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SHOW DAILY

The Official Eurobike Newspaper | WWW.BIKESHOWDAILY.COM

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MESSE FRIEDRICHSHAFEN PARTNERS ON LAUNCH OF NEW BIKE SHOW FOR NANJING



One ticket, two fairs is the motto of Asia Bike, a new bicycle trade show that is scheduled to debut in Nanjing, China, from July 27-30, 2011. The fair will run concurrently with the 6th Asia Outdoor show. Asia Bike will specialize in mountain bikes, sports and luxury bikes, cycling clothing and accessories.

Asia Outdoor has developed into China's leading outdoor fair and attracted 16,326 visitors and 359 exhibitors in 2010.

Organizers of Asia Bike and Asia Outdoor are Nanjing Nantex International Exhibition Centre and German Messe Exhibition Consulting Ltd. Beijing.

The shareholders of German Messe Consulting are Messe Friedrichshafen; Asia Outdoor Marketing, Hong Kong and Beijing; and Alpinist Outdoor Media, Beijing.

The coordinator for Asia Outdoor and Asia Bike is Knut Jaeger, who is also responsible for marketing the two events. Jaeger co-founded OutDoor Friedrichshafen in 1994 and has worked as a management consultant in Hong Kong and China since 2004.

The organizers seek to exploit the synergies between the outdoor and bike markets in China, especially mountain bikes.

In China, many outdoor retailers already sell mountain or trekking bikes together with the associated apparel and accessories.

For 2011, the organizers are planning an area of 36,000 to 38,000 square meters for Asia Outdoor and approximately 12,000 square meters for Asia Bike.

To cater to the growing demand for exhibition space, the 6th Asia Outdoor show will move in 2011 from the Exhibition Centre at Lake Xuanwu to the new Nanjing International Expo Centre. The new venue is large enough for both shows to take place concurrently.

QUICK GUIDE TO STAND NUMBERS ...

It's easy to find an exhibitor located in one of the main A or B halls. But where are E1, FGO, FG and ZH?

E1 is a mobile hall built mainly for German Derby Group in the inner open air ground between hall A5 and B3. E1 divides the open air ground into FG (Freigelände = open air ground) (the open air ground west) with MTB and BMX courses as well as exhibitor stands and FGO (Freigelände Ost = open air ground east).

For example, if you are looking for Cooper Bikes you'll find the stand number FG A5/3 - which means they are located at Freigelände West, stand number A5/3.

ZH stands for "Zeppelin Hall" which houses mainly e-bike suppliers as well as an e-bike test track.

September 3RD, 2010

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Taking a flying leap: A competitor practices for yesterday's 2nd Eurobike Lake Jump outside the West Entrance. ©BERNHARD WROBEL



105
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Rest of our products were all upgraded and we hope you come to our booth for further information

Regular Events

ALL DAY TRAVEL TALK 2010

Congress for Cycle Tourism.

CONFERENCE CENTER EAST,
FOYER EAST, 1ST FLOOR

ALL DAY EUROBIKE AWARD 2010

Prize-winning products presentation.

FOYER WEST

ALL DAY JANS KOERTS 2001 Dutch

Champion at Segalbikes Europe.

STAND A3-607

10:00 IVAN BASSO Giro d'Italia

champion at Cannondale.

STAND A6-300

11:00 GUIDO KUNZE discusses the Bike

Transalp 66-hour race.

STAND B5-403

11:00 GUIDO TSCHUGG Interviews and

autographs with World Cup rider.

STAND B1-400

11:00 EUROBIKE FASHION SHOW

The latest colors, trends and new functions.

FOYER EAST

12:00 IVAN BASSO Giro d'Italia

champion at FSA.

STAND A3-303

12:00 JENS FIEDLER & MICHAEL

HÜBNER Germany's first professional
short track team Erdgas.2010 at Redvil Bike
& Sportbekleidung.

STAND B5-102

13:00 TOM BOONEN SIGNING Quick

Step Team rider.

STAND A1-401

14:00 EUROBIKE FASHION SHOW

The latest colors, trends and new functions.

FOYER EAST

15:00 MARCUS KLAUSMANN German

downhill champion at Ghost.

STAND B1-400

15:00 GUIDO KUNZE Discusses 66-hour

trans-Alp event at Garmin.

STAND A5-201

15:00 - 19:00 EXTRA ENERGY / LEVA

Standardization for performance data of
pedelecs and e-bikes.

CONFERENCE CENTER EAST,
ROOM MOSCOW

16:00 HANS REY & GERHARD

GULEWICZ Pro riders at Adidas Eyewear.

STAND B2-411

16:00 EUROBIKE FASHION SHOW

The latest colors, trends and new functions.

FOYER EAST

17:30 QUALIFICATION DIRT JUMP

OPEN AIR GROUNDS WEST

20:00 TREND LOUNGE: HANDMADE

Come to the 3rd Eurobike Party zone,
presented by Eurobike and the bike
magazine Fahrstil.

CONFERENCE CENTER WEST,
ROOM AUSTRIA

WHAT'S ON TODAY?

SHOW DAY 3 - FRIDAY, SEPT. 3RD, 2010



18:30 - LATE! EUROBIKE PARTY

Come & join the fun at the big party!

OPEN AIR GROUNDS WEST

Media-Only Events

10:00 EDDY MERCKX CYCLES

PRESS CONFERENCE

ROOM ROM, CONFERENCE CENTER EAST

12:00 POWERBAR EUROPE / PERFORMANCE NUTRITION PRESS CONFERENCE

STAND A1-206

13:00 PA EVENTS, S.L. PRESS CONFERENCE

Mongolia Bike Challenge.

ROOM SWITZERLAND, CONFERENCE
CENTER WEST



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SHIMANO

HALLE A1 - 301

VOX POP: IS THERE A MARKET FOR 29ERS IN YOUR COUNTRY?

TOMAS BRABEC

*Bike & Skate Shop
Litvinov, Czech Republic*

For the time being there's very little demand in the Czech Republic, but I think it will grow, mostly with customers who are at least 30 years old.



Tomas Brabec.
© ALAN ZHANG

We've been selling 29ers from Scott and KTM. Our experience is that, if you take the time to explain, and if you let customers try them out, they will nearly always go with the 29er.

IVAN RIMENSBERGER

*Welcome (freeride retailer)
Zug, Switzerland*

There's been very little interest so far. In fact, I can only think of one single customer who has asked about 29ers at our store.

The thing is that our market focuses on short and skinny people.

On top of that we don't have as much space as in the United States. We have narrow and bendy trails—not very adequate for 29ers.



Ivan Rimensberger.
© ALAN ZHANG

FRÉDÉRIC VERBEECK

*Barracuda
(Retailer, mail-order company)
Wavre, Belgium*

There's no market for 29ers in Belgium as yet. It's all very well for the U.S., but here we haven't had any demand from customers, either in our store in Belgium or from other European customers in our mail-order business.

Europeans are conservative. They'll wait for a few years, and then they might make the jump.

It's definitely not going to be the next big thing, but it could become an interesting niche market.



Frédéric Verbeeck.
© ALAN ZHANG

UTA WOLLENBERG

*Weissenbacher (retailer)
Benediktbeuern, Germany*

It's a personal thing. The owner of our store tried a 29er and he wasn't convinced that he should buy any.

They're not so easy to ride in the narrow trails that we have here. Then again, the owner of another bicycle store not far from us is really into 29ers.

I would say these big wheels don't look very sporty. Aren't they a bit lame?



Uta Wollenberg.
© ALAN ZHANG

DIMITRIS ARVANITOPOULOS

*Finikas (retailer)
Athens, Greece*

The Greek bicycle market is just starting to take shape, and customers aren't all that well informed about new products, so 29ers aren't in the picture.

We have a Greek bicycle manufacturer, Ideal, that will start selling 29ers next year.

But it won't even market them in Greece—its own market—only in other countries. There's just no interest in Greece.



Dimitris Arvanitopoulos.
© ALAN ZHANG

MIKKO NORVASTO

*R-Tech (retailer and distributor)
Tampere, Finland*

There are dozens of shoe sizes, so why are there only two wheel sizes? I say we need small frames with small wheels and large frames with large wheels.

That's relevant for us in Finland, because Finnish people often have long arms and they need large frames.

So I see that 29ers are beginning to be accepted by taller customers in the leisure market.



Mikko Norvasto.
© ALAN ZHANG

BARBARA SMIT
PHOTOS BY ALAN ZHANG



A3-201

Smells like green spirit: SRAM's Marcus Schneider (left) with research and development director Bernhard Johanni. © JB

SRAM SHIFTS FROM RED TO GREEN TO HIGHLIGHT URBAN COMPONENTS

SRAM is making a detour from its traditional red corporate color as part of a new marketing theme for its urban bicycle component range. The company is using the slogan "Green Spirit—Ride Your Bike."

"The market knows SRAM as a performance brand with the customary corporate red," said Marcus Schneider, a category manager for SRAM's urban brand. "That's what our MTB, road bike and suspension products stand for. But for our urban bicycle products, we've chosen green and created the 'Green Spirit—Ride your bike' concept."

SRAM is taking advantage of a larger booth to present the stylish Green Spirit line, which targets commuter cyclists who are seeking no fuss, no muss products.

"We also talk about the products without using a lot of tech talk," Schneider said. "We just offer nice, beautiful products for nice, beautiful urban bikes."

At Eurobike, SRAM is using the "green spirit" mantra to present its internal hubs as well as its other urban bike components. The company is also working on making its production processes more environmentally green.

JB

i950r

The i950r is a revolutionary seat post that offers on-the-fly adjustment via an ergonomically designed remote lever on your handlebar. It allows a patented tuning design which greatly improves function and minimizes 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.

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CUBE LAUNCHES E-BIKE LINE

Cube, the German bike brand that targets a younger audience, has released its first e-bike for the same demographic.

"We believe e-bikes will continue growing in the future," said Markus Puerner, general manager of Cube.



B1-200

Markus Puerner. © GE

The new e-bike is designed for Cube's target user, an athletic younger consumer. Puerner said Cube came off of a strong 2009 fiscal year, and said he expects double-digit growth in sales and volume for the current year.

For its 2011 road bike range, Cube focuses on the details, with new alloy frames and important changes to its carbon bikes. The company specs Shimano, SRAM or Campagnolo depending on the model.

Cube is also releasing a new mountain bike line with 110, 130 and 150mm of suspension travel, along with a completely new suspension model that offers a long 180mm of travel.

But the company is not jumping into the current 29er trend exciting many European brands.

"This market segment may be a bit overvalued at the moment," Puerner said.

■ GE

KREIDLER AIMS YOUNGER WITH BRAND REVAMPING

Cycle Union has transformed its Kreidler bicycle and motorcycle brand and is now marketing it to teenagers and young adults. Along with the new strategy is a new slogan: "Kreidler - fast forward."

Cycle Union, which also owns the brands Epple, Rabeneick and VSF Fahrradmanufaktur, was until recently GT's exclusive distributor in Germany.

The company's general managers, Severine Loenne and Werner Forster, were looking to replace GT with a sports brand and decided to update the Kreidler brand.

"When we made the decision to start our own sports range it became clear that we shouldn't create a new brand, but revive Kreidler and promote its history," Forster said.

"In the past, Kreidler was known as a sporty and rebellious cult brand," Forster added. "We want to use this potential and again reach the 14 to 35 years old age group."

Evidence of the brand's new positioning could be seen and heard at Eurobike Wednesday night, with Kreidler sponsoring a boozy punk-rock concert at the Foyer East.

The brand also gets a more contemporary logo. The new Kreidler range now includes mountain bikes as well as cyclocross, dirt and BMX bikes. Sales prices for Kreidler bicycles will range from €259 to €999.

Rainer Gerdes, Cycle Union's marketing manager, said the 2011 Kreidler range would be rolled out first in the German-speaking markets and then internationally.

■ JB

A6-401

NOTORIETY PAYS DIVIDENDS FOR GRUBER

Gruber is a small Austrian company, but it gained a fair amount of notoriety when an Italian journalist speculated that Fabian Cancellara has used a Gruber internal e-bike system during the 2010 Paris-Roubaix professional road race.

For UCI, the international body that governs professional road racing, the journalist's accusation proved costly.

The organization purchased an expensive new scanning device to test for such devices in future races.



The 680g (24-ounce) motor assists the crank axle through diagonal gear teeth. It yields a final output of 100 watts to the rear wheel of the bicycle.

But it was a windfall for Gruber.

The company reaped a lot of publicity and saw its revenues rise by 25 to 30 percent during its 2010 fiscal year.

The Gruber system consists of a 200-watt brushless motor that is installed inside the seat tube next to the crank axle.

An electronic controller, which weighs 140 grams (5 ounces), is also installed in the seat post. The system is powered by a 1 kg (2.2-pound) battery that is carried in a saddle bag.

■ GE

FG-AK3

ALEX DEBUTS LIGHT MOUNTAIN BIKE CLINCHER RIMS

Alex, the Taiwan wheel maker, is showing a new scandium rim for mountain bikes weighing just 270 g (9.5 ounces).

Sally Hsieh, the general manager of Alex, said the rims would be available in November. Because of the production process used, rims can weigh as much as 290 g (10 ounces), but that's still quite low for a mountain bike clincher rim.

Alex also manufactures e-bike rims that feature diagonally drilled spoke holes. Because there is a wide variation between the diameters of e-motors and spoke lengths and patterns used by various OEMs, Alex customizes the spoke hole drilling for a specific customer.

Alex is also offering 29-inch rims for the growing 29er market at a variety of price levels.

Hsieh said Alex had a relatively good year in 2009 and is expecting double-digit growth in sales this year.

■ GE

A5-205

Sally Hsieh. © GE

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THIS YEAR'S EUROBIKE GARNERS **SUNNY SKIES, SUNNY REVIEWS**

Eurobike may have gotten off to a soggy start at this year's Demo Day, but the weather, like the show, soon turned sunny.



Stefan Reisinger. © MESSE FN

"An official count will show that visitor numbers are up. The mood has been upbeat," show director Stefan Reisinger said yesterday. The 2010 show ends with tomorrow's public day. All of the expo days have been sunny - a boost for the open air exhibitors. The halls have been busy, booths packed and business brisk.

Reisinger said the move to consolidate apparel companies in Hall B5 this year was a success. "With the fashion show moved to the new Entrance East, apparel brands were sited closer to where their garments were being shown off by the dancers," he said. "This worked well."

Tom Schneidenbach, sales manager for Protective, agreed. "Locating all the apparel suppliers in one hall led to fewer exhibitors during the first hours of the show day, because many visitors want to see bikes first," Schneidenbach said. "But after midday the hall got busy and remained so."

In response to requests, Eurobike also expanded its opening hours this year, starting earlier and giving visitors the opportunity to spend up to 10 hours at the show. Reisinger said visitors were pleased with the 8:30 a.m. to 6:30 p.m. opening hours. Show officials will survey the 1,100 exhibitors afterwards for their views.

"We need to evaluate the exhibitor feedback before we decide whether to extend the show hours next year, too," Reisinger said. "But visitors clearly liked the additional time available to them. Time is a valuable commodity." Not all exhibitors agreed. "There haven't been many visitors before 10 a.m., but we have to have a full 10 hours nonstop booth presence. This is too much for all of us," said Martin Krene, general manager of Eleven Sportswear.

But Harnu Haslach, marketing communications manager for Gore Bikewear, said the extra hours were a benefit. "Ninety-five percent of the people we want to see, we have seen," Haslach said. "The extended hours helped with spreading out meetings." And with more time comes more opportunities to test products, a major plus for many show visitors. "It's great that we have the opportunity to try out so much equipment here," said Francesco Ghiare, manager of the Fracor road cycling team in Italy.

Of course, it's impossible to please everybody, and the more Eurobike grows the more difficult it becomes to get around. "It's getting too crowded for me," said Joerg Fecker, who works for a bicycle company in Stuttgart. "It's getting bigger and bigger. Too many people at the toilets, too many people at the shop."

Exhibitors, however, weren't complaining about an excess of potential buyers. "Yes, it's a bit crowded, but it's great to be surrounded by people who all share an interest in bicycles," said Michael Schedl, who runs a bicycle store in Vienna and is preparing to launch his own brand. "I'm looking for production partners, and it's very handy for us to see so many people in the same place."

Mogens Erikstrup, category manager for bicycles and sports articles at Coop, a chain of Danish supermarkets, said, "The fair has been very good. It's one of a kind."

This will be music to the ears of Reisinger and other show officials. Asked whether Eurobike can continue growing from one year to the next, Reisinger was unworried. "Of course. The show can keep growing," he said. "But that's not what we focus on. It's not about attracting more and more exhibitors, it's about giving show visitors a quality experience."

■ CR

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FUNNY NAME, FUNCTIONAL APPAREL QLOOM BLENDS SURF & CYCLE

If you're torn between surfing and cycling, one option is to affix some wheels to your surfboard. Then again, a more practical and stylish alternative is to wear Qloom. The cycling apparel brand is inspired by surf but has all of the technical features of highly functional bikewear.

Dieter Rüegg, who has a long history in the bicycle apparel business, established Qloom four years ago in Switzerland. He started by making colorful cycling garments for himself and his friends, but ended up launching a brand that stands out for its mix of surf-inspired style and function.

"When you see somebody turning up for a ride in these kinds of clothes, it brings a smile to your face," Rüegg said. "But at the same time, there's zero compromise on function."

Although some Qloom pieces may be worn for other sports, most are designed and cut to be technical bikewear.

Another aspect of the brand is its focus on sustainability. The small company has become a member of Bluesign, which creates safety and environmental standards for textile and apparel manufacturers. Most Bluesign members are much larger apparel companies.

"We're by far the smallest member. It's a huge investment for us, but we firmly believe that this is the right thing to do," Rüegg said.

FG-B7/8



Surf meets bike: Dieter Rüegg at the Qloom stand. © BERNHARD WROBEL

"What others invest in marketing, we're happy to spend on sustainability."

Still entirely owned by Rüegg, Qloom has four employees and distribution in five countries. It chiefly targets independent bicycle retailers, but it has also obtained shelf space in prominent sports stores like Sport Schuster and Engelhorn in Germany.

■ BARBARA SMIT

POC PACKS A PUNCH WITH LINE OF SLEEK HELMETS

Poc, the Swedish brand that has stormed through the ski industry with its ultra-protective helmets and clean design in recent years, is attempting to repeat the trick in the bicycle industry.



Poc aims to generate half of its corporate sales from its cycling line, shown here at its booth. © BERNHARD WROBEL

The company has almost doubled the size of its cycling line this year, which contributed to a rise of more than 50 percent in sales to some €8 million for the fiscal year ending in April.

Stefan Ytterborn, a former design management consultant for such Swedish design icons as Saab, Ikea and Absolut vodka, launched Poc seven years ago.

The brand quickly broke through in the ski market with its emphasis on protection, combined with its strikingly sober and urban designs. Poc moved into cycling gear two years ago, focusing on the downhill and BMX segments, and aims to generate about half of its sales from cycling.

Among the products starring in the expanded offering is a commuter helmet with a flurry of ingenious features, such as a magnetic buckle that snaps into place. "It's for anybody who wants to wear a helmet to ride to work but doesn't want to look like Lance Armstrong at the start of the Tour de France," said Oscar Huss, product manager at Poc.

Another new piece that reflects Poc's unique approach is the Trabec, a slick enduro helmet described as a cross between a full-face and skate-style helmet.

■ BARBARA SMIT

B2-504

FOR ORANGE, GERMANY IS THE BEST PLACE TO SEE UK SHOPS

Germany's Eurobike has become the most important trade show —for British bike shops. That's the view of Michael Bonney, brand manager of Orange Mountain Bikes, the cult bike brand based in northern England.

"We're here in Friedrichshafen to meet the global press, but mainly to see our British dealers," Bonney said.

Orange has 70 UK retailers in the UK, which Bonney said are among the cream of the country's specialty stores.

"We'll see 15 to 20 dealers at Eurobike, including the majority of our biggest accounts," he said. "All the best UK bike shops now come to Eurobike, and we see increasing numbers here each year."

Bonney added, "This show keeps getting better for us, and it's great to be able to see so many British bike shops even though we're a long way from the UK."

Orange bikes start at €900, while its suspension bikes can cost as much as €4,000, depending on the equipment mix chosen by the customer. Founded in the 1980s, Orange was one of the original British mountain bike brands. It was founded by world champion windsurfer Lester Noble, a member of Britain's first mountain bike team.

FG-A8/1

Noble is still a co-owner with Steve Wade, who is also a rider.

Orange makes bikes to suit the likes of its principals and staffers. It has always been a rider-owned, rider-run company, and this mud-on-the-face focus extends to how the brand manages to keep high-caliber employees.

Two of those staffing the Eurobike stand came early to Germany to ride company bikes at the Todtnau MTB Park at Reiburg im Breisgau, an hour's drive from Friedrichshafen.

Jay Tolen, assembly manager at Orange's Yorkshire bike factory, said the two days he spent riding at Todtnau was "one of the perks of the job."

Joining Tolen was Adam Proctor, Orange's UK sales manager.

"We rode [Orange] Alpine 160's and had a bit of a play," Tolen said. "Eurobike is a week of really hard work. It's great to be able to ride beforehand."

"Working for a bike company has its benefits," he added.

Orange is best known to an international audience for its one-time sponsorship of rider Steve Peat, the world champion downhiller from Sheffield.

Peat moved to Santa Cruz bikes three years ago but Orange didn't replace him with another high-profile rider.

Instead, the company chose to redirect the money it would have spent on sending "Peaty" around the world. Orange focused on below-the-line promotions and, as Bonney puts it, "really connecting with our customers."

The company's focus on social media promotions and event sponsorships has helped it prosper in a challenging marketplace. Orange has grown by 15 percent in each of the past three years and boasts annual sales of nearly £5m (€6 million). Eurobike will remain in its long-term show plans.

■ CARLTON REID

Michael Bonney riding an Orange Alpine 160 as used by Orange staffer Jay Tolen at the Todtnau MTB Park near Freiburg just before the Eurobike show.





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From left: Ryan Carroll and Michael Lin, Pacific Cycles; Francois Liang, CHT; Frieda Hung, TAITRA; Ying-Ming Yang, TBEA; Joshua Hon, Dahon; Kelvin Lin, H&J Kreima; Juergen Falke, Merida; Rob Compas, KMC Chain; and Henry Hinojosa, Novatec. © ALAN ZHANG

TAIWAN EXPECTS EXPORT BOOM THANKS TO INNOVATIVE PRODUCTS

Taiwan is anticipating bike exports to boom over the next five years, from 4.3 million units currently to 7 million in 2015, according to Ying-Ming Yang, the chairman of the Taiwan Bicycle Exporters Association.

Yang said much of the increase is expected to come from exports of Taiwan-made bikes to mainland China, thanks to lower tariffs resulting from a trade agreement between the two countries. Yang spoke yesterday at a product showcase featuring Taiwanese manufacturers. The showcase was organized by TAITRA, Taiwan's government trade association, which hosts the Taipei Cycle show. Yang said Taiwan's bike exports zoomed ahead in the first half of 2010 as the global economy recovered and fuel prices rebounded. Unit exports to Europe surged 34 percent compared to the same period in 2009. Europe accounts for 56 percent of the island nation's exports by volume.

Yesterday's showcase highlighted innovative products that demonstrate why Taiwan remains the world's leading producer of high quality bicycles:

DAHON

Joshua Hon, VP of folding bike maker Dahon, introduced the Vector X10. It features a

patented, hydroformed frame that is strong and stylish. Weighing only 9.2 kg (20.2 lb) with a wide gear range, the Vector X10 is one of the fastest, lightest folding bikes in the world.

Hon emphasized how easy it has become to carry out research and development in Taiwan these days. "We do all of our product development there now," he said.



H&J KREIMA

Kelvin Lin, the company's managing director, presented the award-winning Galatea, a lock that can secure multiple bikes with its innovative "Dual-Hub Keyhole" system.

The integrated system lock doubles as a water bottle cage, making it a unique multifunctional product that provides safety and convenience. He also demonstrated the Heimdalr bicycle lock, made up of two halves that function as front and rear lights when not in use as a lock.

KMC CHAIN

Sales manager Rob Compas spoke about the company's latest advances, including what it calls "Double X-Durability," which offers at least 50 percent longer life than other brand chains. The feature is available in chains including the Patriot, which is available in national colors for a large number of countries.



MERIDA

Juergen Falke, Merida's design director, discussed the new O.Nine bike, a hardtail MTB with a frame weight below 1 kg that sets "an international benchmark for stiffness and comfort." Developed through stringent research and testing, the frame is seen by Merida as a prime example of focused strategy, problem-solving and use of resources.

NOVATEC

Henry Hinojosa, Novatec's U.S. operations manager, discussed the new Craft-999 full carbon fiber TT wheel set that is designed for the next generation of road racing.



The patented oval hub design provides low wind-resistance and fast drive reaction, offering safety and maximum comfort.

PACIFIC CYCLES

CEO Michael Lin and Ryan Carroll, chief design engineer, demonstrated the IF Reach DC, a pedal-assisted electric bike featuring the company's Reach frame and IF Technology, which allows the bicycle to fold into a compact package. Lin said the DC is perfect for campers, college students, city commuters, or anyone looking for a fun and easy way to get out and about.

■ TK



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

SHOW DAY #3 QUESTION

What do flamingos eat?

A	Prawns	C	Seaweed
B	Inkfish	D	Milk peptides

TERMS: Only one entry per person per day. Contestants are only eligible for one dashboard sticky pad per day. Daily prize winners will be selected in a random drawing among all correct entries at the end of each day and announced by 9am the next day. Winners must pick up their prize in person at the Velo booth.

O-SYNCE POINTS THE WAY FORWARD IN GPS

Dirk Sandrock looked at GPS devices from existing makers and asked, "Why do they have to be so expensive and difficult to use? GPS for bikes should be like the TomTom navigation devices you can buy in discount supermarkets - not too expensive and simple to use."

O-Synce's Navi2move device is just that: Designed for bikers and hikers, it shows the two most important pieces of information they need to know

- the distance to the next waypoint and where to turn when they get there.

It's an easy-to-control device that uses maps from a variety of suppliers, so the user is not locked into a proprietary system. The interchangeable connection allows placement on different points without a problem (from the end of aero bars to the stem, for example).

O-Synce's philosophy is to convert the newest technology into sport electronic products which are simple to handle.

Just one month after opening its headquarters in Weinheim, Germany in July 2009, O-Synce won that year's Eurobike Gold Award.

This was followed by its nomination as a brand new award finalist during the ISPO show in February.

A5-209

FIRM'S MOTTO IS "KEEP IT SIMPLE."

Creating self-explanatory menu navigation and using

well-designed display screens, O-Synce makes information easily accessible. An all built-in software concept offers an almost unlimited number of expansion options. This way the O-synce user is able to build a device around his needs. The basic O-synce product will always allow the user to add extra features such as information about heart rate, cadence or running speed.

Because O-Synce uses the ANT+ interface, an "open" system, it is possible to have a maximum compatibility with other O-Synce products as well as with products from other brands. Free software also allows the user to easily record and analyze training data.

Future O-Synce projects include a sport visor with head-up-display technology and a new solution for measuring power on the bike.

TK

Dirk Sandrock



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FLYER
Innovation in Mobility

ARE YOU UP TO SPEED WITH ... THE SCIENCE OF CYCLING?

The bicycle industry is undergoing rapid change. Gear up for the challenge by attending as many tech seminars as possible, says author and engineer Dirk Zedler. Eurobike is an eye-opener. Year after year, bicycles become lighter as they also become increasingly more technical and diverse.

KEEPING UP TO SPEED

No longer is a bicycle the result of simple metalworking. Companies that develop bicycles today have to employ technically advanced engineers, and lots of them. To advise customers, bike shops need to keep up to speed with the science of cycling.



Dirk Zedler was one of the speakers at the 2010 Fahrradmarkt in Bremen.
© ZEDLER.DE

There are now advanced training courses for dealers, working groups for researchers and developers, and technical industry conventions. The common denominator in all of these is that, like Eurobike, they represent a break in the everyday routine and therefore provide important stimuli. Despite sometimes hefty participation fees, attendance at these events definitely pays off in the course of the year.



Zedler at the 2010 Bicycle Developer Conference in Munich. © ZEDLER.DE

PRODUCT TRAINING

Tech training is available from component giants such as Shimano, Sram or Campagnolo; brand suppliers such as Fox, Magura or Rock Shox; and individual bicycle brands.

Attendance at such training sessions should be compulsory for retailers - and not just for mechanics and store managers. These events provide sales arguments but, above all, know-how on handling, maintenance and repair.

WORKSHOPS

A growing number of tech workshops are aimed at bicycle developers and researchers.

DVM TECHNOLOGY WORKSHOP

www.dvm.de

The recently established Bicycle Workshop of the German Association for Materials Research and Testing, (Deutscher Verband für Materialforschung und Prüfung e.V. - DVM), offers top-class speakers. Sessions run over one-and-a-half days and cover everything from theory to practice.

The most recent workshop was devoted to "Test Procedures and Quality Control Methods Taking Account of CFRP Materials." This was without a doubt the most in-depth event on this subject in the entire bicycle industry. The next workshop, on E-Bike Safety, is scheduled for February.

BICYCLE DEVELOPER CONFERENCE

www.bike-conference.com

The goal of the Bicycle Developer Conference, which took place in parallel with Bike Expo in Munich, is similar. The coming year's program has not yet been announced.

BIKE BRAINPOOL

www.bikebrainpool.de

Bike Brainpool is similar. Its members meet two to three times a year - not to talk about technology, however, but rather the promotion of cycling.

Conceived as a platform for communication, the aim is to generate ideas beyond corporate and association boundaries, and subsequently implement those ideas in the outside world.

VIVAVVELO INDUSTRY CONGRESS

www.vivavelo.org

The Vivavelo Congress promotes cycling and future mobility concepts, through sales strategies to technology and testing procedures.

Activities alternated between lectures and panel discussions for the entire audience and smaller workshops. In contrast to pure industry events, representatives from government and political parties also are invited.

The biennial congress for manufacturers and dealers took place in Berlin in order to send a message to policy makers.

DIRK ZEDLER

DIRK ZEDLER is a mechanical graduate engineer and an officially appointed and sworn bicycle expert (Chamber of Industry and Commerce Stuttgart) for more than 15 years. He is managing director of the Zedler Institut für Fahrradtechnik und -Sicherheit GmbH in Ludwigsburg. Beside expert reports for courts, insurance companies and private individuals, the institute is focused on services and products for the bicycle media, industry and dealership, offering user manual writing, testing services and construction of test systems for bicycles and bike parts.
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HOT NEW PRODUCTS 2011

GIANT TRANCE X TRAIL BIKE

From the Aluxx SL aluminum frame featuring trail-tuned geometry and a tapered OverDrive headtube for increased stiffness and steering precision, to the lightweight, co-pivot Maestro Suspension for technical terrain, it blitzes descents and devours steep climbs.

B3-302



Other features include lighter 3D forged aluminum upper rocker links, now double instead of single for maximum rigidity and control, and a shorter headtube for a lower center of gravity.

A MegaDrive oversize downtube and toptube deliver outstanding torsional stiffness, power delivery and steering precision.



A5-412

720ARMOUR PHOTO-CHROMIC GLASSES

Instead of hiding in the shade, 720 embraces the extremes of ever-changing outdoor light to find more ways to innovate and refine the art of active

Like 720 Armour's Photo-chromic glasses with Raygenic X lenses from NXT that change shades automatically with UV light to enhance contrast, maximize depth perception and minimize glare and eye fatigue to let you focus on your pace and concentrate on the competition. Even the frames change color under UV rays.

VITTORIA OPEN TRIATHLON EVO TUBULAR

Introduced a couple of years ago, the Triathlon tubular now has a clincher version.

The Corespun 320 TPI casings are the product of years of experience, clever R&D, and advanced production technology - proven by millions of kilometers of racing. The puncture resistant belt PRB 2.0 uses a higher-density aramid fiber that's up to 40 percent more resistant to cuts, yet lighter and more flexible. Kevlar SiO2 thread compound is used for performance and slick thread pattern for unrivalled speed.

B1-413

ELECTRA CHERIE 71 HOT PINK LADIES

These sophisticated and expressive styles are ready for the urban runway.

The unique personalities of the Fashion Cruisers from Electra are fully integrated throughout the bike, from the frame, fenders and chainguards to the carefully crafted saddles and matching grips, down to the rims and tires.

After 18 years of refining the frame geometry and a U.S. patent, Electras ride as great as they look, setting

a new standard for the modern cruiser. Electra offers a variety of cruiser models for 2011 with 7-speed Shimano Nexus Twist Shifter.

A2-600



SR SUNTOUR RS11-DUROLUX REAR SHOCK

Alongside the DuroLux suspension fork series, SR Suntour is launching the latest MegaAvalanche tool.

The RS11-DuroLux rear shock offers rebound and compression damping adjustment as well as dual air chamber technology. This technology allows the volume of the air chamber to be increased.

The result is a more linear spring curve that ensures the rear shock uses its full travel more effectively, without missing a proper end progression. The rear shock will be offered in lengths of 190mm to 222mm, in white or black.

A4-102



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BIKE WEAR TRENDS

ROAD BIKES GET TIGHT WITH INTEGRATED AERODYNAMICS

For 2011, road bike designers are aiming for a lofty goal: Using the newest technology to allow cyclists to reach their performance goals with less effort.



Storck Fascenario 0.6

AERODYNAMICS

Mere frame stiffness, which has dictated the path of innovation for many years, has given way to a more complex catalog of requirements in which balanced handling and comfort matter as well.

Designers now are turning to lightweight design and aerodynamics to make their bikes faster. Many manufacturers who launched triathlon bicycles for 2010 are applying their experiences with these machines to create road bikes suitable for the broader public.

The most popular weapons for fighting air resistance include drop-shaped tubes and seatposts, integrated cables and hidden brake assemblies. Wheel designers are enhancing aerodynamics through high rim profiles and blade spokes.

SCOTT

A prime example of a road bike with a triathlon heritage is the Scott Project F01. Scott says the F01 was drawn from its high-end road machine Addict and the triathlon model Plasma.

COLORS

This aero trend comes with a welcome side

effect for manufacturers, as large lateral surfaces on the frames allow their designers to show off logos and frame design. Consequently, colors can be synchronized from the frame to the wheels to the components. Wheel designers are doing their parts.

SHIMANO & MAVIC

Shimano and Mavic, for example, offer optional sticker sets for various wheel sets to harmonize with a particular frame. The most popular colors for 2011 remain almost the same as last year, with black, white and red dominating on most high-end bikes. Blue and lime green provide some color variation but are mostly used for details.

CONSTRUCTION

Under a shiny coating of paint hide ever-lighter carbon fiber frame constructions.

Cosmic Carbon Ultimate Tires

CERVÉLO

Cervélo, a racing team supplier, brings the weight of its new R5CA frame down to a mere 675 grams (2 pounds) for a medium frame size.

STORCK

Storck, with its Fascenario 0.6, succeeds in a system weight of 1,750 grams (3 pounds, 14 ounces) for frame, fork, bearings, crank arms and brakes. This low weight is possible because individual components are integrated. For example, the side-pull brakes, specifically developed for the frame set, are directly laminated into fork blades and seat stays.

Apex Group Set



URS ROSENBAUM

LOOK

Look and others also have embraced integration. Look's new flagship 695 has a tailor-made crankset that rotates in an oversized bottom bracket using an in-house BB65 standard.

SEAMLESS APPEARANCE

A pleasant side effect of this part integration is tidied optics as more road bikes than ever present a seamless appearance. However, this means consumers are tightly wedded to frame manufacturers because of this tight integration.

CAMPAGNOLO

While framemakers continue to shave weight, so do component makers.

Campagnolo's Super Record Group has been on the market only two years, but the company has reduced the weight of the group to less than 1,900 grams (4 pounds, 3 ounces). That makes the Italian company's flagship product one of the lightest groups on the market, even though it boasts an eleventh sprocket.

SHIMANO & SRAM

Shimano and SRAM, meanwhile, have focused on improving their mid-range offerings.

Shimano's biggest news for 2011 is its completely revised 105. This mid-range group benefits from the technology and design language that has shaped its Dura-Ace and Ultegra groups. Cyclists seeking reliable, state-of-the-art function at an affordable price will benefit from what Shimano calls its "No Nonsense" group.

SRAM is aiming at the same target group with the Apex, a new group priced below the Rival and meant to appeal to more casual competitive cyclists with an adapted gear ratio and more comfort. The Apex is the first road bike groupset to include a 10-speed 11-32 cassette.

Side-pull brakes have arms wide enough to accommodate shock-absorbing 28-millimeter tires to improve comfort. Apex also relies on SRAM's established Double Tap shifting system.

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GIANT'S TRAVEL AGENCY PROMOTES CIRCLE TOURS OF TAIWAN

"We are not just selling bicycles," Giant CEO Tony Lo likes to say. "We want to share the joy of riding."

Giant has been sharing a lot of joy since it created the Giant Adventure Co. in Taichung. Since 2009, this travel agency for cyclists has offered guided tours in Taiwan. Now, Giant founder King Liu and the Taiwan government have much more in mind.

Giant got the idea for a travel agency in 2008, influenced perhaps by the U.S. brand Trek, one of its key partners, and its success with Trek Travel. Under the name Giant Travel, the company at first focused on triathlon and time trial events, said Agar Tsai, cycling tours manager at Giant. But the company's focus quickly shifted.

"Since King Liu finished his cycling trip through our island, cycling boomed," Tsai said. "Many people wanted to do this island trip on bicycle. For our dealers it became important that their employees do this trip at least once in their lives. This circle tour became nearly a must for people who wanted a job at a Giant Store."

"Suddenly we had a huge group of Giant people who wanted to do the tour Liu did when he was more than 70 years old," Tsai added. "That's why we created Giant Adventure. We offer organized bicycle tours, escorted by cars, in Taiwan."

SELLING JOY, NOT JUST BIKES

During Giant Adventure's first year in business, some 4,000 people did the tour, the company's Jones Ho said. Most of them chose the full trip around the island. "This trip is not only a must for Giant employees but for all Taiwanese. It's a dream King Liu showed us that can become reality," Ho said.

Giant Adventure offers two island circle tours, a 960-km (597-mile) route and a 1,020-km (634-mile) route. "While the first tour takes nine days, the longer one takes about 15 days, including sightseeing," Ho said.

Two Giant Adventure riders accompany the group, along with a sag wagon. The travel agency also offers one-, two-, three- and five-day trips: "We are able to design a tour for each customer group and for each region," he said.

Giant Adventure is now venturing outside of Taiwan: "Since October 2009, we have offered an island-hopping tour of subtropical Okinawa, the most southern island group of Japan. Beginning this year we have a tour through Hokkaido, the most northern island of Japan," Ho said.



Jones Ho driving one of Giant's sag wagons.

ACCORDING TO HO, GIANT ADVENTURE IS PURSUING TWO STRATEGIES:
"King Liu and the Taiwanese government want to use the current popularity of cycling to bring more foreign tourists to Taiwan," he said. "But we also see great potential to one day offer guided overseas cycling trips for Taiwanese."

This year, Ho expects Giant Adventure to attract 5,000 Taiwanese and 500 foreign customers. He is also brainstorming ideas for cycling tours for Taiwanese in America and Europe. "There is definitely interest in touring overseas," said Ho, who is participating at this year's Eurobike Travel Talk for the first time.

For Giant, the travel agency is a great way to boost its image. If any of its customers experience a mechanical problem while they are touring Taiwan, there's always a Giant dealer nearby who can help. Giant and its franchisees own more than 300 Giant retail stores throughout Taiwan.

Jones Ho of Giant Adventure points to Toroko Gorge, one of the sightseeing highlights of a Taiwan island tour.



"We made it!" Taiwanese cyclists exult after finishing the island tour.

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A1-202

'INFLATION IS A GROWTH INDUSTRY'

After a complete overhaul of its mini-pump range earlier this year, the family owned Zéfal has refreshed its offering of floor pumps. Alongside its classic range, the French specialist has introduced three new floor pumps at Eurobike.



Zéfal aims to play to its strengths and will focus on its core business following several years of brand diversification. The company is also moving up-market. Zéfal formerly offered products at all price levels; it will now leave the low-end market to others, concentrating instead on mid- and top-level products.

Zéfal's Z Cross mini-pump.

"Zéfal has redefined its strategy to concentrate on pumps, bottles, fenders and accessories," said the company's general manager, Aurélien Brunet.

"Our pump line has been improved. Pumps remain at the heart of our business," Brunet added.

The strategic readjustment came after a change in Zéfal's leadership, as Matthieu Brunet replaced his father, Patrice, as president.

To concentrate on Zéfal, the family-owned company divested itself of Stronglight cranksets and Canyon fenders. These brands were acquired by Joël Glotin, former general manager of Zéfal.

Last year, Zéfal's turnover was €10 million, 3 percent lower than the previous year, not including the turnover from Stronglight.

The Viteo mini-pump from Zéfal.

SAYS ZÉFAL

However, by concentrating on its core business, and pruning and refreshing its product line, the company's sales have increased this year. Pumps make up 35 percent of Zéfal's turnover. Bottles and cages account for 25 percent; fenders 10 percent. Three-quarters of Zéfal's products are made at the company's factory near Orléans, which employs about 100 people.



Larger version of Zéfal's Z Cross mini-pump.

Zéfal will continue to emphasize design, a strategy which paid off last year when the company won a Eurobike gold award for its keyless anti-theft device.



Zéfal's Micro pump.

Zéfal wants to use these design-led products to increase international sales, which make up 70 percent of the French company's turnover.

"Zéfal was established 130 years ago, created from the merger between a manufacturer of toe clips and straps, and a producer of bicycle pumps," Brunet said.

"This very long track record means we have a very strong name and good distribution in international markets," Brunet added. "We aim to build on that with our more focused strategy and the updating of our products."

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E-BIKE RETAIL POWERS AHEAD IN SWITZERLAND

Does the recent surge in Swiss e-bike stores mean the retailing of electric bikes has finally matured? Peter Hummel investigates.

In Switzerland, independent bicycle dealers hold a dominant market share, and sales of e-bikes per capita are very high. Yet until this year, only a handful of bike stores specialized in e-bikes or sold them exclusively.

THE MARKET IS NOW WAKING UP

The Migros supermarket chain has taken an interest in an e-bike store, and several other e-bike concept stores are opening.

EFS (ELECTRIC VEHICLE SERVICE) of Basel was well ahead of the trend. It was founded in 1998, when Biketec's Flyer e-bike was known only to a few insiders.

Since then, Biketec AG, the Swiss e-bike-manufacturer, has become a major player in e-bikes, with its Flyer brand becoming one of the world's top brands. EFS was one of the brand's first retailers and is still the biggest.

EFS stocks a dozen or so other e-bike brands, as well as scooters, and is the sort of e-bike speciality retailer that many in the bike industry thought would be the norm by now.

Other relatively long-standing e-bike shops in Switzerland include **ELFAR** in the canton of Aargau, and **EASYCYCLE** and **LOCOEMOTION** in the French part of Switzerland.



Stromer of Geneva was designed to blend in with its surroundings. It's more like a gallery than a bike shop. © PETER HUMMEL

DEVELOPMENTS IN 2010

However, 2010 saw some new developments in the way e-bikes were put in front of Swiss consumers.

Although Biketec doesn't plan to launch Flyer-only stores out of loyalty to its existing retailers, other brands are taking the exclusive route.

THÖMUS opened two shops in May. One, in Geneva, sells its own **STROMER** e-bike brand. The second, in Rapperswil, is a franchise that carries **STROMVELO** and other e-bike brands.

Thömus boss Thomas Binggeli said the Geneva store seeks to create a local and international customer base. He believes the store can break even within three years.

The Rapperswil store has an unusual exterior made of two containers welded together. It also sells Stromer e-bikes, the folding **Gocycle** e-bike from England, and the **PG Bike** of Germany.

Binggeli is eyeing a third store to be opened in Zurich, which will also use a container for its exterior. But he won't be alone in Zurich.

NEW eBIKE STORES IN ZURICH

This fall, a large, upscale e-bike store is expected to open in the new Viaduct mall. The store aims to offer the city's most extensive assortment of e-bike and e-scooters.

The Migros supermarket chain could open a pilot e-bike store at the same time. To be called M-Way, the store is slated for Zurich's banking district.

Aimed at mainstream consumers, M-Way will rent and sell e-bikes, and will emphasize test rides. M-Way also will sell the **THINK CITY** electric car from Scandinavia and the **PGO EWAVE** scooter.

"Sustainability in business is at the heart of Migros' ethos, and M-Way is our means of delivering the transportation element of this plan," said Daniel Hofer, the CEO of Migros and director of the M-Way project.



Pioneering e-bike retailer EFS in Basel offers a large selection of powered two-wheelers. © PETER HUMMEL

■ PETER HUMMEL

HOT NEW PRODUCTS 2011

CRAFT BIKE BRA

A unique new bra from Craft has been engineered for the forward-leaning cycling position.

The shoulder straps, mesh panels, compression material and overall 3D-fit of the Bike Bra have been shaped, body-mapped and fine-tuned for the biking woman. Narrower straps sit high on the shoulder and a large cut-out avoids chafing. The cooling fabric also provides maximum ventilation. An additional model includes body-mapped Windstopper panels to protect against wind.



B5-403



B3-401

FULCRUM'S RACING 7 WHEEL

With its reduced weight and increased rigidity, the new Fulcrum Racing 7 for 2011 offers significantly enhanced reactivity.

The aluminum rim has been lightened on both front and rear wheels. On the front wheel, a new reinforced hub has been created to house straight head spokes. While the rear hub has an oversized flange on the drive side using 2:1 pattern with a mixed system of spokes - 8 stainless steel straight-head spokes Ø2 for the left side and 16 round stainless steel spokes Ø2 with curved head on the right side - guaranteeing high power transmission.



ELECTRA ZARAPE 31 BULLET MEN'S TANK BIKE

A2-601

Pinstriped, flamed, stretched, striped and chopped. If you want something with a little more punch, you found it. Electra's Men's Attitude collection features custom frames inspired by the hot rod and motorcycle cultures.

Tricked out forks, struts, fenders, handlebars and tire sizes give these bikes a look of their own. The 2011 Zarape Bullet Tank bike reflects the variety of cultural influences in southern California and comes with a unique saddle, which is handmade using a genuine Mexican blanket. All style, all substance, all attitude, wrapped in Flat Foot Technology.

MONGOOSE FIREBALL 2011

The new Fireball was developed during the dirt jump and slopestyle season in close collaboration with Mongoose team rider Amir Kabbani.

It's no wonder that the close contact to the Mongoose development department pays off with stiffer and stronger frame including Suntour Duro cranks with Octalink BB.



A6-301



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HELMETS DIVERSIFY

When you think about it, helmet segmentation is quite complex. Road, MTB, BMX, or time trial? Man or woman? Adult or child? Full-face or standard? Now there's even further segmentation. There are pot-like commuter helmets; city helmets that look like oversized fabric caps; more and more helmets with integrated LEDs; and - new at Eurobike - helmets specifically for electric bikes.



Integrated LED on Catlike Urban Concept helmet.

For a category that hardly existed 20 years ago, that's an awful lot of SKUs for a bike shop that wants to carry a full range of helmets.

On the face of it, you would not think e-bikes would require specific helmets. For a start, one of the oft-spoken benefits of pedelecs is the fact that, unlike motorbikes and moped riders, most countries do not mandate helmet use for e-bike riders.

However, the higher than average selling prices of e-bikes mean that e-bike buyers clearly have higher than average disposable incomes and can well afford pedelec-specific accessories.

E-bike riders might also be concerned about the additional speed that often comes with pedal assistance

The Abus Metronaut.



E-BIKE HELMETS

Uvex and Cratoni are introducing e-bike helmets at Eurobike. As you'd expect, they feature smaller and fewer vents, as e-bike riders will not be exerting themselves to anywhere near the same degree as sport cyclists (unless their e-bike batteries run out of juice, that is).

URBAN-SPECIFIC HELMETS



The Abus Metronaut looks like a hat at first glance.

Likewise, urban-specific helmets tend to also have fewer vents, and sometimes none at all.



Uvex Discovery e-bike helmet.

Many are fashion statements. Simple, classic designs may be felt to go better with everyday clothing than sport helmets. The Abus Metronaut, for instance, has no vents, and its tough shell is completely covered in fabric.

Other manufacturers prefer to accessorize their head protection offerings. Catlike's Urban Concept has a large, integrated LED. Bell's urban helmets Muni and Arella can fit Blackburn Flea LEDs.

■ URS ROSENBAUM

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More than half a million bikes are stolen every year in the UK, while annual bike thefts in Germany number about 450,000. Cyclists need good locks, and Eurobike exhibitors can help. David Monson reviews what's available.



The Abus Bordo Granit X-Plus Folding Lock.

Like its predecessors, the Heimdallr and Galatea, the Freya is named after a Norse god.

M Kelvin Lin said his company's colorful locks will "blow buyers' and cyclists' minds, just like the legendary beauty of the Goddess herself."

And from **T-ONE** of Taiwan, at booth A5-110, is the new Undercover Alarm. This is designed to be unobtrusive and a permanent fixture on bicycle.

Undercover Alarm System.

The Undercover has two parts: the Slave, a wireless transmitter and vibration sensor that fits under a bottle cage; and the Master, which stays with the rider.

If anyone attempts to shake, tamper with or steal the bicycle, both Master and Slave sound the alert.

DAVID MONSON

NEW BICYCLE SECURITY DEVICES THAT COULD STEAL THE EUROPEAN MARKET

America's market-leading **KRYPTONITE** is in Hall B2-401. Its Modulus modular lock system adapts to virtually any situation.

A patent-pending design allows the rider to attach the lock to any spot on a bike frame with the ability to customize the lock with a choice of cable styles and lengths.

ABUS, at booth A5-500, is a family-owned, 80-year old German company. It is highlighting its new Bordo Granit X-Plus Folding Lock for securing expensive bikes.

The Abus X-Plus cylinder has maximum picking protection. Its links are made from 5.5 mm hardened steel to protect against cutting, cropping and bashing.

Munster's **TRELOCK GMBH** on booth A5-301 benefits from "inspired German innovation."

Trelock ranks its locks on a scale to help users decide which level is appropriate.

Heimdallr lock.



Security Levels 5 and 6 mean high security against thieving urban pros; Levels 3 and 4 protect against casual thieves in towns and rural areas, and Levels 1 and 2 protect against opportunist, non-organized bike theft.

PITLOCK's system, at FW-303, individually codes nuts and bolts (there are 256 code types) that can be dismantled only with a matching coded PT-key.

Pitlock skewers replace quick tension adjusters or other unscrewable components. Pitlock was the winner in a security test conducted by German cycling magazine *aktiv Radfahren*.

It secures front and rear wheels and the seat post.

MAGNUM INDUSTRIES, at booth A7-406, markets its On Guard Quattro lock with a four-headed dog.

Magnum locks feature exclusive x4 and x2 locking mechanisms and an M-cylinder tumbler system. They are made from proprietary steel alloys.

The original cuff lock from Paris-based **MASTER LOCK**, seen at booth A1-101, is a French invention.

Compact and lightweight, the cuffs fit fork legs or frames. They can be secured to sign posts, parking meters or another bike. The company's Python adjustable locking cable is said to be the world's first length-adjustable locking cable.

H&J KREIMA INTERNATIONAL of Taiwan, at booth B2-405/35, is a new exhibitor launching the Freya lock.



Master Lock Cuff lock.

30M SMALL ROLL



NOVE-91 (S/B) (9 speed)



OCTO (S/B) (8&7 speed)



TB-85 (B/B) (8&7 speed)



408H / 410H (B/B) (1 speed / internal-hub gear)

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E-BIKE BOOM

ENCOURAGES FURTHER INNOVATION

The e-bike category continues to mature and grow. Urs Rosenbaum reports on e-bike trends visible at Eurobike.



E-bike or MTB? Both. It's the Jarifa!

KTM of Austria (booth A4-300) has a BionX-equipped touring e-bike, the eLycan. KTM's eGnition has a 800-watt bottom bracket motor and is billed as an eSUV. Such a bike raises obvious questions about its legality, and whether existing EU pedelec standards need to be revised.

ENGINES FOR GROWTH

The European e-bike boom will leave its mark on the market next season. Inspired by fast-rising demand, existing manufacturers are ramping up production of e-bikes. And new players are entering the market, encouraging competition and product innovation.

An increasing number of folding bikes now incorporate electric motors, including three models from **Hercules**. But an electric auxiliary motor really shines on cargo bikes. **Flyer** and **Kona** are banking on a growing demand for powered load-carrying bikes.

The most striking trend in the e-bike sector is the transformation of products to appeal to a new demographic: e-bikes for sporty individuals between the ages of 35 to 45.

Derby Cycle Werke's **Focus** (booth FG-E1) has two sporty e-bikes, the Jariffa Offroad and the Jariffa Cross, with integrated batteries and BionX propulsion systems.

One of the most discussed newcomers to the e-bike market is, of course, **Bosch** (A6-305). Cannondale (booth A6-300) was the R&D partner with Bosch but there are also Bosch systems on bikes from **Scott** (booth A3-300), Merida-Centurion (A3-302), **Winora's Haibike** (booth A4-100) and **Stevens** (booth A3-305).

The **Shimano** (booth A1-200) e-bike system - Steps - does not need a specially built frame thanks to a front wheel hub motor and a pannier rack battery.

Kalkhoff (booth FGO-203), has extended the range of its bikes. The new Panasonic 18Ah battery system used by Kalkhoff promises power for 140 kilometers. Battery lifespan has been increased to 1,100 charge cycles instead of the more typical 500.



The 880W eGnition.

EFFECTIVE FINE-TUNING

Trek (booth FGO-201) has also revised its batteries. The U.S. manufacturer and its associated brands **Diamant** and **Villiger** equip their e-bikes with new battery packages which BionX produces exclusively. These packages have a capacitance of 320 watt-hours in the top variation and a voltage of 48 V.

Kona has been working with partners to create reliable means of electric recharging.



Kona's electric Ute has potential in the Developing World.



The folding E-Versa Pro.

The **Winora** group (booth A4-100) also relies on tailor-made solutions, like its new engines developed in collaboration with the manufacturer **TranzX**.

Newcomer **Simplon** (booth A1-404) has an E-Lion engine which can be added as an option to various models, and has the first wireless control developed by performance test specialist **O-Synce**.

AFTER-SALES SERVICE

E-bike suppliers are discovering the value of after-sales service as way of winning and retaining market share.

Trek offers software for its dealers in order to make e-bike problems easier to diagnose and simpler to fix.

Similar programs are offered by the **Accell Group** brands, including **Sparta**, **Koga**, and **Winora**; and by **Shimano**.

Many manufacturers such as **Kalkhoff** and **Sparta** also offer optional warranty extensions and expect dealers to use these as confidence-boosting sales clinchers.

■ **URS ROSENBAUM**



REPTILA 1100
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FORMER EAST GERMAN BIKEMAKER GROWS UNDER TREK OWNERSHIP

DIAMANT CELEBRATES 125TH ANNIVERSARY

German bikemaker **Diamant Fahrradwerke GmbH**, which has been owned since 2002 by U.S. bikemaker **Trek**, is celebrating its 125th anniversary. Founded in 1885 by the **Nevoight brothers** in Chemnitz, Diamant celebrated its anniversary with a party on April 23.



Officials at Diamant's 125th anniversary party (from left): Harald Schmiedel (GM of Trek Fahrrad GmbH), Tüve Schur (former East German cycling hero), Uwe Weinert (Hartmannsdorf's mayor) & Michael Mittag, Diamant GM.

Mittag said Diamant's growth was possible only because of Trek's investment. "Trek is not only demanding but also investing," he said, having invested more than 800,000 euros (\$1 million) in Diamant in the last three years.

Today, about half of Diamant's production is for its own brand, mostly mobility bikes for the German and Austrian markets. Diamant also makes bikes for the Swiss brand Villiger (also owned by Trek) and Trek trekking bikes for the European market. The company also manufactures "a smaller amount of high-end mountain and road bikes," said Harald Schmiedel, general manager of Trek Fahrrad GmbH. He is responsible for the Diamant, Trek and Villiger brands in the German-speaking market.

Also helping sales is Diamant's move into e-bikes. Since the end of 2008, Diamant has been selling its "Ride+" pedelec on the market. "Last year we planned to make 5,000 pedelecs, but it turned into 15,000. This year we expect to double that amount," Mittag said. The Ride+ line is a project of Trek and BionX.

Now located in Hartmannsdorf in the former East Germany, Diamant has had its ups and downs. Thanks to Trek, it is currently on an upswing. "If the Trek Group hadn't taken over Diamant there would definitely be no 125th anniversary," said Hartmut Rogotzki, a Diamant oldtimer.

He knows what he is talking about. Rogotzki started at Diamant in 1964 as an electrician trainee.

B4-501

Today, according to his business card, Rogotzki is in charge of quality - and of maintaining Diamant's traditions. After working for 46 years at Diamant, Rogotzki dreams of building a museum that would show Diamant's long history and its roots, as well as its role in the sport of cycling in the former East Germany.

Diamant is not only looking to its past but to its future, which officials say is bright. Michael Mittag, the company's general manager, said sales are growing. "In the year of the takeover, Diamant sold a total of 36,000 bicycles. In 2007 it was 90,000. We've created 70 new, steady jobs, and since 2010 we have had two trainees on board. This year we will produce a total of 150,000 units," he said.

Trek Group president John Burke was not able to attend the anniversary party in Hartmannsdorf. But officials say he is happy with the German subsidiary's progress. Burke is also a fan of Diamant's stylish, retro mobility bikes. "Thanks to a huge amount of trust in Diamant and our team, Trek gives us a lot of freedom when it comes to design," Schmiedel said. "The Trek Group realized that the European market is somehow different than the U.S. market. They learned that quickly when they took over the traditional Diamant brand."

Trek is finding other cost-savings synergies. This year, Diamant's factory in Hartmannsdorf began making Trek's customized high-end "Project One" bikes for the European market.

■ JB



Old and New. Bicycle collector **Günter Erber**, who calls himself a "Diamantician," with **Sandy Jähmig**, assistant to the general manager, pose with old and new Diamant bicycles.

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TRANZX PST DISPLAY DP09



A5-306

The high end TranzX PST display DP09 is appealing with its stylish new design, user-friendly handling and wide functionality.

The big, clear LCD display features all real-time performance data which can be adjusted by a separate control panel directly at the bar end.

A new feature is the display of the remaining battery range in kilometers, depending on current power support and battery capacity. An integrated light sensor automatically switches the display's background light on or off depending on ambient light.

KTM introduces a new cross-country model line. Its aim was to integrate the superior floating damper system for a cross-country application.

The result is the KTM Taser model, which boasts a light and rigid frame with precisely re-reinforced parts.

KTM'S NEW TASER BIKE LINE

The new KTM Taser line comes in two materials: five carbon models and four alloy models. The carbon models provide a superior frame protection system - the KTM frame guard concept - for more protection at endangered sections such as the lower downtube and chainstay.

Retail prices for the Taser Carbon range from €3,499 to €6,999; and for the Taser Alloy from €1,899 to €3,999.



A4-300

HOT NEW PRODUCTS 2011



B1-202

BIONICON RIDING WEAR

Three years ago, Bionicon Bicycles presented its first Riding Wear collection. For 2011 the company is taking it to the next level.

Applying technologies from outdoor equipment to cycling, combined with a innovative layering system, Bionicon Riding Wear provides the right clothing for the rider every time.

The first layer is made from pure New Zealand merino wool, while a merino-nylon hybrid second layer keeps the rider warm. Schoeller softshell technologies from Switzerland are used for the outer layer. New cuts with radical lines and new colors round off the 2011 Forest Collection.



TAYA 30-METER ROLL CHAIN PACK

Taya chain is showing off its latest chain pack, the 30M roll, which is environmentally designed and meets the needs of its retailers.

Five models are available in 30M rolls: Nove-91 (S/B), Octo (S/B), TB65 (B/B) and 408H/410H (B/B), meeting demands from 1-speed to 9-speed transmission systems.

Eye-catching and easily identified colors help consumers identify products and fully utilize display space.

Taya chain continues to focus on green products based on environmental protection, such as the 30M roll pack and Cr+6 free GST chains. The 30M pack, using all recyclable materials, generates less waste than single chain packs. The chain be cut to the exact length needed, further reducing waste.

B4-508



XLC SPRINTER FULL CARBON SADDLE

A4-200

This full carbon saddle in the XLC Sprinter collection weighs only 90g.

The saddle shell and frame are made of carbon. The XLC Sprinter and is suitable for men and women.



BIONICON ALVA180 MTB GEOMETRY ADJUSTMENT SYSTEM

B1-202

The inventor of the first real geometry adjustment system for mountain bikes is debuting its new generation2 platform.

Last year's debut of the 160mm long-travel all-mountain bike called Tesla sparked for a range of new bikes from the Bavarian brand.

Alva180 is the first Bionicon which will be available with air or coil shocks, both using the patented Bionicon System.

The bike's geometry and weight puts it in the Enduro class, and due to the infinitely variable system it has a wide range of applications.

The Alva180 will arrive in spring 2011 as a framekit or complete bike.





SHOW DA

CRATONI 25TH ANNIVERSARY GIVEAWAY!

B2-203



The free
backpack.



To celebrate 25 years in business, Cratoni Helmets GmbH is giving every dealer visiting the company stand a free Cratoni backpack.

The first 25 dealers will also get a limited edition Sabine Spitz world championship helmet. ■

CORRATEC INTRODUCES UBBS UNIVERSAL BB SYSTEM



Celebrating 20 years in business this year, the Corratec brand from Bavaria is now sold in more than 50 countries. "We export to more countries than any other German bicycle producer," says Iko-Corratec boss Konrad Irlbacher.

The brand began in 1990 when Irlbacher's father, a sporting goods dealer, gave his son the OK to start selling bicycles in 30 square meters of space at his Iko sporting goods store. For 2011, Irlbacher and his team are introducing several technical innovations such as what Corratec calls a Universal Bottom Bracket System (UBBS).

"The various different inner bearing systems on the market, each with its own standards, are currently a source of confusion and annoyance to bikers," Irlbacher said.

"With UBBS we offer a solution to the issue of compatibility between bottom bracket and frame. The inner bearing is integrated into the frame from the start, and can be incorporated in various systems of inner bearings and cranks by means of different seating. The new construction results in a powerhouse on the down tube that provides extra frame stability." UBBS has the advantage that it is easy to

adapt to any of the common inner bearing systems available on the market.

The system is compatible with all common chainwheel sets, including the Shimano Hollowtech II Road, Shimano Hollowtech II MTB, Shimano Pressfit Road, Shimano Pressfit MTB, Campagnolo, SRAM Road, SRAM MTB, BB30, BSA and FSA.

The company brought out a limited series of 20th anniversary bikes. The six models sold out within weeks of their launch this summer. Nevertheless for 2011 Irlbacher is introducing another high-end anniversary model.

The "X-Bow" features the company's patented bow design and is seen as a further development of the "Super Bow" principle, along with the latest company technologies such as UBBS. Customers can choose from a range of options to spec this custom-made full carbon beauty.

■ JB



B1-300

The 20th anniversary Corratec Super Bow: a custom carbon off-road bike.

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KOREAN GROUP TO OPEN 60 UPMARKET BIKE STORES

The LS Group of South Korea - an offshot of Korean giant LG - has created an upscale store in Seoul and aims to open 60 more across the country. While the LS Group is a newcomer to bicycle retail, its executives believe the bicycle market is worth investing in, partly because of government investment in bicycle infrastructure.

The 400-square-meter (4,305-square-foot) Biclo store opened in April as a subsidiary of the company that owns Prospects, South Korea's No. 1 sports brand.



Byung-Sang Cho,
Executive
VP of LS
Networks' Retail
& Distribution
Business
Division.



The LS Group plans to open five more outlets in and around Seoul, and in 2011 wants to roll out 30 Biclo stores across the country. By 2013, LS Group plans to operate 60 Biclo stores. The company has already invested \$10 million in the concept.

Attracted by huge investments from the South Korean government as part of its "low carbon, green growth" agenda, which includes improving the national bicycle infrastructure, Ja-yeol Koo, chairman of LS Networks' sister company LS Cable (and chairman of the Korean Cycling Federation), asked Byung-Sang Cho, executive vice



The large, open interior of South Korea's first Biclo store.

president of LS Networks' Retail & Distribution Business Division, to study the bicycle business.

FROM SURVEY TO STORE

"We contacted importers, producers and sales people and realized that we could best meet customer needs opening our own bicycle retail businesses," Cho said.

He said the South Korean bicycle retail scene is large, but quality varies. "The existing market players in South Korea's bicycle business cannot satisfy all customer needs. This is due to a lack of communication and financing," Cho said.

"There are many bicycle shops but, in many, mechanical service is limited and brand choice is poor," Cho added. "To meet upscale customer demands the bicycle retail environment has to be different."

BICLO ON BRANDS

The first Biclo store features premium international brands including Cannondale, Giant, Moulton, Orbea, Scott, and Trek.

The company is also the exclusive South Korean distributor of Koga-Miyata, Eddy Merckx and Louis Garneau, and may create a Biclo bike brand in the future, including an electric bike.

Cho said the first Biclo stores will be company-owned, but he didn't rule out offering franchises after the first 60 stores are open.



Biclo stores are designed to appeal to upscale customers.

A DIFFERENT CONCEPT

According to LS Networks' Bike Team Manager Leo Yu there are currently more than 3,000 bicycle stores in South Korea with Samchuly in the name, South Korea's largest bicycle producer.

"They are focusing on the entry-level market. We don't want to compete with them. Our concept is totally different," Yu said.

The first Biclo store employs seven people. "This store is also a training center for employees so we can train the people needed for our expansion plans," he said.

■ JB



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South Korea is investing in bicycle infrastructure; LS Networks sees this as a growth opportunity.

SHOW DA

BICYCLE MARKET LIT BY ELECTRIC SPARK

Electric bicycles were the fastest-growing segment of the German bicycle market in 2009. Eurobike shows how diversified the segment has become, not only in product design and in the variety of new, sporty applications but also in propulsion systems.

More than four million bicycles are sold in Germany each year. The 150,000 electric bikes sold in 2009 seem marginal, but for light electric vehicles (LEV), it's a big number. Market volume has doubled in two years, and electric bikes are currently the fastest-growing segment of the German bicycle industry.



UltraMotor

Although retailing in general has faced tough times because of the economy and the financial crisis, the German bicycle market achieved sales growth of 5.8 percent.



Flyer X

In other countries, such as the Netherlands, the bike business is also profiting from the increasing popularity of electric bikes. Pedelec sales increased by 40 percent to an estimated 200,000 units in 2009 compared to the prior year. This represents 16 percent of all bicycles sold in the Netherlands in 2009, and 35 to 45 percent of total bicycle sales by value.



Grace

ExtraEnergy, an organization that specializes in e-bikes, estimates that the Dutch LEV market is roughly three years ahead of the German market. So Germany can take pride in the 30 percent growth in LEV sales in 2009.

Europe-wide, pedelec and e-bike sales have increased by 25 percent to about 750,000 units, according to *Electric Bike Worldwide Reports*.

Industry experts expect that well-established manufacturers will increase their sales volume by 100 percent, and double or triple their turnover in 2010.

BREAKING SALES RECORDS

With the price of a pedelec at a German retailer averaging about €1,700, sales and profits are much higher than for regular bicycles, which sell for an average of about €500. Early market entry is now paying off for the European market leader Accell Group and its Sparta, Batavus, Koga Miyata and Hercules brands, as well as Panasonic, the leading supplier of pedelec propulsion systems. Meanwhile, almost every bicycle maker has gotten into electric bikes. Companies such as Shimano, Porsche, Bosch and other big names see a future in this business and are investing in propulsion systems or image-building vehicles.



KTM eRace

ATTRACTING NEW GROUPS

Whereas a couple of years ago the market was dominated by pedelecs with low step-through frames, today's market offer reveals an increasing variety of styles and applications. Speed pedelecs that can go faster than 25 km/h, off-road bikes and sporty machines are leading the trends.



Winora

There's a growing variety of propulsion systems. Until now, about 10 drive systems have dominated the market. With Bosch and Shimano launching new pedelec propulsion systems at Eurobike, this show could mark the beginning will mark the beginning of a restructuring among e-bike propulsion system suppliers.

ExtraEnergy estimates that in two years, there will be around 40 drive systems, including new systems from Ultra Motor, SRAM, and another German automobile supplier. The fact that car manufacturers such as Porsche and VW are going to introduce e-bikes demonstrates that LEVs have become significant mobility devices.

■ SUSANNE BRUESCH



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ODLO RECOMMITS TO CYCLING APPAREL MARKET

B5-203

This year, bikewear brand Odlo is celebrating its return to Eurobike. After offering a limited line for the Summer 2010 season, the "Swiss Norwegian" apparel brand decided to reenter the market with a full line of bikewear for 2011.

According to Rainer Bommas, Odlo's German spokesman, the new line consists of some 68 technical pieces, including arm and legwarmers and other accessories.

The company is proudest of its padding concept display, which includes a touch screen and scanner. It is showing and three different paddings developed by Odlo.

Rainer Bommas, Odlo's German spokesman.

■ JB



CRAFT CREATE KIDS' RACE CLOTHING

B5-403

Raised for Race is Craft's pro-style race wear for children.

Craft of Sweden is introducing a line of children's race clothing, including jerseys.

The Raised for Race line is a sportier addition to Craft's existing line of kids' bike clothing. Products include tight-fitting road jerseys with full-length front zippers and three rear pockets,

including one with a security zip, a feature common on adult jerseys but rare for child jerseys. Raised for Race products also feature retro-reflective printing.

■ JB



SQlab's Isabella Dyba with the 610 Active saddle (left) and the 611 Ltd. Finisher.

A7-100

SQ LAB FINE-TUNES SADDLE LINEUP

Ergonomic bicycle parts pioneer SQlab has fine-tuned its saddle range and added some new models. A new fitness saddle, the 610 Active, targets trekking and comfort-oriented mountain bikers.

According to spokeswoman Isabella Dyba, the back-friendly 610 Active will be sold in widths of 14, 15 and 16 centimeters. A more aggressive saddle, the 611 Ltd. Worldcup, sold out in 2010.

SQlab fine-tuned the model to shave weight and has renamed it the 611 Ltd. Finisher. While still relying on a feather-light carbon rail and a light cover, the model comes without any gel system. With a weight of less than 200 grams, the saddle is intended for competitive mountain and road bikers.

■ JB

MALOJA HAS ALPS APPEAL

FG-B9/1

You've heard of sex appeal. Well, the clothing company Maloja has Alps appeal. So says Maloja's Marketing & Sales Manager, Yve Schuster.

"We have mountains right next door to our headquarters in the Bavarian region of Chiemgau. We call our fascination for the charm and grandeur of the mountains simply 'Alp Appeal.' And we just had to create an Alpine collection under this name," Schuster said.

Maloja produces bike clothing and streetwear, including clothing for the growing fixie scene. What does the company's Alp Appeal line look like?

Take some traditional Southern German jackets with buckhorn buttons made by traditional Bavarian clothing manufacturers, and mix it with a fixie-inspired lifestyle look.

Or take some traditional Bavarian farm furniture ornaments and print them on, let's say, a bike jersey. Or come out with a dirndl-inspired shirt. And before leaving the Maloja booth, make sure to collect the company's catalog. It's a work of art.

■ JB



A Maloja model poses with a dirndl-inspired shirt and a traditional Bavarian jacket in light blue.

X-TECHNOLOGY GIVES BIKEWEAR HIGH PRIORITY

B5-602

X-Technology, the Swiss pioneer of functional apparel, entered the bikewear market two years ago. Today, marketing manager Stefan Taft said, "This segment has a high priority at our company."

The reasoning, Taft said, is simple. "It's a very technical product we are offering."

He continued: "We develop new technologies in the field of textiles. Avid cyclists are very technical people. They rely on performance and are willing to invest in high-quality, high-priced cycling apparel. Our technical products assure the best performance. We turn sweat into energy."

X-Technology owns the brands X-Bionic, X-Socks, X-Nutrio and Apani. Since 2009, X-Technology has offered aerodynamic styles for more advanced cyclists and classic styles for leisure cyclists.

SPECIALTY SPORTING GOODS & OUTDOOR RETAILERS

X-Technology distributes worldwide but is now more focused on specialty sporting goods and outdoor retailers. Andreas Söffker, who recently became general manager of marketing and sales for X-Technology, is looking to expand the brand's reach with IBDs around the world. Söffker has worked for such other apparel companies as Rono, Odlo and Falke.

■ JB



Andreas Söffker, general manager of marketing and sales for X-Technology.

GONSO REVIVES US40 LABEL FOR BIKEWEAR

US40 is back. The once trendy streetwear label is celebrating its revival in a market it was never in during its heyday in the 1990s.

Owned since 2001 by Maier Sports, the parent company of Gonso, US40 has been transformed into a "stylish bikewear label linking functional bikewear with stylish design highlights and classical streetwear elements," according to a company description.

Now known as "US40 by Gonso," the apparel line will be offered to IBD and sporting goods specialty stores beginning with the summer 2011 line.

The company says it deliberately chose the name for the new label to emphasize its relationship with the parent Gonso brand, and underscore its reliability, quality, and value.

With US40 by Gonso, the company is seeking younger consumers. Overseeing the line is Rainer Schattenkirchner, Gonso's head of sales, marketing and product development.

The debut collection consists of eight pieces, for men and women, including bike jerseys, T-shirts, bib pants, hoodies and light rain jackets.

■ JB



B5-402

US40 by Gonso is debuting summer 2011.



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FASHION TRENDS, PART 4

BIKEWEAR

FOR BAD WEATHER

There's no such thing as bad weather, just bad clothing choices. Ralf Stefan Bepler argues that with the right bikewear from Eurobike exhibitors, cycling in all weather is possible, and even enjoyable.

It looks scientific, so it must be. Wear X-Bionic kit and you stand out from the crowd.

In northern Europe, if you don't cycle in inclement weather, you're not riding for perhaps half the year. Clearly, bike manufacturers and bicycle shops want their products to wear out so consumers buy more. Getting customers to cycle year-round makes perfect business sense. And there are a growing number of companies offering cycle clothing that keeps customers pedalling in all weather.

Simone Braun, product manager for **Odlo** (booth B5-203), said, "A winter collection is important for the bike competence of a brand."

Other brands don't bother, preferring, in winter, to equip skiers instead. **Fanfiluca** of Germany (booth FG-A5/1) is based in a ski region, so it only offers cycling apparel for spring, summer and fall.

A statement from **Sugoi** of Canada (booth B5-502) said: "As a whole, there are fewer cyclists in winter but the apparel requirements for those that do ride becomes specific and purposed."

With the introduction of modern all-weather clothing technologies, **Vaude** has seen more cyclists brave foul weather.

Peter Sontheimer, division manager for **Bike Vaude** (booth B5-400) said, "The transition time from spring to summer and summer to fall is becoming more important, because cyclists don't want to stop cycling just because it's cold."

Klaus Peter Thaler, an ex-pro cyclist and owner of **Thaler Sports** (booth B5-303) said, "As a bikewear company, you have to have a winter line and you can use it as a means to demonstrate your ability to work with high-tech fabrics and designs."

But Thaler is a realist: "Rain- and winter-wear can only reduce the impact of weather. No true cyclist believes that even the best rain jacket or waterproof trouser will mitigate absolutely any weather condition."

Light is right: Odlo's stashable wind-proof jackets.

RAINWEAR ROUND-UP

Odlo's current highlight is the Hurricane jacket, windproof with a fleece backing. It has articulated sleeves and intelligent placement of different fabric weights.

Rainwear is **Vaude's** best-selling bike category. Vaude's Sky Fly Jacket is made from 2.5L-Ceplex. Sontheimer sees the jacket as suitable for Trans-Alp tours because "it's so small, it will fit in a pocket."

"The Pocket Liner Gore-Tex jacket is probably the lightest Gore-Tex cycling jacket out there," said Vaude's PR manager Soren Jensen. Weighing just 170 grams, this jacket uses the 3L Pro Shell fabric which is said to be the most breathable Gore-Tex clothing-grade membrane ever.

Castelli of Italy (booth B5-504) has long offered a winter line that not only performs but looks 'pro.'

At Eurobike, Castelli is presenting a super lightweight breathable jacket that's stylish, too.

X-Bionic Technology of Switzerland (booth B5-602) has the Sphere Wind Jacket layered with its Symbiotic Membrane and covered with the now-famous 3D-Bionic Sphere System - think golf-ball dimples. It also has a patented Climate Speed Spoiler to reduce wind resistance by a claimed 20 percent (useful if you need to get home faster when the weather turns foul).

COMMUTER CLOTHING

Road cyclists and, to a lesser extent, mountain bikers, can often postpone their rides and wait out bad weather. Hardcore commuter cyclists choose to ride in all weathers and don't often have the luxury of choosing when to ride. So clothing for cycle commuters has to work hard.

Montane of the UK (booth B5-405) is at Eurobike with its extremely lightweight Velocity DT Jacket, featuring Toray Entrant DT fabric from Japan. Paul Cosgrove, the marketing manager for Montane said, "Cycling is booming - especially cycle commuting."

Bright colors are perceived to be a safe cycling feature. "Fifty percent of the cycling jackets we sell are fluoro yellow," said Tim Butcher, Montane's PR spokesman. "Be seen, be safe."

But black is perennially popular with cyclists, many of whom believe motorists don't see them no matter how bright and garish their bike garb.

German bikewear label **Gonso** (booth B5-402) has a Gonso for Commuters (G4C) line that

sticks to black. This is the color of business for a start but it's also neutral, so it goes with any other color of garment, which can't be said for fluorescent yellow (which, to be honest, doesn't go with anything).

The Gonso garb may be black but it isn't suicidal. It has fold-out retro-reflective pads and retro-reflective pipings.

ESCHLER INNOVATES

Swiss fabric manufacturer Eschler (booth B5-511) wants to change the bicycle world's perception of waterproof. The company claims its 'Plasma Technology by Eschler' is a world first in textiles.

Garments are placed in a pressure chamber, and Plasma Technology ionizes the complete product, making it both hydrophilic and hydrophobic at the same time: i.e., water-loving (good for wicking away sweat) and water-hating (good for shedding water).

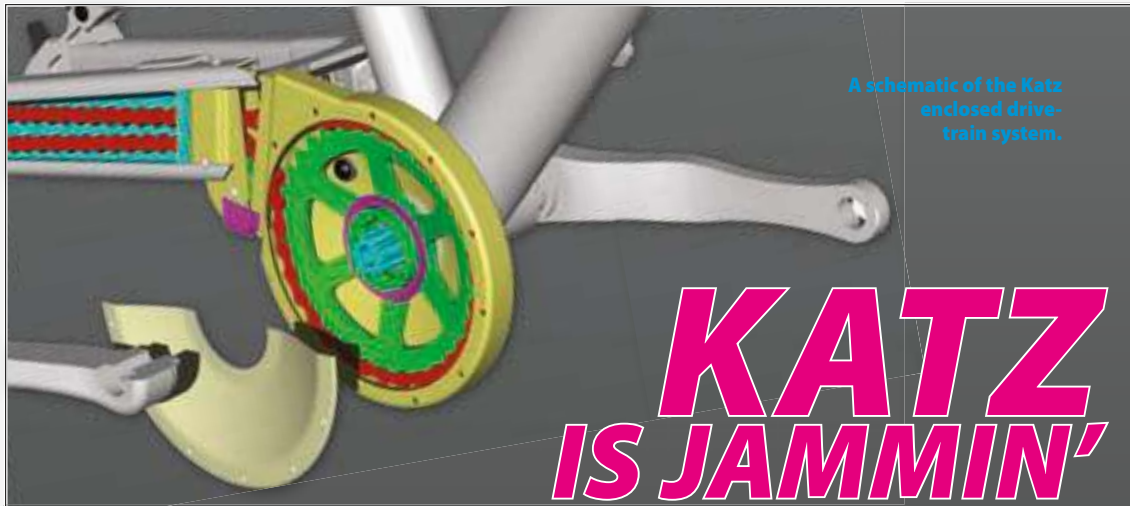
The ionized product gains no weight and loses no breathability but can cope with water (and dirt) without being waterproof in the traditional sense.

Eschler product manager Markus Lutz added, "Plasma Technology has an extremely good ecological footprint and is fluorocarbon free."

■ RALF STEFAN BEPLER



SHOW DAY 3



A schematic of the Katz enclosed drive-train system.

KATZ IS JAMMIN'

WITH ENCLOSED DRIVE TRAINS ON ITS MOUNTAIN BIKES

In 2008, Katz Biking received a Eurobike award for its bike designs that featured a fully enclosed drive-train. The praise was premature, however, as it took the company awhile to bring its concept to production.

Several models are now available, designed by brothers Carsten and Holger Katz, who come from the Swiss town of Altdorf. The Katz brothers set out to produce the world's "cleanest, most reliable, lowest-maintenance and most user-friendly bike."

An enclosed drivetrain is not unusual for city bikes, but the problems get more complicated with mountain bikes like the ones made by Katz. The Katz brothers designed a box-shaped chainstay where the chain is hidden.

What sounds simple required some clever solutions, such as a clutch that allows users to quickly remove the rear wheel without tools and without a mess.



The "Grand Old Man" of Swiss mountain biking, Butch Gaudy (right) talks with Holger Katz at a recent Demo Day. © PETER HUMMEL

They say the drivetrain does not impair the bike's efficiency. A well-lubricated chain can reach an efficiency of 95 to 98 percent, on par with an average open chain.

The enclosure adds only about one kg of weight to the bike, part of which is accounted for by an internal Rohloff hub. But the Katz system may impair a user's wallet. Current versions of Swiss-made Katz bikes built with this "carefree luxury" cost between €5,000 to €7,000

Carsten Katz was a mechanical engineer for aircraft manufacturer Pilatus, while Holger Katz is a skilled mechanic. The brothers have spent five years and all of their finances to create Katz Bike. "We need only a bit more capital for production and marketing," said Carsten Katz, who is responsible for the company's finances. Since spring, three models - the Alp, Moos and Reif - have been available in standard and premium versions.

EUROBIKE PREMIERE

At Eurobike Katz is debuting a down-spec'd hardtail city bike. The show is of vital importance for the young company. "International potential is enormous," said Holger Katz, who oversees sales.



Katz bikes are made in Switzerland. © PETER HUMMEL



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Xplova G3 is 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.



HUTCHINSON PROMISES A **B3-107** FLAT-FREE FUTURE

Hutchinson of France has been innovating since its 1853 founding by Hiram Hutchinson of America. The company, still located at its original location in Montargis, France, has made bicycle tires since 1890. Its firsts include being on the top step of the Tour de France podium seven years in a row (Lance Armstrong always rode Hutchinson).

New for 2011 are a new MTB compound and an MTB tire using the compound; a flat-free tire for city bikes; and a Lance Armstrong limited edition tubular and glue kit.



The Cougar is made from Hutchinson's new Race Riposte compound which has built-in rebound. © HUTCHINSON

RACE RIPOSTE COMPOUND

Hutchinson's new compound, Race Riposte, was developed for motorsport tires and is enriched with styrene. The compound is said to offer an excellent combination of strength, grip and wear.

The goal was to create a compound of soft rubber with rebound. Improving rebound has performance benefits.

Hutchinson claims the new compound delivers rebound, traction and efficiency on all types of terrain, out of ruts, through banked turns, in rocky, wet or dry conditions.

It also optimizes performance and control. Race Riposte offers "the efficiency of a cross country tire in a DH tire; and the grip of DH in a cross-country tire," the company said in a statement.

Measured at only 50 Shore (Shore is the measuring system for compound hardness) but yielding a great rebound, the compound is being billed as one of the softest available today.

The compound is used on the new Cougar MTB tire, available as Air Light, Tubeless Light, Tubeless Ready, and Hardskin. The Cougar is specified by MTB teams Lapierre, Orbéa, and Sunn.

Hutchinson's production of bicycle tires started just two years after John Boyd Dunlop invented the pneumatic tire.

While air-filled tires had immediate comfort and performance advantages over the solid rubber tires of the day, the major disadvantage - leaks - is still with us despite anti-flat strips, anti-flat fluids, tougher inner tubes and other such solutions.

The Serenity city bike tire is sure to give inner peace: no more flats! © HUTCHINSON



SERENITY TIRE

Hutchinson believes it has created an ideal "solid" tube and tire combination. The Serenity is airless and can't puncture. Whereas previous "solid" tires have been made of a uniform material and didn't have a very effective tread, the Serenity looks and feels like a standard tire. However, inside is a stiff yet spongy core.

Hutchinson is releasing the Serenity as a UrbanTour Plus tire, 26"x1.50". The Serenity has been designed to a wear resistance of around 8,000km at a speed of 20 km/h. The tire weighs 555g and the stiff but spongy insert weighs 730g.

LANCE ARMSTRONG TUBE KIT

Hutchinson is also making available a Lance Armstrong tube kit. The Bouyaux tire is the official tubular of Lance Armstrong. The new limited edition kit bundles two 700Cx22 tubulars and two tubes of glue.

Hutchinson sponsors the professional Protour bicycle teams La Français des Jeux, Bouygues Bbox and Radio Shack today. Amazingly, the Français des Jeux team rode the 2010 pavé-strewn Paris-Roubaix one-day classic without a single puncture.

■ GERMAN ESLAVA



THUN LAUNCHES SYSTEM COMPONENTS FOR THE 'UPPER PEDELEC CLASS'

For those who are about to enter the pedelec market there is a new attractive group set.

ZH-207

Thun's "(V)elo Comfort by Reevo Technology" features a brushless front motor, a speed and torque sensing BB cartridge with PCME technology, a detachable display showing remaining battery capacity in kilometers, a controller featuring a flexible and readjustable software and a battery with advanced battery management system providing a total capacity of 230 W.

On top of that, Thun offers after-sales services such as a technical support hotline and mobile service teams. The system can also detect malfunctions and offers error codes that can lead to a quick solution. Get all the information, along with pretzels and beer today at room "Schweiz" ("Switzerland") in Lobby West (1st floor) at 3pm.

CANNONDALE ROLLS OUT 29ERs

Lots of news at Cannondale: While the spotlight is definitely on the US company's debut - together with German partner Bosch - into the e-bike market there are some further interesting new products to watch.

Tobias Schweter, country manager of the Austria, Germany and Switzerland, showed us the brand's 29er models. All in all there are three 29er. The shown top model "Flash Hi-Mod 29er" rolls for a sales retail price of 4,999 Euro into season 2011.

Tobias Schweter with Cannondale's Flash Hi-Mod 29er. ■ JB



A6-400

TRP

Aerodynamic Linear Pull Brake

by TRP

BOOTH A5-204

Q&A WITH CHRISTOPHE JOUFFRET WHAT'S DOREL DOING WITH ITS STABLE OF FAMOUS BRANDS?

Canadian conglomerate Dorel, Inc., has taken several strategic steps over the past few years to establish itself as a global player in the bicycle business. Initially a leading supplier to the North American mass market, Dorel has steadily transformed itself into a leading force in the IBD market.

Today its Pacific Cycle subsidiary serves the mass market while its Cycling Sports Group (CSG) supplies the IBD market.

Its Apparel Footwear Group handles the Sugoi, Cannondale, GT, Schwinn, IronHorse and Mongoose apparel lines.

To learn more about these fast-moving developments, we talked to Christophe Jouffret, CSG's vice president of European sales and marketing.

ESD: Since Dorel took over Cannondale and formed the Cannondale Sports Group - now the Cycling Sports Group (CSG) - there has been so much going on it's hard to keep up. So what's happening with premium brands such as GT, Mongoose and Schwinn? Are you working on a worldwide strategy for them?

Christophe Jouffret: I think it's important to recognize first, that no single brand can offer the IBD the range of products that their different consumers have been looking for. That is CSG's key competitive differentiator.

We offer the independent bike dealer a broad spectrum of high-quality products from four unique brands to deliver value across varying consumer needs, from the entry-level rider to the high performance, elite racer; from mountain to road to recreation; from child to adult. Organizing around that has been a thoughtful and thorough process.

One of the most significant and visible changes is that the brands have been restructured to support the needs of the IBD channel, with new general managers, marketing teams, and product managers aligned to ensure the integrity of the individual brands and energize the brand development strategy.

Global product development and marketing strategies have also been established for each brand that is adapted at the country level based on the brands' different positions and competitiveness within in Europe.

ESD: In Europe, the image and distribution channels of these brands varies from market to market.

GT is a good example. It has a totally different image in every European country. Is this a problem?



Christophe Jouffret

Jouffret: We recently relaunched the global brand for GT. It's an exciting new positioning that builds on our strong brand heritage. We've also gone direct with GT distribution in a number of countries, including, France, Italy, Germany, Austria and Benelux.

With that said, as you know, markets vary widely throughout Europe. We don't have, and never want to have, a one-size-fits-all strategy for Europe. It's about understanding the unique differences and needs of each country and developing programs and product differentiation to address those needs.

We can do this while still maintaining a strong global brand for GT. We are confident we're putting the right focus on the product to innovate and improve industrial and graphic design that will bring back GT as one of the coolest premium and value brands among all European countries.

ESD: Cannondale is a global brand with the same strategy and image worldwide. Is it still possible to create an international strategy and image for Mongoose, GT and Schwinn?



Christophe Jouffret

Jouffret: We already have an international strategy and image for Mongoose, GT and Schwinn. Mongoose is one of the best-selling IBD brands in its category around the world.

GT has a deep heritage of being a great brand. Schwinn also was recently relaunched in the U.S., where it has a strong history and is the No. 1 recognized bike brand. We're hoping to bring that over to Europe.

We are doing certain things like remodeling distribution in Europe, redefining product architecture and creating unique

global communication that will very much enhance the international strategy and image for each brand, but we're working from a very strong foundation.

ESD: In the U.S., Mongoose and Schwinn are sold through mass merchants such as Wal-Mart, while GT has been sold through sporting goods chains. In Europe, Mongoose and Schwinn have not been able to stay as a premium brand in the IBD market but also did not go into the mass market as they did in the U.S. How will CSG-Europe deal with these issues?

Jouffret: CSG is committed to the IBD channel and being the best partner for our distributors and dealers. Regardless of whether or not our product is being distributed through the IBD or a wholesaler, we are developing world-class product to match IBD requirements.

Schwinn and Mongoose have a strong heritage and they can win at IBD level with no doubt. We are re-entering the IBD in Europe with Mongoose very successfully by focusing mainly on the gravity, dirt and BMX segment with a clear positioning.

We have a good understanding where the Schwinn brand stands today and we have made strong progress on how Schwinn would win in Europe.

ESD: Could you give us a rough idea about your future strategy and image plans for Mongoose, GT and Schwinn?

Will there be a 'European solution' or are you working on an international strategy to give each of your premium brands a consistent image worldwide?

Jouffret: As I said earlier, we don't have, and never want to have, a one-size-fits-all strategy for Europe. It's about understanding the unique differences and needs of each country and developing programs and product differentiation to address those needs. We can do this while still maintaining strong global brands.

GT has a solid and global product and sport marketing strategy supported by the fresh communication that will highlight the authentic values and heritage of the brand.

Mongoose has a global strategy and some changes have been implemented on the product architecture. Mongoose's target customers are young riders, who are making their own rules on gravity and dirt trails but also on BMX, and the communication will be built towards this category.

Schwinn's legacy and brand awareness is huge in the North American market. Schwinn is the American brand, with one million bikes produced every year. Schwinn must keep its authentic American brand image on the European market. We must however tune some models in order to fit better some major European market needs.

■ JB

CZECH SHOW MOVES TO OCTOBER SLOT

Bike Brno is the gateway to the Eastern European market. Show organizer BVV is moving the 2010 show from November to October. ESD found out more from Bike Brno director Jan Kubena.

According to Bike Brno show director Jan Kubena the "number of foreign exhibitors continues to grow." © JB

ESD: Why did you bring forward your show?

Jan Kubena: It was to meet the demand of potential foreign exhibitors and so that the fair will be held in better weather conditions so we can use the outdoor areas of the Brno Exhibition Centre.

ESD: Did the date clash with the Italian two-wheeler show EICMA influence your decision?

JK: Certainly, it is an advantage that Bike Brno and EICMA do not clash but it wasn't a major factor in our decision to bring Bike Brno forward.



ESD: Is it a relief for you that EICMA decided to avoid a bicycle-only show 2010, instead integrating a small bike show into its two wheeler show held November 2-7?

JK: Merging a minor event with a major one that offers a very high visitor rate is logical. Although we do consider Italy our potential territory with many manufacturers, and we do follow the course of events around EICMA, we still see our primary focus being in the regions of Central and Eastern Europe.

ESD: Is Bike Brno a Czech show or an "East meets West" show?

JK: Bike Brno definitely plays the role of an "East meets West" exhibition.

ESD: What else is new in comparison with last year's Bike Brno?

JK: Eurobike inspired us to create our own Demo Days. We found spaces suitable for bike testing close to the Exhibition Centre. There will be zones for MTBs and road bikes.

ESD: What benefit will Western dealers get from a visit to Bike Brno 2010?

JK: Retailers from Western Europe have an opportunity to see a whole range of products and brands from the countries of Central and Eastern Europe at the Eurobike trade fair, but there are many firms

who do not attend it and do not present themselves there and interested people only find them at Bike Brno.

ESD: We have heard there will be a new bicycle show called Bike-Expo in Poland. It will be held from 15 to 17 October 2010 in Kielce, about 180 km south of Warsaw. Will it have any impact on the Polish exhibitor presence on your show?

JK: We have also heard about this event. We will see what the result will be. There will be no impact on us in terms of exhibitors and we naturally believe that Bike Brno will be attended by a whole range of Polish traders as in earlier years.

ESD: What is the ratio of foreign exhibitors at Bike Brno to the overall number of exhibitors?

JK: Last year, the portion of foreign exhibitors was 23 percent. It will be higher this year.

ESD: How many international show visitors did you have last year?

JK: In 2009, Bike Brno was visited by 2,600 foreign visitors, which represents approximately 6 percent of the total number. Ever since the beginning of the event, the foreign visitor rate has increased year on year. We presume this will continue.

■ JB

A7-416

SUPER B TB-32800 BIKE CLEANING SET

Easy to control and use, this bike cleaning set from Super B Precision Tools gets your bike sparkling in double quick time.

An extra large solvent reservoir and three rotating brushes get chains super clean.



BIKETEC FLYER X-SERIES

Flyer X-Series is a full-suspension e-bike. When this Flyer takes off, the landings are sensational, says Biketec.

This is Biketec's sportiest but most comfortable Flyer, offering a new standard in riding ease and all-terrain capability. The full 4-point suspension irons out (almost) all the bumps.

"It's a totally new riding experience that delivers

unrivalled performance in the off-road environment," Biketec says.

FG-A9/2



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HOT NEW PRODUCTS 2011

SUGOI LIMONCELLO JERSEY



B5-502

Sugoi takes female cyclists to Bella Italia. The Women's Limoncello Jersey gives a nod to the romance of Italian cycling.

The graphic of the liqueur-inspired piece speaks to cycling enthusiasts and offers the technical benefits of a sublimated jersey: durability as well as ideal breathability.

Made of high-output FinoTech fabric, the Limoncello Jersey offers superb moisture uptake and disbursement and accelerated evaporation.

ODLO SEAMLESS BREATH SHIRT

This ODLO bike collection, with 68 items, is based on the company's proven layering and zoned function principles.

This shirt belongs to the road race line. The shirt is made of the exclusive Odlo seamless effect fabric with seamlessly integrated climate zones, bonded sleeve ends and inner seams with silicon dots. The shirt has a front zip with two zip garages and is also odour reducing.



B5-203



A7-307

BECKER ONLYONE, QU-AX & QX-SERIES

For 2011, Becker redesigned their basic unicycle product range. OnlyOne unicycles get some nice design improvements.

White bumpers and a powder-coated frame make these unicycles recognizable and more attractive to customers.

For dealers, these are distinctive features in comparison to low-end products. Furthermore, PASS-free components are more and more important for customers—another aspect of OnlyOne's product design. OnlyOne is still seeking distributors for several countries.

AIRACE FIT H2 PUMP

The Fit H2 pump by Airace is a winner of both the Red dot design award and the iF product design award in 2010.

Featuring a pump head with extractable hose which protects the tire valve when inflating, this

pump also has a two-stage setting for either high pressure or high volume tasks. With an aluminum barrel and lever, the Fit H2 is capable of a maximum pressure of 120 psi (8 bar).



A5-512



A7-416

SUPER B 28-IN-1 BIKE TOOLSET

The TBA-800 28-in-1 bicycle toolset from Super B Precision Tools is brand new and gives great performance.

In a handy case, this set has everything needed for basic bicycle repairs.

HP VELOTECHNIK GEKKO FX E-TRIKE

HP Velotechnik's new Gekko fx E-Trike folds within 10 seconds without the need for removing parts. Due to its innovative Dual-Flat-Fold-System it folds easily to 82x83x52 cm.

The ergonomic breathable seat is integrated into the frame for maximum stiffness. Its comfortable height of 33 cm for easy entry while maintaining a low center of gravity. The riding position gives excellent aerodynamics and optimum power transmission.



The battery capacity of the strong 32 Nm rear hub motor is used with maximum efficiency. The Gekko allows a safe ride with stable road holding even with high loads of up to 130 kg.

FW-300



SR SUNTOUR RS11-EPICON AM LOD

For 2011, Suntour's market-proven Epicon rear shock series will see the addition of a brand new, top-of-the-line All Mountain / Trail version featuring a built-in platform. system.

The platform is preset and was developed to avoid teetering while climbing steep climbs by controlling the low compression damping.



A4-102

The rear shock also features a speed lock-out and rebound adjustability.



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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.



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EUROBIKE: TranzX Booth A5 - 306



SHOTS

FROM THE SHOW

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SHOW DAY 3

SHOW DAILY 2010

EUROBIKE

39



**EUROBIKE
SHOW**
DAY #2, SEPT. 2ND 2010



KIND SHOCK IXR SEAT POST ACCOMMODATES ALL RIDERS

A6-306

Kind Shock has good news for avid mountain bikers: From now on, they don't need to choose between beam saddle technology and adjustable height seat posts.

With its new adjustable "iXR" seat post, Kind Shock is introducing a Kore- and SDG-compatible version of its popular i959/i950r height-adjustable seat post. According to Rick Taylor, the company's U.S. sales and



Martin Hsu and the iXR seat post. © JB

service manager, the patented Kore T-Rail and SDG I-Beam both offer significant advantages over a traditional railed saddle: "First of all, it's lighter," Taylor said. "The T-Rail and I-Beam technologies allow for a reduction of redundant material, yielding a lighter saddle." He added, "Second is a stronger saddle. The system is much stronger and more solid than a traditional rail system. Third is easy adjustment. The system has positive engagement, but is very easy to adjust."

■ JB



DealerCamp organizer Lance Camisasca (right) schmoozes with Tony Farrelly, editor of road.cc, a British bike website. © ALAN ZHANG

DEALERCAMP SEES OPPORTUNITY IN U.S. SHOW CALENDAR CHANGE

DealerCamp organizer Lance Camisasca said the confusion over Interbike's pending move to a new time and city should benefit his event.

DealerCamp, scheduled for July 26-28 at the Deer Valley, Utah, resort, allows selected retailers to try products in a laid-back mountain environment with ample trails for test rides. Some retailers receive subsidies for attending.

"The Deer Valley resort can handle a bigger expo," Camisasca said yesterday. "We used just one-sixth of the available space. There's a lot of room to grow this event."

Camisasca, who is a former Interbike show director, is attending Eurobike to promote DealerCamp, which he launched earlier this year.

He said he's been pressed on one topic above all others: Interbike's plans to leave Las Vegas.

Interbike show director Andy Tompkins said earlier this week that the event, the major trade show for the North American bicycle industry, would relocate in 2011 to Anaheim, California, or Salt Lake City, Utah. Tompkins also said the show dates would change to early August from its current time slot in late September. However, a show official later cautioned that Interbike has not confirmed it would be able to obtain its desired dates at either convention center.

If Interbike moves, however, Camisasca expected he could double the number of brands at next year's DealerCamp and boost the number of subsidized retailers by 25 percent. Now he believes the event will grow even more.

Camisasca said DealerCamp is an opportunity for smaller brands, many of which try to schedule their own shows for dealers, to consolidate into a single, multi-brand show - also simplifying retailers' schedules.

The first DealerCamp in July included such brands as Scott, SRAM, Crank Brothers, Ibis, BMC, Fuji, Gore Bike Wear and 48 others.

■ CR

FOOTWEAR BRAND PUMA LEAPS INTO BICYCLES WITH BIOMEGA

Puma has long used bicycles with leaping cats for its own marketing purposes. But last month saw the delivery of the first actual bicycles bearing the Puma brand, which are intended for the European and U.S. markets.

A4-202

The range of five Puma bicycles on display at Eurobike were developed by Biomega, a Danish company that specializes in bicycle design and development.

Biomega, of course, is continuing to sell its own range of bicycles with a sleek urban look, made in partnership with such famous designers as Marc Newson from Australia and Ross Lovegrove from Britain.

"The range fits Puma's approach to offer urban sports and lifestyle products with a twist," said Soeren Terkelsen, global sales manager for Puma bicycles at Biomega.

They are painted in Puma red and white, as well as typically bold combinations like magenta, blue and lime.

Puma, which is an expert in the footwear market but is unfamiliar with bicycles, has farmed out the marketing and distribution of the range to Biomega.

The Danish company is seeking specialized distributors to ensure that the brand receives proper support.

Biomega's stand at Eurobike also features a sixth Puma-branded product, the Mopion, a cargo bike that will be available beginning in March. Such cargo bikes are increasingly becoming part of the urban landscape in Denmark and the Netherlands.

■ BS



Soeren Terkelsen (left) and Dorthe Arve Olsen of Biomega on the Puma Mopion cargo bike. © JB

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SKY'S THE LIMIT FOR MAG-WHEEL REVIVAL

They were popular in the 1980s. Now, the Skyway Tuff BMX wheels from America are back in vogue.

ZH-308



To the sky: Skywheel Tuff wheels continue to sell well. © BERNHARD WROBEL

Wayne Clarke, national sales manager of the UK's Coyote Sports and European distributor for the wheel brand, said mag-wheels have come full circle. "This was *the* brand of mag-wheel back in the BMX boom of the 1980s. There are now more colors than before," Clarke said. He said the brand has remained popular because its products are made from DuPont plastic and are more durable than copycat products.

The brand never disappeared, although its sales likely will never again reach the heady heights of the 1980s.

But the addition of new colors and improved internals has kept the wheel at the forefront of a smaller, but brand-loyal, market.

Skyway Tuff wheels are available in 16-, 20- and 24-inch sizes. Skyway also produces brightly colored brake pads.

Coyote has the European rights for the brand and is seeking distributors in markets outside of the UK and Germany.

■ CR

MESSINGSCHLAGER WIDENS RANGE; LAUNCHES PRIVATE-LABEL E-BIKE KIT

Messingschlager GmbH & Co. KG, a European importer that specializes in Asian bicycle products, is debuting new brands at this year's Eurobike show.

One is the Ed Hardy helmet brand that the company is exclusively distributing in some European countries. Messingschlager also has assumed exclusive distribution of Tour de France-branded bicycle products.

"Actually, our U.S. business partner, Cycle Force Group, had the idea of licensing the name for bicycle parts and accessories from tour organizer ASO. We are now distributing their products in Europe," marketing manager Martin Buchta said.

Buchta also is displaying an easy-to-mount e-bike kit. Messingschlager created a new private label brand, E-Concept, to sell the kit.

"We offer a front motor for both 26- and 28-inch wheels, but we also sell the motor without the wheel. The battery attaches to the bottle holder mounts on the frame. This can all be done by people who are not technical experts," Buchta said.

■ JB



A5-100

Martin Buchta © JB

WELL-TRAVELED ECCLESTON JOINS NEW DAHON DIVISION

Eddie Eccleston has been in the bicycle business for 32 years, from bike shop owner to company boss. Now, the peripatetic Eccleston has landed at Dahon, where he is heading the folding bikemakers' new OEM division, called Ecosmo.

B4-501

Dahon founder David Hon named Eccleston to the position in May, after they met during the Shanghai cycle show.

"David calls me the 'head honcho for Ecosmo' but you can't put that on business cards," Eccleston joked. His more formal title is international sales and marketing director.

His last position before joining Dahon was with MUI, a bike manufacturer based in Tunisia. "I live in Ghent, Belgium, and I'm happy there. MUI wanted me to move to Tunisia and I didn't want that. We parted amicably. The job offer from Dahon came after I left MUI," Eccleston said.

Eccleston's resume is impressive and famously long. He opened a bike shop on Merseyside in England in 1978, eventually expanding it to three locations.

English bike manufacturer Falcon, owned by the Tandem Sports Group, recruited him. Eccleston eventually became director of British Eagle, a long-established brand that manufactured mountain bikes in Wales.

"I'm a bicycle industry man," Eccleston said.

Ecosmo is Dahon's business-to-business division. At Eurobike, it has a stand next to the main Dahon booth in Hall B4.

"We're going to remain very low-key," Eccleston said. "We will never be public facing. Ecosmo isn't a name for placing on bikes. We're set up only for private label work."

Eccleston described Ecosmo as a bike company that "uses Dahon-licensed technology for the entry-level market."

"Dahon has sold millions of bikes, but to reach the masses today you have to have bikes at all price points," Eccleston said. "Private-label bikes from Ecosmo will be cheaper than Dahon bikes."

Eccleston stressed that Ecosmo isn't just a division of Dahon, but a realization of Hon's founding concept. "Thirty years ago, Dr. Hon was a leading laser scientist who didn't want his work used for weapons. He quit and started a bike company," Eccleston said. "He saw very early on that the world couldn't carry on being so congested and so polluted. He created a company with a mobility solution. He wanted to get the masses on bikes."

■ CR

Eddie Eccleston (right) with Dahon founder David Hon. © CR



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BIGFISH SEEKS DISTRIBUTION DEALS FOR INNOVATIVE FOLDING BICYCLES

It may be a small fish in a big pond, but Big Fish is hoping to reel in several distribution deals for its shapely folding bikes after obtaining a stand at Eurobike for the first time this year.



A3-703

Robert Logie. © JB

They began to appear in the market on a very small scale two years ago, but Big Fish's stand at Eurobike marks the start of its full-fledged European launch.

"Apart from the design, there are many other aspects that make Big Fish more practical and comfortable," marketing manager Robert Logie said. "Our bicycles are designed to require no screwing, they are easy to roll when folded, and they have the same proportions as normal city bikes."

Big Fish bicycles are welded in China and assembled in Padova, Italy, by Carnielli. The brand is owned by Studio Moderna in Lugano, Switzerland, which describes itself as the largest direct marketing company in central and eastern Europe. It has drawn interest from distributors in some of the largest European markets, as well as Japan and South Korea.

■ BS

Visitors have been attracted by the cool colors and clever design of the company's folding bikes, which work without hinges. Pieces simply click into place. Big Fish bicycles were invented by Niko Mihelic, a Slovenian engineer.

ITALY MEETS TAIWAN IN RATIO

When original Italian design meets Taiwanese production skills, the result is Ratio.

The firm is making its Eurobike debut with a lightweight component range. Founded in June, Ratio is the brainchild of Italian industry veteran Pancrazio Centola, the former general manager at Gruppo and 3T, and John Lin, founder of Mekkem Industrial.

Both said that all Ratio products must pass EN regulations and undergo testing in severe conditions. Ratio products are made by Mekkem Industrial in Taiwan, a carbon fiber specialist that collaborates with some of the world's top parts and bike brands.



Ratio founders John Lin (left) and Pancrazio Centola. © JB

Lin said nearly all Ratio components are carbon, although the company also produces a few high-end aluminum components.

■ JB

MAXXIS INTRODUCES FIRST ROAD TUBULARS

Taiwanese tire manufacturer Maxxis has launched a line of tubular tires for road racing. The tubulars are the result of significant investment, and Maxxis aims to increase revenues in the road racing segment.

A5-302



Leo Liao. © GE

Maxxis produces road clinchers and released road tubeless tires during this year's Taipei show. This effort has already helped the company boost its road racing sales.

Officials say the percentage of road tire sales compared to mountain bike tires has climbed from 30 percent to about 50 percent.

The next logical step is to combine tubeless and radial technologies into an as-yet-unseen optimized product. "The first prototype of this 'super-product' is almost ready, but not in time for Eurobike - so we'll show it at Interbike in Las Vegas," said Leo Liao, an international sales representative for Maxxis.

■ GE

INVESTORS PUMP US\$12 MILLION INTO ULTRA MOTOR

E-bike manufacturer Ultra Motor announced that investors have provided \$12 million to finance the company's growth plans.

"The entry of new investors further confirms the attractiveness of the electric two-wheeler market, which continues to expand in Europe and the United States," Ultra Motor CEO Joe Santana said in a news release.

Santana said the funds would be used for product and technology development, increasing distribution of the A2B electric two-wheeler line, and expanding the company's propulsion system business. "We view this investment as a critical

milestone that will enable Ultra Motor to enter its next phase of development," he said.

"We believe we have brought together a unique combination of technologies and capabilities that provide us with an edge over our competition. This investment will enable us to capitalize on these advantages, continue to innovate in product and technology, and consolidate our global presence," Santana added. ■

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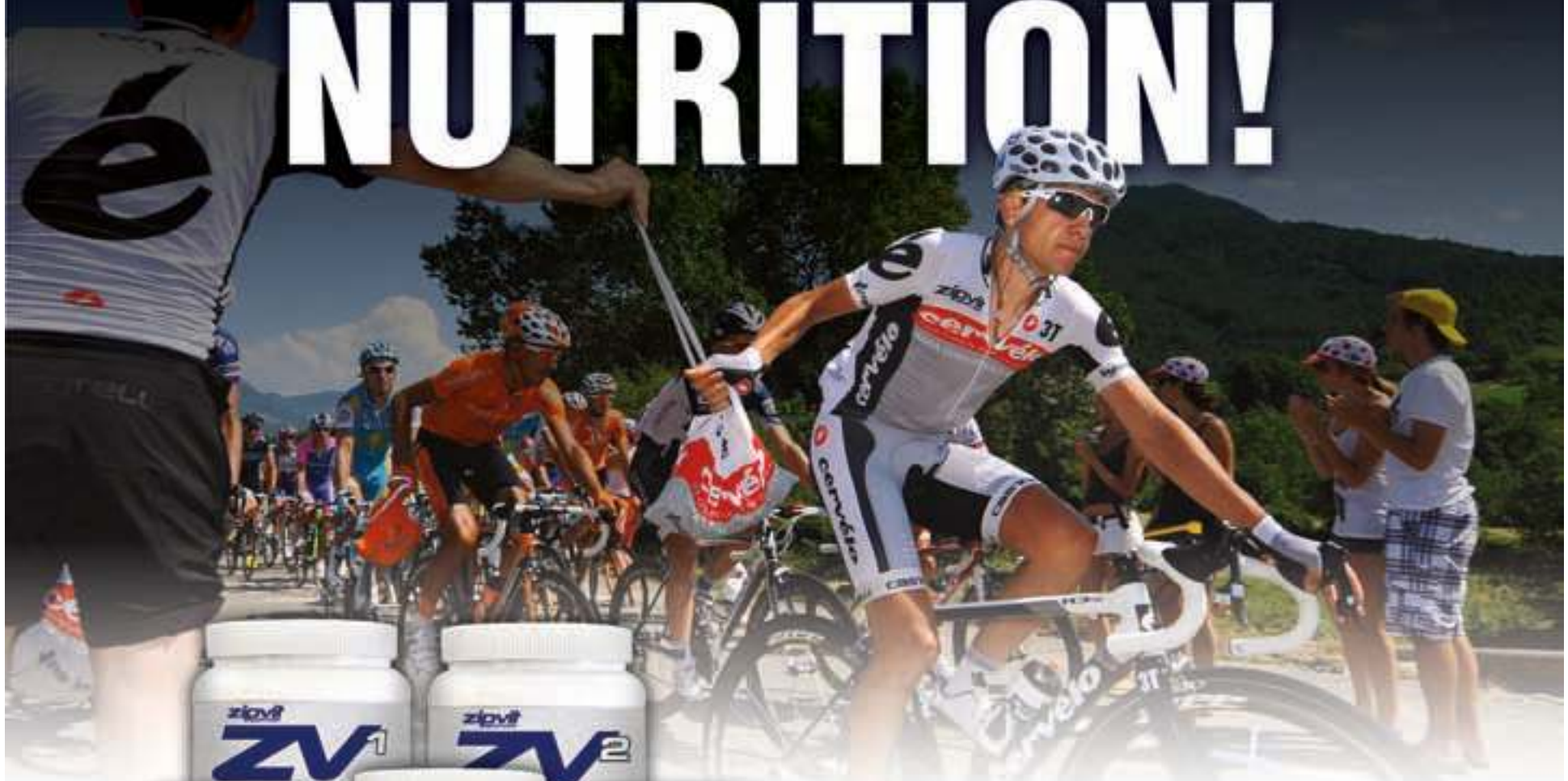
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