



Tue. Aug. 31ST, 2010

SHOW DAILY

The Official Eurobike Newspaper | WWW.BIKESHOWDAILY.COM



DEMO DAY

SWAG GRAB

5 Get Free Stuff at Demo Day

MAP QUEST

Your Comprehensive Demo Day Guide 20

BIG WHEELS

8 Is Europe (Finally) Ready for 29ers?



IN THE BAG

Bags are Big, But Not Boring 28

ON TOUR

9 Le Tour's Hottest Bikes, Right Here!

TURN HERE

Part 1 of Our Extensive GPS Guide 30



Hot Coffee On The Go. On Your Bike.

BioLogic™ Vacuum Flask | Stainless Steel | Vacuum-insulated | Bottle Cage compatible

www.thinkbiologic.com

Come to Booth B4-501 (Hall B4) to see the newly launched, complete line of BioLogic products.

Make a Donation* to WorldBike.org and get a BioLogic Vacuum Flask for free.

Bring the Vacuum Flask back to the booth throughout the Eurobike Show and get free coffee refills.

*Supplies Limited, Minimum Donation of 15€.





WIN BIG!



©2010 Giant Bicycles Inc. All rights reserved.



That was fast. Twenty-four hours after Giant Factory Off-Road pro Carl Decker got his hands on the all-new Anthem X 29er, he won on it. With 4 inches of tuned Maestro Suspension and a lightweight ALUXX SL aluminum frame—specifically engineered for 29-inch wheels—Decker steamrolled the competition at the Sea Otter Super D. “Amazing,” he said. “Can’t wait to race this bike pretty much everywhere.”

Learn more at giant-bicycles.com/winbig

RIDE LIFE. RIDE GIANT.



WELCOME TO ... DEMO DAY 2010!



If you drew a sketch of the ideal bike testing course, you'd probably end up with the one that already exists here in Germany's picturesque Allgaeu region, located next to the Allgaeu Alps. Its many narrow, largely untravelled roads not only offer cyclists an athletic challenge, but the setting is a real treat for the senses.

Even for e-bikers, it's a fantastic experience. And hidden in the shaded woods are superb singletrack trails for mountain bikers, featuring every level of difficulty in terms of challenging climbs, daring descents and laid-back cross-country tours.

THERE IS LIKELY **NO OTHER TRADE SHOW LOCATION IN GERMANY WITH A BIKING RANGE OF THIS QUALITY RIGHT AT ITS DOORSTEP!**

PLEASE NOTE: The stand numbers given inside the Show Daily refer to the companies' stands at the show starting tomorrow in Friedrichshafen. If something catches your eye, now you know exactly where to go. There's an A-Z guide to companies showing their products at Demo Day on pages 20 and 21.

August 31st, 2010 DEMO DAY HIGHLIGHTS IN THIS ISSUE ...

TASTY RIDES, TASTY MEALS 06
Restaurant owner shares favorite rides

29ERS TRY AGAIN IN EUROPE 08
Will this be the year they catch on here?

FROM THE TOUR TO EUROBIKE 09
Le Tour's top carbon bikes come to the show

IN SEARCH OF SEXIER E-BIKES 15
Cannondale and Bosch debut stylish e-bikes

GIANT INVESTS IN MOBILITY 22
No. 1 bikemaker builds new China factory

NAVIGATE HERE FOR GPS TRENDS 30
Touch is still trendy but buttons are back

ON TODAY'S FRONT COVER (FROM LEFT TO RIGHT): Mountain bike legends Thomas Frischknecht, Holger Meyer, Ritchie Schley and Hans "No Way" Rey with the Allgaeu Cheese Queen and Tourism Manager Bernhard Reck. © Peter Hummel

2K11 SR SUNTOUR

AM TRAIL
20 27

EPICON

120 / 140 / 150mm Travel
Remote Lock Out / Speed Lock Out
Rebound Adjust (Travel Adjust Avail.)
Air Pressure Adjust
15mm Qloc Axle
1 1/8 & tapered steerer option
1730g

SPEED LOCKOUT



CTS

LOC

EPICON

165 x 38mm / 190 x 50mm / 200 x 50mm / 200 x 55mm
Pre-set Platform
Speed Lock Out
Rebound Adjust
Air Pressure Adjust
265g



Sponsored teams / riders
BMC / SR SUNTOUR
Roger Rinderknecht
Monte Tamaro, Switzerland

EUROBIKE
A4-102



SR SUNTOUR Europe GmbH
Am Marschall 16a
83626 Valley, Germany
Tel. 49-8074-308152
Fax 49-8074-4730984
service@srsuntour-cycling.com
www.srsuntour-cycling.com

TAKE THESE MTB TUBULARS FOR A SPIN!

Geax, the off-road division of the Vittoria Group, wants riders to experience its high-performance 26-inch and 29er mountain bike tubular tires. Bikes and wheelsets fitted with Geax MTB tubes will be available for test rides.

The air-tight 2.0-inch (50mm) MTB tubulars have ultra-high-count 290 tpi cotton casings with the Saguaro general purpose tread pattern. A latex tube is sewn inside the casing. MTB tubulars are compatible only with MTB tubular rims. Low-rolling-resistance MTB tubulars can be ridden

at very low pressures with minimal risk of punctures. For added protection, a removable valve core allows for the injection of an anti-flat liquid latex. The ride quality is high because of the tire's supple exterior.



Both versions of the Saguaro are predictable when cornering, even on loose surfaces. It's ideal for dry conditions on packed surfaces.

B1-413

The **GEAX Saguaro** tubular is available to be ridden at Demo Day.

GET OUT & RIDE AT DEMO DAY

"A deepest Gruess Gott* to you all. I cordially welcome the many retailers, exhibitors and journalists to our holiday paradise of Argenbuehl, a community of six towns in the beautiful Allgaeu region" says Tourist Manager Bernd Reck.



Bernd Reck,
Tourist
Manager of
Argenbuehl.
© P. HUMMEL

"Argenbuehl is famous for its beautiful microclimate and is most proud to host you once more, our third time of welcoming the international bicycle industry to Eurobike's Demo Day.

"The Argenbuehl community is located in the most beautiful part of the Allgaeu farm and holiday region. It is known as the 'sunniest German community' and, thanks to its fresh air and mild climate, it is also known as the 'Tuscany of the Allgaeu.'

"Ratzenried is one of the six towns of Argenbuehl and, as you will see, offers an awesome recreational landscape, with great cycling trails for all types of riders. With a backdrop of mountains, you will test bikes in our beautiful forests and hilly meadows and by our lakes. Media representatives from all over the world will appreciate the amenities in the Festival hall and in our newly renovated school.

"Be sure to sample the local food, cooked by our experienced lead chef. We wish everybody the same sunny weather conditions and blue skies that have blessed this event for the last two years. Whatever the weather, all Demo Day visitors will be sure to experience an unforgettable day here in Ratzenried!"

* **Gruess Gott** is a greeting popular in Catholic Southern Germany. The literal translation is 'Greet God', a bit like saying 'God bless you.'



DYNASYS

**RIDE
EVERYTHING**

WWW.DYNASYS-TECH.COM

SHIMANO

HALLE A1 - 301

WIN AN A2B HYBRID FROM ULTRA MOTOR

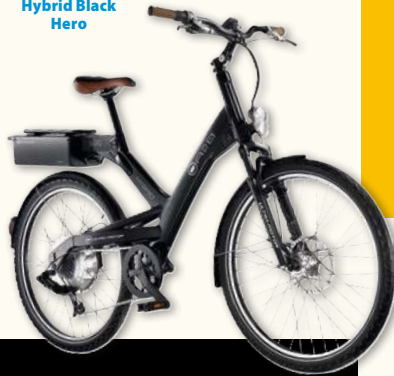
ZH-200

Make sure you include a visit to Ultra Motor at Eurobike. You could win a new e-bike.

Ultra Motor, maker of the A2B electric bike, is at Eurobike to launch an OEM-friendly, integrated propulsion system. The system contains a bottom bracket torque sensor which allows bikemakers to spec the system without having to modify framesets.

Drop in a business card at the company's booth in the Zeppelin Hall and you could win an A2B hybrid. This promotion is to generate booth traffic and get people to try Ultra Motor's new system, said Joe Bowman, president of Ultra Motor.

Ultra Motor Hybrid Black Hero



FIRST 25 BIONICON TESTERS TO GET TEES

B1-202



German bike maker Bionicon, creator of an on-the-fly integrated pneumatic frame geometry adjustment system, is handing out Bionicon T-shirts to the first 25 people who test ride the newest Bionicon bikes at Demo Day.

BE FAST, CATCH A ROCKET!

To celebrate its 25th anniversary, Cratoni is handing out Rocket MTB helmets to the first 25 visitors to its Demo Day booth.

Cratoni GM Guenter Krauter promises that if the correct size or preferred color isn't available at the booth, the company will mail one after the show. Cratoni isn't worried about postage: the Rocket weighs only 195 grams (7 ounces).

According to Krauter, there will be further promotions celebrating its 25 years in business during the show at Cratoni's booth.

The Rocket is light, and it's free to the first 25 visitors at Cratoni's Demo Day booth.

B2-203



LIMITED EDITION PEDAL OFFER FROM CRANKBROTHERS

Demo Day riders are invited to try limited edition Crank Brothers pedals, with an option to buy them at a special price.

The premium component maker from California is demoing limited edition half-black, half-red Eggbeater 3.

"We want Demo Day riders to test our pedals. And, should they wish to continue the test on home turf, they can buy the special edition product for a killer

price of €40," said Andrew Herrick, general manager of Crank Brothers.

Both cash and credit cards are accepted. Anyone who buys a set also get the 2011 catalog presented in a Crank Brothers toolbox.



Crank Brothers' Eurobike show pedal, the duotone Candy 3.

B1-403

SUGOI SPONSORS DEMODAY SHIRTS

Make sure you don't miss the official 2010 Demo Day Shirt! Proudly sponsored by Sugoi, the jersey's polka-dot design in red, white and black makes you king of the mountain at Argenbuehl.

The official 2010 DemoDay Shirt by Sugoi



B5-502

Made of breathable, functional FinoTech fabric, the shirt is available to all media representatives and Eurobike staff at Demo Day.

And if you want to find out what the little "RPM" symbols in the design are all about, visit the Sugoi team at their DemoDay booth and they'll let you in on the secret!

i950r

The i950r is a revolutionary seat post that offers on the fly adjustment via an ergonomically designed remote lever on your handlebar. It utilizes a patented bursting design which greatly improves function and eliminates the side play of other conventional designs. With the new i950r, optimal seat height is just a lever's touch away. In a perfect world, no saddle would be without one.

What's under YOUR saddle?

Models: i900, i900r, i950, i950r, new i7, new i7r Sizes: i900/i950-30, 9/31.6, i7-27.2 Adjustability range: 75, 100, 125mm Activation Lever: New "Lock on" compatible handlebar remote for "r" models and under saddle for non "r" models. Saddle Offset: 17mm on i900, i900r, zero on i950, i950r, i7, i7r

KS

KSsuspension.com
TEL:886-6-2568575 FAX:886-6-2567293
E-mail:yenye@ms49.hinet.net



GOOD EATING, GOOD RIDING IN MARKDORF



Looking for a cozy German restaurant? Gastronomer Markus Wigenhauser, an avid road cyclist, welcomes Eurobike visitors to his Lichtblick Restauration, a short distance from Friedrichshafen.

When visiting, you'll soon understand why Wigenhauser calls his establishment a "restauration," not merely a "restaurant."

You'll find it in downtown Markdorf, about 15 kilometers (9 miles) northwest of Friedrichshafen.

Markus Wigenhauser like to welcome his guests with this traditional favorite: Lamb with gnocchi. A big side salad comes with this entree for a killer price of €13.50. © JB

Wigenhauser owns three bikes, which he keeps in back of the Lichtblick. After casting an eye on an old Fat Chance mountain bike—"I still have fun with this old stuff"—he points to his two road bikes. Alongside an aluminum Litespeed is his "Jan Ullrich" carbon bike. He points out that it isn't one of those Jan Ullrich bikes that were sold a couple of years ago.



Gastonomer Markus Wigenhauser proudly presents his custom Jan Ullrich carbon roadbike in front of his restaurant, Lichtblick Restauration, in Markdorf. © JB

"This bike is made by Goelz. I asked them to put the original Jan Ullrich logo on the bike," Wigenhauser said. "It doesn't matter what later happened to Ullrich—my cycling career started when Ullrich came into the spotlight. Without him I might not have become so keen on this sport. This is my favorite bike."

Asked for nice bike rides around Markdorf, Wigenhauser recommended the three routes he published in the newspaper. "I chose a pleasure tour, a family ride and a challenging route," he said.

FAMILY ROUTE

The family route is an easy 20-kilometer (12-mile) loop from Markdorf south to Immenstaad and then along Lake Constance's beautiful coastal line to Meersburg before heading back to Markdorf.

PLEASURE TOUR

The 73-kilometer (45-mile) pleasure tour goes from Markdorf northwest to Hattenweiler. Cyclists pass Salem, Leustetten and Altheim (Alb) before returning the same way back to Markdorf.



Markus Wigenhauser with his bike collection. © JB

CHALLENGING ROUTE

For cyclists in search of a challenge, Wigenhauser recommends an 80-kilometer (50-mile) ride from Markdorf to Hoehsten, one of the hills north of Lake Constance that local cyclists use for training. It's not the Alps, but climbing Hoehsten is still good exercise. The climb itself is about 8 km (5 miles). Head out north of Markdorf to Untersiggingen, Deggenhauseral and Azenweiller to Hoehsten.

From the top of Hoehsten, it's a pleasant ride back to Markdorf.

Wigenhauser encourages cyclists to enjoy the Markdorf area. He attracted many new cyclists to the area when he published three of his favorite rides in a local newspaper. A friend who owns a bike shop began offering free bike checkups for riders.

And Mittwochsbiker ("Wednesday bikers"), a mountain biking group that meets every week for rides at the Lichtblick Restauration, started attracting more casual cyclists.

MEAL DEALS

Meanwhile, Wigenhauser and his staff offer great deals on meals to visitors who come to the restaurant, located in a pedestrian zone in downtown Markdorf.

"One of the real traditional meals and favorites of ours is lamb with gnocchi and a salad," he said. Diners who are not keen on meat can ask for noodle dishes, or one of the restaurant's salads.

Meals typically cost between €4.90 and €13.50. In good weather, diners can eat outside in the midst of the old city. But they shouldn't forget to take a look inside. Wigenhauser is proud of the renovation work he and his staff conducted on the old building—adding style while maintaining the building's traditional features.



Wigenhauser displays his favorite bike on the bar of the Lichtblick. © JB

LICHTBLICK RESTAURATION

Marktstrasse 10
88677 Markdorf
Tel: +49 (0)7544 969969

■ JB

CUSTOMIZE YOUR BIKE!



BOOTH No. **A7-411**



CROPS Co.,Ltd.

▶▶▶ www.crops-sports.com ◀◀◀

STEVENS

B I K E S

AHEAD

SINCE '91



STEVENS Fluent Carbon

Our engineers put all their knowledge, the feedback of our professional riders and the award-winning experience of 20 years STEVENS Bikes into the new Fluent Carbon frame: Lightweight carbon – from linkage plates to dropout; „balanced kinematics“ by Thomas Kamm.

VISIT US AT EUROBIKE, A3-305



29ERS LEAD MTB TRENDS

New drivetrain concepts, more versatile and lighter suspension systems, and a possible European foothold —at last!—for 29ers. Urs Rosenbaum looks at what's coming up for mountain bikes.

First, color. What are the up-and-coming shades? Black and white still dominate, while bright greens, blue hues, dull golds and luscious reds provide splashes of color.

The freeride and downhill segments can't be pried away from dull metallic colors. The move toward colorfully anodized components did not take root in the OE market. Although many aftermarket parts are eye-catchingly bright, chrome remains the classic finish.

Shimano's completely reworked XTR group is accentuated with orange anodized borders on hubs, brake cylinders and pedals. The group is characterized by its prominent chrome finish which could, in the long term, replace the current black and white color trend.

Several small but style-setting brands such as Sunline and Chromag, along with big suppliers like Ritchey, are bringing out handlebars, stems and seatposts in the shining metallic colors for 2011.

POWER BOOST

On the tech side, Sram's XTR remains on the cutting edge. Ten cogs on the cassette are now standard, as popularized by Sram's XX group.

At Shimano, an additional gear is part of a new drivetrain concept named Dyna-Sys. Thanks to narrower chainwheel increments at the crankset and a wider gear ratio at the cassette, Dyna-Sys should ensure that only one derailleur is operated, reducing chain tension. This should make the drivetrain simpler and faster to use with a longer lifespan.

Shimano also introduced this concept as an option for the XT and SLX groups, which enables mid-range bikes to benefit from state-of-the-art drivetrain technology. Sram, too, offers the tenth gear at the cassette for the XX, X.0, X.9 and X.7 groups. Sram also has cranksets, disc brakes

and hubs (the latter only for X.9 and X.7). This makes it possible for MTBs to be fully equipped with Sram.

Sram, like Shimano, lets customers decide whether to spec the new 10-speed drivetrain with two or three front chainwheels. The market will decide if one of the two options comes out on top or if both can coexist.

LIGHTWEIGHT ALL-ROUNDERS

Most frame and fork manufacturers have scaled down and refined their existing products to give more travel with less weight to 2011 mountain bikes.

Many of the 2011 marathon, trail and enduro bikes are getting 10 to 20 millimeters of increased travel. And that's helping bring all-mountain bikes back to the foreground again.

Cannondale's new Jekyll offers either 90 or 150 millimeters of rear travel. Together with a lowerable fork and a height-adjustable seatpost, the bike can be adapted exactly to a particular terrain.

Frame weights are shrinking, especially

for hardtails. Scott's new Scale 899 weighs less than 900 grams, hence the name. The top-end Scale weighs just 7.7 kilos, which is light for a road bike, never mind an MTB.

BIG THINGS FROM BIG WHEELS?

Already a mature category in the U.S. market, 29ers have for several years been threatening to break into the European mainstream.

Could 2011 be the year that 29-inch wheels finally roll across Europe?

Race wins in the XC World Cup were achieved on 29ers, prompting European consumer bicycle magazines to take more notice.

Trek is leading the charge, with boutique brands close behind. Of course, the Gary Fisher brand, which has long championed 29ers, is no longer a standalone brand. Although it has been absorbed back into the Trek line, the American company continues to focus on 29ers in its new Gary Fisher Signature range.

Other mainstream brands hoping 2011 is the year of the 29er in Europe include Giant, Merida and Specialized. European brands like Bergamont, KTM and Rotwild are also helping to push the 29-inch category. Will consumers bite this time around?

■ Urs Rosenbaum

Carbon MTBs are getting lighter and lighter, even with rear suspension. This is the Merida One Twenty.

The 2011 Cannondale Scalpel, seen here at PressCamp in Utah in June, is winning praise from journalists.

European brands such as Bergamont believe 2011 is a breakthrough year for 29ers.





FROM THE TOUR TO YOU SEE THE TOP CARBON BIKES

To paraphrase Henry Ford, high-end road bike makers "can have a bike made in any material so long as it is carbon fiber." German Esrava picks out the composite road bikes used in the Tour de France and now yours to view at Eurobike.

With different grades of composite materials available, and the use of proprietary weave, molding and bonding techniques, road bike companies aim to create the lightest, strongest, most UCI-compliant bikes possible.

Bikes and kits glimpsed on the Tour de France can now be seen in the flesh at Eurobike. Some are available at the Demo Day so you can ride the same bikes the top sprinters and climbers were winning on last month.

BMC

BMC frames are made in Switzerland using a new, patented manufacturing process: Load Specific Weave (LSW). In effect, a robot knits seamless tubes from carbon fibers.

The tubes are connected by ultra-lightweight carbon shells formed in two halves to better control tube alignment and more precise glue placement yielding in a highly stable frame. These shell or lugs double as a key design element, according to BMC. Cables are internally routed.

Team: BMC Racing Team
Race Ace: Cadel Evans
Booth (Show Days 1-4): B3-202
Web: www.bmc-racing.com

CANNONDALE

Cannondale's SuperSix Hi-Mod frame uses one-piece seat stay and chain stay assemblies that join to a monocoque front triangle with large surface area bonds.

The whole area is anchored with long carbon fiber strips that reach all the way around the seat tube and top tube up top, and around the seat tube and down tube below.

It's similar to how guide rings are secured to fishing rods and Cannondale claims it's a more efficient use of material than tube-to-tube construction.

Team: Liquigas
Race Ace: Ivan Basso
Booth (Show Days 1-4): A6-300
Web: www.cannondale.com

CANYON

The Ultimate CF SLX frame "provides ultimate forward power in all types of terrain and at the same time guarantees extremely high levels of comfort," says Canyon of Germany.

It's made using FEM-optimized (finite element) engineering and is built with multi-modulus carbon composite fibers. The Canyon carbon OneOneFour SLX fork weighs just 295 grams (10.4 ounces).

Team: Omega Pharma-Lotto
Race Ace: Jurgen Van Den Broeck
Booth (Show Days 1-4): B4-411
Web: www.canyon.com

CERVÉLO

The new R5 frame (formerly known as Project California) builds on the R3's proven square-oval profile tubes, big chain stays, and tiny seat stays.

Cervélo claims a weight under 700g for a 56cm frame.



Cervélo BBright bottom bracket.

Key changes for 2011 include a newly tapered front end and an interesting bottom bracket called BBright. Cervélo uses the BB30 system but has moved the left bearing 11mm further out giving more axle support on the non-drive-side. The asymmetrical down tube is bigger up front and now extra-wide down below. The seat tube is similarly offset and broadened. The seat stays are slightly slimmer than the ones on the R3 for more comfort. Since a tapered front end with 1 1/4- to 1 1/2-inch standard head set was too rigid, the Canadian company settled on a new 1 1/8-inch lower headset standard developed with Cane Creek.

Team: Cervélo Test Team
Race Ace: Thor Hushovd
Booth (Show Days 1-4): A1-208
Web: www.cervelo.com

COLNAGO

Eschewing tube-to-tube or semi-monocoque carbon fiber construction, Colnago has opted for lugs for its 950g C59 frame.

The C59 uses more aggressively shaped tubes than before with a tapered down tube and multisided top tube. The rectangular chain stays are slightly larger than on last years' bike. Also featured on the C59 is a tapered front end for what the company claims give better steering precision.

Team: Bbox Bouygues Telecom
Race Ace: Thomas Voeckler
Booth (Show Days 1-4): B3-206
Web: www.colnago.it

FELT

Felt's Team Edition frame is a blend of its F1 carbon and F1 Spring frame, which at 300g is heavier but much stiffer. The Team Edition is still a sub-1,000 gram frame.

Hidden within the seat tube and chain stay joint is a central rib that adds stiffness. Felt uses one-piece alloy dropouts for its Team Edition, which it says are lighter and stronger than pivoting styles.

Team: Garmin-Transitions
Race Ace: Ryder Hesjedal
Booth (Show Days 1-4): A3-200
Web: www.feltbicycles.com

FOCUS

The Izalco Team frame tips the scales at just under 1kg.

Frame stiffness comes courtesy of the higher-modulus carbon fiber content, tapered 1 1/4- to 1 1/2-inch front end, BB30 bottom bracket, asymmetrical seat tube, and modestly oversized tubing throughout.

Brake and derailleur cables enter the frame at the tapered head tube. There is clearance between the chain stays for mounting wider 25mm tires.

Team: Milram
Race Ace: Gerald Ciolek
Booth (Show Days 1-4): FG-E1
Web: www.focus-bikes.com

GIANT

The TCR Advanced SL frame, made by C Tech, Giant's composites factory using Giant's Advanced Composite Technology, has a tapered 1 1/4- to 1 1/2-inch front end.

The top tube and down tube both wrap around the head tube to provide additional torsional and lateral stability. The integrated seat post with a seat clamp offers 10 or 23 millimeters of offset.



Chunky head tube from Focus.



Neat internal cable routing from Colnago.

The massively oversize bottom-bracket/chainstay area features a fully integrated, 86-millimeter bottom-bracket design capable of accepting integrated Shimano, Sram, FSA and Campagnolo bottom brackets. Asymmetric chainstays provide additional stiffness on the driveside and stability on the non-driveside.

Team: Rabobank
Race Ace: Denis Menchov
Booth (Show Days 1-4): B3-302
Web: www.giant-bicycles.com

LAPIERRE

Describing it as "the little bomb," Lapierre says the Xelius 400 FDJ is a bike "made to go fast."

The frame is said to weigh less than 900g and boasts a tapered 1½- to 1½-inch front end for accurate steering. It features an Easton fork, press-fit bottom bracket cups, aluminium-faced carbon dropouts, an integrated seatpost, and internal cable routing throughout.

Team: FDJ - Français des Joux
Race Ace: Sandy Casar
Booth (Show Days 1-4): B1-401
Web: www.cycles-lapierre.fr

LOOK



Look's C-Stem is multi-adjustable.

The Look 695 SR frame is a conventional modular monocoque but the slightly kinked top tube is a design signature.

The new HSC7 tapered fork weighs only 295g. Look's latest Head Fit 3 headset system has a new carbon fiber "C-Stem" which permits an adjustable angle between -9 and +13 degrees, and extends the handlebar reach by 10mm.

Team: Cofidis
Race Ace: Stephane Auge
Booth (Show Days 1-4): B2-301
Web: www.lookcycle.com



Orbea's distinctive chainstays.

ORBEA

The 2011 Orca frame uses Orbea's Size Specific Nerve (SSN) technology to optimize the structure of the frame according to the different frame sizes.

SSN enables Orbea to create six sizes for men and four for women with optimized tube diameters. The laminated carbon fibers are specific for each frame size. The new Orca is said to be 14 percent more aerodynamically efficient than the previous frame.

Team: Euskaltel-Euskadi
Race Ace: Samuel Sánchez
Booth (Show Days 1-4): B3-207
Web: www.orbea.com



Orbea seat clamp.

RIDLEY

Ridley's Noah is an aerodynamic road bike.

There's a sort of spoiler on the fork legs and even the paint used was chosen to reduce drag. The oversized head and down tube yield lateral stiffness and crisper handling. A full carbon monocoque frame weighs roughly 1,000g.

Team: Katusha
Race Ace: Robbie McEwen
Booth (Show Days 1-4): A7-300
Web: www.ridley-bikes.com

SCOTT

Stiff, light but aerodynamically efficient. That's the promise of the F01 road bike from Scott. The bike, tested in the Mercedes-Benz Grand Prix Wind Tunnel, was developed with aero specialists Drag2Zero services.

The frame tubing shape is a half teardrop, but different from other aero shapes on the market. This shape offers a 20 to 30 percent reduction in frame drag compared with a standard tube, claims Scott. It has the same stiffness as a Scott Addict road bike but with only a 5 percent weight increase. The drag of a classic race bike represents a 4 to 5 percent overall gain on the flats, says Scott.

The F01 is made with Scott's Integrated Moulding Process (IMP) which allows a more precise carbon structure on the complex shapes, allowing tuning of each of the critical areas to reach the required rigidity and desired comfort.

Team: HTC-Columbia
Race Ace: Mark Cavendish
Booth (Show Days 1-4): A3-300
Web: www.scott-sports.com

SPECIALIZED

Specialized had a stellar Tour de France. Its bikes won the time trials and finished 1st and 2nd in the general classification.

The S-Works Tarmac SL3 has a tapered 1½- to 1½-inch front end; an integrated, oversized bottom bracket; and large asymmetrical chain stays matched to much smaller seat stays. The tubes are built with internal stiffening ribs in critical areas. The frame has box-section alloy dropouts, a carbon fiber bottom bracket and headset bearing cups. Watch for limited edition frame paint jobs as Specialized celebrates its winning riders.

Teams: Astana, Saxo Bank
Race Aces: Alberto Contador, Andy Schleck
Booth (Show Days 1-4): A3-206
Web: www.specialized.com



Scott's dropout.



Specialized's meaty bottom bracket.

TREK

The Madone 6 Series SSL frame is made from Trek's OCLV HexSL carbon and is packed with a myriad of proprietary technologies, says Trek.

There's a super wide and stiff integrated BB90 bottom bracket; an E2 tapered headtube and fork; a frame-integrated DuoTrap speed and cadence sensor. Another Madone 6 series bike features fully internal cable routing for Shimano's Di2 electronic drivetrain but, of course, Trek used Sram components during the Tour de France.

Team: Radio Shack
Race Ace: Lance Armstrong
Booth (Show Days 1-4): B3-400
Web: www.trekbikes.com

CHAIN REACTION

Don't mention mechanicals to Andy Schleck. His loss of 39 seconds to Alberto Contador thanks to a shipped chain on the beyond categorization Port de Bales climb cost him the Tour de France. Could a chain watcher have prevented his wheel jam?

It's not clear whether he was riding with one, but if he was, he needed a better one. Chain watchers prevent dropping the chain when changing gears from the large front chain ring to the smaller one. Fit and forget, or don't fit and regret?



Trek tucks away the rear brake.



Eddy Merckx's chain watcher.

TEAM NEWS

The race ace riders featured in this article rode the bikes in question at the 2010 Tour de France. As riders often switch teams in what is now the off-season, they may not be riding the same brands in 2011.

■ GERMAN ESLAVA

CHOOSE YOUR OWN WAY!

WIRELESS is only choice.

CABLE FREE

ONE TOUCH

STOP FREE

Asia
Daini Ken Ind. Co., Ltd.
Tel: +886-2-85212351
Fax: +886-2-85216159
Email: rsl@rst.com.tw
<http://www.rst.com.tw>

U.S.A.
RST USA Service & Distributor
Tel: +1-262-618-4514
Fax: +1-262-618-4715
Email: service@rst-usa.com

Europe
RST Europe Office
Tel: +49-711-2588221
Fax: +49-711-2588402
Email: info@rst-europe.eu

RST
RADIO SHACK
TECHNOLOGY

Visit us at Booth A1-304.

STAY CAFFEINATED WITH BIOLOGIC A FLASK FOR A CHARITY

Dahon is raising money for charity with the sale of its BioLogic Vacuum Flask stainless steel bottles. Proceeds go to the Worldbike charity. Visitors to Dahon's booth at Demo Day and in Hall B4-501 can get a bottle with a donation of €15 or more.

B4-501



BioLogic Vacuum Flask

Even better, it will be filled with freshly brewed coffee and an unlimited number of refills during the duration of the show (available only at booth B4-501 during the show days).

The vacuum insulated chamber keeps hot drinks hot and cold beverages cold for hours.

The Vacuum Flask is part of Dahon's new BioLogic label, an independent brand for the needs of urban cyclists. "We are officially launching our BioLogic line of cycling accessories at Eurobike, and we also wanted to help out a cause that we are supporting," said Joshua Hon, Dahon's vice president.

"It isn't just doling out money to those less fortunate, but rather providing them with a tool to help them improve their lives," he added.

Donations will be accepted at Dahon's Demo Day stand and its Eurobike booth from 9:30 a.m. to 6 p.m. For more about WorldBike, visit www.worldbike.org.

TREASURE HUNT WITH O-SYNCE AT DEMO DAY

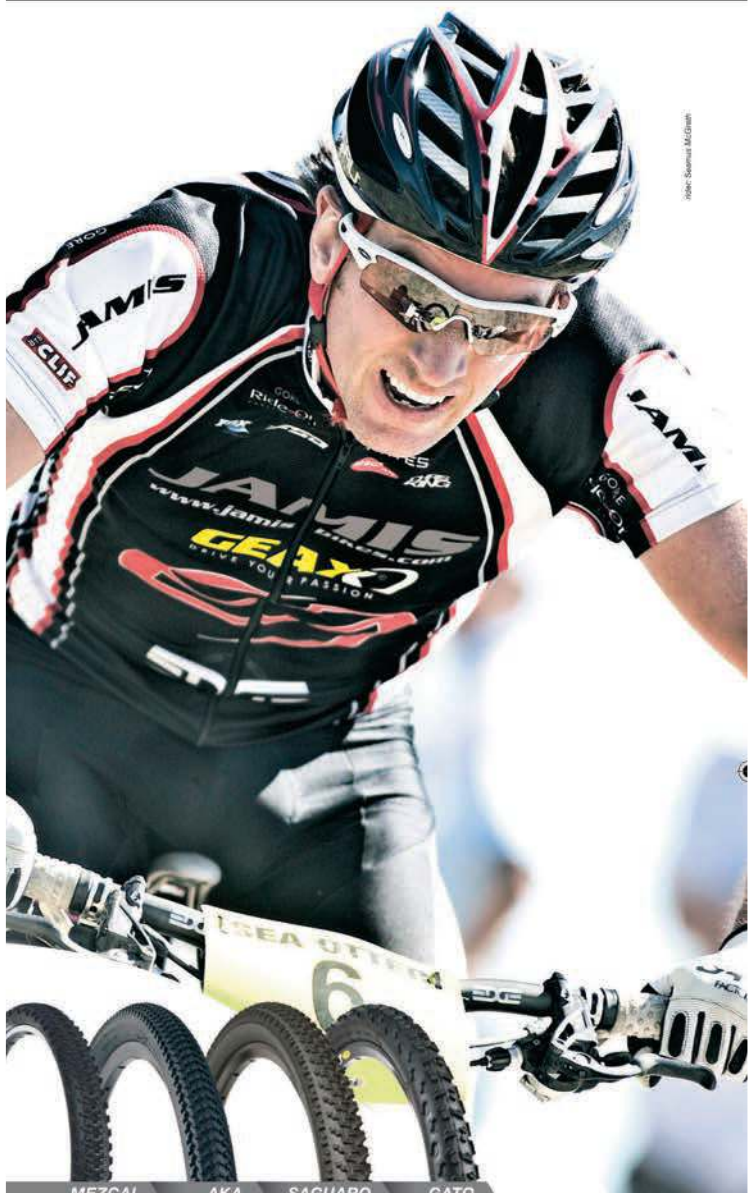
Ready for a treasure hunt adventure at Demo Day? Portable micro electronic product supplier O-Synce is showing its new "Navi2move" with Conway Bikes at the Hartje stand.

A5-209

Hunt treasure with O-Synce's pocket navigation device Navi2move

This innovative 50g lightweight navigation device will guide the biker to a secret place where treasure is waiting to be discovered.

The Navi2move is the only device in the market that can be operated by a remote control. The unique arrow direction system makes navigation much easier—all the better to find the treasure.



MEZCAL AKA SAGUARO GATO

GEAX DRIVES YOUR PASSION.

Unsere Marke wurde nicht in einem Labor oder in einer Marketing-Zentrale geboren. Ebenso wenig wurde sie von einer Automobil-Marke oder einer anderen Industrie ausgeliehen. Stattdessen wurde sie erzeugt von den Wurzeln des Mountainbikings: Leidenschaft und Hingabe für diesen Outdoor-Sport!

Wir sind Einzigartig und Exklusiv, produzieren und designen Reifen ausschließlich für Deinen Sport, Deinen Lifestyle, Deine Leidenschaft!

GEAX
DRIVE YOUR PASSION

see the range > www.geax.com

Deutschland: HANDELSAGENTUR NTS vittoria@neumann-thieme.de
Österreich: RETRA SPORT HANDELSGES.M.B.H. office@retrasport.at
Schweiz: FLUCHS MOVESA AG info@fuchs-movesa.ch

3TCYCLING.COM

50th

50 Year Anniversary

Celebrating a Half-Century of
Racing, Design and Heritage

Hall A1 Stand 320



12

EUROBIKE

SHOW DAILY 2010

WILDLIFE BASICS WITH SENSO

"How much do you know about nature?" Every right answer is a winner with Senso. Just bring this Show Daily with your correct answer to the Velo booth for a Senso gel dashboard sticky pad.



B2-503

This pad holds stuff on your dashboard so it doesn't fly off as you drive.

Non-adhesive and non-magnetic, it grips cell phones, PDAs, sunglasses, GPS, binoculars, CDs—anything that you want to grab quickly and easily.

Deposit the completed form along with your business card in the official contest registration box located at the Velo booth to also earn a chance to win a Senso saddle on each of the first three show days.

(Only one entry per person per day please. Contestants are only eligible for one dashboard sticky pad per day.)

SELECTION OF SENSO SADDLE WINNERS

Daily prize winners will be selected in a random drawing among all correct entries at the end of each day and announced by 9 a.m. the following day. Winners must pick up their prize in person at the Velo booth.

DEMO DAY QUESTION

What 's the most developed sense in dolphins?

- a) Sight
- b) Humor
- c) Hearing
- d) Smell

IF MODE

INTEGRATED FOLDING



"...a fantastic innovative design, way ahead of its time ... it's the perfect compliment to the modern life style."
- NYCe Wheels

"IF MODE: the sleek folding bicycle with a clever twist"
- Gizmag website

Ranked as: Favorite City Bike
- Monocle Magazine
June 2010, UK

Innovative item in
"Taiwan Revealed"
- Wallpaper Magazine
July 2010, UK

Best Looking Folding Bike!
- www.coolbiking.com

"The 20 Coolest Bike Designs" -
- Bloomberg Businessweek Magazine
August 24, 2009

"Full Size Bike Folds Flat Fast"
- www.treehugger.com



Unique ...
Instant Folding ...
Wheelable Transport ...



B1
106
Booth Number

Celebrating 30 Years of Passion

Studio Design by

Pacific Cycles

www.pacific-cycles.com

GET BREAKFAST, EAT DIRT!

Giant is again hosting its Demo Day breakfast event where you can be the first to get inside information on the company's new lines.

Be at the Giant Demo Tent at 9 a.m. and you'll be treated to food and presentations from Giant product developers, designers and engineers, focusing on 2011 off-road and cyclocross innovations.

You'll also have the chance to test ride a selection of 2011 Maestro models on the test courses in Argenbuehl.

B3-302



STRETCH YOUR LEGS, TRY THE STOPPOMAT CHALLENGE! A REFRESHING NIGHT RIDE

After walking, standing and talking for hours on the first day of a trade show, what could be more refreshing than an evening ride? Showgoers of all cycling abilities are invited to join a "leg-stretching" Night Ride at 6:30 p.m. tomorrow, which will leave from Entry West.

"Nevertheless it's a great challenge for hobby riders. Today they come from all over Germany, eager to find out how they do on this route in comparison with other riders."

Hochsten boasts the first Stoppomat, installed in 2006. Hecht and Bischof now oversee 10 routes, including nine in Germany and one in Spain. Cyclists find out about them by word-of-mouth. Nearly 6,100 cyclists have logged their times on the Stoppomat routes this year, along with a handful of joggers, walkers, and skaters.

The two say they aren't out to make money with Stoppomat, but simply want to encourage its use at as many areas as possible: "We are happy to sell it at cost. We see it as fun for hobby riders," Hecht said.



A cyclist uses the Stoppomat time measuring system

Officially called the "Lightweight Night Ride Powered by Sigma," the ride offers a longer route for experienced riders and a shorter one for casual cyclists. And riders will get to take the "Stoppomat Challenge" along the way.

"Our night ride is not just for advanced riders. We also want everyday riders to join our first-ever Eurobike ride," organizer Roland Hecht said. Hecht, a board member of a local cycling club in Friedrichshafen, is co-founder of Stoppomat, which is sponsoring the ride with Seerose, Lightweight and Sigma.

More experienced riders can take a 50-km (31-mile) ride led by former road cycling pro Joerg Ludewig. Ludewig is sales manager at Carbon Sports in Friedrichshafen, which makes Lightweight bikes. Hecht, meanwhile, will lead casual riders on an 18-km (11-mile) ride through the countryside around Lake Constance before climbing to Hochsten.

TIME MEASURING SYSTEM

If you're wondering what a Stoppomat is, you'll find out on the 8 km (5-mile) climb up the Hochsten hill. Stoppomat is a time measuring system created by Hecht and Thomas Bischof, whose day jobs are for automotive supplier ZF AG in Friedrichshafen. Cyclists insert their Stoppomat card in a station at the bottom of the hill, which records the starting time.

"When arriving on top of the hill there is a second station. Put your card into that machine, get it stamped and you will be informed about the time it took you to get up here to Hochsten," Hecht said.

Registered Stoppomat users can go to the company's website and compare their times against those of other cyclists. "It's not a tough eight kilometers, with an average four percent grade," Hecht said.



FOR FURTHER INFO ...

on the Lightweight Night Ride Powered by Sigma, call Roland Hecht:

+49 (176) 3811 5965

The system costs about €9,000 to install, which includes the stations, a radio receiver that calculates the time, and solar panels for a self-sufficient power source.

TAKE THE CHALLENGE

Cyclists who participate in tomorrow's Night Ride can decide if they want to take the Stoppomat Challenge. "It's up to them if they want to do the race against the clock or just take it easy without any time pressure," Hecht said.

He'll provide Sigma lights to riders so no one has to worry about getting stuck in the dark: "I will be definitely the last rider and will make sure that no one gets lost."

And, he added, it's a great downhill cruise back to Friedrichshafen from the top of Hochsten hill.

■ JB

Roland Hecht at the Stoppomat.

BIONICON
BICYCLES

BE FAST
TEST THE UNIQUE
BIONICON SYSTEM
AT EUROBIKE DEMODAY 2010
GET A LIMITED
RIDE DIFFERENT TEE*



ridedifferent
BIONICON.COM

* only the first 25 attendees will get one

The new Cargo-FLYER – come and see



If we have aroused your interest, please visit us at
booth **FG-A9/2** and **F60-507** or on the Internet: www.flyer.ch



www.flyer.ch

Biketec AG | Schwende 1 | CH-4950 Huttwil/BE
Phone +41 (0)62 959 55 55 | info@flyer.ch

FLYER

Innovation in Mobility

BIONICON & FIXIE PLAN JOINT DISTRIBUTION

In the UK, German bike makers Bionicon Bicycles and Fixie Inc. are distributed together. Now, they are joining together for other European markets.

Bionicon (stand number B1-202) started life in 1998 producing mountain bikes with on-the-fly adjustable suspension, and now has a range of urban bikes.

The Bavarian brand is noted for its hydroformed aluminium tubing, adjustable geometry, and integrated pneumatic suspension systems.

As its name suggests, Fixie Inc. (stand number A2-301) is a fixed wheel and singlespeed specialist but it also produces cyclocross, bike polo and road bikes.

The two German brands have shared UK distribution since 2008 through Roger Seal.

Bionicon Bicycles' Marketing Manager Holger Lehne said: "Bionicon sales reps in Germany and Switzerland will also now distribute Fixie Inc. bikes, and the Fixie Inc. sales reps will have Bionicon bicycles in their sales range."

According to Lehne, this could lead to further cooperation: "We are looking to assemble some Fixie bikes at our existing Bionicon assembly line at our headquarters at Rottach-Weissach in Tegernsee."

■ JB

**Bionicon
Marketing manager
Holger Lehne with
Fixie Inc.
Co-Founder & GM,
Holger Patzelt.**



A3-100

Cole J. Kim at the Storck Concept Store in Seoul.

SEOUL'S STORCK STORE WAS BORN AT EUROBIKE

In 2007 Pablo Lee of Seoul, exclusive importer of Harley-Davidson motorcycles in South Korea, attended Eurobike to source a premium bicycle brand. He was on the lookout for a Harley-style brand.

"It had to be an outstanding and unique brand, similar to Harley-Davidson," Lee said. He assumed he would source an American brand, of which there are a great many at Eurobike. Instead, he signed with Markus Storck. Lee opened the world's first Storck Concept Store in July 2008.

"When Pablo met Markus it was clear these two guys have the same ideas and visions," said Cole J. Kim, general manager of the Seoul store's business development department.

According to Kim, the Storck store was fitted out and merchandised to same level as a Harley store: "It's all about proper store and retail environment," Kim said.

"We are not just selling bicycles. We're selling a lifestyle. To do that you have to build up content and offer a culture."

Lee's company sells 1,000 Harley-Davidson motorcycles a year. In the first six months, the Storck store sold 17 bikes, rising to 73 frames in 2009. The projection for 2010 is 120 units.

The 230-square-meter (2,475-square-foot) Storck Flagship Store in central Seoul employs five people. Eight other South Korean bicycle stores stock Storck bikes, but the flagship is the only one that sells Storck exclusively.

And to think that it all started at Eurobike!

■ JB

'URBAN LIFESTYLE' BRAND ELECTRA BIKES IS NOT JUST CRUISERS

Appearing at its first Eurobike Demo Day, Electra is here to show that it's not just a cruiser bike brand.

According to Axel "Aki" Kedenburg, general manager of Electra Bicycle Company Europe, Electra is an urban success story built on cruiser roots.

"Cruisers are an important part of our history, of course, but we now offer more than just cruisers," Kedenburg said. "Often in Europe, the immediate response is 'ah, the cruiser brand!' At Demo Day we want to show that Electra Group is an urban lifestyle bicycle company offering more than cruisers. Here dealers have the chance to check out and ride our full range of stylish mobility bikes. Our focus is on design."

ABOUT ELECTRA

Electra is a Carlsbad, California, company founded in 1993 by Benno Baenziger and Jeano Erforth, both originally from Berlin.

The two started their business in Germany, but moved to California to be closer to the cruiser scene (and the beach—both are keen surfers). Electra Bicycle Company Europe was founded last year and is based in Hamburg. Having first exhibited at Eurobike in 1994,

Electra now sells more urban bikes than cruisers. "Unit-wise, in the U.S. we sell more Townies than Electra bicycles," Kedenburg said.

The Townie is Electra's flagship "flat foot technology" commuter bike. The Amsterdam is the company's stylish take on a Dutch bike. The Ticino is a fast, old-style roadster with modern flourishes.

"All Electra bikes are stylish, easy-to-use urban lifestyle products with an upright frame design for a relaxed position; fat tires for suspension; and comfortable saddles and grips," Kedenburg said. "Be sure to ride one of our latest

A2-600



Californian-flavored urban lifestyle bicycles," he added. "And, remember, we're not just a cruiser brand."

■ JB

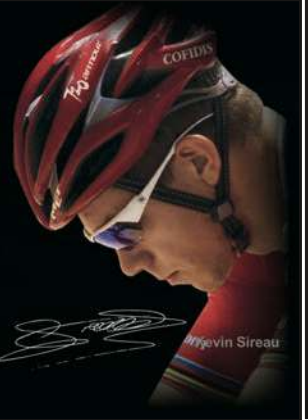
720 armour
www.720-armour.com

(Booth No. Hall A5, 412)

I AM FOCUSED

Focus drives my pulse, targets my vision, sharpens my mind, and fires my muscles to the line. It begins with focus and ends in glory.

- Performance eyewear for serious athletes
- Award-winning original designs
- Cutting-edge materials, superior optics



'E-BIKES MUST GET SEXIER' —CANNONDALE'S PETER DENK

Peter Denk, Cannondale's technical director—and owner of several suspension patents—lives in bike-friendly Freiburg and works in a 300-year-old former carpenter's workshop. From his door, he can test bikes on a variety of climbs.

"Half a mile from my door, the trail starts," Denk said.

"I have to climb for roughly one hour on singletrack and then I can choose between a downhill trail or natural singletrack. Or I can do a two-hour climb and then a one-hour downhill, or I can do epic eight-hour tours all over the hills here."

He's noted for his prowess with suspension systems and carbon fiber, and for making Tour de France road and time trial bikes. But he now has added another arrow to his bike-designing quiver: He worked with Bosch on the Cannondale electric bike, launched today at the Demo Day.

"I am a big fan of electric bikes," said Denk, 44, who was head designer at Scott for 12 years and has been with the Cycling Sports Group (Cannondale's parent company) since 2009.

"Until now, the only e-bike I liked was [Biketec's] Flyer. Now, of course, I like our new bike."

Denk and Cannondale spent more than two years working with Bosch to bring to market what is quite a departure for a performance-oriented brand. Bosch is also at Eurobike to launch its e-bike system to OEM customers.

For Denk, a Cannondale e-bike had to appeal to a younger demographic than usual for e-bikes:

BOSCH TECHNOLOGY

The lightweight Bosch drive unit is designed for installation in the middle of the frame.

The battery uses the same lithium ion technology as the Bosch Ixo mini-screwdriver. Data is pulled several times a second from three sensors in the drive unit, and used to calculate the exact motor support appropriate to the current riding situation.

Tomorrow, at the show, Robert Bosch GmbH will host a press conference to launch its e-bike system. The 2 p.m. conference will take place in Room Paris, Conference Center East.

"A lot of my friends commute 10 or 15 miles to work. They might do that on a bike, perhaps in the summer. But they will use their cars most of the time.

"They say, 'If I had an e-bike I would commute daily to work, but I will not pay two thousand Euros for a bike that was designed for an old person.'

"And they are right!

"Whether you hide the batteries or not, the bike should be a sport bike. People like me and my friends want cool bikes.

"It must be a bike we can take to a beer garden and not have to say, 'sorry, it's not my bike, I'm just borrowing it.'

"It should ride like a normal bike; same pedalling effort but, because of the electronics, you're faster than normal."

Denk said Cannondale worked with Bosch to adjust its system to work for bikes. "A car company doesn't know what kind of riding works in cycling," he said. "We worked a lot on refining the software with Bosch. Just by programming the software differently we can offer different ride characteristics. It's a great bike. It's a Cannondale."

■ CARLTON REID

Peter Denk, Cannondale's technical director.



SUPER SINGLE- α Halflink Chain with GST rustproof coating

- Environmentally friendly GST chain
- Halflink design makes length adjustment much easier
- Super lightweight, make riding lighter
- Asymmetric shape holds chain tighter, less chance of chain falling off, more secure for rider
- Stylish, light but very strong, burly look, great for single speed, e-bikes and premium internal hub gear bikes



TA YA CHAIN CO., LTD.
info@tayachain.com
www.TAYACHAIN.COM
Eurobike booth no.: B4/508

German Agent:
WM trading GmbH
E: ms@wm-trading.com
T: +49 (0) 7195 58 09 85

What is GST?

RE ACH ✓ RO HS ✓
CP SIA ✓ GST ✓ RUST ANTI-RUST ✓

GST coating is very environmentally friendly and is Cr⁶⁺ free, 2-10 better corrosion protection than existing coatings
500 hours in Salt spray test for GST Chains
GST coating compares to stainless Steel but can be applied to higher tensile steel
Future applications: Spokes, Bolts, etc. all performance steel bike parts

Super Single- α
GST 500
for small sprockets 1/2"x 3/32"
Teflon colors silver, black, white, olive green optional

TranzX
POWER SUPPORT TECHNOLOGY

DETAILS IN PERFECTION



A NEW PLATFORM FOR STYLISH MULTIFUNCTIONALITY

TranzX PST's display screens feature dynamic innovations and stylish design. Transforming the way we experience electric mobility, the new TranzX PST product lines take full advantage of a broad array of innovative e-bike components to deliver highly integrated drive systems.



developed by ITMS Marketing • www.itms.com

EUROBIKE: TranzX Booth A5 - 306

STEVENS JERSEYS UP FOR GRABS

But you'll have to be quick. Free limited-edition jerseys are available to the first 25 Stevens Bikes dealers who visit the company's Demo Day booth.



Available in black or blue, with world champion stripes, the jersey says "Stevens - Original brand" on the front, and "Ahead since '91" on the back. In 2011, Stevens Bikes celebrates its 20th anniversary.

On Show Days 1-3, the jersey will be available to new international Stevens dealers at the company's booth.

THUN NOW WITH SYSTEMS FOR E-BIKES

Bike parts maker Thun of Germany is now distributing the pedelec system from Flexaim BV of the Netherlands.

Thun will distribute (V)elo Comfort by Reevo Technology on an exclusive basis in Germany, Belgium, France, Italy and the Netherlands.

The group set is designed for e-bikes that are sold at €2,500 RRP and above.

ZH-207

The system and distribution deal is being launched at Eurobike tomorrow at 3 p.m. There will be pretzels and beer at Room Schweiz, Lobby West, 1st floor.

Thun GM Alfred Thun (left) and Flexaim GM Cetin Oge sign Reevo Technology distribution deal.



demo day : booth 200

candy 3 : eurobike 2010 special edition : 304g per pair : test it and keep it



FIVE OF THE BEST



BionX was a hit at PressCamp and is on lots of bikes at Eurobike.

The Eurobike Demo Day is bigger than ever. Carlton Reid highlights five bikes to take out and enjoy: two e-bikes, a pump-track MTB, and two bikes with brains.

SCOTT

Scott's Scale 949 is so called because this 29er weighs, at most, 949 grams (2 pounds, 1 ounce) which would be light for a road bike—never mind a front-suspension 29er. And that's with massive, custom Schwalbe tires, too.

The frame is built with HMX carbon fiber (the Pro frame is built with lower modulus HMF composites) and is equipped with a SRAM XX group, Ritchey WCS steering stuff, RockShox Reba 29 fork with 20mm through-axle and a DT Swiss 240 level wheelset.

The top of the 29er's head tube is 42mm higher than the 26-inch bike and it has a 10mm longer top tube, offset by a stubbier stem. Overall reach is the same but the bike is

said to have better downhill handling characteristics. With a flexing rear chain- and seatstay combination similar to the latest CR1 road bike (accomplished with flattened oval seatstays with a dialed-in carbon layup), the Scale has compliance built into the rear triangle.

Scott claims a full 4mm of vertical flex. This takes the edge off bumpy descents.

Of course, it's uphill where this 29er hardtail really comes into its own. It's a shame that bigger wheeled MTBs aren't more widely available, and test-ridden. or many riders, a 29er would be



The Scott Scale 949 – a super light 29er.

the perfect mount. The Scale sure can climb, the slightly bigger wheels ironing out bumps and ruts.

If you prefer your bumps to be on a pump track, Scott has a fun bike for you. The Voltage 24 is a 24-inch wheel slopestyle MTB that could be shared between a dad and his son: hit the pump track with it and take turns.

CANNONDALE

Cannondale's reintroduced Jekyll has 90-150mm "Attitude Adjust" travel adjustment, Fox Dyad RT2 Fox Shock, and Si12 rear dropouts.

It's a DH bike that can climb. Cannondale prefers to call it an OverMountain bike rather than put it in the more run-of-the-mill "all-mountain" category. Designer Peter Denk—the German suspension guru formerly with Scott—rides to the shops on his Jekyll. Dr Jekyll and Mr Hyde were two personalities in one person and the key to Cannondale's Jekyll, two-faced personality is a pull-style shock developed in conjunction with Fox Racing Shox.

The new Dyad-RT2 is two shocks brought together with a "brain" that selects between the two. There are two ride modes: Flow, a full-travel 150mm mode; and Elevate, the climbing mode, with travel reduced to 90mm.

CANNONDALE / BOSCH

More than two years in development, Cannondale's E-series bikes have integrated Bosch e-bike propulsion systems.

The range starts with two Urban models focused on performance, ergonomics and aesthetics. In short, these are sporty bikes for a younger demographic. There are other manufacturers at Eurobike with Bosch



Cannondale Jekyll: the perfect bike for nipping down to the shops!

drivetrains, but it was Cannondale which helped the auto electronics specialist understand all about bikes.

BIONX

A number of bikes at Eurobike are equipped with the BionX e-bike propulsion system.

The BionX smart torque sensor gives a smooth, progressive ride. Reverse the forward motion and you have bike that's hard to pedal, and therefore perfect for training.

This makes it suitable for a couple where one partner is fit, the other not so fit.

There are four modes, including the training one. Everything is controlled from the clear and precise handlebar console with LCD screen. This console shows speed, battery charge, and the current level of assistance or brake-activated regeneration. The BionX lithium manganese battery is good for a 90-km (56-mile) ride on the flats.

■ CR

BIKE TEST RIDES COURTESY OF PRESSCAMP USA

In June, Carlton Reid travelled to PressCamp in Park City, Utah, to test prototypes, which are now available at Eurobike in closer-to-launch form.

The 2011 PressCamp is scheduled for June 20-24. For more information, visit www.bikepresscamp.com.

FIT H2

Featuring:

- Pump head attached with extractable hose which can protect tyre valve from damage while inflating
- Aluminum body
- Max. pressure 120 psi (8 bar)
- 2 Stages for HIGH PRESSURE HIGH VOLUME
- Dust cap



SENSO

riding in its fullest sense



TECHNOLOGIES INSPIRED BY NATURE

Nothing beats nature's perfection. Senso's ArcTech Suspension System simulates a cheetah's remarkable agility and incredible jumping ability, providing cyclists with superior shock absorption and more flex. Senso saddles provide the ultimate in quality, style and comfort.



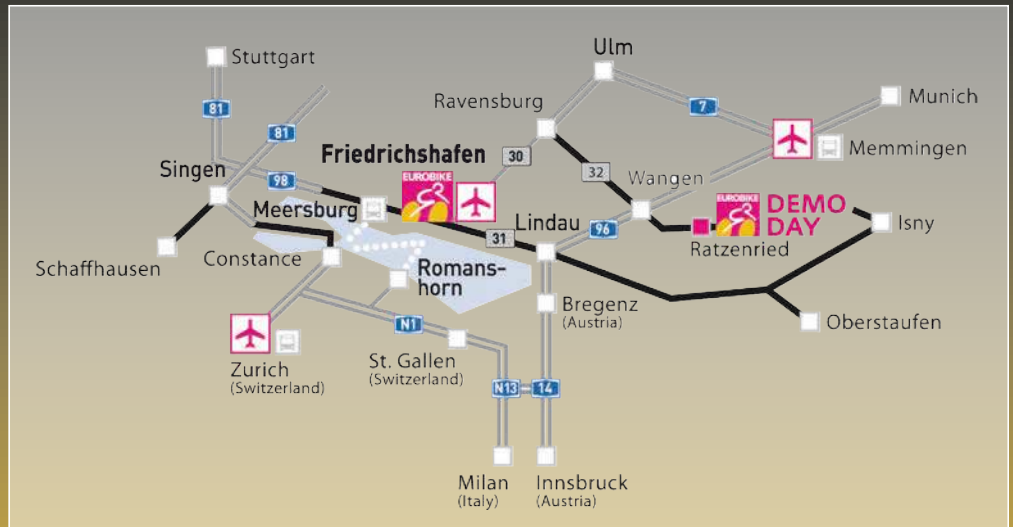
 **VELO**
feels right
www.velosaddles.com

DEMO DAY

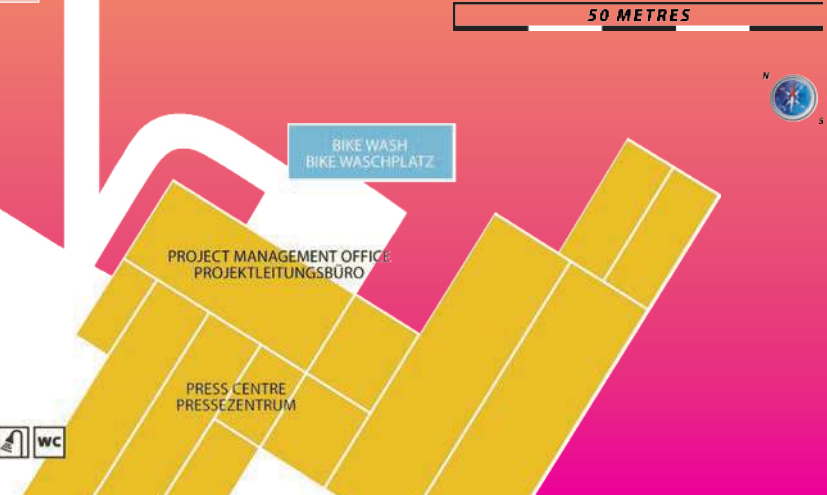
EXHIBITOR STANDS LEGEND

- 01 Scott
- 02 Sport Import Felt / Met
- 03 Full Speed Ahead
- 04 Blomson
- 05 Vaude
- 06 Magura
- 07 Orbea
- 08 BMC
- 09 Mongoose
- 10 GT
- 11 Cannondale
- 12 Vittoria Geax
- 13 Canyon
- 14 Museeuw Bikes
- 15 Las Helmets
- 16 ave
- 17 Motorex
- 18 Gepida
- 19 VP Components
- 20 Fallbrook
- 21 K.S. Suspension
- 22 Velo Enterprise
- 23 Xpedo
- 24 Velobaze
- 25 Hostettier
- 26 Fi'zick
- 27 Crank Brothers
- 28 SRAM
- 29 Focus
- 30 Liteville
- 31 Toxoholic's
- 32 Segalbikes
- 33 Pantherwerke
- 34 Cervelo
- 35 Lapierre
- 36 Raleigh Univega
- 37 BerGaMont
- 38 Bianchi
- 39 Merida Canturion
- 40 Simpon
- 41 Koga
- 42 Grofa
- 43 Look
- 44 Campagnola
- 45 Biotex
- 46 Bigfish
- 47 Hotlines
- 48 Norco
- 49 Marzocchi
- 50 Winora Staiger
- 51 Colnago
- 52 Fulcrum
- 53 Ghost
- 54 Specialized
- 55 Trek Diamant
- 56 Shimano
- 57 Michelin
- 58 Giant
- 59 DT Swiss
- 60 Kona
- 61 Third Element
- 62 Dedacciai
- 63 Drössiger
- 64 Alex Global
- 65 Stevens
- 66 Katz
- 67 Ziener
- 68 Cratoni
- 69 Frahm Sporting
- 70 Ridley
- 71 Asista
- 72 SR Suntour
- 73 Bionicon
- 74 Nicolai
- 75 Continental
- 76 SRM
- 77 Garmin
- 78 Felt/Ötztal/X-Bionic
- 79 Worldcup Team
- 80 Abus
- 81 Schindelbauer
- 82 Solar Mobil
- 83 n/a
- 84 RST
- 85 Electra
- 86 Reynolds
- 87 Revolution Sport
- 88 HP Velotechnik
- 89 Hase
- 90 Riese & Müller
- 91 Traix
- 92 VSF
- 93 Biketeck AG
- 94 Busch & Müller
- 95 Used
- 96 Sugoi
- 97 Carbon Sports
- 98 Adidas Eye Wear
- 99 Conway
- 100 Hartje Q-Brands
- 101 Dahon
- 102 X-Bionic / X-Socks

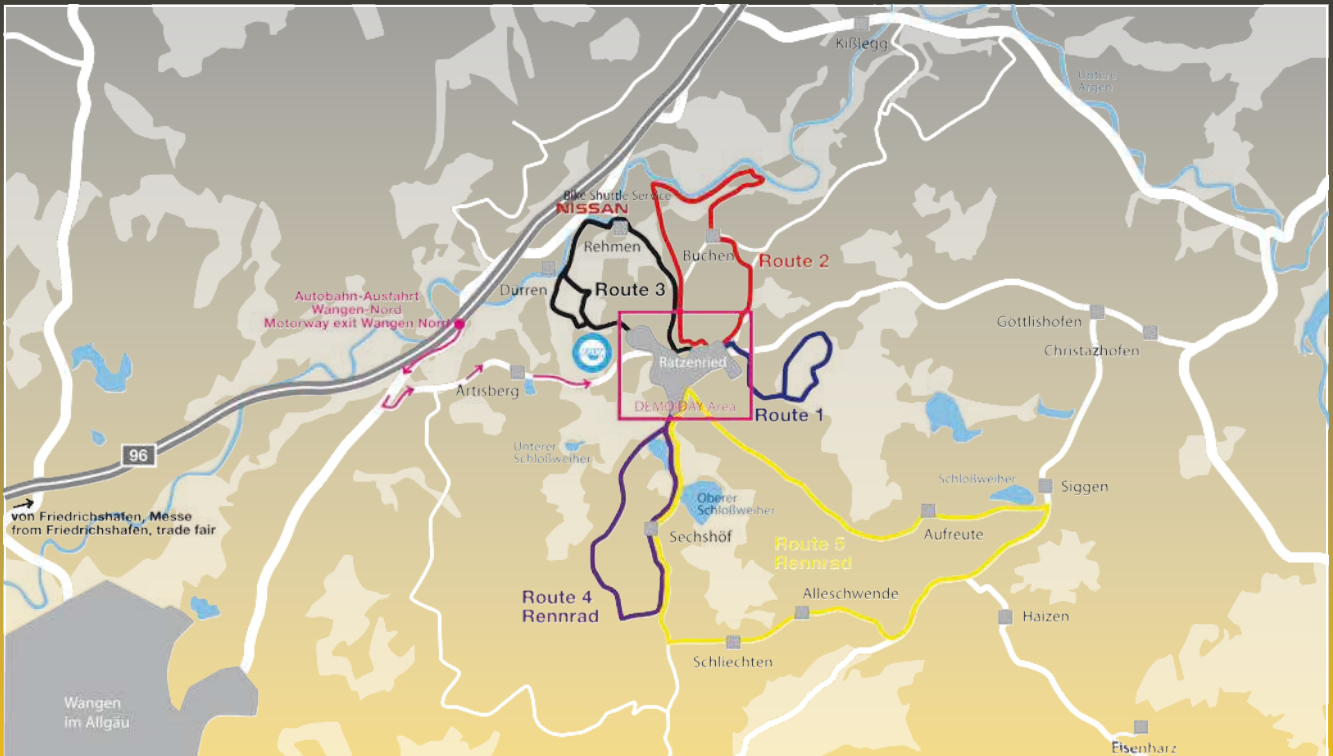
GETTING TO ARGENBÜHL



DEMO DAY EXHIBITORS

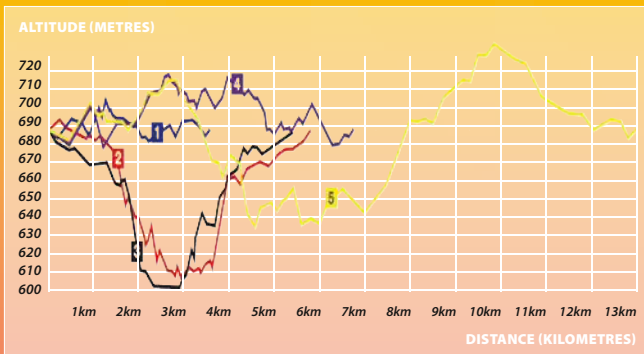


DEMO DAY - 2010 ROUTE MAP



ELEVATION PROFILE

TERRAIN CLOSE-UP



EUROBIKE DEMO DAY - 2010 CONTACT INFORMATION

EUROBIKE DEMO DAY 2010

Mon. August 31st, 2010
 Location: Schulstraße 15
 88260 Rätzenried (Gemeinde Argenbühl)
 GERMANY
www.eurobike-demoday.com

ORGANIZER

Messe Friedrichshafen GmbH
 Neue Messe 1
 D-88046 Friedrichshafen
 GERMANY
www.messe-friedrichshafen.de

PROJECT COORDINATOR

Dirk Heidrich
 Tel +49 (0)7541 708 424
 Fax +49 (0)7541 708 333
dirk.heidrich@messe-fn.de

THE EUROBIKE EXHIBITION

For Journalist & Industry Representatives:
 Tue. Sept. 1st - Fri. Sept. 4th, 2010
Official Visitor's Day
 Sat. Sept. 5th, 2010
www.eurobike-show.com

PARTICIPANTS LIST (A-Z)

* Abus * Adidas Eye Wear * Alex Global * Asista * ave * BerGaMont * Bigfish * Biketec AG * Bionicon * Biotex
 * Bianchi * Blomson * BMC * Busch & Müller * Campagnola * Cannondale * Canyon * Carbon Sports *
 Cervelo * Colnago * Continental * Conway * Crank Brothers * Cratoni * Dahon * Dedacciai * Drössiger * DT
 Swiss * Electra * Fallbrook * Felt/Ötztal/X-Bionic * Fi'Zick * Focus * Frahm Sporting * Fulcrum * Full Speed
 Ahead * Garmin * Gepida * Ghost * Giant * Grofa * GT * Hartje Q-Brands * Hase * Hostettler * Hotlines *
 HP Velotechnik * K.S. Suspension * Katz * Koga * Kona * Lapiere * Las Helmets * Liteville * Look * Magura
 * Marzocchi * Merida Centurion * Michelin * Mongoose * Motorex * Museeuw Bikes * Nicolai * Norco *
 Orbea * Pantherwerke * Raleigh Univega * Revolution Sport * Reynolds * Ridley * Riese & Müller * RST *
 Schindelbauer * Scott * Segalbikes * Shimano * Simpon * Solar Mobil * Specialized * Sport Import Felt
 / Met * SR Suntour * SRAM * SRM * Stevens * Sugoi * Third Element * Toxoholic's * Traix * Trek Diamant
 * Used * Vaude * Velo Enterprise * Velobaze * Vittoria Geax * VP Components * VSF * Winora Staiger *
 Worldcup Team * X-Bionic / X-Socks * Xpedo * Ziener

GIANT INVESTS IN GREEN MOBILITY

Giant Manufacturing of Taiwan started in 1972 and, in its first year, manufactured 3,800 bicycles. Now, 38 years later, the company operates five factories (with a sixth coming on-line in 2011) and makes more than five million units a year. Although Giant isn't the world's biggest bikemaker by units, it is No. 1 by revenue, with annual sales of \$1.2 billion.

To stay at the top of its game, Giant executives know they need to innovate. After making an early start in e-bikes, Giant now sees itself as a "mobility company," not just a bicycle maker.

Spokeswoman Irene Chen said the move from OEM production to own-brand production made the company. "Today, 70 percent of our group sales are made under the Giant brand. The remaining 30 percent is OEM-production for some international premium brands," she said.

"Giant is currently the No. 1 bicycle brand in Taiwan and China; No. 3 in America and Europe; and the top imported brand in Japan, Australia and Canada," she added.

In 2009, Interbrand Corporation ranked Giant eighth in Taiwan's top 20 brands, saying the Giant marque was worth \$262 million.

Tony Lo, CEO of Giant Global Group, said he was proud of Giant's innovations. "We were the first with mass-produced carbon frames," Lo said.

While all carbon frames are made in Taiwan, Giant will begin moving production to China next year. "We are building a factory in Kunshan, China. It will produce bicycles, including carbon frames," Lo said.

He said the move to China wasn't prompted by lower labor costs. "In the long run China will also be a market for high-end bicycles with carbon frames," he said.

Giant has sold branded bicycles in China for 15 years through its own network of stores.

"When we started selling bicycles in China there were four local brands in the market. They sold mainly single-speed transportation bikes," Lo said.

Antony 'Tony' Lo (right), CEO of Giant Global Group, believes in a bright future for e-bikes. © JB

B3-302



According to Lo, just 30 percent of used bicycles in China are equipped with derailleurs. This number will increase. "In more and more Chinese cities, people are taking up sports," he said. "The market for sportive bicycles is increasing."

The mobility market is still dominated by cheap, transportation bikes. "E-bikes and e-scooters are growing in popularity. Giant markets an e-scooter in China and Taiwan and may decide to sell in other "mobility markets where it makes sense," Lo said.

FUTURE OUTLOOK

Lo is optimistic about future sales.

"The environment and health are globally important topics, and the bicycle business offers solutions.

Traffic congestion also plays into our hands. With China replacing the U.S. as the largest market for cars it's clear that this brings problems," he said.

"In several Chinese cities, the local government is already reacting," Lo added.

"They have to act against congestion. This helps sales for e-bikes and e-scooters. In China, just as elsewhere, the e-bike market will increase."

■ JB

ZOOM

Booth
B4-210



www.HLCORP.com

The Brand you can trust

FSA TARGETS COMMUTERS WITH AFFORDABLE METROPOLIS CRANKSET PLANETS ALIGN FOR FSA GROUP

Full Speed Ahead's introduction of its long-awaited road bike component group at Eurobike might take the spotlight off of its new planetary gear crankset, aimed at urban commuters. That would be a shame, because the crankset is a stylish and innovative product for the commuting market.

Sold under the name "Metropolis," the crankset is the brainchild of U.S. inventor Sam Patterson. It's manufactured by FSA parent company TH Industries in its new factory in Wufeng Shiang, near Taichung, Taiwan.

In March, TH sent the first 200 mass-produced Metropolis cranksets to various customers while the factory worked on fine-tuning "how to do the assembly in the most effective way," said Manual Correia, international and OEM sales manager for FSA.

Planetary gear cranksets are not a new concept. The Swiss company Schlumpf, along with U.S. component giant Sram and German brands Nicolai and Bionicon, all have introduced versions

of these hassle-free shifting systems. But Correia noted that most of these systems are designed for downhill bikes, while the Metropolis targets a different user.

"FSA is eyeing the urban mobility market with this two-gear product," he said.

He noted the ability of the Metropolis crankset to shift under load, which he called "a very important feature for everyday people who are not used to bicycle riding and shifting."

The Metropolis system can be mounted on all conventional frames and will be priced competitively, Correia said. It can also be used with a belt-drive.

The Metropolis features a gear ratio of 1:1 (28 teeth) and 1:1.6 (43 teeth).

The planetary gearbox itself weighs around 600 grams (1 pound, 5 ounces). "For the target group of commuters, this isn't an issue," he said. FSA has added other stylish components to the crankset such as handlebars, headsets and seatposts to create a complete Metropolis commuting group.



Claudio Marra, GM of FSA Europe GM; Douglas Chiang, MD of TH Industries; and Correia.

JB



demo day : booth 200

first come, first served : hurry, get them before its too late





SR SUNTOUR LAUNCHES FIRST E-BIKE SYSTEM

A4-102

SR Suntour of Japan has launched the company's first complete, stand-alone component group for e-bikes. The company calls it HESC, for "Human Electro Synergy Components." It previously made e-bike components in cooperation with Sanyo, also of Japan.

HESC is a one-stop solution. The groupset includes a hub motor, LCD display, torque sensors and controllers as well as a suspension fork with 63 mm of travel. The Li-ion 8.0 Ah battery pack is produced by Sanyo.

Tim Fischer of SR Suntour Europe said, "We offer two 250W/36V hub motors. The top model weighs 1.95kg, and the entry level model weighs 2.55 kg. The detachable LCD display operates with two buttons so it's easy to use.

"One of the torque sensors we offer is for internal gear hub systems.

The second is a TMM4 sensor version for external gear hub systems. For this system we provide a special controller. The software enables the system to provide a very powerful riding feeling."



The lightweight version of Suntour's HESC hub motor.

The SF11-NVX-HE 700C suspension fork is an intrinsic part of the motor. "The motor and the fork act as one unit," Fischer said.

The slim lithium battery is enclosed in a rack by Curana from Belgium. Curana also supplied the retro-style reflective fenders. The Winora Group, with its custom-made Head Sinus, is among the first to offer a spec HESC.

Tom Fischer of SR Suntour Europe with the HESC battery and Curana rack.

"By the end of Eurobike we will have many more customers for our HESC system," Fischer said.

HESC will be available to test at the Demo Day and at the show.

■ JB

HOT NEW PRODUCTS 2011

THIRD ELEMENT ESPIRE E-BIKE

Designed with premium bike parts and powered by "the most efficient electric drive train in the market," the German-made eSpire from Third Element "revolutionizes the industry," the company says.

Available in two different speed versions: 45 km/h (street legal) and 65 km/h (off-road), the eSpire offers clean driving pleasure whether you want to cruise the city, ride steep slopes or race off-road.

FGO-306



B4-501

DAHON BIOLOGIC ARX GRIP WITH T-TOOL

Everyone has experienced this before: while on a ride something needs adjusting, but the necessary tool is at home.



Dahon figured that if the handiest tools could be stashed on the bike, riders would have one less thing to worry about. So they designed the T-Tool, a special bar end plug

and wrench with a long leverage design for 4, 5 and 6mm allen tools that fits right inside the handlebar grip—invisible, but there when needed. The T-Tool is compatible with the BioLogic Arx grips.

SKS DASHBOARD & DASHBLADE

Ultra light snap-on front mudguard with a stylish, stealthy appearance. The Dashboard is compatible with most suspension forks.

The quick-release fastening with power strap enables a tight connection to all seat posts and most frames. The Dashblade for the rear features angular adjustment for the perfect coverage. Dashboard and Dashblade are a matching pair.



A5-400

CRAFT LOOSEFIT SHORTS **B5-403**

A new range of bike shorts from Swedish sportswear specialist Craft uses rugged materials to create functional, loose-cut bike shorts that are durable on the trail.

Elastic panels and the ergonomic cut offer freedom of movement both in and out of the saddle.

Carefully designed ventilation details provide increased coolness for the rider.



MARZOCCHI CARBON FIBER 44 LOWER CASTING **B1-302**

Marzocchi's new carbon fiber lower casting for its popular 44 Series reduces the overall weight of the 44 by nearly half a pound (200 grams).

Using a magnesium shell that has been made for carbon applications, the new 44 has been designed from the ground up, with considerable investment in engineering and molds.

The Carbon Fiber 44 features a 15mm QR axle, 150mm travel, 2011 Micro TST with lock out compression adjust, air spring, Ti neg coil spring and nickel-coated tapered alloy stanchion tubes in a lightweight package of 1,600 grams (3.5 lbs).

PLEASE NOTE: THE CARBON 44 WILL BE AVAILABLE IN LATE 2010 OR EARLY 2011.



The new Big Curve from Haibike is the answer to the increasing demand for 29er MTBs. It will be available in winter 2010 with the specifications SL and RC.

The big Curve has a triple-butted 7005 aluminium frame, with a head tube for the butted steering tube (tapered), press fit inner bearing casing (Shimano BB92) and half-shaft on the rear wheel (Syntace X12).

A4-100



WINORA HAIBIKE BIG CURVE

To address the problem of wheel stiffness on 29ers, Haibike uses an X12 half-shaft on the rear wheel. The X12 has better results in comparison to the usual release systems. The half-shaft systems are also used for the front wheel of the Big Curve.

MADE IN GERMANY

REVOLUTION

ONE FOR ALL

SCHRADER. DUNLOP. PRESTA



INJEX T-ZOOM
high pressure mode
ergonomic T-handle

Output max 144 psi/10 bar
166 g / 256 mm / Telescopic-Function
Aluminium Tube

SKS-GERMANY.COM

SKS
GERMANY

SHIMANO'S 2011 WHEELS

SHIMANO'S LATEST HOOPS: While some heavy-ish aero wheels can be fast, most experts agree that light wheels can transform a bike's speed potential. And Shimano produces some of the best lightweight, super-strong wheels in the business.

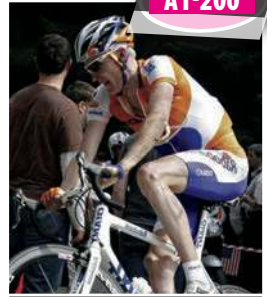
Pros such as Oscar Freire, Robert Gesink, Samuel Sanchez and Juan Antonio Flecha ride on Dura-Ace wheels, and their feedback has helped Shimano produce six all-new Dura Ace wheelsets.



Oscar Freire

There are three rim heights available: 24mm, 50mm "deep dish," and a 35mm carbon rim that, the company says, offers a perfect combination of high rigidity, low weight and excellent aerodynamics. The carbon-aluminium hybrid is one seamless object, as seen in the aerospace industry.

All the new wheel sets feature the new Dura-Ace hubs with Shimano's cup-and-cone technology as well as a new clickity-click bearing system that enables tool-free adjustment. All wheels have 16 butted, bladed, radial, stainless steel spokes in the front wheel and 20 in the rear wheel. All are straight pull. Spoke nipples are at the rim, no longer at the hub.



Robert Gesink

Aside from Dura-Ace being 7900, it doesn't take a science degree to work out Shimano's product naming system. WH stands for wheels. T is for tubular; C for clincher. 24, 35 or 50 stands for the rim height.

WH-7900-C35-CL



The WH-7900-C35-CL is a clincher wheelset with 35mm carbon-aluminium rims.

Quoted weight is 1,627g per set. Available in October.

The WH-7900-C50-TU tubular wheelset has full carbon rims and a rim height of 50mm. Quoted weight is 1,396g per set. They will be available in April.

WH-7900-C50-TU

This is the high-end wheelset, the Dura Ace "deep dish" tubular seen on the bikes of pros. These wheels have won one-day Classics, Ironman triathlons, Grand Tour stages and cyclocross world cups:

They're dependable and versatile. They're not the lightest wheels on the pro circuit by any means, but they're tough. The wheelset is more than 50 percent stronger than the DIN-Plus standard.

FH-7900 REAR HUB

The Shimano Dura-Ace FH-7900 rear hub has a titanium freehub body and an oversize 15mm aluminium axle.

The cassette body is compatible for 8-, 9-, and 10-speed Shimano cassettes, as well as Sram cassettes. It includes an aluminium Dura-Ace quick release skewer.

WH-7900-C35-TU

The WH-7900-C35-TU is a Dura-Ace 35mm rim wheel for tubs.

Weighing 1,339g per set, it will be available in October.



The WH-7900-C24-CL "shallow clincher" wheelset has carbon-laminated, ultra-thin 24mm aluminium rims. The quoted weight is 1,395g per set, with availability in November. The WH-7900-C24-TL is the tubeless version of the C24, and heavier at 1,464g per set.

WH-7900 C24-CL/TL



Juan Antonio Flecha & Samuel Sanchez ride Dura-Ace hoops.

WH-7900-C50-CL

WH-7900-C50-CL is a clincher wheel set with 50mm carbon-aluminium rims.

Weighing 1,662g per set, the WH-7900-C50-CL will be available in April.

FUSION
PERFORMANCE EQUIPMENT

HEIGHT
ADJUSTABLE
SEAT-POST

HILO
SINCE 1999

HILO SEAT POST

- Hydraulic design allows for smooth adjustability
- Double key-way design prevents lateral twisting
- Passes CEN testing for fatigue and impact
- Wide range of seatpost angle adjustment
- Optional handlebar remote
- Easily convertible from lever-actuation to remote handlebar actuation or vice-versa (with aftermarket kit) 1.3 lbs (620g)

www.xfusionshdx.com

EUROBIKE BOOTH# A2-203

FIZIK STEPS INTO SHOES

Fizik is all about contact points between the bike and the rider. It's been producing high-end saddles for 13 years and also makes handlebar tape. So, with the rear end and the hands covered, the next obvious contact point is the feet—and Fizik is launching a line of road shoes. Of course, because this is Fizik, these aren't just any old bike shoes.



The 3D Flex System's outsole is made of 3 parts.

"Shoes are natural extension of the Fizik brand," marketing manager Alberto Fonte said. "They're a critical part of the connection between rider and machine."

Fizik's shoes are made in an Italian artisanal style, with a high stitch count.

Fizik uses premium materials including kangaroo leather for durability; T700 carbon fiber for soles; high-strength and weather-resistant sail cloth for the closure system. The company offers just two shoes in its inaugural line: the R1 and R3. The R1 is classic black and for men only. A size 43 shoe weighs 270g.



The R1 is Fizik's top-end shoe.



The R3 Uomo in red comes with EVA insole.

The top-of-the-line R1 was designed in partnership with Sidas, the French footbed technology company. The R1's insole is heat formable.

Other features include Podiaflex molding material and memory foam; sail cloth straps and a microadjustable buckle with a carbon fiber loading lever, aluminum release lever and stainless steel base.

The 3D Flex System outsole is made of three parts; a T700 carbon fiber base; Tepex carbon/fiberglass panel molded into a heel cup; and a one-piece

flexible Nylon shell co-molded to the carbon base for good fit across a range of heel shapes and sizes.

The R3 is available in black/white or red for men (the size 43 shoe weighs 274g), and black/cream or white for women (the size 38.5 shoe weighs 218g).

The R3 has an EVA insole and a buckle with aluminium loading lever. R1's will be available in sizes 40 to 48 and will retail for €340. The €270 R3 will be available in sizes 40-48 for men, and 37-43 for women.

■ ENRICO PASTORI



This Fizik shoe speaks Italian, naturally.

Clip-on and Ride with Ibera

No more cumbersome straps or bungee cords with our range of convenient clip-on bags and cases.



FREE bike phone case to first 10 people at our booth today.
A7-415



Handlebar Pak IB-HB2



Panniers IB-BA7

Commuter Bag IB-BA1

Commuter Carrier IB-RA1

Ibera Co., Ltd.
sales@ibera.info
See more products at www.ibera.info

IBERA

ILUMENOX®

www.ilumenox.com



VEGA 1W K717
Rechargeable
SS-L123WG
• New 20 lux statute
• 8 hours running time
• Rechargeable battery (Li-Ion)
• USB connect charger include



VEGA 1W K717
SS-L124WG
• New 20 lux statute
• 3 hours running time



CROCOLITE K711
SS-L322RG

Easy Safe
K710
SS-L320RG

Extras

One free Skully light to present for first 50 customers, please visit S-Sun booth at B2, 405-45.

SKULLY® www.skully.com.tw

SS-L324

BAGS WITH LOTS OF TRICKS

Bike commuter numbers are growing in Central and Northern Europe. Ralf Stefan Beppler reports that the market for messenger bags, city panniers, and packs is likely to keep increasing.

Basic high-frequency welded panniers will always be a bike retail staple but customers also want choice, colors and style. They also want luggage flexibility, often preferring messenger bags to old-school panniers.

Eurobike exhibitors have products that fit all these consumer needs. Anyone who wants to participate in the business of "carrying stuff" has to be ready to be refreshingly different.

STYLE & THE CITY

BASIL

Dutch brand Basil has found a niche: Canvas cotton in traditional stripe design, or bike bags made from recycled fishing nets.

Good for sustainability, but good in a fashion sense, too. It appeals to the style- and color-conscious cyclist. Basil's Babushka Collection is a series of bags and accessories contained in Russian matryoshka-style nesting. Eye-catching, for sure.

ABUS

Abus has blossomed with six bike bag lines and is adding new styles in all categories. Abus calls the messenger bag the "up-to-date interpretation of a bike bag" for city use. Abus says its feminine collection combines style and function for women in everyday applications.



Today, consumers expect a variety of options for carrying or adjusting the bag to the bike.

Third-leg constructions, Klickfix adapters or Quick-Lock systems easily and safely adjust the bag to the bike or the body.

BOARDROOM, NOT BORING

For 2011, luggage companies are not only presenting an enormous range of new bags, up-to-date styles and modern colors, but they are launching ways to bring comfort to the office bag.

VAUDE

Vaude sees a market for multifunctional solutions. Most of its bags come with special laptop and organizer sleeves for simple packing. There are different modes for fixing the office bag to the bike or harness systems that can be tucked away to come up with a clean office bag.



PHOTO: ZWEI

neco

PERFORMANCE BICYCLE COMPONENTS

Eurobike Show 2010
Booth No. B2 405-10
www.necoparts.com



ULTRA MOTOR

visit us at **Eurobike Zeppelin Hall**
ZH 200 and win an A2B Hybrid!

Ultra Motor E-Bike Propulsion Systems

- Intelligent Programmable Motor Controllers
- Custom Lithium Ion Battery Packs
- 250-800 Watt Hub Motors
- E-Gear Technology
- Bottom Bracket Torque Sensor
- LCD User Interface
- CAN Bus Enabled



more information at www.ultramotor.com

ORTLIEB

Ortlieb is presenting the Quick Lock3-System, making the wheel side of the bag flat without hinges or locking systems sticking out. With QL3, the major attachment parts are now on the bike.



A new click-in hose, called the QuickLink, has accessories such as an insulated sleeve and an integral carbon filter. The fill port, called the AirLite, is now easier to open and close and has flip-out legs to aid in air drying. The reservoir is available in 1.5-, 2- and 3-liter sizes. There's also a new reservoir to fit a new lumbar pack, the Octane LR. Water sits on hips, not shoulders.

DAY PACKS

More backpack companies from the outdoor market such as Gregory are discovering sales possibilities in the bike sector.

ABUS

The Urban Exclusive series from Abus is a collection of premium business bike bags. All feature laptop sleeves and are made of synthetic leather fabrics that won't look out of place in the boardroom



OSPREY

Backpack specialist Osprey is at Eurobike to present its new collection, including bike-specific Raptor hydration packs and the Escapist 25, which has internal dividers, retro-reflective patches and an integral rain cover.



DRINK & RIDE

Hydrate or die. The message is getting through. Hydration packs are everywhere, not just on the backs of mountain bikers. Naturally, hydration reservoirs have not killed off the sports bottle, but both can coexist. The technology in both forms of liquid carrying is increasing apace. Premium water bottles are now insulated; hydration packs now have click-in, click-out accessories and attachments.



VAUDE

Vaude is at Eurobike promoting the Tracer backpack line, which features a technical back panel called Ergo-Vent. Four sizes will cover volumes from 12 liters up to the Alp Cross size of 28.

CASCADE DESIGNS

Cascade Designs has reorganized its Platypus Series, offering three sizes of packs for different uses. Hydrapak is strengthening its plans for a comeback on the European market.

DEUTER

Deuter is promoting Attack, its TÜV/GS-proven PSA-Protection pack. The Attack SL is a women's bike pack with spine protection.



CAMELBAK

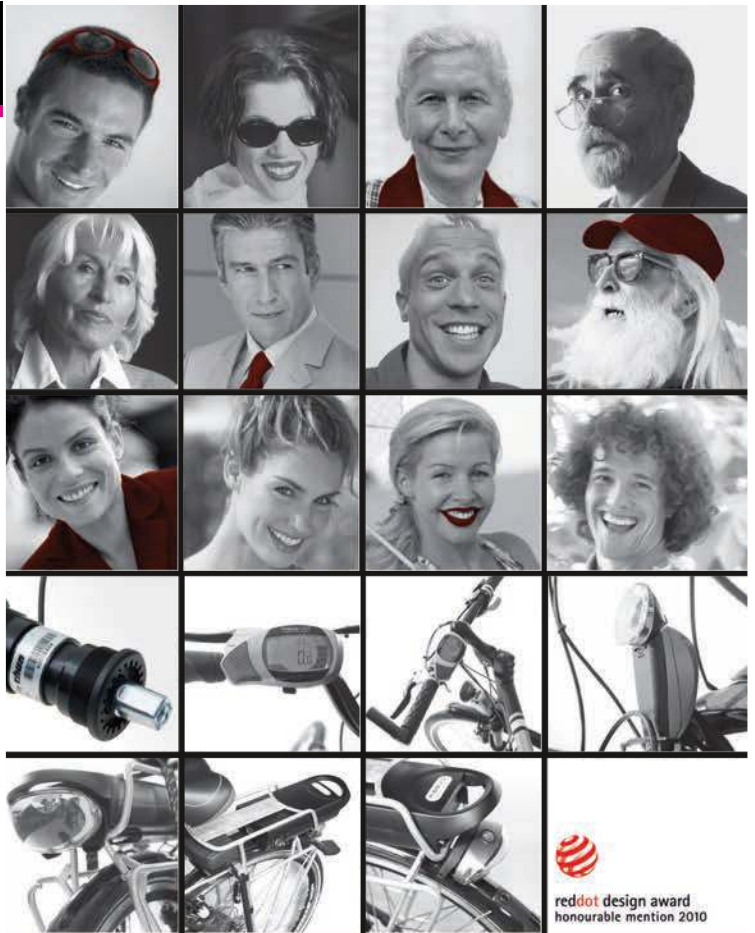
It's Camelbak, the originator of backpack hydration, which has had the biggest makeover. Camelbak's BetterBottle stainless steel half-liter bottle keeps iced water cool for many hours, perfect for commuters. Camelbak's new Antidote reservoir is baffled: it has a 28 percent lower profile than previous reservoirs and is shaped like an elongated lozenge.

ORTLIEB

Ortlieb is launching new waterproof packs. The AirFlex11 is an MTB daypack. With extra capacity, the Elevation 32 ad 42 liter packs are Alpine packs with twin strap lid closure, inner pocket for optional hydration system, and removable waist strap with gear loops.



Camelbak Quicklink.



EVERYBODY'S REEVO

- Target group specific and flexible software selection
- The natural bicycle experience
- Compatible to any type of frame
- System integration within 20 minutes
- Advanced software technology with PCME sensor
- eMobility made in Europe

EUROBIKE 2010 - booth #ZH-207

Beer and pretzels for industry professionals and press:

- Day 1: Sept. 1st, 15h00, lobby west, 1st floor, room „Schweiz“
- Day 2: Sept. 2nd, 15h00, lobby east, 1st floor, room „Rom“
- Day 3: Sept. 3rd, 15h00, lobby west, 1st floor, room „Schweiz“

X-CELL RT

(V)ELO COMFORT by



eMobility made in Europe

Alfred Thun GmbH & Co. KG D-58256 Ennepetal www.thun.de

GPS ROUNDUP, PART 1

TOUCH IS TRENDY BUT BUTTONS ARE BACK

With a notable exception, more GPS devices for cyclists are incorporating touch screens. Cyclists will find a wider array of detailed maps, routes incorporating forest roads, and the kind of speech guidance commonly found on automobile units.

GIOVE

The MyNav series from Giove, an Italian company, comes equipped with maps of several European countries.



The MyNav500 and 600 also accommodate raster maps, which are created by scanning a paper map, then calibrating them for use in the GPS unit.

VDO

The German company VDO added training functions to the My Nav platform to create a model it calls the GP7.



A barometric altimeter, three-axis electronic compass and large storage capability for GPS data and maps are typical for these high-end outdoor navigation systems, which also include a variety of geocaching functions.

FALK

Falk, known for car navigation systems, is exhibiting at Eurobike for the first time with its new Ibox, which offers cyclists the simpler and more customer-friendly navigation functions of a conventional car system.

The Ibox comes preloaded with some 200,000 kilometers (124,000 miles) of premium cycling routes from the German cycling club ADFC, along with POIs for cyclists' accommodations and—unique to the Ibox—routing information that combines bicycle routes with public transportation networks.

XPLOVA

Also premiering at Eurobike is the Xplovas G3. Based on the company's flagship G5 with its 3.5-inch screen, the G3 offers a 2.2-inch transfective touch screen.

As a new concept, the G3 offers free, routable OpenStreetMaps from different sources. (OpenStreetMaps is a free, Internet cartography project that anyone can contribute to, like Wikipedia.) Mainly designed for commuters and casual cyclists, the G3 is a complete bike computer with several routing and training functions.

Instead of the usual speech guidance, Xplova introduces its SmartSign System, which adds turning hints and information about gradients to the on-screen route information.



Lowrance's new Endura series offers both touch screen and button interfaces.

GARMIN

Garmin, which promoted touch screen systems in its Oregon and Dakota series, is now going back to its button-based roots. Its GPSmap 62 series uses only buttons, a feature that is especially desired by cyclists.

While the outside looks like an updated version of Garmin's older Map60 model, its inside beats with the heart of the new Oregon, featuring a wide range of functions shown on a brilliant display.

O-SYNCE

More functions add more weight, and some units tip the scales at as much as 300 grams (10.5 ounces).



Cyclists who want a tiny navigation partner should look into Navi2move, from the German company O-synce. The 45-gram (1.5-ounce) device is stylish as well as lightweight, and is especially suited for racers and mountain bikers.

Instead of a background map the user is guided by waypoints that are indicated by arrows. A "backtrack" function leads the user home. One unique feature is the "Macro" three-button remote control holder for different types of bicycles. The Navi2move's battery should last to 9 hours.

SATMAP

The very British company Satmap hews to tradition by offering a device with a large 3.5-inch screen. But it is not a touch screen, and the Satmap offers no routing. It is easy to use and is equipped with quality topo maps that are available for several countries.



"We have the most variety of raster maps," said Satmap's CEO, Richard Calthrop-Owen. More than 300 map titles for more than 10 countries are available on an SD card. A new Custom Map service allows users to upload their own maps to the Satmap.

POWER AND PROTECTION FOR GPS UNITS

With first-generation GPS units, users could ride for two days without recharging the unit. But many new models shut down after a few hours, as large color screens and permanent, bright backlights drain batteries quickly. A small army of accessories have cropped up to keep GPS units charged, along with a rider's MP3 player, mobile phone, digital camera, and other electronics. Many of these connect to the bike's hub dynamo and deliver enough current to power a 5-volt USB plug.

BUSCH & MÜLLER

Busch & Müller's eWerk adds extra capabilities, with an energy output that ranges between 2.8 to 13.3 volts and a current of 0.1 to 1.5 amps.

A few devices, including the Apple iPhone, are sensitive to current fluctuation. To prevent them from switching off during stops or during a drop in current, the Busch & Müller 461A battery provides a stable power supply.

TOUTERRAIN

Appearance-minded cyclists might prefer ToutTerrains' The Plug, which is integrated into the steering tube so that neither device nor cables mar the appearance of a stylish bike.



Journalist and navigation consultant Thomas Froitzheim has specialized in GPS systems since 1999. He is the founder of Naviso Outdoornavigation (www.naviso.de).

As mobile phones incorporate more GPS functions, many manufacturers offer cases to protect these sensitive devices against water, dust and vibration on the handlebars, while maintaining full functionality.

DAHON

Dahon, the folding bike maker, has created a new product line called BioLogic.

The BioLogic Bike Mount is designed for iPhones, up to the model 3GS and can be combined with the ReeCharge charging unit.

VAUDE

Vaude follows the sun—and offers solar charging units that can be attached to a backpack.



ORTLIEB

And riders who need to protect their mobile phones or GPS units from water can buy strong, lightweight, waterproof bags from Ortlieb. The company's "Safe-it" bag comes in different sizes.

THOMAS FROITZHEIM

PICS © THOMAS FROITZHEIM & HANNAH GRUNDEY

GPS GUIDE

There are plenty of GPS exhibitors at Eurobike, although some are a bit hidden.

HERE'S A GUIDE TO THE HIGHLIGHTS ...

DEMO DAY

At DemoDay 2010, you'll find Garmin, Busch & Müller, Dahon and Vaude showing GPS devices or accessories.

SHOW DAYS

For the main show in Friedrichshafen, here is a suggested route for a GPS Tour: Start in Foyer West at ADFC (Stand FW-202), where you'll find MagicMaps, Falk and Lowrance. Continue to Satmap (A1-106) and Tout Terrain (A2-110). Have a glance at Microsport (A3-806 at Roadlux) and MyNav/Giove at A3-603. You will find Xplova at the Winora booth (A4-100) and Busch & Müller at A4-401.

Navigation exhibitors are mainly concentrated in hall A5, including Garmin (A5-201); VDO (A5-206) and O-Synce (A5-209). Head to the B Halls, where you'll find Dahon (B4-501), Vaude (B5-400) and Ortlieb (B5-600). Friday's TravelTalk conference will feature GPS news and a variety of ways that GPS can play a role in tourism. On Saturday, some Holiday-on-Bike exhibitors will show GPS solutions.



Satmap CEO Richard Calthrop-Owen with the Satmap Active 10.

FRIDAY'S EUROBIKE TRAVEL TALK WHERE CYCLING MEETS TOURISM

Are you interested in changes in the tourism industry, new concepts for cycling holidays, and new ways to market to cycling tourists? Are you searching for a bicycle manufacturer whose products would make a perfect match for your line of travel gear? Or perhaps you're a manufacturer searching for a tour operator, or a region where you can test new bikes under realistic conditions?

Anyone with an interest in cycling and tourism should attend Friday's Eurobike Travel Talk conference, now in its ninth year. We asked Ulrike Saade, general manager of Velokonzept, which organizes Travel Talk, for a preview of this year's conference. Saade was recently named Berlin's business-woman of the year for 2010-2011.

ESD: Ms. Saade, is the congress is being held in German or English?

Ulrike Saade: All lectures are simultaneously translated into English and German.

ESD: What's the target audience for Travel Talk?

Saade: The target groups are tourism companies and hotels, bicycle manufacturers and traders, associations and institutions, travel and business consultants, marketing and event agencies. In short: people involved in cycling and tourism.

ESD: What is the major topic of this year's Travel Talk exchange?

Saade: There is no longer such a thing as a typical cycling tourist.

Instead, there are a multitude of target groups, each with different needs. Major topics this year include current developments in the fields of cycling and tourism, and trends including e-bikes, Web 2.0, GPS, and cross-marketing.

This year, we are encouraging innovative forms of presentations, like the pecha kucha format [Japanese for "chit-chat"].

Ulrike Saade, founder and GM of Velokonzept, was recently honored as Berlin's businesswoman of the year.



Saade: Of course there is. We ask every speaker to give more details about his or her topics at our "Info Counters." The afternoon features workshops, where participants can choose the topics they are interested in joining.

ESD: Can people outside of the bicycle and tourism industries sit in on the presentations, or do they have to make a reservation in advance?

Saade: Everyone with a ticket for Eurobike can join the entire conference, or individual presentations, for free without preregistering. Nevertheless, we would be pleased if participants register in advance, so we can better plan room availabilities and prepare the free lunch and coffee breaks.

EUROBIKE TRAVEL TALK is Friday at the Conference Centre, Foyer East, 1st Floor. The conference starts at 10:30 a.m., with a lunch break at 12:30 p.m. For more info: WWW.EUROBIKE-TRAVELTALK.COM

This means that each speaker is limited to 20 slides, each shown for 20 seconds. So every presenter has a maximum of six minutes and 40 seconds to explain his or her ideas before the next speaker comes on. We chose this technique as part of our "short and to the point" presentation strategy.

Those are sponsored by Biketec/Flyer and by Cyprus, a partner country of Eurobike.

ESD: What's the price of joining the conference, and what is included apart from the presentations?

Saade: For Eurobike visitors, it's free. In addition to listening to interesting lectures, you can easily enlarge your network and find new ideas for your own business.

ESD: This sounds as if there is no time left for audience questions.

■ JB

XPEDO THRUST



Weight: Ti: 195 g/Al: Cr: 245 g/Al Body: Magnesium Spindle: Titanium / Chromoly Bearings: 3 Cartridge Spring: Square SHVP Seal: 1 Rubber Cleat: THRUST 7 Fixed / 6° Float Release: Single Sided Adjustable Size: 87x91x32.7mm Color: Painted White Black Red

www.xpedo.com

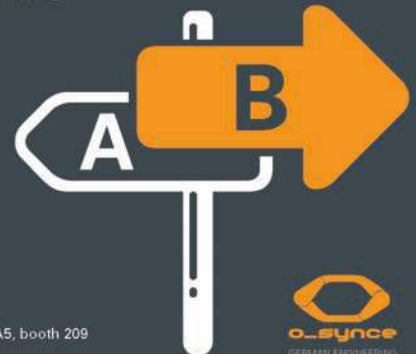
Booth: B2-501

JUST ONE WAY!

Clever arrow navigation:
There is no easier way to get from A to B.



NAVI2move



Visit us at Eurobike: hall A5, booth 209
www.o-synce.com



HOT GPS PRODUCTS 2011



FW-202

MAGICMAPS
TOUR EXPLORER 5.0

GPS tours are provided on several websites. The German company Magic Maps offers its PC-based "Tour Explorer" with official Topo Maps and a wide variety of creating new tours or customizing downloaded tours.



The new version 5.0 is easier to use with a large number of ready-to-use cycling and hiking tours focused on the German-speaking market. Tracks, routes and waypoints, and even parts of topo maps can be transferred to different GPS devices. A special "Scout" app was designed for Apple's iPhone.

FALK IBEX

Falk's first outdoor navigation device combines easy handling with comfortable orientation and preloaded premium content.

The compact, lightweight, water- and shockproof device is ready to use with pre-installed, routable, high-density German maps that guides users on streets, trails and forest roads, with different options and speech navigation. 200,000 km (124,000 miles) of premium cycling routes of the German Cycling Club ADFC are preloaded, as well as cyclist accommodation POIs and public transportation networks. The Capricorn can be optionally equipped with routable maps of different countries and topographical raster maps. With the 3.5-inch transfective non-glaring touchscreen, barometric altimeter, 3-axis compass, replaceable battery and GPX data usage, complete outdoor navigation is possible.



FW-202

GARMIN
GPSMAP 62

Rather than the touch-screens of the Oregon and Dakota series, Garmin switches back to button-operated GPS handhelds with this model.

The new GPSmap 62 series appears very similar to the former GPSmap 60 device, just a little bit updated. Inside it contains the complete technology of the Oregon Series, with high-sensitivity GPS chip, nearly unlimited memory for tracks, waypoints and routes and paperless geocaching. The device contains a barometric altimeter, 3-axis compass, and 100k leisure maps. The 2.6-inch screen is nearly the same brightness as its brilliant predecessor Map60.

DAHON BIOLOGIC BIKE MOUNT

Smartphones boast a growing number of navigation options, especially for Apple's iPhone. BioLogic Bike Mount allows comfortable use of an iPhone on the handlebar.

A welded, touch-sensitive membrane and silicone seal protect an iPhone from the weather but still allow for complete control of the phone. The Bike Mount for iPhone is compatible with 2G, 3G and 3Gs iPhones and retails for €45. Combined with BioLogic ReeCharge, the iPhone can be charged during riding.



B4-501



A5-201

BUSCH & MÜLLER E-WERK
WITH BACKUP BATTERY

The mobile charging system for power-sensitive devices.

Not just for GPS devices, E-Werk charges mobile devices with constant voltage even when the bike is stopped.

Connected between the E-Werk and the mobile device, the new backup battery 461A keeps the voltage at 5V preventing interruptions or shutdowns.



A4-401

XPLOVA G3

Xplova debuts new navigation device for bicycle commuters and sports riders.

While Xplova's first model, the G5, was aimed at touring cyclists with additional training functions, the new G3 is designed for everyday bikers but also offers sports functions.

The 2.2-inch device with color transfective screen contains a complete bike computer, with altimeter, cadence sensor and, in a step forward from the G5, a replaceable battery.



The X-tracks PC software manages maps, route planning and activity analysis. Estimated price: €249.

A4-200

Also new: OpenStreetMaps in different editions can be used.

With the new SmartSign Navigation, track indication is added with turn-by-turn guidance and gradient information.



WILL CAR DEALERS BECOME A THREAT TO BIKE SHOPS? MU BY PEUGEOT

Peugeot, the French automaker, is edging into the bicycle industry with Mu, a mobility concept it introduced this year. Mu customers use pre-paid cards that let them rent a range of "mobility services," from e-bikes to cars.

Peugeot road bike from the 2010 line.



Several other industries are trying to get a foot in the booming e-bike market. Mass merchants and other sales channels are now selling them, for example. The entry-level products sold at mass merchants may not be a direct threat to IBDs, which sell mid- to high-priced products. But car dealers could provide a more serious threat to IBDs.

Peugeot introduced the Mu concept last December in several French cities and plans to expand it to nine European countries by 2011. Customers holding a Mu card can rent vehicles including bicycles, scooters, leisure or utility vehicles, as well as accessories such as a GPS units or rooftop cargo boxes.

Mu also offers travel agent services, so cardholders can book an air or rail ticket, and reserve a hotel room. They can also arrange for driving lessons through Mu.

What does this have to do with the bicycle industry?

For the two-wheeled part of the Mu concept, Peugeot has revived its Peugeot Cycles brand, after renewing a partnership with Cycleurope AB that had lapsed in 2002. Cycleurope's brands also include Bianchi, Crescent, BDS, Everton, Gitane, Kildemoes, Legnano, Micmo, Monark, Puch and Spectra.

Peugeot-branded pedelec made by Ultra Motor.



Peugeot mobility bike made by Cycleurope.



For the 2010 season, Peugeot introduced a "collector's edition" line of four bicycle models. Here at Eurobike, however, Peugeot is presenting a full line of Peugeot Cycles. The models will be sold in IBDs through Cycleurope and in car dealerships through Peugeot.

Peugeot is also partnering with Ultra Motor, the British e-bike manufacturer, on a Peugeot-branded pedelec that will fill the gap between Peugeot's bicycle and scooter offerings. The French carmaker says it is also the first supplier of electric scooters in the market.

By offering bicycles, e-bikes, scooters, e-scooters and cars, Peugeot now offers an entire chain of mobility products, and industry observers believe other automakers will follow Peugeot's lead.

If that happens, one observer said, "the IBD market has to watch out that it does not lose any e-bike sales to car dealers. The car dealership is an attractive alternative for the e-bike and e-scooter segment. And don't forget, they have existing e-technology know-how."

Other companies in the auto industry are working on electric bikes, including Bosch and Magma, the Canadian company that owns the BionX system through its subsidiary, Energy Propulsion Systems. Opel also introduced a limited line of electric mountain bikes that were made by Austrian manufacturer KTM Bikes.

Check out the latest line of Peugeot Cycles, made by Cycleurope AB.



■ JB
Peugeot e-scooter.



T-ONE
Booth : A5-110



undercover
Wireless bicycle burglarproof device

Wireless burglarproof device that can be hiding underneath the bottle cage and will not appear on the exterior of the bicycle. When someone tries to shake, vibrate, or steal your bicycle, the 100 dB alarm system "Master" and the "Slave" will both ring to alarm you. The master also has a simple indicator to track the slave.

Smart®

SMART can help you see and BE seen!
Smart Brand New 1 Watt L.E.D. light
We make it reliable.

> 35 LUX



Design pat.

See Us At Hall
Eurobike 2010: B3 - 505
Interbike 2010: 1655

HOT NEW PRODUCTS 2011



720ARMOUR SHARK WATERSPORTS SUNGLASSES

Using 720armour's patented FlipTop technology, Shark is the first pair of watersports sunglasses with interchangeable lenses, making them ideal for water sports and casual wear alike.

The Shark features the EMS Grilamid TR90 frame for light weight and flexibility, with patented CVS venting system to allow proper airflow and prevent fogging.

A seal created with the rubber upper-bridge and adjustable strap prevents water from obstructing vision. All these performance-enhancing functions fit in a streamlined package.

Established in Australia in 1996, 720armour combines precision, style and quality in its EDOTM (lens) and EFSTM (frame) technologies. All 720armour products are tested by sports professionals around the world to ensure fashionable designs along with quality and durability.

A5-412

TRANZX PST FOLDING BIKE

With the TranzX PST folding bike, JD introduces a versatile, ultra-compact two-wheeler. The easy folding mechanism guarantees that it is ready to roll in seconds.

Every aspect of this bike was engineered to provide top performance with the most compact construction for any situation with limited space. Innovations include a battery that fits behind the seat tube with minimal space requirements. The PST travels with you like few other folding bikes can.



A5-306



GHOST BIKES 2011 RT MODELS

The 2011 RT models sport a totally new design. Ghost's experts designed a PME ("performance meets efficiency") chainstay, inspired by the best-selling AMR.

B1-400

Ghost Bikes' approach was to combine an all-mountain's damping performance with a hardtail's speed. The new RT is packed with technical finesse and clever solutions. Ghost Bikes' full suspension system uses several technologies to reduce bob, improve uphill traction, and permit faster and more relaxed downhill runs.

CERVELO R5CA

The R series bikes were created to be the lightest, stiffest and most comfortable bikes in their class, without sacrificing rider safety.



A1-208

A key feature is a new BB standard called BBright. This enables extra stiffness and lowers the weight of the overall system. Developed at Cervelo's R&D facility in California, the bike was engineered to set new standards in bike engineering. It combines extreme lightness with comfort, stiffness and safety. It is designed to be ridden in all conditions.



With a frame of high-quality aluminum, manufactured with a complex hydroforming process, combined with the efficient APS (Advanced Pivot System) suspension system and other technical details, BMC is targeting riders who seek performance, quality and an independent design. The Speedfox SF01 is made for marathons and long-distance rides with 120 mm of front and rear travel.

BMC SPEEDFOX SF01 MARATHON BIKE

B3-202



The outstanding properties of custom-made BMC aluminum tubes permit a very light and durable frame. The bike is technically and visually appealing.

Typical BMC touches, such as the striking tube shapes and the APS suspension system, are just some of the features of the Speedfox SF01. The Speedfox 01 will be available as frameset or a complete, custom-built bike.

DT SWISS XRC 100 RACE FORK

The ultimate XC race fork, the XRC 100 offers three ride settings: fully open, lowered or locked. With 100mm of travel and a full carbon steerer/crown unit, this fork weighs in at less than 1,170g.

A3-402

Using 1 1/8-inch high-modulus carbon, the crown/steerer has internal rib reinforcements.

The uppers are 28.6mm aluminum, while the lowers are high modulus UD carbon with 9mm dropouts and postmount disc brake mounts.



Twin Shot damping is available with or without remote control lever, externally adjustable low speed rebound and compression, internal high speed rebound and compression. ABS spring is standard.

HOPUS®

MERIDA

KS®

KENDA

SlidyBike®

KMC

GreenTrans

GIANT

Pacific Cycles

NOVATEC

KREIMA

You are invited to ...

TAIWAN Product Launch at Eurobike 2010

Sept. 2nd, Thursday, 14:00 ~15:30

Conference Room Berlin (Foyer East), Messe Friedrichshafen
Find out more at the Taiwan Pavilion, Hall 5, Stand 507J

Join the Taiwan Excellence Raffle Draw

WIN A BIKE!

Eurobike Public Day, Sept. 4th

Visit www.taiwanexcellence.com.tw for further details

 **TAIWAN EXCELLENCE** *Excellent Lifestyles*



designed by ASUA Design

Supported by
Ministry of Economic Affairs
www.moea.gov.tw



Sponsored by
Bureau of Foreign Trade, MOEA
www.trade.gov.tw



Organized by
Taiwan External Trade Development Council
www.taitra.org.tw



MAGURA NEW MISSION, NEW LOGO

Magura, the German "brake people" company, is accompanying its 2011 product line with a new logo and a new mission. The logo "symbolizes hoisting the sail for the Magura brand into the future," the company said in a news release.

"Confident, young and vibrant, it represents the dynamic nature of our brand. To preserve the recognition factor of the Magura brand and to show how proud the company is of its successful 117-year-old past, the new logo resembles the old one in color and shape."

But there's more to Magura than a new logo. The company says it plans to "expand its competitive edge" by using high-tech materials for its bike products "in an absolutely unique and innovative way."

At Eurobike, Magura plans to introduce the first products from a secret research project it calls "Mission Performance," said Martin Schaefer, Magura's marketing manager. "Our goal is to explore the boundaries of what is technically feasible and use this know-how to build the world's best disc brakes," Schaefer said. "Lighter. Stronger. Stiffer. With cutting-edge ergonomics. Come to our stand and you'll see."

Magura has redesigned its well-known hydraulic rim brakes, the HS 11 and HS 33. For 2011, the models will offer tool-less pad wear adjustment and "EBT," which is Magura's "easy bleed technology." Schaefer said the changes would make "an already perfect product even better. The flip-flop design of the masters for superfast installation is another good example of this philosophy."

Magura's rim brakes, including its Julie hp disc brake, are available for e-bikes and include a hydraulic switch with standard and special plugs to fit BionX and TranzX bikes, as well as models that fall under the EU's "fast e-bike category," which mandate the use of a ball-end brake lever.

Magura's 2011 suspension fork range also has been redesigned and made lighter.

A2-204

JB



CYCLE UNION REPOSITIONS KREIDLER BRAND

Two-wheeler brand Kreidler is being repositioned by parent group Cycle Union as a sports-oriented, aggressively-priced supplier.

Visit the Cycle Union stand and get your exclusive shoulder bag in the new Kreidler Fast Forward design.

As part of the relaunch, the new brand logo appears on an exclusive bag that can be yours if you've grabbed the voucher given away in several bicycle magazines.

HOT SPOTS FOR E-BIKES & PEDELECS

There are plenty more e-bikes available for testing tomorrow at the show. Not only is Eurobike the greatest trade fair for bikes in general, it is also the greatest trade fair for e-bikes and pedelecs in particular.



The market is booming and you owe it to yourself to try out the latest models. The Zeppelin Hall and the Open Air Grounds East are dedicated to this new trend. Visitors can experience the clever way to cycle on the two test courses in Zeppelin Hall and the test track between Open Air Grounds East and tower.



PRESTO PROJECT CELEBRATES 1ST ANNIVERSARY

The Presto cycling project celebrated its first anniversary in June. The European project has three main objectives. Increasing the modal share of cycling will improve energy efficiency and reduce carbon dioxide emissions and air pollution.

Better infrastructure and training will lead to increased traffic safety for cyclists. Finally, the promotion of physical activity will lead to an improvement in public health.

This project involves five European cities: Bremen, Grenoble, Tczew, Venice and Zagreb. They are seen as test cases for an initiative which should eventually be expanded to several European cities.

The three-year Presto project and has a total budget of € 1.86 million (\$2.36 million), three-fourths of which is funded by the European Executive

cycling promotion and electric bicycles respectively. The guides are meant to help implement cycling policies in European cities. Complementing the guides are 25 fact sheets on such issues as safe cycling campaigns, roundabouts and e-bike regulations. All of this information can be downloaded for free from www.presto-cycling.eu.



Agency for Competitiveness and Innovation (EACI). Presto is also sponsored by Accell, Giant, Sram and Ultra Motor.

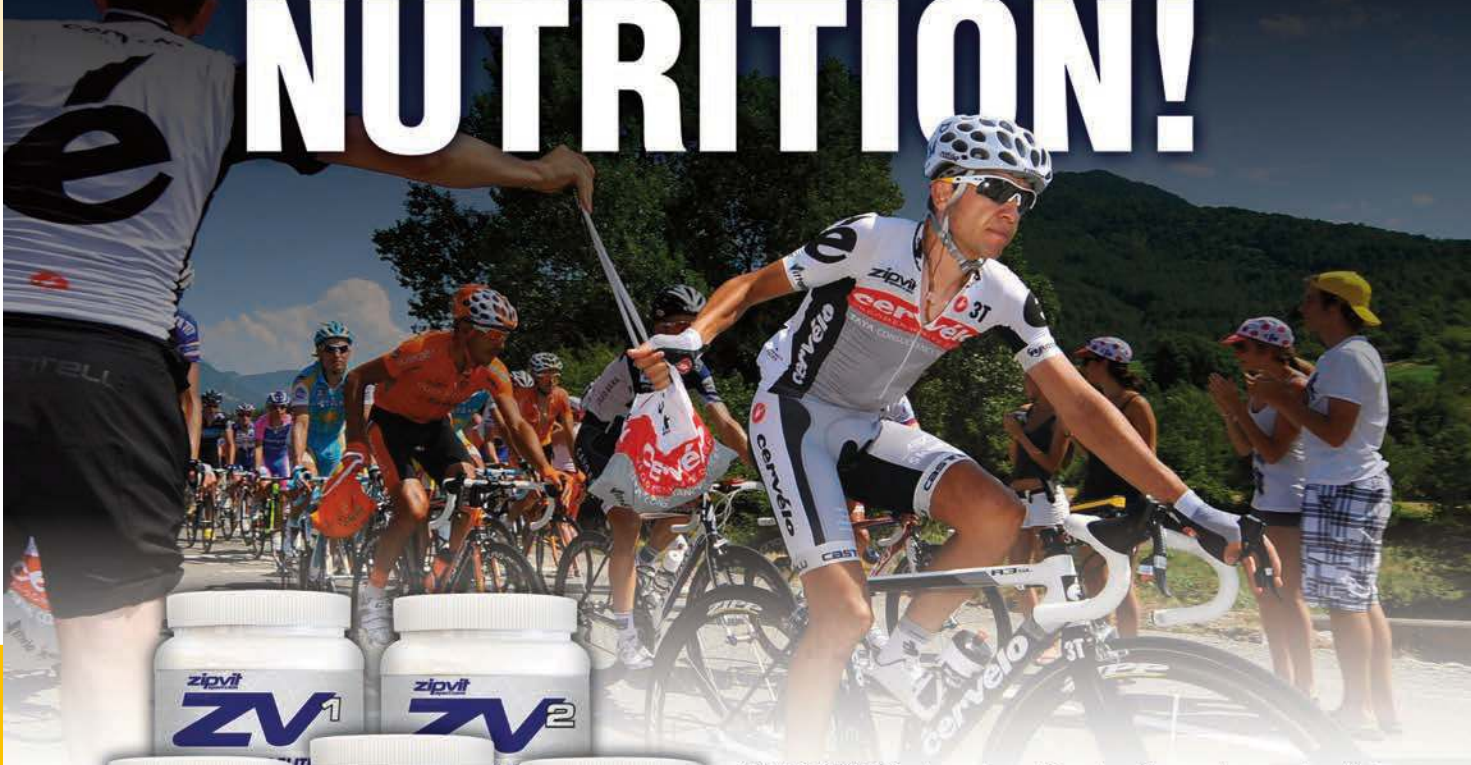
A key accomplishment in the past year was the publication of three policy guides on cycling infrastructure,

Both the ECF and ETRA are Presto partners and will present the project at their Eurobike booths. The ECF booth is located in the entrance hall, the ETRA booth at Foyer West 1.OG in front of the meeting rooms.



Visit us at stand B4-106 (Rotor Stand)

The NEW FORCE IN ENDURANCE NUTRITION!



ZIPVIT™ SPORT fuels male and female elite, amateur and cyclists and triathletes from around the world with high performance energy and recovery drinks, nutritional bars, gels and great tasting energy chews. Each product is formulated for success by leading experts in performance and endurance, and developed in conjunction with elite athletes from world class pro-racing teams such as Cervelo™ Test Team and Team RadioShack®. Feel stronger, recover faster with ZIPVIT SPORT, **IT'S WHAT THE PROFESSIONALS USE!**



"It was clear to me that ZIPVIT SPORT's range is built on an excellent understanding of the science behind increasing athletes' endurance levels and reducing their recovery times"

Johan Bruyneel - Team RadioShack



zipvit

SPORT.COM

IT'S WHAT THE PROFESSIONALS USE!

Coming soon to cycle, running, fitness & health stores across Europe. For a full list of dealers, please visit www.ZipvitSport.com

DISTRIBUTOR ENQUIRIES: PHONE +44 (0) 1889 503035 EMAIL INFO@ZIPVITSPORT.COM

NC-17 CREATES IPHONE HOLDER AND ANT+ APP

German BMX/MTB company NC-17 has produced an upmarket iPhone holder made from solid aluminum. The €89.95 handlebar bracket complements NC-17's new app, which turns an iPhone into a large wireless bike computer. This is quite a departure for NC-17's Udo Ochendalski, who many call "Germany's Gary Fisher." Why the switch? Jo Beckendorff finds out.

ESD: You spearheaded the German BMX scene in the 1980s and the mountain bike scene in the 1990s. Are you now turning into an Apple fanboy?

Udo Ochendalski: Not really. As a tuning company we take standard bikes and take a close look to make them better. Now, with e-bikes, we need access to the drive control system to process our tuning ideas. Therefore we chose the Apple iPhone as it best fits the needs we have in order to perform this function.

ESD: Handlebar-mounted iPhone holders are nothing new. What makes yours unique?

Ochendalski: Our holder is robust, made from 100 percent Aluminium 7075 T6. It's upscale. Our customers have 8kg bikes costing €4,000-plus; our holders are more aesthetic than others on the market. We have a holder for the iPhone 3 and for the new iPhone 4. We also have a NC-17 hub charger that works with most hub dynamos to charge mobile electronic devices.

ESD: Tell us about your iPhone app.

Ochendalski: First, we need a 'dashboard' to get the access to an e-bike drive controller. Why not then also integrate a professional cycling computer into the function set? We decided to go with the ANT+ wireless protocol and offer all the usual sport functions like speed, heart-rate, power, cadence, GPS position and so on.

We have two Cycle NC-17 apps available in Apple's App Store via iTunes. The standard cycle computer is a free download. To get the full ANT+ function you need the €5 app and a €75 NC-17 dongle that attaches to the iPhone.

ESD: What's your view of the e-bike market?

Ochendalski: The e-bikes I can see are 95 percent "e" and 5 percent bike. So why does the 95 percent "e" need the bike industry or their distribution channels? We will see which way the money goes.

Generally speaking, all bikes need service and the bike industry needs to offer this. If not, servicing could move to car repairers or electrical goods service providers. So the question is not whether the e-bikes will generate sales, but rather will the sales be inside the current channels or not.

B4-409

JB



The Bike Boutique's first European store in Bad Toelz. © JB



Joseph "Jo" Spindler. © JB

SINGAPOREAN FRANCHISOR ENTERS EUROPE FIRST GERMAN 'BIKE BOUTIQUE' OPENS

The Bike Boutique, a Singapore-based franchisor, opened its first European store this June in Bad Toelz, a small town at the foot of the Alps in southern Germany. Led by Dutchman Alex Bok, a former banker, TBB operates a chain of cycling lifestyle concept stores around the world. Jo Beckendorff talked with Joseph "Jo" Spindler, general manager of TBB Europe, to learn more about the company's plans.

"Our concept includes 'Bike Lodging' services to make bike commuting so convenient that it's simply irresistible. The Bike Boutique is reinventing the bicycle retail industry." - Alex Bok

ESD: Who's behind TBB?

Jo Spindler: TBB Holding is based in Singapore with worldwide investments in the field of cycling and fitness. The company invests in local bicycle retailers. It also manages a pro triathlon team, TeamTBB. Our company is backed 100 percent by individual investors. Construction and store design are subordinated to our strict requirements for return on investment. We invest mainly in existing IBDs that want to do something new, or can't expand because of a lack of financial backing. After performing a risk analysis, we make our investment decision together with the management of the interested bicycle store.

ESD: A while back, TBB announced plans to enter the European market with a store in Frankfurt am Main. Has that plan been abandoned?

Spindler: Not at all. We are still having intensive talks with several interested parties. But we're giving first priority to the Bad Toelz store. You can be sure that you will also hear from us in Frankfurt.

ESD: Were there any changes at TBB in Europe?

Spindler: Since the beginning about two years ago, there have been a couple of internal changes. After the partnership with the Bad Toelz bike shop, formerly called Oisam Radln, and my integration into the company as the link between Bike Boutique Holding, TeamTBB and German investors, we founded Bike Boutique Bad Toelz GmbH. TBB Bad Toelz GmbH will be responsible for all further TBB activities in Europe.

ESD: Why do we need TBB in Germany and Europe?

Spindler: It's true that opening a bike store is, at first, nothing spectacular. Cycling in Germany and Europe still has a kind of 'alternative' feel. Thanks to trendy sports such as triathlon, bicycle products have become first class and are part of our lifestyles today. The innovative power of this industry continues apace.

But the bicycle retail environment lags behind. Where do people buy high-end premium bicycle products? A lot of retail stores in Germany and Europe have a look and feel and a level of service that are 20 years out-of-date. That's where TBB comes into the picture. We offer our customers a modern sales and service environment, including TBB's innovative BikeLodging; BikeFitting with the revolutionary Retuel system; and coaching and training camps. Our product line is for both leisure and competitive cyclists. TBB's goal is to make bicycles and bicycle parts spectacular lifestyle products.

ESD: In which markets does TBB have franchise stores right now and which markets are the next targets?

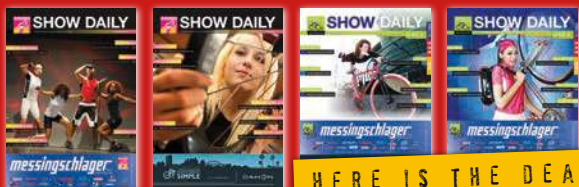
Spindler: Currently, TBB has its pilot store in its home market of Singapore and outlets in Australia, Germany, Malaysia, the Philippines and the United States. Further store openings are in the pipeline. By the end of 2011 we will have TBB stores in China, Italy, Japan and Thailand. You'll find more details at:

WWW.THEBIKEBOUTIQUE.COM

JB

WORLD'S TOP CYCLE SHOWS FOR 1 PACKAGE PRICE

EUROBIKE and TAIPEI CYCLE are the world's leading international bicycle shows. Through K.B. Media Ltd., you can PROJECT YOUR MARKETING MESSAGE to both exhibitions WITH ONE SINGLE EMAIL.



HERE IS THE DEAL:

Book an advertising package for both EUROBIKE 2011 and TAIPEI CYCLE 2011 Show Daily at once, and get a 15% DISCOUNT on our ratecard. Contact sales@bikeshowdaily.com for details.

DEMO DAY ADVERTISING INDEX (A-Z)

14	720-Armour	02	Giant	33	Smart	19	Velo
12	3T	27	Ibera	03	SR Suntour	26	X-Fusion
18	Airace	27	S-Sun	07	Stevens	31	Xpedo
13	Biketec	05	KindShock	33	T-One	40	Xplova
13	Bionicon	28	Neco	39	Taipei Intl.Cycle	37	Zipvit
17	Crank Brothers	31	O-Synce	35	TAITRA	22	Zoom
23	Crank Brothers	12	Pacific Cycles	15	Taya		
06	Crops	10	R.S.T.	29	Thun		
01	Dahon	04	Shimano	16	TranzX		
11	Geax	25	S.K.S.	28	Ultra Motor		



SHOW DAILY

CREDITS & CONTACT INFO

PUBLISHED BY

K.B. Media Ltd.
28 Llewelyn Way
Rathfarnham, Dublin 16
IRELAND

WWW.BIKESHOWDAILY.COM

DIRECTORS:

Tom Kavanagh
TOM@BIKESHOWDAILY.COM

Jo Beckendorff
JO@BIKESHOWDAILY.COM

PROJECT MANAGER

Tom Kavanagh

MANAGING EDITOR

Doug McClellan

SENIOR WRITER

Jo Beckendorff (JB)

EDITING TEAM

Doug McClellan

Carlton Reid

Tom Kavanagh

ADVERTISING SALES TEAM

Tom Kavanagh
Advertising Sales Worldwide
SALES@BIKESHOWDAILY.COM

Peggy Lee
Advertising Sales Asia
PEGGY@BIKESHOWDAILY.COM

CONTRIBUTORS

Ed Benjamin
Ralf Stefan Beppler
Susanne Bruesch
German Eslava
Thomas Froitzheim
Peter Hummel
David Monson
Enrico Pastori
Urs Rosenbaum
Mark Sanders
Barbara Smit
Dirk Zedler
Alan Zhang

DESIGN

Markus Ziermann
(Art Director & Layout)
MARKUS@BIKESHOWDAILY.COM

Ralf Eifridt
(Onsite Photo Editor)

PHOTOGRAPHY

Bernhard Wrobel
(Onsite Photographer)

AUTHORIZED BY



MESSE FN LIAISON

Dirk Heidrich

PRINTED BY

Druckhaus Müller
Langenargen, GERMANY

All rights reserved. No part of this publication may be reproduced without specific written permission from the publisher. Neither the publishers nor writers can be held responsible for damage of any kind that may arise as a result of the content herein.



Taipei International Cycle Show



TAIPEI CYCLE



TAIWAN — Where Bikes Set the Future!

STAND NO.
A5/507J

MAR. 16-19
2011
TWTC Nangang Exhibition Hall

www.TaipeiCycle.com.tw

Organizer:



Co-organizers:





RIDE ON your TRACK JOURNEY to INFINITY

Hall A4, No. 200

xplova
www.xplova.com

Xplova G3 a GPS embedded Bike Computer, imports OpenStreetMap map tiles, Xplova Smart-Sign™ markers and planned tracks via Xplova Smart-Route™ web service. It measures 88 useful cycling data in three display modes, and it supports ANT+™ bike accessories. By exporting log data to Xplova X-Tracks™ PC tool, cycling performance analysis and track shown on map can be categorized into activity diary and further share with friends via Xplova Smart-Share™ web service. For more information, please visit Xplova booth in Hall A4 Number 200.

