon fork and wider tyres helps to increase comfort. A special feature is Diem's intelligent lighting system, which is designed to keep riders visible day or night. Various luggage carrier solutions make it possible to give each model a personal touch. Diem is available in three versions: the 10, 20, and 30. Both Diem 10 and 20 feature a 630 Wh battery integrated into the downtube, while Diem 30 comes with a highly optimised 540 Wh battery, providing plenty of power for up to 120 km. The bike is powered by Shimano's EP600 drive unit.

With the new Urban 7 models, **Hepha [Hall 12.0 / A10; F12 / J16]** introduces a new cross-over concept that combines the style and weight of an urban e-bike with the performance and versatility of a conventional e-bike. The 27.5" e-bike weighs just under 20 kg without sacrificing performance. The new Hepha S80 motor delivers a maximum torque of 80 Nm, providing ample performance for most situations; its 480 Wh battery offers sufficient capacity. Also new is



*The Simpel Model 20 Six features urban minimalist design with a full suspension set-up.*

the dropper stem developed in collaboration with Limotec, allowing the rider to change the handlebar position while riding, similar to well-known dropper posts. The optional front box functions as a sort of trunk. Additionally, a special security system automatically locks both the box and the bike. The bike comes with a tamper-proof hub lock, developed in cooperation with the Regensburg start-up 2Lock. The security concept is rounded off with 3-year all-inclusive insurance as standard.

Urban minimalist design meets full suspension. This unique concept is showcased by **Simpel [Hall 12.0 / A07]** with its new top model, the Model 20 Six. The bike features FOX Performance and



*The Flyer Goroc TR is a new urban e-bike with the Pinion Motor Gearbox Unit (MGU).*

AWL suspension elements, along with a carbon belt drive and an Enviolo hub gear. For performance in the urban jungle or on scenic gravel paths, the Shimano EP801 motor, Schwalbe AL Grounder tyres, Shimano brakes, and an extra-long seat post from Limotec ensure a smooth ride. With a permissible total weight of 150 kilograms and a powerful Supernova lighting system, the Model 20 is also well-suited for tours beyond city limits.

Anyone looking for a modern, low-maintenance e-bike as a practical companion for tours and everyday use will find the **Flyer [Hall 12.0 / A09; F12 / J18]** Goroc TR to be a great choice. The centrepiece of this bike is the Pinion Motor Gearbox Unit (MGU), which combines a maintenance-free motor and a nine-speed gearbox in one system. Thanks to integrated automatic shifting, the drive adapts to the individual's riding style. With a 100 mm suspension fork and an upright seating position, the bike offers comfortable riding. Other highlights include the durable aluminium frame, the easily removable 800 Wh battery, and the belt drive.

Fully integrated and practical for everyday use, the CT-B 1.1 from **BESV [Hall 12.0 / B11]** is an advanced city e-bike designed for riders who prefer a low-step frame. It is equipped with the Bosch Performance Line mid-motor with 75 Nm of torque, combined with the Intuvia 100 display, allowing riders to connect via Bluetooth and access various useful information. The 625 Wh Bosch Power Tube battery ensures good range.

Combined with the low-maintenance Gates CDX belt



*Fully integrated and practical for everyday use, the CT-B 1.1 from BESV is designed to enhance comfort.*



*With the Urban 7, Hepha introduces a new cross-over concept.*



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The GVT platform has introduced 2 series include multi-speed auto gear hubs and auto hub motors, idea for eCity, eFat, eCargo, eTour and more.

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**Hall 8.0 [J16]**

## ***Auto shift***





**J38** offers a traditionally sleek approach with the Skye, designed as a light SUV with a mid-motor. For the first time, Coboc is using not its in-house drive system but the Bosch SX. The German e-bike manufacturer has been shaping the segment of particularly lightweight slim e-bikes, with weights between 11 and 18 kg, since 2014. Despite its everyday set-up,

*Despite its everyday set-up, including a luggage rack, the Coboc Skye only weighs 18 kg.*



*The Tezeus C8 weighs only 15 kg and shows that light weight is a key feature for urban e-bikes.*

drive system, this set-up promises a worry-free riding experience. The MIK HD carrier offers flexibility, enabling the mounting of racks, bags, and more.

**Coboc [Hall 12.0 / C14; F12;**

**Tezeus Technology [Hall 12.0 / C36]** also demonstrates what urban lightness can look like in 2025.

The Tezeus C8 is equipped with a mid-drive motor with 60 Nm of torque and noise levels of less than 50 dB. Interestingly, a self-developed magnetic taillight integrated with millimetre wave radar helps riders avoid risks. An integrated 5-inch touchscreen is also part of the set-up. The

bike features a full carbon fibre frame with internal cable routing and weighs only 15 kg. How sleek and stylish modern urban e-bikes can be is demonstrated by the newly founded manufacturer **Nordic Bikes [Hall 12.0 / C42]**. From the seamlessly integrated

headtube to the robust yet elegant tubing, each component is carefully engineered to provide a smooth and responsive ride experience, making the bike a remarkable design piece. The specifically designed seat stays enhance the bike's aesthetics and contribute to a comfortable ride. The Nordic Bikes Series 01 is powered by Mahle's X20 motor, which delivers up to 55 Nm of torque. With a minimalist set-up that excludes a luggage rack, the total weight of the bike is just 13.5 kilograms.

Similarly small and sleek, but falling under the category of folding bikes, is the Unio E20 from **Dahon [Hall 9.0 / F06]**. The bike's folding convenience is enhanced by a hidden seatpost battery and an ultra-light drive system (200 W/36 V mid-motor and a 36 V/9.5 AH battery). The Unio E20 has a weight of 17 kg, thanks in part to its frame made from aviation-grade aluminium alloy.

**Tenways [Hall 8.0 / H14; F10 / F15]** is showing its CGO009 model. Here, we enter another area that characterises the latest generation of urban e-bikes: smart features. The



*Dahon's Unio E20 is a lightweight folding e-bike.*



*Nordic Bikes is a newly founded manufacturer that focuses on slim urban e-bikes.*

CGO009 includes a built-in Smart Connect module, providing extra protection against malicious intent. The connectivity functionality also includes the possibility of mounting a smartphone to the stem with a handlebar mount to use the Tenways

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**The Tenway CG0009 includes a built-in Smart Connect module, providing extra protection against malicious intent.**

App while riding. Additionally, the quiet Tenways C9 motor promises 45 Nm of torque and very low noise levels. The quiet and low-maintenance Gates Carbon Belt Drive completes the profile of this smart urban speedster.

**New Urtopia [Hall 8.0 / E16; F11 / E05]** takes smart e-bike technology to the next level with the Urtopia Carbon 1 model. Originating from a crowdfunding campaign in 2021, the bike boasts features such as a 4G connection, a movement alarm, GPS tracking and geofencing, unlocking via fingerprint, navigation without a cellphone, data tracking, voice control, Bluetooth, and more. Particularly exciting is the potential for AI functionality. In the future, the bike will be equipped with an AI assistant and ChatGPT. You'll be

able to tell the bike that you're tired, and it will automatically adjust the motor's support level. Or you can ask the bike which park in the city is best for cycling, and it will respond and navigate you there. In addition to these features, the lightweight carbon frame is noteworthy, keeping the weight at just 15 kg. A quiet and low-maintenance Gates carbon belt drive is also part of the set-up.

In summary, the future of urban commuting is bright, with e-bikes leading the charge towards sustainable and stylish transportation. The latest models showcased at this year's Eurobike highlight the industry's commitment to innovation, offering a blend of cutting-edge technology, elegant design, and practical functionality.

As cities continue to evolve, these advanced e-bikes promise to enhance the urban lifestyle, making it more efficient, eco-friendly, and enjoyable.

We are sure that with their growing popularity and continuous technological advancements, e-bikes are set to become an indispensable part of city living in 2025 and beyond. ■ TH



**The sleek frame of the Orbea Diem is designed to flex vertically, absorbing bumps and providing a smooth ride on rough streets.**



**New Urtopia takes smart e-bike technology to the next level with the Urtopia Carbon 1 model.**

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## E-MOUNTAIN BIKES AT EUROBIKE

## E-MTBS TAKE CENTER STAGE WITH DIVERSE OPTIONS FOR EVERY RIDER

The electrification wave has taken the mountain bike segment by storm, and consumers can now choose from a range of e-drive systems that are aimed at different use cases. We took a look at some of the most interesting new products to be seen at this year's Eurobike.



*Who needs a shuttle service when you have an e-mountainbike at hand?*

One sign of a maturing product segment is diversification, and e-mountainbikes are no exception. From hardtails that can also be used as utility bikes to trail bikes that are equally at home on climbs and on descents to moto-inspired long-travel models ready to be taken to the limits in bike parks, no category is left untouched. The same goes for e-drive systems where consumers can opt for light-support systems that require more human effort in exchange for better handling, to full-support systems that come with large-capacity batteries for epic days in the mountains. To address range anxiety, almost every supplier of e-drive systems now offers range expanders.

At last year's Eurobike, Pinion's MGU motor and gearbox unit was one of the most promising new products,



**Nicolai packs a lot of interesting ideas and Pinion's MGU drive unit into its Saturn 16 MGU.**



**More than a touch of moto-style: the ECC6 from GasGas is ready to go rowdy.**

with brands such as Simplon, Rotwild, Bulls and Flyer being amongst the first to show e-mountainbikes built around this system. Now the alloy machining wizards of **Nicolai Bicycles [hall 12.0 / B13 and F12 / H09]** have built an innovative e-drive system as well, pulling out all the stops with the Saturn 16 MGU. For low maintenance and a quiet ride on the bumpiest of trails Nicolai relies on Gates's beltdrive system. The alloy frame comes with Horst Link 4-bar kinematics, resulting in 160 mm of travel. When combined with an aggressive enduro geometry, the Saturn 16 MGU is a highly capable bike. As for the Ultracore batteries, Nicolai offers the choice of a fully-integrated 720 Wh unit or a semi-integrated 960 Wh unit.

Another example for an e-mountainbike that is ready to go rowdy is the ECC series of **Gas Gas [at Pierer New Mobility, hall 12.0 / A12 and F12 / J31]**. Pairing 170 mm of travel up front with 160 mm in the back, this model is ready for rough descents. Built around SRAM's Eagle Powertrain system and thus a modified Brose mid-motor unit paired with the wireless Eagle Transmission drivetrain, the carbon frame

houses a 600 Wh in-tube battery. On closer inspection there are some distinctly moto touches befitting the brand Gas Gas on the ECC series: the frame features interchangeable plastic panels that protect it from rocks and scratches, and the top-tier model comes with a fork and shock that have been developed by DVO and Pierer's motocross suspension brand WP. With the MCC series Gas Gas also has all-mountain models with a bit less travel in its line-up.



**Thok's Gram series wants to excel both on the way down and back up.**



**Rotwild has built the R EXC Ultra platform with e-enduro racing in mind.**

Italian e-bike brand **Thok [hall 12.0 / C20]** already teased its Gram platform at last year's Eurobike, with first sample frames coming hot from the mould. The bold claim is that the Gram shifts the idea of what is rideable both on the descents and on the way back up, living up to the enduro segment's needs with 170 mm of travel up front and in the back, a progressive geometry and a reverse mullet set-up. Its frame has been designed by Aldo Drudi's Dperfi agency known for its refined Italian style in Moto GP circles and beyond.

With Shimano's Steps EP8 mid-drive motor you can be sure that plenty of torque is at hand to tackle nasty sections. Thanks to a 630 Wh in-tube battery the Gram comes with plenty of range for long days in terrain. Depending on the model you get powerful four-piston disc brakes and a 12-gear drivetrain from either Sram or Shimano and suspension components from Fox.



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<b>Seat Post</b>	ø34.9mm
<b>Motor System</b>	Bosch Cargo Line, Gen 4
<b>Battery</b>	Bosch Power Pack 800Wh
<b>Rear Hub</b>	142 x 12mm E-thru System
<b>Tire</b>	Front-20.0" x 2.15" Rear-26" x 2.35"
<b>Weight</b>	10.9Kg(Frame)



Booth No. Hall 9.0 E22





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*Despite its moderate weight Orbea's Rise LT M-Team is made to tackle technical trails at speed.*

With a strong heritage German brand **Rotwild [hall 12.0 / B05]** has one of the most complete line-ups of e-mountainbikes, ranging from light-support platforms to models using Pinion's MGU system. The best choice for e-enduro racing is Rotwild's new R.EXC platform with a main frame and swingarm made of carbon. The travel in the back can be set to 145 mm, 150 mm or 160 mm, with the kinematics adding more progression in the shorter settings. Flip chips at the rear dropouts allow for an adjustment of the chain stay length, and for the right mix of descending prowess and agility the R.EXC relies on a reverse mullet set-up with a smaller 27.5-inch wheel in the back. As for the e-drive system Rotwild has opted for Shimano's powerful yet compact EP801 mid-drive motor.



*The Tarok Ultra of Raymon Bicycles relies on ZF's new compact CentriX e-drive system.*

This is connected to an in-tube battery with a generous capacity of 820 Wh that Rotwild has developed on its own.

Another new e-mountainbike on display at Eurobike that promises a lot of fun on descents is the Rise LT M-Team model of Basque manufacturer **Orbea [hall 11.0 / C12 and F11 / A17]**. With 160 mm of travel up front, 150 mm in the back and 29-inch wheels with wide grippy tires, the Rise LT M-Team is right at home on technical descents. The carbon frame has been built around Shimano's EP8 mid-drive motor, and thanks to the Di2 drivetrain you get additional functions such as Auto and Free Shift. And to keep your momentum under control you can rely on powerful four-piston brakes from Shimano



*With plenty of travel, electric support and battery capacity Marin's Alpine Trail series is made for epic days in the mountains.*

outfitted with large rotors. In a bid to keep the weight of the Rise LT M-Team low and agility up, Orbea has opted for a smaller in-tube battery with a capacity of 420Wh and a more lightweight 36 series fork from Fox.

**Raymon Bicycles [hall 12.0 / A04 and F12 / H02]** has radically revamped its entire line-up for

the model year 2025, and the Tarok is the company's flagship e-mountainbike. Its carbon frame offers a generous 160 mm of travel in the back and has been built around ZF's new CentriX mid-drive motor. Despite its decidedly compact dimensions and low weight this drive unit running on 48 V current cranks out an impressive maximum torque of 90 Nm. Since there are no freewheel sounds when idling with this motor, you can enjoy a silent ride. And thanks to the in-tube battery's capacity of 756 Wh you do not have to worry about the range too much while you push the limits of what is deemed rideable. With a SRAM Transmission drivetrain, powerful four-piston disc brakes with large rotors, Newmen's Phase 30 wheels and Fox Factory-series suspension components the Tarok's parts list is top-notch as well.

There is no lack of new models with electric support at **Marin Mountain Bikes's [hall 11.0 / A07]** Eurobike booth as the brand has three new platforms on display. With 170 mm of travel up front and 160 mm in the back, the Alpine Trail E2 marks the upper end of the line-up.

For fun on the descents these bikes come with mixed wheel sizes and an adjustable geometry. The all-new Series 5 aluminum MultiTrac 2 LT frames have been built around Bosch's top-tier Performance Line CX drive units and in-tube PowerTube batteries with a capacity of 750 Wh. Based on the same frame the Alpine Trail XR series is positioned just below its E2 sibling. But Marin also has a new light-support platform at hand with the Rift Zone EL. With 140 mm of travel in the back, 150 mm up front and Bosch's lightweight Performance Line SX drive-unit linked to a 400 Wh in-tube battery, this is the right choice for rider willing to trade in some support for less weight.

With the third generation of its eOne-Sixty and eOne-Forty e-mountainbikes built around Shimano's Steps mid-drive units **Merida [hall 12.0 / A14 and F12 / J21]** is offering more choice than ever. The first option is only offered with the eOne-Sixty platform where you get to choose from CF models with carbon frames or Lite models with aluminum frames. While the models with carbon frames feature a non-removable in-tube battery with a capacity of 600 Wh, the alloy frames come with a removable in-tube battery with a larger 750 Wh battery. The shorter-travel eOne-Forty series is only available with aluminum frames and thus the larger, removable battery. Merida has tweaked the geometry throughout all platforms, adding reach, slackening the head tube angle and steepening the seat tube angle. To find the right fit, Merida





The PL Carbon Pro of AMFlow is lightweight and full of interesting features.



The third generation of Merida's e-mountainbikes offers more choice than ever.

relies on the reach much rather than on seat tube lengths and adds an own-brand dropper post with plenty of travel.

The PL Carbon Pro of Amflow [F12 / G05] has been developed in close cooperation with DJI, and it is the first e-mountainbike to use the latter's Avinox Drive System. Thanks to the small diameter of the 800Wh in-tube battery and the compact dimensions

of the drive unit, the PL Carbon Pro looks like a conventional mountain bike without electric support from a distance. And since the frame only weighs 2.2 kg it also is reasonably lightweight, hitting the scales at under 20 kg. But you still get a maximum torque of 105 Nm built into a full-carbon frame with four-bar kinematics and generous travel to tackle challenging trail sections. As for the wheels you get to opt for either 29-inch or 27.5-inch units or go for a reverse mullet build.

If you want your e-mountainbike to weigh even less, the way to go is the light-support concept that sacrifices some torque and battery capacity to achieve weights of 18 kg or less. This is what Swiss brand Flyer [hall 12.0 / A09] has done with its new Uproc SL:X series that uses Bosch's Performance Line SX mid-drive motor. Apart from a carbon main frame the lower weight of the motor unit and the in-tube battery with a capacity of 400 Wh are key in lowering the weight, and the DT Swiss wheels with carbon rims that come with the top-tier model certainly help as well. With 130 mm of travel up front and in the back and 2.4-inch wide tires on 29 inch rims the Uproc SL:X still is capable of tackling rough trails.

Another example of a new e-mountainbike following the light-support concept is the No Pogo SL series of Centurion [hall 12.0 /



Flyer's Uproc SL:X is the right choice for sporty riders who want to cover serious distances.

A15]. Its stiff and lightweight carbon frame has been built around Bosch's Performance Line SX e-drive system – so you get a maximum of 55 Nm torque and an in-tube battery with 400 Wh capacity. Thanks to the uncluttered frame design the mounts on the downtube fit both a bottle and a range extender, and the four-bar kinematics with 145 mm of travel should make for an efficient ride. ■ LVR



Less support for a lower weight: Centurion's No Pogo SL R 8000.

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## OVERVIEW: TYRES FOR E-BIKES AND URBAN BIKES

# TYRE MAKERS MOVE BEYOND RUBBER, OFFER MORE URBAN OPTIONS



Goodyear has expanded its urban/trekking range with three new tyres

You can see a lot of tyres at Eurobike, but most still use some kind of rubber construction. **ReTyre (Hall 12.1 /**

**D21)** is one company bucking the trend: by using bio-based and 100% renewable materials never before

used in pneumatic tyres, reTyre significantly reduces emission and produces fully reusable tyres. The approach reduces CO2 emissions by up to 82% compared to conventional rubber tyres. ReTyre is unveiling a new city series at Eurobike. "This innovative range is designed with sustainability at its core, setting a new standard in the industry. Unlike traditional tyre series, every model in our City series is crafted from eco-friendly materials, ensuring that riders can enjoy top-notch performance while reducing their environmental footprint," ReTyre says. It will also be showcasing the world's first carbon-neutral tyre at this year's show. The tyre is crafted from a mixture of innovative materials – including algae and post-consumer waste – that neutralise environmental impact, reducing greenhouse gas emissions to zero.

### Goodyear (12.1 / A25)

has expanded its Urban/trekking range with the addition of three brand new models to accompany the already well-established Transit Tour. This expansion introduces the Transit Speed,



reTyre's new City range eschews rubber for more eco-friendly materials

Transit Tour Plus and Transit SUV. Unsurprisingly, the Transit Speed is the quickest of the three new tyres. It's a "fast-rolling urban tyre that combines confidence inspiring handling, with



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Trusted Indian Bicycle Manufacturer targets European OEM customers with Quality, Design and Cost Advantages



Avon sold three million bicycles last year

Avon is a bicycle manufacturer based in Ludhiana (Punjab), India. The area is renowned as a hub for bicycle manufacturing. Last year, Avon sold more than three million bicycles, making it India's second-largest bicycle manufacturing company. India has an established tradition of bicycle production, and its transport connections and trade agreements with Europe give it many competitive advantages over China and the Far East. Avon is now looking to utilise both as it expands its presence in the European market.

"India is the second largest

bicycle-producing country," explains Avon Joint Managing Director Rishi Pahwa. "As a company, we have the capabilities to produce all types of components and can call on over 1,000 supply chain partners within the city." Avon's goal in approaching new markets is to add value to bicycle companies and resellers worldwide as a preferred OEM supplier. The company focuses on strong supply chain management, in-house design and development capabilities and environment-friendly manufacturing, aiming to become the preferred

OEM for global brands by delivering high-quality products at competitive prices. The firm has 72 years of experience in bicycle making and runs manufacturing units with a capacity to produce three million bicycles annually for domestic consumption and export to 50+ countries. A third advanced manufacturing facility in Ludhiana is dedicated to high-end bicycles and is certified for DIN / EN & CPSC quality Standard and compliance to meet European and American quality standards.

"Our facilities follow all environmental, safety, and governance norms with ESG rated and SEDEX 4 Pillar and ISO 9001:2015 Certified manufacturing," explains Pahwa. "With a manufacturing capacity of 50,000 bicycles monthly from two assembly line in this facility, Avon expects its export business to Europe and USA to grow over 100% this year. Equipped with advanced powder coating, ETP plants, automated paint booths and wheel-building machines, its in-house design and development capabilities make it ready to partner with brands looking to design their own product lines. This includes a vision to expand its expertise in the growing electric bicycle and vehicle segments. Avon today is not just a manufacturer but a provider of complete end-to-end

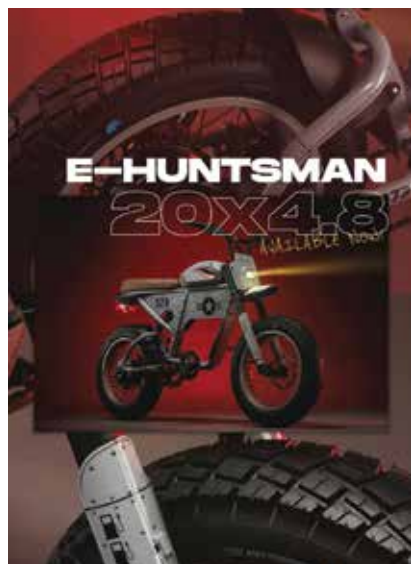


solutions for buyers. The current tax regime also makes importing bicycles from India to Europe cost-effective due to favourable import duties and ocean freight costs compared to China and the Far East. "We are confident that over the next few years, we will secure more OEM agreements with global buyers," says Mr. Pahwa. "We're at Eurobike because it provides a platform for us to meet and expand our business associations with brands and retailers to create mutual value. With dedicated and certified facilities, in-house design and development capabilities, and strong supply chain management, we'd like prospective buyers to know that Avon is India's most reliable and robust supply chain partner and OEM for bicycles and bicycle parts." ■ JD





The Metro Newtonia's tread design is inspired by nature



The Moto-inspired Vee Huntsman is designed for wider 20" rims

durability and all weather performance," according to Goodyear, and it features a 1mm sub-tread puncture protection layer, reflective sidewall strips, and Dynamic:HP compound tread for a supple and highly efficient ride. All the Transit tyres feature a specific construction that meets and exceeds the regulations needed for use on modern e-bikes.

The Transit Tour Plus is a beefed-up version of the original Transit Tour, and it's the ideal choice for riders who demand reliability with its 5mm sub-tread puncture resistant layer and all-weather tread design. Again, you get reflective details, and it's available in sizes from 35mm to 50mm.

The Transit SUV has been designed for heavy-duty touring over long distances across tarmac and light off-road. With a more open, multi-surface tread design that utilises a robust 3mm sub-tread layer, the Tour SUV offers the perfect balance between puncture protection and speed across a range of surfaces.

The Newtonia from **Metro (9.1 / D12)** is one of an increasing number of tyres that's ECE-R75 certified for e-bikes that assist up to 50km/h. It's also a perfect choice for delivery bikes thanks to its solid construction. The tyre is built on a 60TPI carcass and a 5mm puncture protection strip runs below the tread, the inspiration for which comes from the leaves of the Newtonia Buchanania tree. Metro says the new tread design offers better rolling resistance and braking control.

The rise of the moto-inspired, 20-inch-wheeled urban ebike has been a major theme over the last few years, and the Huntsman from **Vee (12.1 / A03b)** is a tyre designed to serve the expanding range of bikes using wide 20" rims. "Born from our partnership with Vee Moto, we took design cues from dual-sport tyres and adapted them to the e-bicycle segment," the



CST's Brooklyn Pro has a thick anti-puncture layer and stiffened sidewalls for load carrying



The Tannus Armour Tube system can protect against 90% of punctures

company says. The resulting tyre is smooth enough for road use, with just the right amount of tread pattern for loose off-road surfaces. Built with Vee's new Override technology, it boasts three times the puncture protection of previous models. It's available in a 4.8" width to cater to wider rims.

"Your cargo bike is a real work-horse", says **CST (12.1 / D27)**. "You need to deliver the load quickly, but you want to do it in reasonable comfort too. Our urban tyre, the Brooklyn Pro, is the perfect tyre for cargo bikes." The Brooklyn Pro has a thick anti-puncture layer between the tread and the casing which means less time stopped for punctures, and the stiffened sidewalls give the tyre more stability when carrying loads around town. The all-purpose tread is perfect for deliveries in all weathers. The Brooklyn Pro is available in 20", 26", 27.5" and 29" sizes in various widths, with a wire bead.

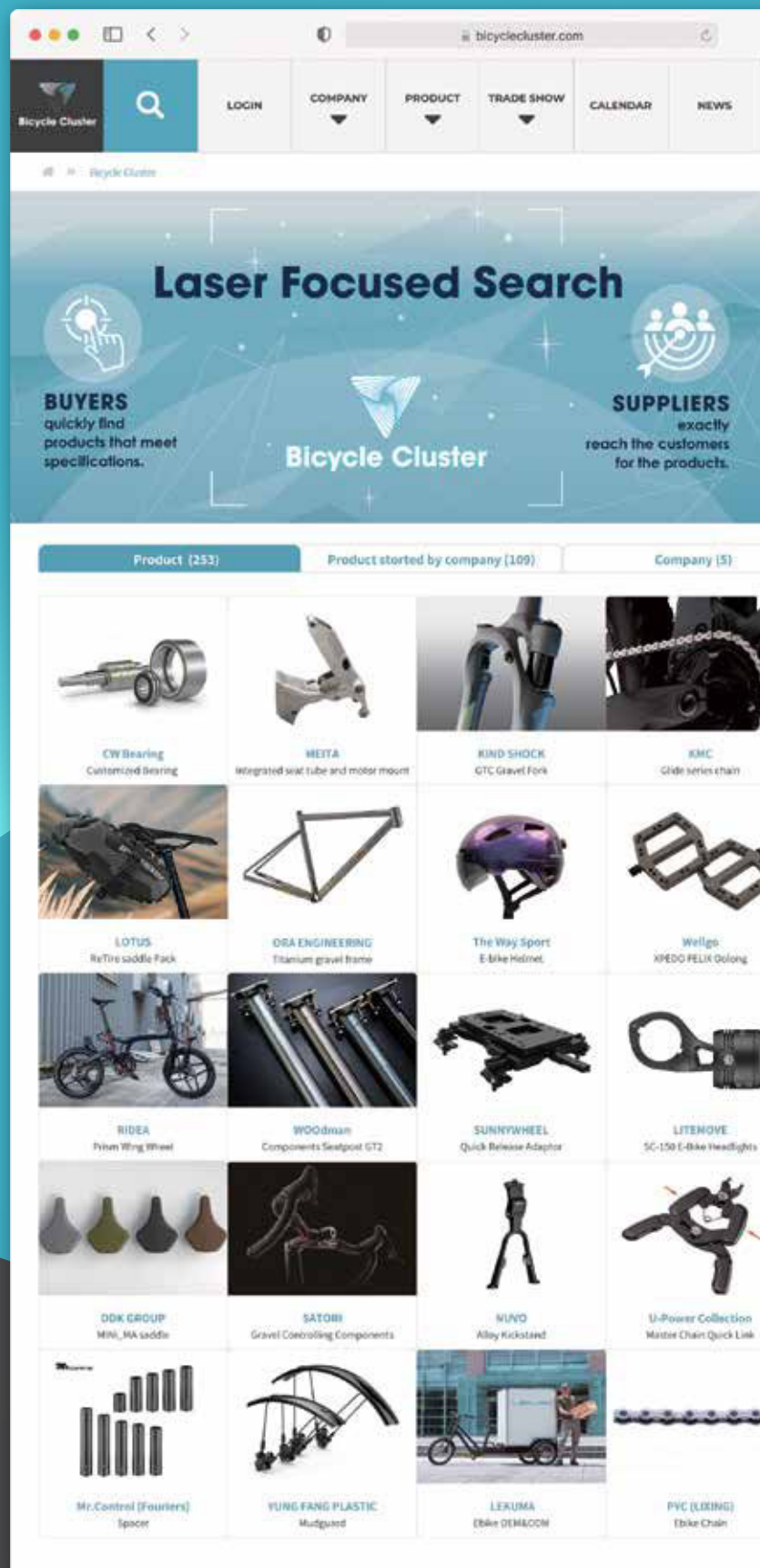
If you're touring long-distance – or even just riding to work – then punctures are something you can do without. **Tannus (12.1 / C05)** says that its Armour Tube system, which combines a tube with an anti-puncture insert, can protect you against 90% of flats using 15mm of multi-cell between the tyre tread and the tube. The insert wraps around the tube and offers 2mm of protection at the sidewall, which can reduce sidewall punctures and pinch flats. The system is designed to be easy to install, and it is particularly



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suitable for recreational cyclists, touring cyclists and e-bike users who want a reliable, low-maintenance solution. It's suitable for a wide range of tyre sizes, making it an ideal choice for different styles of bicycles.

**Innova (9.1 / A37)** has a number of urban and touring tyres in its range. The Roadrunner is the company's newest tyre, and spans urban and touring uses thanks to its tread, which incorporates directional siping into the tread blocks to improve traction in the wet. Innova has also added a honeycomb pattern to the sidewalls to increase abrasion resistance. The Roadrunner is built on a 60TPI casing and is available in 700x45c and 26x1.75" sizes.

If you're looking for something more designed for touring use, or for an ebike, then the Wanderer. Might be the tyre for you. A smooth centre tread gives low rolling resistance on tarmac, and Innova

has used a new rubber compound in the tread to give superior durability. As well as a race-spec tyre which weighs in at 695g, there are E-50 and E-25 models for S-pedelecs and EAPC ebikes respectively. All three tyres are a 29x2.15" size, with a folding bead.

**Chaoyang (Zhongce Rubber Group, 9.1 / B28)** is offering the Flying Diamond as an all-purpose city bike tyre. It uses Chaoyang's Shark Skin Nylon breaker, which is designed to offer efficient puncture protection from glass, sharp objects, and debris. There's a dense centre tread for low rolling resistance on tarmac, and the higher shoulder knobs make the tyre versatile enough to grip on looser corners. The tread design helps to shed water for all-weather performance. It's available in wire-bead and folding builds, with a range of carcass options from 30TPI all the way up to 120TPI.

If you're suffering from range

anxiety on your city ebike then you don't want your tyres to be robbing you of your battery power any more than necessary. **Tianjin Wanda (9.2 / C20a)** has given its Hippogriff urban tyre an energy-saving makeover, which has reduced rolling resistance by up to 24% over the standard model. An all-season tyre for city bike, the Hippogriff has good crossover capability if you're heading on to unsurfaced trails.

**Hartex (9.1 / D27)** prides itself on offering "Exceptional tyres for city rides", and there are a number of tyres in the range to cater for a range of wheel sizes and use cases. The Xcite is a trekking tyre with a close tread that combines low rolling resistance with sure-footed grip on mixed surfaces. It comes in both 38mm and 45mm sizes, with a range of builds, from 60TPI tubeless to 30TPI wire bead. Black and tan wall finishes are available.

The Xtra Action is a wire-bead tyre that Hartex says is "built for urban and

unpaved roads", and the open tread certainly takes some inspiration from gravel tyres. It's available in a huge range of sizes all the way from 20" to 29", with everything in between covered.

The Razor is a tyre designed for smaller wheels, from 14" to 26". It majors on enhanced durability, with a deep tread, so it's a great choice for kids' bikes but will also work on a small-wheel city bike.

"The tread compound used in these tyres is specially formulated to withstand the wear and tear of city roads", says Hartex. "This means that these tyres have a longer lifespan, saving you money in the long run."

DA

**The Xtra Action from Hartex is available in a huge range of sizes**

**The Hartex Xcite boasts sure-footed grip on mixed surfaces**

**The Hartex Razor is a small-wheel tyre with great durability**



**The Innova Roadrunner has an abrasion resistant honeycomb pattern on the sidewalls**



**The Chaoyang Flying Diamond is available in wire-bead and folding builds**



**The Hippogriff from Tianjin Wanda has a new construction to reduce rolling resistance by up to 24%**



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## TOOLS AND PUMPS AT EUROBIKE

# ESSENTIAL GEAR FOR THE PRO WORKSHOP AND HOME MECHANIC

Some problems, like getting back up and running after a puncture, are eternal. Some, like press fitting a bearing or bushing into a fragile part using a just-launched standard, are more contemporary. Luckily, for every job, there's sure to be the correct tool somewhere.

Below, you'll find a few of the latest from the Eurobike show floor.



*Daysaver's Incredible Multitool is just one example of the firm's highly customisable and smartly designed multi-tools*



*Super B's collapsible TB-WS60 work stand is well suited to travel or home workshops*

E-bikes present a particular challenge for workshops. Their additional weight makes them harder to handle and stabilise, a fact particularly crucial to work stands. **Ezoord [8.0/D21]** produces a range of e-bike repair stands, including electric lift features to remove the strain from raising bikes off the floor. They're available in standard and heavy-duty versions, capable of lifting up to 80kg and featuring standing or sitting positions. ISP (Intelligent System Protection) provides safety for both mechanics and bikes. This intelligent anti-entrapment security system stops and goes back in case of an impact or mechanical blockage, preventing body parts or elements of the bicycle from being trapped. Other benefits include foot-activated control and memory position functions. These are backed by near-maintenance-free designs and mobile cordless battery power.



*Officine Parolin's Agilis Power stand allows for easy maintenance of any bike, from traditional racers to the latest e-MTBs*

Another product aiming to solve this exact issue is **Officine Parolin's [9.2/B07] Agilis Power** workbench. It's designed to address the challenges of e-bike weight and poor ergonomics while providing the stability of a traditional workbench. It allows for easy maintenance of any bike, from traditional racers to the latest e-MTBs. An electric motor lifts any bicycle in just eight seconds to simplify the work process. The accessories kit includes various adapters and a patented fork-fixing system, streamlining maintenance and setup operations.

Lighter machines will be similarly well-supported by **Super B's [9.0/C03] latest TB-WS60** work stand. This collapsible stand holds machines up to 30kg and should be a good option for home mechanics or race-day preppers. It's compatible with all common QR and thru-axles standards, while its enlarged bottom bracket support fits a wide range of frames. It joins the firm's exhaustive selection of tools. This

now also includes the new **TB-BB42 4-in-1 Bottom Bracket Wrench** which is ready to tackle the installation and removal of both 16-notch and 12-notch bottom brackets. Taking a similarly multi-functional approach is the firm's **TB-HC10 chain tool**, which includes a cutter for hydraulic hose within its ergonomic handle.

**Feedback Sports' [11.0/B14]** workstands are a favourite among pro-

team mechanics. The company's new **RAKK** units offer similar quality in a parking-style stand. Ideal for racking up bikes in the workshop, garage, or team pit, they feature a wider body, deeper wheel cradle, and increased contact area to fit with modern bikes and keep pace with wider wheels and tyres. Accommodating treads from 23mm up to 4.5 inches, they'll support bikes up to 34kg and come in conventional and e-bike versions. The latter features

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### RAKK 2.0 E

Keep ebike charging cables organized while your ebike is safely parked thanks to the **RAKK 0 E**. Featuring a secure tray to hold the ebike charger plus magnetic cable organizers to manage the plugs, this free-standing bike storage stand is made to support bikes up to 34kg and fits a wide range of wheel and tire sizes. Securely holding the bike by contacting just the tire, **RAKK 0 E** is perfect for securely storing modern ebikes. It is compatible with a wide array of bike styles, frame sizes and wheel/tire sizes, so riders can park bikes by the front or rear wheel with confidence and stability.

**Hall 11.0 Booth B14**



*Ebike charger not included*



*Ezoord's range of e-bike repair stands includes electric lift features to take the strain out of raising heavy bikes off the floor*





**Compact and clever:**  
the Reflex Fixed  
Torque Bit Driver by  
Feedback Sports



**Feedback Sports is best known**  
for work stands but has recently  
moved into parking-style  
accommodation with its RAKK units

an adjustable tray and magnetic organisers to keep chargers and cords off the ground and out of harm's way. Other new products from the brand include new hex and torx key sets and the compact

and clever  
Reflex Fixed  
Torque Bit  
Driver. This  
ergonomic  
T-style

driver handle provides internal storage for a 5Nm preset torque bit plus four S2 steel driver bits to cover many common repair jobs. The set can then be expanded via additional extensions covering 4 and 6Nm applications.

The Cargo Plus Clamp for by,schulz's [12.1/C28] e-Bikelifter offers a smart solution for mobile e-bike lifting. Firmly bolted to the mounting stand, it facilitates the safe and easy lifting of nearly all bikes, especially cargo bikes. Made in Germany from durable aluminium profiles, the holder can be universally adjusted for various frame shapes without tools. Its laterally rotating, height-adjustable swivel arm prevents tipping when handling heavy weights up to 60 kg, making it possible to service long cargo bikes. Combined with the e-bike lifter, the



**Enduro Bearings' new BRT-060 linear-press**  
bearing service toolset is designed to  
service all hub and suspension bearing  
applications

Cargo Plus Clamp helps bicycle workshops meet the increasing maintenance and service demands.

**Enduro Bearings [12.0/C02]** is a well-established bearing supplier that also offers a wide range of specialist workshop-quality tools. Its new BRT-060 Linear-Press Bearing service toolset is designed to service all hub and suspension bearing applications and will prove a hit with both professional mechanics and dedicated amateurs. The kit includes two press rods sized specifically for hub or suspension applications, a pair of interchangeable liner quick handles, and a full complement of bearing guides and receiver cups to ensure efficient and accurate bearing removal and installation.

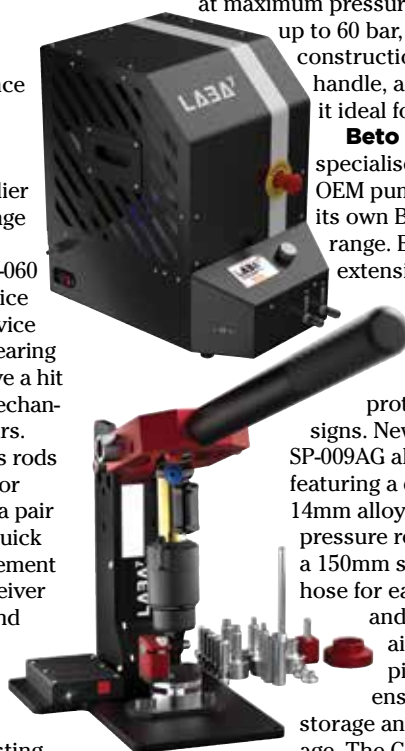
**LABA7 [9.1/A10]** specialises in tools and software for testing, tuning, and maintaining shock absorbers. This Lithuanian company manufactures most of its products within the European Union, catering to high-end professional workshops. It's highlighting three items this year. First up is the MTB shock tester, a hand dynamometer that functions as a test track for shocks, identifying issues and comparing components. It connects to iOS or Android devices to provide live data on the force applied to the shock. The Vacuum Bleed Pump is another high-tech, fully automatic system that simplifies shock oil refilling and reduces dissolved gases to improve performance. Lastly, LABA7's Bushing Sizing Tool Set accurately sizes forks in four increments, allowing bushings to be resized and burnished to reduce friction for a smoother ride.

Regular cleaning is a prerequisite for keeping your bike happy. Dealing with dirty bikes in the wild should be much easier with a pressure washer from **Aqua2Go [8.0/E42]**. Its Evo model is suitable for use in the pits or when travelling, as it works without fixed power and water connections. It's powered by a removable 2600 mAh lithium-ion battery that provides up to 50 minutes of continuous use in the lowest setting or 30 minutes at maximum pressure. It generates

up to 60 bar, while its robust construction, built-in handle, and wheels make it ideal for transport.

**Beto [9.1/C07]** specialises in ODM/OEM pumps and creates its own Beto-branded range. Both benefit from extensive production and technical expertise, reflected in the many patents

protecting their designs. New this year is the SP-009AG alloy shock pump, featuring a digital gauge, a 14mm alloy barrel with a pressure relief valve, and a 150mm swivel-mounted hose for easy access and unrestricted airflow. A patented pinch-free T-handle ensures compact storage and efficient leverage. The CFL-240SG15 steel floor pump for larger volume inflation includes a 3.5-inch gauge, a 40mm steel barrel welded to a steel base for durability, and a one-meter hose. Its AH smart head fits Schrader and



**LABA7 makes**  
specialist tools and  
software to test,  
tune, and maintain  
shock absorbers  
along with  
automatic systems  
for bleeding  
hydraulic brakes



**A portable pressure washer from Aqua2Go**  
that can provide up to 50 minutes of  
continuous use



**The Cargo Plus Clamp allows**  
by,schulz's e-Bikelifter to get a  
firm grip on the largest cargo  
bikes

Presta valves and includes a pressure bleeder button, making it ideal for mountain and electronic bikes.

The new Injex bike pumps from **SKS [12.1/A18]** are designed for reliability and ease of use, offering enhanced comfort, performance, and design. The pump head's 5-degree tilt simplifies tyre inflation, while the two-component handle with a textured surface ensures a comfortable grip. Their robust compression tube casing then enhances ergonomic handling. At the same time, their MV Easy heads with rocker technology are compatible with all valve types and feature an integrated clamping lever for a secure connection. Injex pumps can be mounted on the bike frame to save space. Models include the basic Injex, which carries all the standard features of the range; the Injex Plus, with an optional telescopic function for more volume per stroke; and the Injex Pro, which features a 60-degree angled T-handle for ergonomic pumping. All are made in Germany and fully serviceable.

From **Cycplus [11.1/A34]**, the AS2 Pro Tiny E-pump is one of a growing number of carry-along electronic tyre inflators vying to replace your conventional pump. It weighs in at only 120g. Yet this compact electronic micro-inflator can pump up tyres to a solid 120psi. Its rechargeable battery inflates four 25mm x 700c tyres to 80psi, making it perfect for even the toughest rides. It boasts a powerful motor, a real-time LED pres-



**Injex**  
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in a range  
of price points with  
features including robust  
compression tube casing  
and ergonomic handling

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**Cycplus' battery-powered AS2 Pro Tiny E-pump wants to take the stress out of inflating your tyres**



**Clever Standard makes a range of small, beautiful, packaged, and executed tools, including this tubeless-tyre repair capsule**

sure display, fast USB-C charging, and compatibility with Presta and Schrader valves. Additionally, it features a sleek aluminium design and precise single psi adjustment intervals.

The need to repair new styles of tyres is driving the creation of new tools. **Clever Standard [9.1/D6]** makes a range of small and beautifully executed tools. Among them are this Anchor Stack and Bacon Anchor, a sustainable and reliable self-contained tubeless tyre repair tool system that's easily stashable in a saddle pack or jersey pocket. Inside is a series of 'bacon strips' and anchors for repairing tubeless tyres, along with a tool for inserting them. This applicator features a stepped and adaptable head for carrying them into the tyre. The tool set comes in two models, one made of aluminium and the other made of plastic marine waste. The barbs contained in the aluminium version are reusable if you wish.

Similarly pretty is **Daysaver's [8.0/C13] Incredible Multitool**. A 60g multi-tool that adapts to you and your bike. Its freely combinable MixMatch bits allow you to adapt this multitool to any requirement, with space for eight of its 14 available bit options. It offers a flexible driver angle plus twin ends for high- and low-torque applications and is made from corrosion-resistant steel. Mounting solutions include an innovative and secure internal handlebar option. I join a growing range of clever, minimalist tools. This includes the Essential 8, an incredibly small and light tool that uses nested bits to create what is essentially a single yet



**Synpowell's U-Power brand offers ODM and OEM products, including the smart HBT-12BPK Handlebar Tool, which fits neatly into the end of your handlebar**

highly customisable L-shaped tool. Also featured is the Coworking5, which crams a chain breaker, tyre lever, spoke wrench, valve core tool, and hain links holder into an incredibly lightweight 35g package.

Taiwanese handtool expert Synpowell's **U-Power brand [9.2/C24a]** has over 25 years of experience in the ODM and OEM markets. This year, it's expanding its product line. A highlight is the HBT-12BPK Handlebar Tool, a versatile multi-function tool designed for easy storage on either side of your handlebar. Adjusting to different handlebar sizes is simple: just rotate the cap to adjust the rubber ring for a perfect fit. Made from aluminium, the HBT-12BPK is durable, while the HBT-12PK, made with a plastic tube, is more budget-friendly. The firm's slightly larger but still portable MC-51 and MC-52 multitools are crafted using cold forging and CNC machining, resulting in smooth surfaces and strong tools. Despite slim side plates, they provide ample strength for extra leverage. Lightweight and compact, these multitools are practical for various tasks, with the MC-52 including an additional chain tool compatible with

6 to 13-speed chains.

**Bone Collection [9.1/D35]** makes a range of outdoor and sports accessories. Among its latest is the Bike Portable Tool Kit. This self-contained unit combines 14 functions covering puncture repair, adjustment, and maintenance. You'll find a compact pump, levers, patches, and multiple steel tools inside its splash-proof exterior. The case is designed to attach securely to tubes with diameters ranging from 22mm to 50mm or can be located underneath the saddle. It's composed of eco-friendly silicone material that reduces tool vibrations and noise and won't scratch your frame. **JD**



**Bone Collection's 14-function Portable Tool Kit**



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# TAIWAN MAKER INVESTS HEAVILY TO MEET E-BIKE DEMAND

## A-FORGE EXPANDS ALUMINUM PARTS PRODUCTION AT VIETNAM FACTORY

A-Forge, a leading supplier of aluminum parts for bicycle frames, has announced a significant expansion in Vietnam. Modern bicycle frames come with a lot of parts that are complicated to produce - from oversized downtubes that hold batteries to motor brackets and dropouts for thru-axles. As an aluminum specialist, A-Forge has been a driving force in this area and with its latest substantial investment in Vietnam, the company has further extended its capacity.



A-Forge Vietnam's general manager Kenith Chang and assistant manager Alex Lin.



A-Forge Vietnam's general manager Kenith Chang points at a hydroforming press that was already operational in March 2024.

The rise of e-bikes has transformed the bicycle industry, impacting everything from supply chains to frame construction. Modern e-bike frames are a far cry from their welded tube predecessors.

Rather than simply welding standard tubesets together or relying on lugs as connecting parts, modern e-bike frames feature a lot of intricately shaped parts that offer clean and integrated looks and functionality. And while carbon frames may be popular in the upper end of the market, the vast majority of e-bike frames are still made from aluminum. Those frames feature a mix of castings, forged parts and hydroformed tubes. A key player in supplying these alloy parts to frame builders is A-Forge, founded in 1993 by George Chang, who previously worked for Falcon.

A key moment in the **A-Forge [hall 9.1 / F30]** story is the day George Chang saw an e-bike from Swiss pioneer Flyer for the first time. It only took a short spin for Chang to realize how electric assistance drives could get older or less fit people on bicycles, thus expanding the market for bicycles significantly. As a businessman, Chang also foresaw the changes in frame construc-

tion needed for electrification and the resulting business opportunities. From there, things moved fast: A-Forge began supplying both Giant and Merida with alloy parts to build frames and became a supplier of almost every top-tier maker of aluminum frames in Asia. To keep the distances short, A-Forge built no less than five factories in China, always close to key customers.

As electrification took the bicycle industry by storm and branched out into more and more segments - think e-mountainbikes and e-roadbikes - the business of A-Forge grew by a healthy 20 percent year on year. But by 2015 trade conflicts with both the United States and the EU and the resulting tariffs started to cut into China's competitiveness. As a result, many Taiwanese companies looked to invest in the south of Vietnam. Again A-Forge aimed to keep the distances short. In 2017, George Chang bought a plot of land measuring 24,000 square meters in the Binh Duong province, north of Ho Chi Minh City. He tasked his son Kenith with managing the construction and set-up process which encountered delays due to the Covid pandemic and increasing red tape.

With one hall dedicated to gravity casting and the other housing machines ranging from simple tube benders and hydraulic presses to cold and hot forging lines, 1200-ton hydroforming presses and tapering and butting stations, A-Forge's Vietnam factory is a one-stop-shop for all things aluminum. Other steps performed in-house include CNC machining, heat treating, deburring and sulphurizing and an automated saponification line has been set up as well. "By performing as many steps as possible in-house, we can apply stricter quality controls at every step and reduce lead times as well," A-Forge Vietnam general manager Kenith Chang explained when the Show Daily visited the facility earlier this year. "The machinery for gravity casting should be installed by September, and we are also adding another 15 CNC lathes this spring."

Following the larger trend within the bicycle industry, A-Forge is also keenly aware of ESG matters and is shrinking



George Chang recognized the business opportunities coming with e-bikes early on.

the eco footprint of its Vietnam production. "We have our own waste water treatment, and the well-insulated roofs have been built strong enough to install solar panels. We also train employees to perform different tasks within the factory so their work will be less monotonous. Robots are mainly used for efficiency and consistency reasons," said Chang. ■ **LVR**

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## CHILDREN'S BICYCLES AT EUROBIKE

# KIDS BIKES GROW UP WITH SAFETY, PERFORMANCE, AND FUN

Children's bicycles and bike seats are integral to fostering a love for cycling from an early age, and they are vital to promoting health, independence, and outdoor activity. "More kids on bikes" has an optimistic ring to it but there's more to getting kids on bikes than just clipping on a helmet and rolling away on two wheels. For instance: product safety. Companies that only comply with minimum safety standards may find themselves losing market share to companies that raise testing standards on their own. Then there are bikes made specifically for kids, which continue to distance themselves from merely downsized versions of adult bikes. From wooden balance bikes to ergonomically designed bike seats to dedicated mountain bikes, manufacturers are prioritizing fun, fit, and purpose-built performance. Here's a look at some of the frontrunners to be seen at Eurobike.



**Wimo** (for "wind" + "mobility") adds a 16" to its range



**Pioneering Polisport** has made its child seats even safer

Compliance with safety standards is obligatory across the bike industry. Safety standards, however, can be a low hurdle to clear when compliance requirements are minimum. That's when brands like **Polisport [hall 8.0 - H06]** take the opportunity to exceed standards by earning additional safety certifications. Not only did the Portuguese company revise its entire range of bicycle seats to comply with EN14344:2022, the European standard that specifies

safety requirements and test methods for children's bicycle seats, Polisport developed its own test machine to replicate rigorous TÜV tests. By mimicking the same test environment, Polisport has all but guaranteed that it will gain prestigious TÜV certification. In-house testing also allows Polisport to conduct tests that double the requirements to comply with international safety standards.

**WeeRide [hall 9.2 - A08]** already has a pile of awards for its tagalong

trailer bikes — now they've added a brand-new Platinum version of their hugely successful baby seat range. The platinum version is based on WeeRide's existing range of baby seats, but features a new wipe-clean cushion, as well as spare stem adaptor, extra thumbscrew, and extra-long bolts.

All WeeRide products meet worldwide safety standards, including the EN14344 for seats. WeeRide is offering a Eurobike Exclusive distributor deal and encourages visitors to drop by their stand.

Bikes continue to roll out with features developed specifically for young riders, like specially tuned suspension, frame geometry, and components.

**Giant [hall 11.0 - B06]** and its sister brand, Liv, are introducing a completely new series of trail bikes with very grownup features but designed around the specific needs of children. The Faith series starts with child-specific geometries,

like a shorter reach and a high stack value for better control and stability. Liv, of course, is a brand exclusively for women and has naturally oriented its new bikes toward young female mountain bikers. Each brand has a Faith 24 model, with 24" wheels, both front and back, but it's the Faith, which features a "mini-mullet" configuration with 27.5-inch wheels up front and 26-inch rear wheels that revives an old concept that claims to roll over things

more easily while giving the rider greater rear traction. Both models are equipped with a FlexPoint rear triangle, which was specially developed for lighter riders. The Faith offers 135 mm rear suspension travel, while the Faith 24 has 130 mm travel. Both Liv models are equipped with a 140 mm

Giant Crest suspension fork, while the Giant models have Crest Lite suspension forks with FloTune Lite shocks. Models from both brands sport the new child-specific TRA wheel systems, into which Giant



**WeeRide's new Platinum** child seat





**Giant's new Faith and Faith 24 trail bikes specifically for kids**



**Rascal's elegant Trunk balance bike with wooden frame**

has incorporated key technologies. For instance, TRA's WideGuard technology ensures lighter, more stable rims at lower tire pressure to provide better traction without the risk of punctures or rim damage.

After gaining a solid insight into the children's bike market, **Rascal Bikes [hall 9.0 - E01]** founders, Kuba Holec and Ondra Brunecký, brought their experience to their own brand. Ondra, a former interior designer, had a clear idea of what a bicycle for kids should look like. Kuba brought his experience from several years of racing. The team was also joined by frame designer, Jaroslav Juřica, and together, they labored over developing the right geometry, searching for optimal production technologies, and selecting suppliers that would provide high-quality, lightweight and size-appropriate components. The first Rascal bike series took two years to develop. Since then Rascal has gained recognition for its all-around bikes for ages 3-10, and for its wildly popular Wild range of mountain bikes for ages 6-15. The brand debuted in 2019 with the Punk balance bike in its lineup, and then added the Trunk balance bike based on a stylish

wooden frame. Rascal has its full range of bikes on display for kids ages 2 to 15.

Japanese brand **Wimo [hall 9.0 - B20b]** fearlessly established itself in 2020 with a vision to support urban mobility through its conceptual Coozy electric-assist bicycle. In its relatively short history, Wimo has since diversified its product range with Wimo Kids, tailored for children. The brand says it designs its bikes not as toys, but as "reliable companions for

children's adventures." The new Wimo Kids 16" bike starts with a lightweight, durable, and rust-resistant 6061 aluminum frame, and is equipped with kid-friendly adjustable brake levers and V-brakes, and a clean, maintenance-free belt drive. The comfort-oriented saddle has been designed around children's ergonomics and features a broad adjustment range so that the bike "grows" with the child. **Kenda [hall 12.1 - A02]** tires, CNC'd rims, and a quick-release lever for easy seat height adjustments complete the list of standout specs. The finish features a deep blue-green color inspired by the richness of kale; its clear topcoat gives the bike a shimmering effect under light. This bike joins existing 20" and 24" models and will soon be followed by a 26" model.

Fred Ledoux and Serge Van Vuchelen founded Belgian brand, **Bemoov [hall 9.0 - A19]** as a solution to the nagging problem of poor-quality children's bikes. After all, how can a child possibly fall in love with cycling when their bike weighs almost as much as they do, is hard to maneuver as a result, and is really just a miniaturized adult's bike? Driven by a motivation to design bicycles for children to learn the joy of rid-

ing a bike, Bemoov has obsessed over cutting excess weight, kid-specific frame geometry and component ergonomics, and color-coded brakes. The result is an ever-evolving range of bikes for the youngest beginner to more experienced youth.

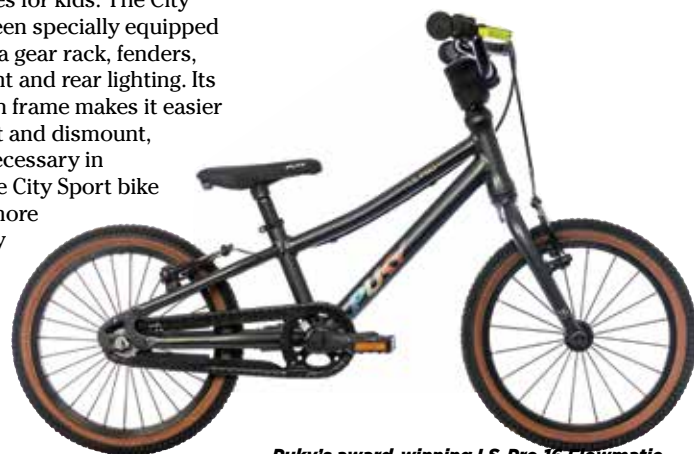
Making good on last year's announcement to add to its range to include entry-level city bikes and all-road bikes, Bemoov is introducing its new city bike and trekking bikes for kids. The City Light bike has been specially equipped for the city with a gear rack, fenders, and optional front and rear lighting. Its low, step-through frame makes it easier to quickly mount and dismount, which is often necessary in urban riding. The City Sport bike gives kids a bit more independence by allowing them to haul their own gear. The bike's horizontal top tube gives it a sportier look, while its luggage rack, fenders, kickstand, and optional lighting system offers up some rugged versatility. Both the City Light and City Sport are available in three wheel sizes: 20", 24", and 26-inch, and come in three color options.

**Puky [hall 12.1 - C12]** has been producing children's bikes in Germany for more than 75 years and has succeeded in evolving with the times. The company is presenting its super-light (6.4 kg) award-winning LS-Pro 16 Flowmatic children's bike with 2-speed hub gears, which boast fully automatic and smooth shifting between first and second gear. The bike's hub gears plus its freewheel enable children to climb easily and reach higher speeds on flat stretches without having to concentrate on manual shifting. Though it may sound like a bike for bigger kids, the LS-Pro 16 Flowmatic is suitable for kids from three years on up.

Puky's sports-oriented Eightshot brand is entering its eighth year as a brand for kids from 3 to 14 years old. The Eightshot Loamer 24 is an e-mountain bike that looks like a traditional cross-country mountain bike at first glance but on closer inspection, reveals a 250 Wh battery that's integrated into the slim hydroformed frame. A **Mahle [F12 - G18]** X30 rear hub motor supplies the Loamer with up to 25 km/h and a claimed maximum



**Puky brand Eightshot introduces the Loamer e-mtb**



**Puky's award-winning LS-Pro 16 Flowmatic for kids aged 3 and up**

range of 60 kilometers. An **RST [hall 11.0 - B10]** air sprung fork offers 120 mm of travel, while hydraulic brakes with adjustable brake levers, and **Microshift [hall 11.1 - B34]** AdventX drivetrain allow for a little modern personalization. The Loamer 24 weighs 14.8 kg and comes in slate blue.

Last year, Marcel Kittel and Tony Martin – two standout names from professional road racing – along with Franz Blechschmidt, launched their new bike brand intended to create a new standard for kids and youth bikes. Oriented around safety and innovation, **li:on [hall 11.0 - D14]** bikes are designed with visibility as their key feature. Citing a statistic that 50 percent of all traffic accidents involving kids happen when they're riding their bikes to school, Kittel, Martin, and Blechschmidt wanted to create the safest, most innovative, and highest quality bicycles. The rollout has been delayed but the new bikes will be available soon. "We had to deal with an assembler change due to the changing market situation and therefore, some delay in production planning. We are taking advantage of the extra time to build the safest and best possible bike," said Kittel. "This takes nothing away from our excitement; we are focused on shipping the first bikes in September or October."

According to a recent report, the price of children's bicycles fell by a third in 2023, which is an interesting drop since kids aren't independent consumers but rather dependent on the buying habits of parents or guardians. Still, those caregivers who value the benefits of outdoor activity will seek out safe and attractive options for kids' bikes and child seats. Manufacturers who respond with improved designs and reliable products will ensure that young riders enjoy secure and enjoyable cycling experiences, thus sparking a lifelong love for biking. **WB**



**Bemoov's new City Sport bike gives kids a bit more independence**



**Bemoov's new City Light bike for urban adventure**



# NEW PRODUCTS



## ACER EBII AI- DRIVEN E-BIKE

Acer's ebii is an AI-driven smart bike that adapts to the pedalling power, riding conditions, and assistance preferences of its user, learning over time for a tailored riding experience. With its ebiiGO app, it prevents power runout by adjusting motor output based on distance, offering three modes. It's designed for urban living and features surround lighting and rear collision detection for enhanced safety. **9.0 / B06**



## OSTRICH LANTERN ROUGE REFLECTOR

Tokyo-based bag maker Ostrich has created a safety-boosting reflector inspired by a traditional lantern. It's produced from scraps of Ecopak fabric that would otherwise be thrown away, making it as environmentally sound as it is aesthetically attractive. Attach it to your saddle, saddlebag, backpack, or similar items for better visibility. Custom colours can be arranged for interested distributors. **9.0 / B20b**

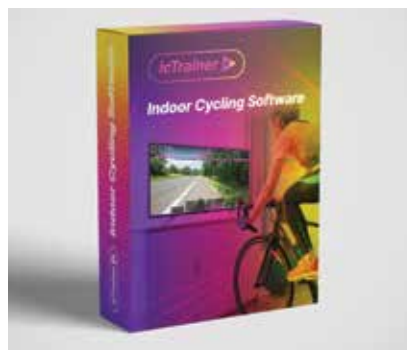
## SINBON ELECTRONICS REAR HUB MOTOR SYSTEM

Sinbon unveils its new rear hub motor system for e-road bikes, featuring a thru-axle motor design and a proprietary controller. This system ensures precise control for smooth riding with accurate power output. It aims to distribute power intelligently to maximise motor efficiency and offers customisation options with tailored controller design services to meet diverse riding styles and requirements. The system is supported by the firm's increasing range of software and tracking solutions. **9.1 / C10**



## CLIPCLAP KlickPEDAL- ADAPTER

A practical addition for seasoned clip-in shoe riders and a useful option for beginners venturing into clipless pedals. ClipClap's Klickpedal-Adapter combines the features of cycling and everyday shoes by quickly converting any casual shoe into a clipless cycling shoe for additional efficiency on the bike. Available in two variants: Explore, for two-hole cleats, and Road, for three-hole variants. **11.1 / B15**



## ICTRAINER INDOOR CYCLING APP

icTrainer's Indoor Cycling app aims to be an affordable alternative to its competitors. This year, the firm is presenting a new software version, with the range of real routes and training platform partners doubled. In addition to watts, heart rate, and cadence, new stats, including core body temperature and oxygen saturation, can now be displayed directly. There are also new features specifically aimed at professional coaches. **11.1 / C17**

## DAYSaver INCREDIBLE MULTITOOLS

A 60-gram multitool that adapts to you and your bike. Daysaver's freely combinable MixMatch bits allow you to adapt its multitool to any requirement, with space for eight of its 14 available bit options. It offers a flexible driver angle plus twin ends for high- and low-torque applications. Mounting solutions include an innovative and secure internal handlebar option. Made from corrosion-resistant steel. **8.0 / C13**



## JOE'S NO FLATS CHAIN LUBRICANTS

A new line of 100% bio-based chain lubricants combining wax coating and ceramic particles. Their formulas aim to ensure long-lasting efficiency in tough conditions while ensuring your cycling doesn't unnecessarily impact the environment. Once applied, they leave a wax coating on the chain, with ceramic particles enhancing performance within the links. These lubricants should prevent significant dirt build-up, are easy to clean, and come in versions for wet, dry, and E-MTB applications. **11.1 / A15**



## HYENA E-BIKE SYSTEMS UNIDRIVE 70 ALL- ROUND MID DRIVE

A lightweight and compact motor delivering 70Nm of torque and capable of supporting lighting rated up to 12V 24W. An exceptional weight-to-torque ratio makes it ideal for city, trekking, road, and gravel bikes. Compatible with Hyena's standard HMLs and batteries and supported by their software platform and applications. You can also try it on the test track at the brand's Open Air booth, F11 / E06. **8.0 / H18**



## MOBY BIKES STRIM SYSTEM

Moby's Strim system combines the benefits of docking stations and free-floating parking, transforming bike stands into hubs for charging, locking, and renting for e-bikes, e-scooters, and e-cargo bikes. It promises easy installation, cost-effective running, and autonomous charging that eliminates the need for battery swapping. Built-in Tap & Ride functionality allows for app-free rentals, enabling users to start riding in seconds and lock securely anywhere with a tap of their phone or card. **8.0 / B13**

## TAYA E-BIKE CHAINS

TAYA offers a diverse e-bike chain range, including 12-speed to IGH internal-gear hub system options, each tailored for the heightened torque and stress of e-bike drivetrains. Compliant with safety standards, the TAYA-DHT (Diamond Hard Treatment) further enhances chain components with up to 2,000HK hardness to extend chain life. Tested for superior strength, they're approved for 1,000-watts and 160Nm torque mid-drive systems, making them ideal for sporty pedelecs. **9.1 / E43**





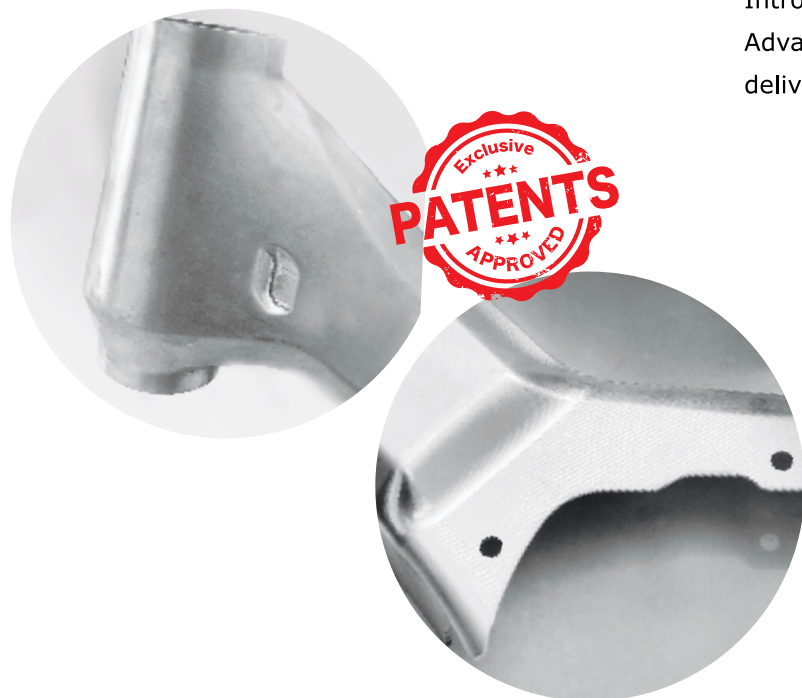


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**Carbon Likes Looking, Less Polish**

**Universal & Flexible Design  
for Multiple Motor System**





## THUN RUMBA

Rumba is Thun's new premium BB set certified to ISO 4210 (city-trekking or mountainbike standard) with external ball bearings; the first of its kind featuring threaded composite cups made from recycled material and German ball bearings. Rumba is currently available for cranksets with a spindle diameter of 24 mm and for 68 mm and 73 mm BB housings.

Hall 12.1 / D33

# NEW PRODUCTS

## YAMAHA PW-XM EMTB MOTOR

A premium eMTB drive unit weighing 2.6kg and producing 85Nm of torque. Its lightweight magnesium housing showcases Yamaha's casting expertise, achieving the highest torque-to-weight ratio among its eBike systems. Ideal for premium eMTBs, it features advanced sensing technology, including Automatic Support Mode and Zero Cadence Technology, for intuitive and natural riding.

8.0 / G04



## HERRMANS NORDIC CARRIER PLUS

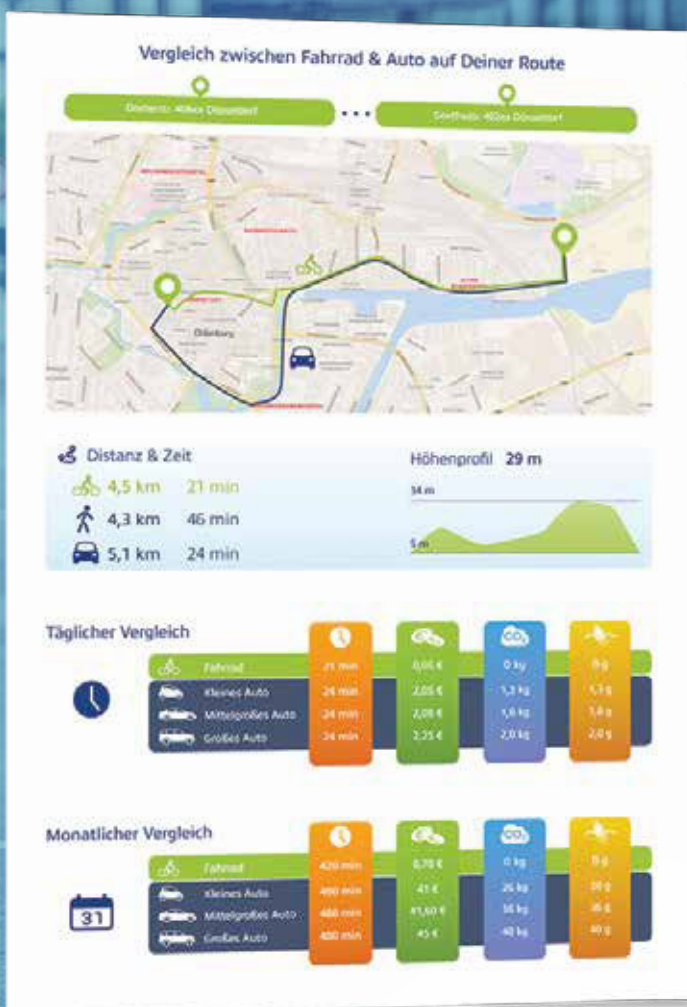
Herrman's integrated carrier light mirrors the modern Industrial look of its Nordic front lights, aligning perfectly with contemporary design trends. Drawing inspiration from the automotive industry, it enhances the bike's aesthetic while prioritising rider safety with wide side visibility. It has a five-candela rear light and a sensor-controlled 60-candela brake light, ensuring visibility in all conditions. It's German-type approved and proudly made in Finland from recycled plastic to reduce its carbon footprint. 12.1 / A06

## BAFANG GVT GEAR VARIABLE TRANSMISSION

Bafang's groundbreaking Gear Variable Transmission (GVT) technology allows riders to shift when needed without the hassle of traditional gear systems. GVT offers a grippless and wireless eBike design, providing a maintenance-friendly solution that eliminates the need for a gear lever, cable, and derailleur. Doing so also reduces susceptibility to unintended damage and concerns about mud and rain. The GVT platform introduces two series covering multi-speed auto gear hubs and auto hub motors. 8.0 / J16



# Der CO<sub>2</sub> - Fußabdruck Ihrer Mitarbeitenden



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DAHON's new "D-VELO" speed technology improves the rigidity of all bicycle frames, front forks and other components. So whether large or small-wheeled bicycle, it reaches unprecedented speeds.



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July 3rd - 7th  
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 **Hall 9, Stand F06**



# NEW PRODUCTS

## NECO M30CD-T HUB MOTOR

A rear-drive motor designed for use with disc bikes. It features a quick-release structure for easy installation and hub replacement. The motor has a rated power of 250W/350W and a maximum torque of 45Nm, providing ideal power for lightweight vehicles. Its strong and efficient performance, combined with a cassette gear mechanism, allows easy integration with touring, commuter, and mountain bikes. Available in multiple finishes.

8.0 / K26



## FEEDBACK SPORTS RAKK 2.0 STAND

With a wide body, deep wheel cradle, large tyre contact pulley, and long support arm, the RAKK 2.0 free-standing bike storage stand is made for modern bikes of all types. Created to fit big, wide wheels and tyres easily, the familiar design now supports bikes up to 34kg with greater stability and ease of use. Compatible with a wide array of bike styles, frame sizes and wheel/tyre sizes, from 23mm to 4.5-inch in width and 20-29-inch in diameter. Easily park bikes by the front or rear wheel with confidence and stability. 11.0 / B14

## NOCA MOBILITY B2B SOFTWARE AND API PLATFORM

A B2B software and API platform that aims to revolutionise data management in the bicycle industry. NOCA streamlines data structuring, enhances collaboration, and optimises workflows with AI, claiming to save users around €15,000 annually per employee. Features include a collaborative bill of materials management, efficient data integration, and streamlined data exchange for assemblers, OEMs, ODMs, and component suppliers. NOCA also promises to simplify operations, improve partner collaboration, and offer AI-driven insights for better decision-making. 8.0 / D46



## MING LUN SPORTS DHF112 FRONT HUB

This modern mountain bike-style disc hub meets the latest boost standards. Core features include a robust 15mm through axle and 110mm OLD fitting. It runs on two slick sealed cartridge bearings and weighs just 202 grams. Wheelbuilders will appreciate spoke lacing options for 28, 32, and 36-hole patterns, letting them choose between increased strength or reduced weight. Available in both six-bolt and centre-lock versions.

9.2 / C18



## SEATYLOCK FOLDYLOCK ELITE LOCK

At 110cm, this is the largest member of the Foldylock family. It's also the first and only folding lock certified to the ART three-star standard, making it the perfect lock for high-end e-bikes. Thanks to its patented ultra-protected rivets, automotive standard cylinder, auto shutter mechanism, easy portability, and silent ride characteristics, it promises top-notch security and convenience. 11.1 / D11



## VP COMPONENTS VRM-300220 WHEELSET

This wheelset features a tubeless-ready double-wall welded rim made from 20% virgin aluminium and 80% UL-certified recycled aluminium. The front hub is the brand's SPC121F model, which uses a recycled aluminium body, straight-pull spokes, a 100mm AL7075 12mm axle, and two sealed bearings. The SPC221R rear hub is also a straight-pull type with an RDX system, a recycled aluminium body, a 142 mm AL7075 12mm axle, and four sealed bearings. 9.2 / C10

## BY,SCHULZ E-BIKELIFTER - CARGO PLUS CLAMP

The Cargo plus Clamp from by,schulz is the smart solution for the mobile e-bike lifter. Firmly bolted to the mounting stand, it enables the simple and safe lifting of almost all bikes, but especially cargo bikes. Manufactured in Germany from sturdy aluminum profiles, the holder can be universally adjusted for different frame shapes without tools. A laterally rotating and height-adjustable swivel arm prevents tipping with heavy weights of up to 60 kg. This also makes it possible to service long cargo bikes. In combination with the e-bike lifter, the Cargo plus Clamp enables bicycle workshops to meet the increased requirements in the area of maintenance and service.

Hall 12.1 / C28



## ULTRA COOL TECH COOLING BAR TAPE

Increase your grip and reduce your tendency to sweat with this cooling road bar tape from Ultra Cool Tech. It claims to be up to 6°C cooler than conventional bar tape, thanks to a super material and patent-pending technology. The tape has been created for everyday sport cyclists and riders from top teams who are using it this racing season. 11.1 / B37



## KTM SCARP EXONIC

The Scarp frame propelled KTM to the World Cup podium, and now it's available to the public via the Scarp Exonic. Every component is designed for maximum performance, with pure carbon equipment minimising weight. The RockShox SID SL Ultimate fork and shock provide a matched 110mm travel, and the Straight-Line-Link (SLL) suspension design ensures optimal handling. SRAM offers precise shifting and a clean cockpit via its XX SL Eagle transmission. 11.0 / C18



## EUROFENDER TEMPO MUDGUARD

A sleek and efficient solution for cyclists seeking reliable protection. The Tempo mudguard builds upon the success of the firm's bestselling Snello model and provides a secure fit for various bike models and tyre sizes. Their durable construction ensures longevity, while a stylish design complements the aesthetics of your bicycle. They can also be used without a mudflap for a more minimalist configuration. 9.2 / C17





# NEW PRODUCTS



## JULBO FINISHER EVO

Julbo's new top of the range road helmet was designed from scratch to tick all the boxes for high performance: safety with the latest generation of MIPS® technology; aerodynamic optimization for stress-free management of hot days such as rolling stages; flawless comfort for helmets worn for long periods of time at high-intensity effort. Among its many features are a modular aero shell and an eyewear storage system.

Hall 11.1 / D08



## BESV CT 2.3 LS

It has everything you need in a modern city e-bike, and is on sale as part of BESV's 10 year anniversary! The CT 2.3 Low Step has a SHIMANO E5000 center-motor, a 504Wh integrated battery, an Enviolo stepless gear hub, alloy fenders, a Snap-It compatible carrier platform, a Lezyne 65 lux light set, and powerful SHIMANO brakes. Available in three colors, and in step-over style. Enjoy premium quality at an unbeatable price. **12.0 | Stand B11**



## MIRANDA CHAINFLOW FOR NEW BOSCH

The new Miranda Chainflow 3D direct mount chainrings for the new generation Bosch systems offer unmatched chain retention and performance. Featuring patented T-shaped tooth technology, they prevent chain drops and ensure superior engagement even in muddy conditions. Designed for smooth, efficient operation, these lightweight chainrings come in various sizes, are compatible with 1x11/12/13 Speed setups, and are the perfect choice for riders seeking optimal performance, durability, and reliability on challenging trails.

Hall 8.0 / I02

## ANANDA M230

Ananda's M230 is a lightweight and compact motor designed for modern e-MTB riding, offering a balanced blend of performance and agility. With a powerful 85N.m of torque, this motor is ready to tackle challenging climbs with ease. The high-precision torque sensor ensures a smooth and natural riding experience, adapting seamlessly to varying terrains. Come see us in Hall 8.0, I14 and test our compact and light weight M230 e-bike system in the demo area, F11 D05. **8.0 / I14 F11 / D05**



BRAND NEW

# BIKE COLLECTION

SEASON 2025

EYEWEAR  
HELMETS  
PROTECTIVE GEAR  
GLOVES  
APPAREL



DESIGNED BY RIDERS



CT-06

CT-06 multi-chain tool designed for universal chain speeds, perfect for tubeless tire repair. It includes plugs, a spare chain pin, and a chain hook. Additionally, it offers storage for spare chain pins and chain links, ensuring you're always prepared for repairs on the go.

BT-56R19 features folding tools combined a stubby gear wrench with Hex 8, Plug, file, bottle opener & flat. The aluminum sides are good-looking designed with texture. Additionally, it comes with a handy storage box containing  $\psi$  1.5mm and 3.5mm strips and H3/4/5/6/T15/T20/T25/T30 Bits. Also have repair patch and abrasive paper. Its compact essential & professional design ensures portability, making it ideal for rider on-the-go choice use.

BT-56R19



HBT-12BPK

The HBT-12BPK Handlebar Tool is a multi-functions, lightweight, designed for easy storage at both ends of the handlebar. The tool to meet different handlebar sizes by smart rotate CCW or CW of the cap to make the rubber ring expansion or contraction for suitable into handlebar. According to HBT-12BPK is made by Aluminum, if you need economical tool, HBT-12PK is your best choice as its tube is made by plastic.

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11.1 C16

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## JULONG MACHINERY ZERAY ZP-121 PEDALS

A reliable dual-sided mountain bike style pedal based around a familiar two-bolt cleat. An upgraded design means the Zeray ZP-121 pedals now feature smoother locking and ejection. Their dual-spring design further enhances the stability of the locking action, while the broader tread area improves rider control and power transfer. Other features include a slimline axle and adjustable tension. **9.1 / B08**

## SCADA B686 & B625 BMX PEDALS

The axles on these BMX-specific B686 and B625 pedals are crafted from CNC-machined chrome molybdenum steel to offer exceptional strength and durability for the toughest BMX riding conditions. They come in various colours, each weighing 180 grams, and feature replaceable pins to reduce slipping. Light self-lubricating bushings with sealed bearings provide smooth performance and low maintenance. Made from recycled materials, they underscore the firm's dedication to sustainability and environmental responsibility. **9.1 / B16**



## ASS MAGIC CHAMOIS CREAM

A fabulously named chamois cream made with lanolin and beeswax. As tested at the world's toughest races, including the Cape Epic. This 200ml tub is well portioned to serve in most riders' kit bags and is just as applicable for a range of other sports. Ass Magic cream can be applied directly to your skin or the chamois of your cycling shorts. **8.0 / B50**



# NEW PRODUCTS

## AVS ELECTRONICS CD9 DISPLAY

A smart display featuring a 2.8-inch QVGA screen with high brightness and sunlight readability. It offers a 160° viewing angle and a robust, all-weather capacitive touchscreen protected by gorilla glass-like material. Connectivity includes BLE, ANT+, and a USB Type-C connector for updates and charging. Compatible with major drive systems, it supports CAN/CANopen, UART, RS-232, RS-485, and LIN Bus, ensuring



wide-ranging integration and versatility for various applications. **8.0 / M26**

## A-PRO EG4A-B21 CARGO BIKE

A versatile three-wheeler with multiple front box options. The twin-front wheels of the EG4A-B21 cargo bike make for maximum stability and ease of parking. A mid-motor mount and fittings for dual Bosh batteries support its enormous carrying capacity. Its tig welded aluminium frame weighs just 10.9kg, while the combo of 20-inch front and 26-inch wheels ensure smooth progress when combined with a front suspension centralised steering system. **9.0 / E22**



## HARO BIKES SAGUARO MOUNTAIN BIKE

The Saguaro 29-inch hardtail is built to be super versatile. With an aggressive geometry, 140mm fork and slack 64.5-degree head tube angle, it's more inclined to hauling down hills than pedalling up them. Its alloy frame is stretched out in the front and shortened up in the back with 430mm chainstays for a stable ride at speed. It's available in four sizes, three spec levels, and two colourways. **F12.0 /**

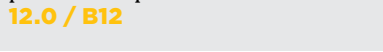


G04



## SUB TITANIUM E-CARGO BIKE

A longtail e-cargo bike for families seeking a lightweight yet sturdy ride. It's crafted from titanium, making it one of the lightest available, and features a shock-absorbing frame that enhances comfort and stability, which is crucial when fully loaded. Powered by a Bosch motor and a large battery, it makes everyday tasks effortless. The SUB Titanium is easily portable and can be lifted upstairs, and its 180 cm length with foldable elements allows convenient storage in public transport or car trunks. **12.0 / B12**



## SKS GERMANY FLOWBAGS

The new Flowbags series offers versatile options for any terrain, with Urban, Explore, Trail and Race models each featuring durable construction. These bike bags include water-repellent or splash-proof surface and laminated Easyzip zippers, making them resilient against wind and weather. Extra-long Velcro straps with tube protection ensure secure attachment. Besides their modern design, the bags include practical features such as reflective elements and loops for attaching a rear light. **12.1 / A18**



## TERN BICYCLES OROX R14

The Tern Orox R14 is a robust adventure e-cargo bike for all-terrain and all-weather exploration. Featuring the Rohloff Speedhub and Gates Belt Drive, it offers a low-maintenance ride. Its powerful Bosch Performance Line CX motor delivers up to 85Nm torque for conquering steep climbs and long distances. With capacity for two passengers and ample cargo, its frame and fork are EFBE-certified for MGWV of 210kg on pavement and 180kg off-road, extending cargo bike versatility across varied landscapes. **12.0 / A06**

## KT TAIWAN QL-MHDF E-BIKE FRONT HUB

This high-durability front hub is designed specifically for heavy-duty applications, including use on e-bikes and e-cargo vehicles. It comes equipped with two sealed bearings and a robust steel axle, ensuring exceptional longevity and performance under high torque. Its simple six-bolt rotor fixing and nutted axle ensure easy servicing and secure operation. **9.1 / G31**





## SAMOX SPORT SERIES MAX CRANKS

Samox MAX series cranks utilise high-grade 6-series alloy for maximum strength and are crafted for durability. They offer versatility to fit popular drive units with options like a 13mm offset, lengths from 150mm to 175mm, and optional chromoly pedal inserts. Paired with the firm's new BCD 104 spider and guard, they're available in sizes 32 to 40t with chain lines of 50, 52, 53, 55, and 56mm, ensuring precise compatibility and performance for riders

of all levels. **12.0 / B06**



## ZF MICRO MOBILITY CENTRIX MOTOR

With 90Nm of torque and a peak output of 600w, the ZF CentriX drive unit aims to offer the perfect balance between power and control. The 2.5kg lightweight unit with a compact diameter of just 88mm merges seamlessly with the e-bike, making it almost invisible. The powerful ZF Centrix drive unit starts assisting at a very low cadence and ensures a supportive e-bike feel from the first rotation.

**12.1 / A09**



## U-POWER HBT-12BPK AND HBT-12PK HANDLEBAR TOOLS

Versatile multi-function tools cleverly designed for convenient storage on both sides of the handlebar. Adjusting to various handlebar sizes is simple: just rotate the cap clockwise or counterclockwise to expand or contract the rubber ring for a perfect fit. Crafted from aluminium, the HBT-12BPK ensures durability. Consider the HBT-12PK with a plastic tube construction for a more economical option. **9.2 / C24a**

# NEW PRODUCTS

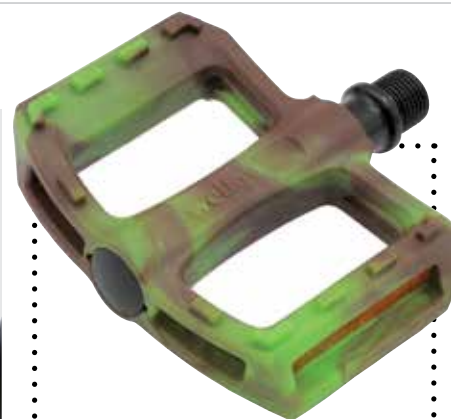
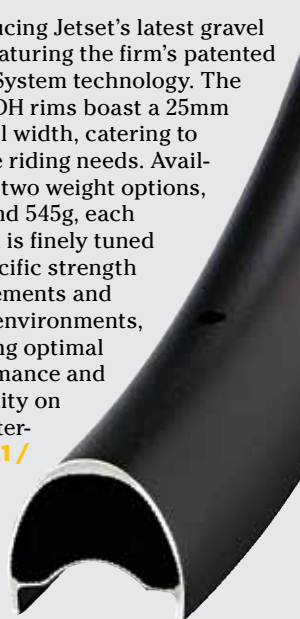
## VELO ANGEL REVO 3D SADDLE

Three-dimensional printing has revolutionised saddle padding in recent years, disrupting traditional moulding processes. Velo's new Angel Revo saddle takes full advantage of the technology, utilising 3D-printed lattice structures with varied layer thicknesses and lattice structures to offer varying densities for enhanced comfort. The openwork design also promotes airflow, quickly cooling the saddle during rides. This is furthered by a cut-away design, which also improves through flow and reduces unwanted pressure. **12.1 / C22**



## JETSET AR-25 DH RIM

Introducing Jetset's latest gravel rims featuring the firm's patented Arcos System technology. The AR-25 DH rims boast a 25mm internal width, catering to diverse riding needs. Available in two weight options, 485g and 545g, each variant is finely tuned for specific strength requirements and usage environments, ensuring optimal performance and durability on gravel terrain. **9.1 / E30**



## WELLGO J369DU

A good size platform pedal offers a good support for children while riding bicycle. The different Q-factor pedal is suitable for different age use. Having the correct Q-factor for children will help to keep the knee and ankle at the right position to reduce possible injury while riding in wrong position. With boron spindle and polymer bearings, the J369DU is available in two size variants. **Hall 12.1 / C22**

## RIESE & MÜLLER UBN FIVE COMMUTE

The UBN Five Commute is designed for fast and sporty riders who like to get off the beaten track. Equipped with the Fazua Ride 60 drive system, it comes with fixed specs such as a drop bar, road control unit, and 11-speed Shimano GRX 800 derailleur gearing for a dynamic riding experience. A suspension fork, 40mm Schwalbe G-One Allround tyres, and a pannier rack provide the necessary comfort for daily commuting. **12.0 / A17**



## HAFNY HF-M958S- FR09L BIKE MIRROR

This quality bike mirror is crafted for 45km/h e-bikes and boasts a spacious 95mm diameter mirror surface made of HD automotive-grade glass, eliminating the need to turn your head to check behind you. Its classic round design fits effortlessly on diverse vehicle types. The mirror has two pivot joints that can be adjusted to any desired angle. It's available with HD automotive-grade glass or an anti-glare blue lens. **9.1 / E39**



## SAFETY LABS VOX 2.0 HELMET

The Vox's impact protection polycarbonate in-mould construction and shock-absorbing expanded polystyrene liner ensure maximum protection on rugged terrain. Sleek straps and an ITW buckle offer optimal closure. Extended coverage shields key areas at the back of the head and temples, while a Pro 360° adjustment fit system ensures secure attachment. Ventilation comes from X-type windows with a large extended visor providing shade and protection. An XL LED-USB rechargeable light on the back offers visibility day and night. **11.1 / B08**



## ASTRO TECH INNOVATIVE FRAME DESIGN

A new utility-boosting bike frame design from Astro. This aluminium chassis includes an innovative dual-battery system to extend the vehicle's range and enhance functionality and convenience for riders. The advanced frame design process ensures a lightweight build and shorter lead times, while integrated electronic control systems provide a smoother, safer, and more enjoyable riding experience. **9.1 / D22**





## NEW PRODUCTS



## JIASHAN SHENGGUANG ELECTRONICS JY-7209E-3 HEADLAMP

The JY-7209E-3 headlamp features MFs reflector tech in a sleek quadrate design. It boasts a smart, detachable reflector for versatile use, enhancing lateral visibility with added safety. This light offers 180 Lux high and 150 Lux low beams, powered by two intense LEDs equipped with cut-off line technology, all mounted on a durable aluminium bracket. **9.1 / D24**



## HK GACIRON LB01 / LB02 BAG WITH INTEGRATED SMART LIGHT

This neat saddle pack with integrated smart light is made of TPU laminated cloth, has a capacity of either 0.8 or 1.4 litres, and a maximum brightness of 30 lumens. Its light features a 350mAh battery, a visual angle of over 220°, and a vehicle detection mode that covers 1,000m. The red LED light is USB-C rechargeable, IPX6 waterproof, and includes vibration and ambient light sensors. The bag is screw-fixed, while the light uses a magnetic mount. **9.1 / B22**



## S-RIDE BICYCLE COMPONENTS M600 MTB LINEUP

This mountain bike-focused groupset from S-Ride Bicycle Components includes 12- or 13-speed drivetrain options. Its robust shifter offers a resounding click with each gear change and a fast and efficient shift. The system is based on the firm's original intellectual property and is centred around a unique trapezoidal design. The rear derailleur also features a strong clutch, which combines with an anti-drop chain profile. **9.1 / A39**

## ZHEJIANG JIULAI JL-X5 CITY SUV SCOOTER

The JL-X5 electric scooter is designed in the city sports utility style. It has 600w 48v and 1200w 48v dual motor options and rolls on chunky, multi-terrain 10-inch off-road tyres. Its stiff and lightweight magnesium alloy frame boosts performance and makes it easier to transport when not being ridden. Different colours are available, including black, grey, blue, yellow, green, and red. **9.0 / F38**



## DEDA ELEMENTI ALANERA RS

Alanera RS represents the pinnacle of handlebar technology. Designed for D-shape forks or DCR compatible frames, the Alanera RS boasts seamless internal cable routing for a clean and aerodynamic profile. The handlebars features the new RHM-EVO shape, a refined evolution of the previous geometry. With a more compact 120mm drop, riders can maintain a low position for longer durations, enhancing comfort and aerodynamics. The 6-degree flare design enhances control and comfort while providing ample clearance for the forearms when in the drops. **B45 / 11.1**



## JIN XIN YU POWER 42V 1.5A CHARGER

The 42V 1.5A battery charger is ideal for professional applications, including charging electric scooters, bikes, and skateboards. It quickly recharges your vehicles, ensuring you're always ready to roll. Suitable for urban adventurers and eco-friendly commuters, it promises to plug in, power up, and help pave the way for sustainable travel. **9.1 / G24**

## SHENZHEN OMNI INTELLIGENT TECHNOLOGY WIRELESS CHARGING STATION

Omni's new smart wireless charging station provides an integrated charging and fixed-point parking solution for micro-mobility. Simply push the vehicle into the station to easily charge and lock it. All charging data can be viewed through station IoT from the backend system. Wireless charging is a safe charging method, and the station has a detection system to ensure the safety of vehicle charging at all times. **8.0 / K25**



## ROYALBABY CYCLE EZ SPACE SHARK

This premium lightweight magnesium kids' bike uses the radical EZ cranks system. This tool-free system allows the bike's cranks to be removed in seconds, letting you switch between balance and pedalling modes. This particularly well-appointed version features a frame weight of less than a kilo and powerful V-type brakes. **9.0 / F08**



## V-GRIP ROTATES MAG ONE-CLICK BOTTLE

Simplify your hydration setup with the Rotates Mag one-click bottle and attachment. This minimalist magnetic bracket has three different entry points and is perfect for bikes with limited frame space. With secure retention, you can easily remove your bottle from the right, left, or centre, making it suitable for gravel or mountain biking. Its lightweight and sleek design makes it a favourite across various disciplines. **9.1 / G02**



## DE.POWER TECHNOLOGY SUN-INTE-355 E-MOTORCYCLE BATTERY

These robust batteries are ideal for high-volume use on e-motorcycles. Each features an intelligent battery management system, including multiple protection functions and the ability to monitor the battery status in real time. The strong casing features a convenient carry handle, while a unique thermal design increases heat dissipation efficiency by 20%. **8.0 / N17**





# NEW PRODUCTS



## NANCHANG LVBU LVBU KN20S BOTTLE BATTERY E-BIKE KIT

Transform your conventionally powered bike with the LVBU KN20S e-bike kit. It features a removable bottle battery, smart assist, and an up to 60km range. IP65 waterproofing and anti-theft GPS tracking ensure security. Control via the app to set assist modes and monitor real-time data. It was created to be easily installed with only rudimentary mechanical knowledge. **8.0 / O15**



## CYBIC INTELLIGENT TECHNOLOGY TAMER EMTB

This full-suspension electric mountain bike offers an agile and cost-effective entry to the eMTB scene. Its double-layer tube battery compartment enhances lateral rigidity. A four-link design improves traversability, supported by an 85Nm mid-drive motor for mountain terrain. A torque sensor provides varied power outputs, enhancing manoeuvrability, while a mid-drive motor maintains stable assistance levels. Internal wiring and a sleek design appeal to design-conscious riders. **9.0 / D17**

## ELECTRIC BICYCLE INNOVATION URBAN(AGILE) E-BIKE

This 18kg e-bike is designed for efficient urban commuting. Its BikePlay assist system features a large touchscreen, security, and camera. A suspension seat post and adjustable handlebar ensure enhanced comfort. The bike is powered by a 250W mid-drive motor with a 100km range. Its customisable cover panel lets riders personalise the bike to suit their mood and style. **8.0 / K34**



## ARMOR E-GRAVEL WITH KARMINA - COMPACT MOTOR SYSTEM

Armor has over 50 years in bicycle manufacturing, exporting to 70+ countries from Taiwan, China, Vietnam, and Cambodia. Our innovative e-gravel bike seamlessly integrates a motor, harmonic drive, controller, and battery into the downtube. Designed with Karmina's expertise, it delivers 70Nm torque and supports cadences up to 120rpm. This powerful, lightweight system enhances performance without adding unnecessary weight. **Hall 9.1 / A35**

## ZHONGSHAN SPARD NEW ENERGY YT30374 BATTERY PACK

The YT30374 battery pack offers a 48V 14.7Ah output and has been assembled using highly regarded Samsung 21700 brand cells. Its high capacity is tailored to sporty riders who require a lot of power to conquer mountains. It has a smart battery management system (BSM) design and universal asynchronous receiver/transmitter (UART communication) capabilities. It complies with all relevant CE, IEC, and UL certifications. **8.0 / H07**



## BOSCH ESHIFT

Bosch's eShift gear shifting solution from Bosch now works with TRP and Shimano systems with derailleurs. Already available for Rohloff, 3X3 and enviolo, eShift makes ebike riding more comfortable and fun. In manual mode, eShift ensures optimal gear changes at the ideal time. Motor support is interrupted for fractions of a second in the process, for smooth and silent gear changes. Drive wear is also reduced. EShift can also change gears fully automatically, adapting the gear to a pre-set cadence, so that eBikers always ride in the correct gear ratio. **Hall 12.0 / A21, F12 / J42**



## DAHON K-FEATHER

The K-Feather embodies the essence of minimalism in design, and is perfect for any city trip. It's convenient to carry, while the high-density battery is discreetly concealed to power an advanced torque sensor system. Small wheels are nippy and compact, with a powerful punch. The DELTECH cable boosts frame strength and stiffness, for easy pedaling and even more secure rides. **Hall 9.0 / F06**

## EUROFENDER LAMPO MUDGUARD

A versatile, easy-to-mount mudguard set with robust construction that shields you from splashes and dirt. Lampo mudguards offer a new assembly system that's more compact and adapts to the most common wheel sizes. A functional design promises easy installation and hassle-free protection. The surfaces of the fenders can also be customised to match the rest of the bicycle through a range of finishes. **9.2 / C17**





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## ZHEJIANG JIULAI JL-X7 MAX E SCOOTER

The JL-X1 is a smart and flexible electric scooter with a compact frame that's convenient to store and transport yet still offers great power and riding feel. It comes with a choice of 450w 48v small power and 900w 48v dual motors types, a maximum speed of 35-40km/h, and robust 10-inch

off-road

tyres. The

X1 model

is foldable

and easy to carry

or store between

journeys. **9.0 / F38**



## XIAMEN KINGUARD LOCKS ART 2 CHAIN LOCK

Xiamen Kinguard Locks' new ART 2 certified chain lock is made of a hardened alloy steel chain that can resist twisting, prying, hammering, and blunt force impacts. It's contained within a fabric sleeve that protects your paintwork. Its key cylinder features a completely new design that's protected by a hardened steel tube for outstanding performance against various attacks. **9.1 / G76**



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