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## SWISS MISS STRONG FRANCO PLAYS HAVOC WITH SWISS FIRMS' EXPORTS

**The Swiss financial system is one of the world's strongest—and that's bad news for Swiss companies. The skyrocketing Swiss franc has cost them dearly. Schlumpf Innovations, a pioneer in making planetary gear cranksets, is moving its assembly and servicing operations from Switzerland to Germany.**

MTB Cycletech, one of the first Swiss mountain bike brands, is halting sales in Germany because it has to lower prices so much it can't make a profit there.

"This is a response to dramatic changes in the exchange rate of the Swiss currency, which have made exports into the EU and elsewhere as much as 35 percent more expensive over only a few months, without generating extra profits for the exporter," said Florian Schlumpf, the founder and CEO of Schlumpf Innovations. His company's products will soon be assembled by Haberstock Mobility, an engineering company in Lauchringen, Germany, close to the Swiss border.

Schlumpf said his Swiss factory is operating at capacity. "It cannot be expanded beyond present capacity,

which is needed to accommodate the growing popularity of Schlumpf gearing systems, especially in new applications such as e-bikes," he said.

Spinning off assembly to Haberstock Mobility will allow Schlumpf to focus more on research and development. Haberstock will begin assembling Schlumpf's Mountain Drive, Speed Drive and High-Speed Drive on Nov. 1. The German company is involved in prototyping and manufacturing automotive components.

For MTB Cycletech, the decision to quit Germany carries drawbacks.

"Believe me, it was a tough decision. But due to the strong Swiss franc, we could not make any profit in the German market," said George Merahtzakis, managing director of Velo-



FLORIAN SCHLUMPF (LEFT) WITH ROLF HABERSTOCK, GM OF HABERSTOCK MOBILITY.

com, which owns MTB Cycletech.

He said the move would help protect dealers in the company's home market.

"Customers went to Germany to buy their MTB Cycletech, or they showed up with our German price list that they downloaded from the Internet and wanted to pay in euros," Merahtzakis said.

"From now on, European MTB Cycletech sales will be only done directly from Switzerland. And it doesn't matter what the exchange

rate is—customers will have to pay in Swiss francs," he added.

Merahtzakis noted that the sky-high Swiss currency is affecting the entire Swiss economy, not just the bicycle industry.

"To give you an idea what we are talking about, currently you can buy an Audi A6 for half of the price in Germany than in Switzerland," Merahtzakis said. "Swiss customers buying their Audi in Germany can easily save 50,000 euros."

One year ago, you got 1.3 Swiss francs for 1 euro. Earlier this month, the exchange rate was nearly 1 for 1.

Over the last three weeks, the franc has weakened against the euro and yesterday stood at 1.17 francs to one euro. But Swiss officials are still nervous.

"I don't see any chance for us to do any sales outside of Switzerland, instead of going direct," Merahtzakis said. "Then not only are we on the safe side, but we can protect our valuable home-country dealers."

■ JB



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# VOX POP

## ARE 29ERS HERE TO STAY?

### EAMONN MARREY

OWNER, MARREY BIKES, BALLINROBE, IRELAND



**I think people are intrigued by them! I think they are the way forward.**

A lot of the big brands at the moment are bringing in 29ers. Manufacturers are also developing components specifically for them.

### WEERASAK YOUNG-CHAR-ERN

GENERAL MANAGER, BIKE STATION CO. LIMITED, BANGKOK, THAILAND



**I think it's going to be the next big thing. However it has not really reached Thailand yet.**

I expect it is only a matter of time before some try it. It will all depend on

global market trends.

### KIANG CHEN

TAIWAN



**I think it is already popular in the United States and many European countries but it is still new to Asia and needs more time to become established.**

### ANDREAS APPEL



PEDALWERK, BAUNATAL-ALTENRITTE, GERMANY

**I don't know exactly, but we have a lot of people asking about these new mountain bikes from the USA.**

I think it is a big trend coming from America. In the last five months we have had many, many questions. I'm

not sure if they are faster than 26-inch wheels or not. But it is fun because it gives the market a new direction.



### DONALD & ELIZABETH HOLSTEIN

OWNERS, ALPINE BIKE, CELERINA, SWITZERLAND

**Yes! For sure, they are here to stay.**

I look after a marathon champion and he has three bikes: a hardtail 26, a suspension 26 and a 29er. For many conditions, the 29er is the best. In the past it was difficult to get high quality components that were compatible with the larger wheel, but now this is no longer the case. I think the future is the 29er.



### ANDERS STADLIN

SWITZERLAND



I think it is natural for things to evolve. Otherwise things will not improve. However, personally I am happy with my 26-inch mountain bike.

### JACOB GRATH

RADSPORT GREINER, GERMANY



I am sure they are ready for the market. They are a new, wonderful thing. Many people come to our shop and ask for 29ers. Yes! They want them! I want one myself.

### ERIK SCHMAUSS

OWNER, BIANCHI CONCEPT STORE, MUNICH, GERMANY

Yes I think they will become more



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## WITH NEW OWNERS, GAZELLE PREPARES FOR EXPANSION PUSH

**Gazelle, the Dutch bicycle maker, will dig into the vast coffers of Pon Holdings, its new owner, to push ahead with international expansion in the coming years.**

Pon Holdings, one of the largest family-owned companies in the Netherlands, imports cars and trucks and owns several car and truck dealerships. It acquired Koninklijke Gazelle from Gilde Buy Out Partners two months ago as a means to further explore the mobility segment.

Xeno Grimmelt, a board member of Gazelle, became interim chief executive of Gazelle last week. He replaced Jeroen Walraven, who left the company.

Pon Holdings's deep pockets will come in handy to support Gazelle's European growth. About 80 percent of the brand's sales are in the Netherlands. The company sold about 280,000 units last year, all assembled at its factory in Dieren, and it expects to reach a volume of 300,000 units this year, officials said.

Gazelle currently focuses on Germany, Belgium, the United Kingdom and France, and it will open a subsidiary in Denmark early next year. The expansion should be driven partly by the ultra-light and improved XT motor that Gazelle is launching at Eurobike.

"Maximum power is reached very quickly, which makes it very suitable for uphill cycling," export manager Gijs Spil said. "The motor is targeted at people who head out with a camper, and bring their bicycle along to use it in the mountains."

The company also intends to widen the distribution

of the Goldline range it launched last year in the Netherlands, Germany and Belgium. Inspired by an Italian designer, this secondary range retails at an average price of about €2,000, compared with about €1,200 for Gazelle bicycles. ■ BS



GAZELLE EXPORT MANAGERS COR DE JONG & GIJS SPIL.



## EUROBIKE HONORS 10 WITH GOLD AWARDS

**The delighted winners of this year's Eurobike Awards strode on stage last night to collect their prizes. The awards have garnered a fair amount of cachet over the years and they can be a real boon for marketing products.**

A panel of experts selected a total of 59 entries as prize-winners this year in the competition conceived and organized by iF. The 10 most outstanding products also received a Gold award. The special Green Award was presented for the fourth time, this time to a park and rental station for bicycles. All of the award-winning products are now on display at a designated area in Foyer West. A record 430 products from 27 countries competed for this year's awards.

"The high rate of participation, which included virtually all the world market leaders, is a clear indication of what a solid reputation and what good standing this award has achieved in the industry," said Dirk Heidrich, project assistant for Eurobike at Messe Friedrichshafen.

Selected Eurobike Gold award winners include: JD Europe Components' AGT—Automatic gear shifting system; Koga WorldTraveller 29er travel bike; Winora-Staiger's Haibike Greed 29, a 29-inch carbon hardtail;

Biketec's Flyer Cargo-Transport Bike, and Theo de Rooij's TDF FluxX pedelec.

Also, Cycling Sports Group's Supersix EVO Ult. road bike; HP Velotechnik's Gekko Trike recumbent three-wheeler; Brompton Bicycle's Oratory bike jacket; Pearl Izumi's Octane SL III racing bike shoes; and Michelin's Protek Max bike inner tube. ■ TK



BROMPTON'S WILL CARLEYSMITH (LEFT) & WILL BUTLER-ADAMS ACCEPT THE EUROBIKE GOLD AWARD FOR THE ORATORY JACKET. © BW

B5-500

MASSIMO FREGONESE.



## CODI'S GOT CAMELBAK'S BACK WITH ACQUISITION

**Camelbak managers applauded the company's acquisition last week by Compass Diversified Holding (CODI), a U.S. private equity firm, indicating that it should trigger fresh investment in the hydration brand.**

"Camelbak is a growing and healthy company, but the take-over means new investment and fresh air," said Massimo Fregonese, Camelbak's director of international sales and marketing.

CODI, a publicly traded company, acquired a majority stake in Camelbak last week for \$257.5 million. The company was previously owned by Irving Place Capital, another American investment fund.

The deal fits with CODI's strategy to focus on market leaders in specialist categories.

CODI has been in the bicycle business since 2008, when it bought a majority stake in Fox Racing Shox, the suspension company. However, Fregonese said Camelbak and Fox would continue to be

independent entities, and their structure and management will remain unchanged.



Camelbak, which was launched in 1989 and invented the hands-free hydration category, continued to expand it at Eurobike with the introduction of a lumbar hydration system. It has an articulating reservoir that keeps the weight of the water low on the back—particularly suitable for mountain bikers.

Camelbak reported sales of \$122.2 million last year with sales in more than 50 countries and said it was ahead of its double-digit growth target for this year. ■ BS

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# EUROBIKE 2011

## SHOW DAY 1

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**Registration, Evaluation, Authorization and Restriction of Chemicals** (RE ACH)

**Anti-Rust** (R/ST)

**Adoptable on Chain**

**Adoptable on bike parts**

## CANNONDALE TAKES ITS SCALPEL TO 29<sup>ER</sup> MTBS

**How the market can change in just three years. When Cannondale first introduced a 29er for the 2010 season, it had all kinds of trouble trying to sell it. People complained the bike was too big and heavy, said Larry Westney, product marketing manager for Headshok.**

This year, he said, "we have sold out in no time." For 2012, Cannondale is releasing four versions of its full-suspension Scalpel 29er. It has redesigned its Scalpel geometry to fit the big-wheeled frame. Shortening the wheelbase gives the bike agile acceleration. Cannondale uses a press fit BB30 bottom bracket.

"We have our own crank, which is the lightest in the market," Westney said. The 29er Scalpel frame and shock weigh about 1.9 kg (4.2 pounds). When equipped with high-end components, the complete bike weighs only 10.3 kg (22.7 pounds). With 100mm of travel front and rear, the Scalpel is suitable for riders from beginners to elite racers, Westney said.

While the European 29er market is healthy, Westney said many Americans remain keen on 26-inch hardtail bikes, because they believe the smaller wheel is more nimble.

■ AZ



CANNONDALE'S LARRY WESTNEY WITH THE NEW SCALPEL 29ER

## ERGON LAUNCHES NEW ERGONOMIC SADDLE LINE

**Known for its ergonomic grips and pedals, Ergon is launching its first saddles at Eurobike. Called the SM 3 Pro Carbon, the series has many ergonomic features and, the company says, was designed from the ground up.**

"Now we offer ergonomic products for each of the three contact points the rider has with the bike," said Tim Weingarten, Ergon's marketing manager. "All saddles are designed and engineered in Germany and manufactured by hand by Selle Italia in Italy."

The SM 3 line features five mountain bike saddles. Each model is offered in two sizes: S for seat bone widths of 10 to 13 cm, and L for seat bone widths of 12 to 15 cm. "All five saddles combine high performance and fit in a previously unobtainable way," said Dirk Stöling, Ergon's head of design.



ERGON'S DIRK STÖLING WITH ONE OF THE NEW SADDLES.

A 3D saddle shell incorporates innovative hollowed-out areas that allow for more damping material in the seat bone areas than any saddle in this category, the company says. The saddles come with optional standard rails for Ergon's patent-pending Monolink rail system for maximum adjustment. Ergon says it is developing saddles for other types of bikes, including road bikes. ■ JB

## CRANK BROS. DEBUT COBALT 11 FOR 29ERS

**For everyone who asked for a 29-inch version of Crank Brothers' Cobalt 11 wheel, your prayers have been answered.**



CRANK BROS.' AMANDA SCHAPER WITH THE NEW 29ER VERSION OF THE COBALT 11 CARBON WHEEL.

"Here you go," said Amanda Schaper, marketing manager. "We have it here at Eurobike."

The company introduced a 26-inch version of the Cobalt 11, its premium, carbon MTB wheel, earlier this year at Sea Otter—the big U.S. race and consumer expo that takes place in April.

Schaper said the response was overwhelming. "Everybody asked right away for a 29er version," she said.

Just because they asked for it doesn't mean they'll be able to afford it. The Cobalt 11 29ers will cost a sweet €2,200 per pair.

■ JB

## MICRO-SIZED CHARGE DRAWS MAJOR ATTENTION

**Charge Bicycles of the UK is small—just three employees—yet it has a cachet many bigger brands would die for.**



NICK LARSON WITH STRAWBERRIES AND CREAM.

At Eurobike, Charge is stressing its British street cred. Bikes are now marked with GB stickers (a request from the company's Japanese distributor) and booth staff are handing passers-by punnets of strawberries-and-cream.

Company founder Nick Larsen is a product designer by training. He cut his teeth in the bike trade with Pashley, a long-established British marque, and later founded Charge with the help of Hotwheels, a family-owned BMX and MTB distributor from Poole, on the southern coast of England.

Charge was part of the deal when the Cycling Sports Group bought Hotwheels two years ago. It now benefits from the sourcing, pricing and marketing muscle of its siblings within the group, which include Cannondale, Mongoose and GT.

The Eurobike booth, festooned with Union Jack flags, is an English fairground carousel. ☒ CR

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B3-504

ONE SMART FAMILY (FROM LEFT) FELIX BRITSCH, MICHAEL HECKEN, SENOL BAYRAK &amp; KALLE NICOLAI.

## LOOK BUT DON'T SELL NEW SMART E-BIKE IS JUST FOR CAR DEALERS

**After trying to shake up the automobile mobility market with the Smart car, the auto brand is now hoping to do the same with e-bikes. Smart, a subsidiary of Mercedes Benz, is showing its first e-bike at Eurobike. It plans to begin producing the bike in the first half of next year.**

But bicycle retailers who want to carry the bikes are out of luck. Smart plans to market its e-bike initially through its car dealers in Europe and North America, the company said. Officials at Eurobike said Smart might include bicycle retailers at a later time.

Why exhibit at a bicycle show? Felix Britsch, Smart's business developer, said the company wanted to gauge the industry's reaction to the e-bike. The Smart e-bike comes with a good pedigree. Smart is developing and building the bike in cooperation with Grace, a new e-bike company. Grace is owned by Michael Hecken, a newcomer to the industry, and mountain bike legend Karl-Heinz "Kalle" Nicolai.

Hecken said production would begin soon near Berlin, Grace's home, and would focus on Grace and Smart e-bikes. "There will be around 70 people working for this new production facility," he said.

Company officials said an e-bike is a logical step for Smart. "We at Smart have been gathering experience of electric drives and the mobility needs of city dwellers around the world for years. The Smart e-bike is the logical product of this experience and complements the Smart ForTwo extremely well," said Annette Winkler, the CEO of Smart, referring to Smart's tiny automobile.

It will feature a 250W motor from BionX, a 400 Wh lithium-ion battery and a Gates carbon drive. Designers incorporated such features as an integrated USB port for smartphones and the ability to recuperate energy from braking.

The Smart e-bike will retail for less than €2,900 in Germany, the company said. ■ **JB**

## 'DANNY MAC' EXPOSES SOLE AT FIVE TEN

**Internet sensation Danny MacAskill of Scotland was at Eurobike yesterday at the Five Ten booth to launch his signature trials riding shoe.**

MacAskill's 2009 video of stunt riding in Edinburgh has had 27 million views on YouTube. Five Ten is an American shoe brand created by a rock climber who developed a sticky sole rubber, producing climbing shoes first and later MTB shoes. The Danny MacAskill signature shoe has a

stiff sole, and thermoplastic polyurethane



DANNY MACASKILL.

heel- and toe-caps. Stealth rubber is used on all Five Ten shoes. The company's tagline is 'the brand of the brave', a reference to its sponsored athletes who are noted for their daredevil skills. ■ **CR**

## AUSSIE GOVERNMENT PAYS KNOG TO MAKE MORE 'HIPSTER CYSTS'

**Hugo Davidson, the founder and CEO of Knog, is his usual bouncy self at the company's Eurobike booth. But this year he has extra reason to be happy.**

The Australian government recently awarded Knog a grant worth AUS\$994,000 (€717,000) to develop new products.

Not bad for a company known for its sleek designs and edgy marketing (which other company would name its puncture strips Porno Patches?)

"With the funding provided by this grant, we will be in a great position to accelerate the launch of three new categories of products," Davidson said.

"Our team of designers and engineers has been working tirelessly to get the first of these products ready for Eurobike."

Knog is best known for its Frog LED lights covered with silicone rubber, now a much-copied design. The grant, awarded by Commercialisation Australia, requires Knog to put up matching funds.

Knog plans to use the money to further develop its growing line of bike accessories, which include silicone-covered locks and its new range of lithium lighting systems for commuting cyclists, which it is launching at Eurobike.

The company's existing lights include USB-rechargeable LED strobes and LED lights that attach to clothing and bags via magnets.

Influential US blogger BikeSnobNYC once described Knog's Frog lights as "hipster cysts," a reference to the fact the lights were often seen on the bikes of style-conscious fixie riders.

Knog took the ribbing in good humor and supplies products to BikeSnob for use in competitions.



B1-501

KNOG'S HUGO DAVIDSON. © CR

■ **CR**

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FG-  
B3/1

## THE LOWDOWN ON X-FUSION'S DOWN LOW ADJUST SYSTEM

**X-Fusion has a long history of building high quality suspension systems with an attractive price-performance ratio. At Eurobike, X-Fusion is introducing a new technology it calls "DLA" (for "down low adjust") for its Velvet and Vengeance fork.**

DLA is a travel adjustment system that allows a rider to make an on-the-fly travel adjustment of 30mm and is different from a traditional lock-out system.

X-Fusion says DLA offers two travel settings, letting the rider drop the front end for climbing, or go to full travel for smooth descents. The travel adjust range is 140 to 110mm.

The DLA system adds only 100 grams to the weight of a standard fork, said Christoph Sawitzki, the OEM sales manager for X-Fusion Europe.

X-Fusion's well-selling Vector Air shock has been renovated by the addition of the new HLR damper. The rear air shock weighs 450 grams, or half the weight of a coil shock, while offering the same features and benefits of the Vector HLR Coil. Made for enduro and freeride applications, the Vector Air offers durability combined with lightness. The shock offers easy access, and tool-less adjustments of high and low speed compression.

Sawitzki said the next generation of suspension systems will be equipped with "all-around talent"—saying they will need to be stiff and light, while offering abundant travel for different rider requirements. X-Fusion is working on system integration and may offer an electronic shock in the future. ■ **AZ**



X-FUSION'S CHRISTOPH SAWITZKI.

A2-203

## 3T CELEBRATES ITS 50TH ANNIVERSARY

**Even the food will be predominantly yellow at the Eurobike party of 3T tonight, to mark the golden and novelty-rich 50th anniversary of the Italian cycle components maker.**



3T'S NEW INTEGRATED STEM.

"When I bought 3T with other investors four years ago, all the products were completely redesigned," said chief executive René Wiertz, "but we would like to underline the fact that we are building on the heritage of a great, 50-year-old company."

3T was established in 1961 by Mario Dedioniggi as Tecnologia del Tubo Torinese. The company officially celebrated its 50th birthday in Torino in May, just before the start of this year's Giro.

In attendance was none other than Francesco Moser, the Italian champion who helped fuel 3T's rise to fame in 1984 by setting a new hour world record using a "bullhorn" bar. This time he turned up to announce 3T's move into the wheels, with the launch of a racing tubular wheelset. It features "pockets" in the rim sidewall that hold the head end of inverted, straight spokes, making it unnecessary to drill holes in the rim.

3T has extended its wheelset range for Eurobike and brought along another novelty: an integrated stem, to be fitted with wireless performance monitoring and navigation systems. For this purpose, 3T has sealed a partnership with Saris, the makers of CycleOps bicycle computers.

"The stem comes with an aero cap that may be removed to fit the computer," said Richard McAINSH, the company's technical director, who joined 3T from the Ferrari Formula One team. ■ **BS**



A1-419

RENÉ WIERTZ.

## CHRISTIAN DANNER HELPS TRANZX DEBUT AGT

A5-308

**JD introduced its latest innovation in e-bike tech at Eurobike yesterday: the AGT (Automatic Gear Transmission). Former F1 racer Christian Danner (pictured) explained the system, which will be introduced with 2012 models.**

JD is presenting the mass-production-ready models of the TranzX PST e-bikes featuring the new Automatic Gear Transmission at Eurobike.

Danner was so impressed with the system that he is serving as ambassador for this technology to support its introduction in the bicycle industry. The AGT easily controls gear selection and constantly gives TranzX PST powered e-bikes the most efficient electric support.

Besides JD, several OEM clients such as Winora, Hartje, Batavus, Matra M&S and Oxford are presenting TranzX PST e-bike models equipped with the system.



CHRISTIAN DANNER. © BW

The AGT system also won a prestigious Eurobike Gold award last night. The Eurobike Award's seven-member jury recognized the exceptional innovation and outstanding quality by honoring the AGT technology with the prestigious Design prize. ■ **TK**

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## ZIPP EXTEND FIRECREST WHEEL RANGE

**The big news from Zipp at Demo Day is that the company's 303 wheels have been completely redesigned and become the third entry in their Firecrest series. The new design will be available for both tubular and clincher tyres.**

A3-201

The Firecrest rim profile is very different from a traditional V-shaped aero-section wheel. It's wider, for a start, and stays wide all the way from the braking surface almost to the spoke bed. Then it rolls in at the last moment so the overall profile is more like a U than a V.

Why? Zipp give two reasons. Firstly, the Firecrest shape makes the wheel faster by treating the spoke bed not as a trailing edge but as a second leading edge. Secondly, by treating the spoke bed as a leading edge, the design shifts the centre of pressure behind the hub, virtually in-line with the steering axis. Practically speaking, this makes crosswinds ineffectual against the front wheel. Basically, according to Zipp the Firecrest profile is faster and more stable than a V-shaped profile. They say that the 303 Firecrest has better aerodynamics than many V-section aero rims that are 80mm deep. Other benefits include greater strength when compared to rims of similar depth and improved lateral stiffness for sprinting and cornering.



ZIPP'S 303 FIRECREST WHEELS.

Although wheels are the core of what Zipp do, they've added to other parts of their range for 2012. They have a new low-profile SLSpeed seatpost that comes with a 20mm setback (the distance from the centre of the post to the centre of the clamp). The post is unidirectional carbon with titanium hardware and it's micro-adjustable. The quoted weight is 185g (27.2mm version, 330mm; it's also available in a 31.6mm diameter).

■ MAT BREDD (ROAD.CC)



MAVIC PLASMA SLR HELMET.

MAVIC PLASMA SLR HELMET.

MAVIC SYNCRO HELMET.

## MAVIC UNVEIL ROAD HELMET RANGE

**Mavic have chosen Eurobike to unveil their new range of road helmets. Three models make up the range: The Syncro, the Plasma and the top-dollar Plasma SLR.**

B3-301

Top of the pile, the Plasma SLR has a carbon fibre skeleton within the foam superstructure of the helmet which allows for big vents without compromising strength. There are five huge vents across the front, and the back is a grille design with three rows of three vents. The shell is in two parts, with a yellow or black front and a black rear; both feature reflective decals for better visibility. The helmet has a fairly low back, but the big vents should mean plenty of air coming through.

The SLR uses Mavic's Ergo Hold system, a dial adjustment that offers up to 6cm of adjustment. There's height adjustment too. Comfort-wise you get plenty of padding with X-Static antimicrobial technology for odour control. The pads are a low density foam next to the head to draw sweat away from the skin, with a higher density section next to the lid to provide better padding.

The second-tier Plasma is essentially the same design, but swaps the Carbon skeleton for an Aluminium one to lower the cost with a 5g weight penalty over the claimed 285g for the SLR.

The entry-level Syncro bears a family resemblance to the Plasma helmets, using a similar vent layout, but the lack of an exoskeleton means there's more material and the vents are smaller. The Syncro also comes with a peak, suggesting that Mavic are aiming it at the commuting and MTB market.

The rounded shapes of the Plasmas, especially at the rear, are a departure from the trend towards peaks and spikes over the last few years. The Syncro is a bit more jagged at the back. US prices are \$220 for the Plasma SLR, \$180 for the Plasma and \$125 for the Syncro.

■ DAVE ATKINSON (ROAD.CC)

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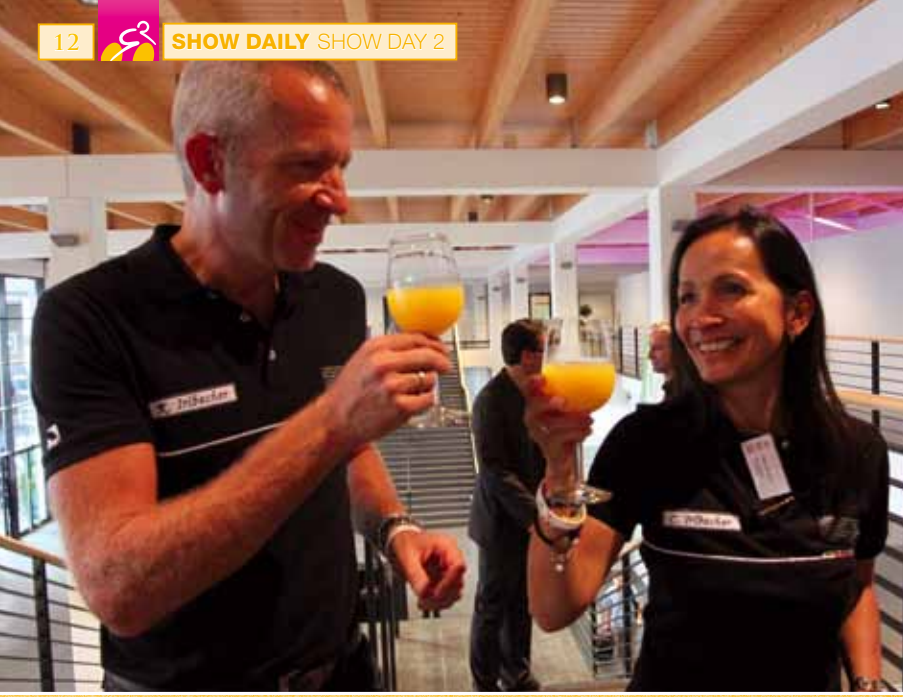
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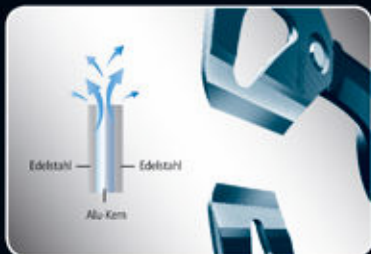




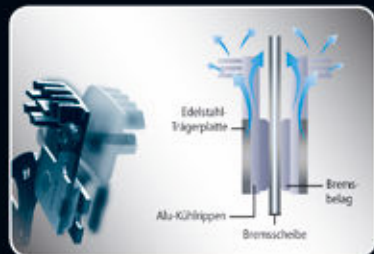
# ICE TECHNOLOGIES

**HIGH STOPPING POWER.  
LESS FADING.**

Shimano Ice-Tech Bremsscheiben haben eine 3-lagige Sandwich-Struktur: Alu-Kern, eingebettet in Edelstahl. Die bessere Hitzeableitung des Aluminiums reduziert die Oberflächentemperatur der Bremsscheibe um rund 100 Grad. Ice-Tech Bremsbeläge mit Alu-Kühlrippen können die Oberflächentemperatur der Bremsbeläge um weitere 50 Grad senken. Das Ergebnis: Ice-Tech Scheibenbremsen weisen praktisch kein Fading auf!



Schnitt durch die Ice-Tech Bremsscheibe



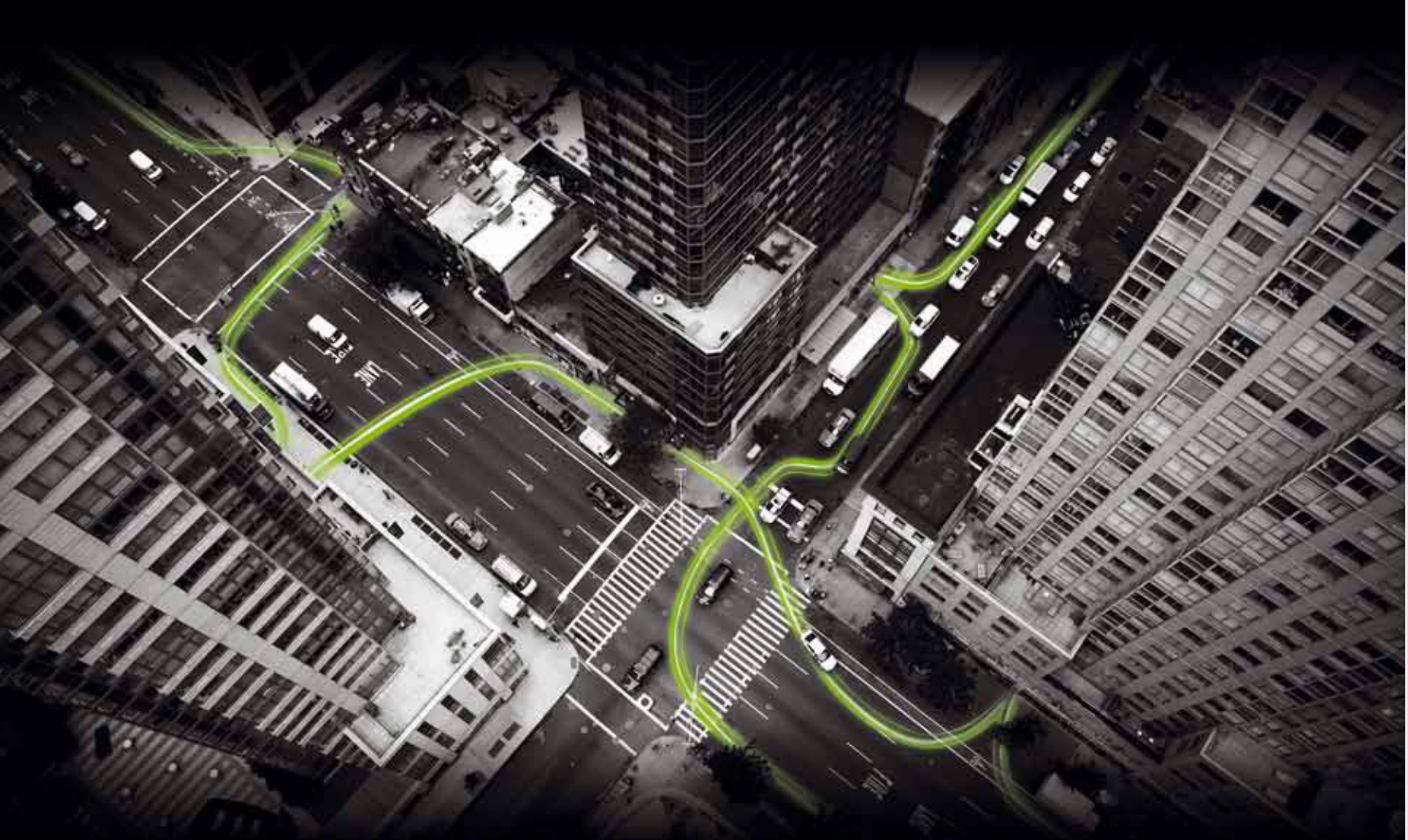
Ice-Tech Bremsbeläge

SHIMANO **XTR** SHIMANO **XT SLX**



**Beste Testergebnisse**  
Alle Ergebnisse im Detail unter <http://cycle.shimano-eu.com>  
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# **CANNONDALE E-SERIES. YOU WILL LOVE EVERY RIDE.**



Since three decades of high performance cycle crafting experience, Cannondale sets the benchmark for creating the perfect ride. It's about time to bring this passion to one of tomorrow's key mobility solutions. To drive e-cycling to a high-performance level, we have created a bicycle that is distinctively nimble, sporty and capable. Innovative electronics, unique suspension and a lightweight, agile frame deliver the perfect riding experience; simple, natural and fun. Cannondale Urban Mobility. [cannondale-e-series.com](http://cannondale-e-series.com)

# **cannondale®**

Who said I have to play nice?

**B4-304**

Event Stage Foyer East  
Thursday, Sept. 1, 3:15- 3:45 p.m.

**"Express Your Personality"**  
Experience Dahon's New Global Campaign

DAHON EXPRESS POSTER.

## DAHON LAUNCHES 'FASHION IMPULSE' CAMPAIGN TODAY

**Dahon will launch its new global marketing program in style this afternoon. Titled "Fashion Impulse," the marketing campaign will kick off at 3:15 p.m. with a 30-minute show at the event stage in Foyer East.**

Aiming to connect with the global consumer market, the "Express Your Personality" themed campaign is designed to bring a distinctive, fresh visual to the Dahon brand by highlighting the profiles of a series of different personalities along with their bikes of choice.

The stars of Dahon's new ads, striking and unique models who love cycling, will be on hand in person for the festivities.

In addition, several marquee 2012 Dahon bicycles will be unveiled to the public for the first time.

The "Fashion Impulse" show is open to all Eurobike attendees.

Dr. David Hon, the founder and CEO of the company that today is the global leader in folding bikes, will be on hand to kick off the campaign along with other company executives.

## SUPPORT WILDCATS WITH VELO & GET A SENSO WILDLIFE T-SHIRT

**Velo Enterprise has partnered with South African Airways, South African Tourism, bike magazine aktiv Radfahren and the conservation organization Panthera, to support the preservation of wild cats.**

Since April 2011 a sweepstakes in which two winners are given a trip to South Africa piques interest for the Senso Wildlife campaign ending on October 20, 2011.

Throughout the promotional period, a portion of the proceeds from the sale of Senso saddles are designated for the conservation organization Panthera, a leader in advancing actions globally to preserve wild cats.

Take part in the Senso Wildlife contest by completing the form at Velo's booth and receive a free Senso Wildlife T-shirt. Get Involved!

**B2-503**

## ORDER R&M'S PEDELECS, TAKE AN IPAD2 WITH YOU

**Here's an enticing offer: Order at least 12 Riese & Müller hybrid bikes (the name they give their pedelecs) for 2012, and get a new Apple iPad2 for free.**

**A2-306**

It's Riese & Müller's way of saying "thank you" to their current—or prospective—retailers. So, retailers: If you're thinking about your pedelec line-up for next season, this may be just the push you need to help you decide on R&M.



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B4-501



TERN. HERE. NOW. LAUNCH EVENT' STARTS AT 6PM AT FOYER EAST.

## TERN TO ROCK EUROBIKE

**New folding bike company Tern is hosting a Eurobike launch party tonight. The 'Tern. Here. Now. Launch Event' starts at 6 p.m. on the main stage in Foyer East.**

This is billed as a "bike launch/fashion show/rock concert" and aims to recreate the energy of the company's global brand launch held this June in Taipei.

Professional models will show off a range of bikes in choreographed pieces reflecting Tern's product line-up. The event is free and open to all.

## CATEYE GETS SOCIAL

**Named after Inou Tadataka, who mapped Japan in the early 1800s, the CatEye Inou creates geo-tagged videos and photographs for cyclists on the move. A prototype was first shown at Eurobike last year. The real product, and its aftermarket packaging, is now available.**



CATEYE'S INOU ATLAS.

The Inou can shoot 640x480 VGA footage at 30 frames per second.

A new website, <http://inouatlas.com>, has been created where riders can store and share all of the ride data, videos, photographs and mapping. Riders can also upload images to Facebook and Twitter.

A1-201

## BE QUICK, GRAB A FREE C-BOLT

**The first 25 IBD visitors to the Cratoni booth will walk away with a free C-Bolt helmet. This offer is first come, first served and is for today only.**

The C-Bolt was the winner in a *Roadbike-Magazin* helmet test report.

Cratoni's general manager, Günter Krauter, promises that if the correct size of C-Bolt isn't available at the booth, the company will mail one after the show.

B2-102



CRATONI'S C-BOLT HELMET.





# Optional Shift Mode. Standard.

From the moment you power-up a *Harmony*-equipped e-Bike, you sense that you're about to experience something truly special... a drivetrain that lets you choose a shift mode that best suits you and the ride in front of you.

Introducing the NuVinci® *Harmony*™ Intelligent Drivetrain. It's the first continuously variable shift system that gives you the option to **shift automatically, manually, seamlessly, or in preset steps.**



*Harmony Hub Interface monitors cadence, e-Bike speed and auto-adjusts N360 drivetrain ratio.*

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***The Drivetrain of Choice for e-Bikes.***

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**WHATEVER it TAKES to GET NOTICED**

**RAPID**

CHECK ME OUT

The ferocious cougar takes getting noticed to the next level. You do, too, but not for love or vanity—this is about survival, pure and simple. Cars have to see you, or else. The Rapid's unbelievably bright, flashing LED's stand out like a bombshell heiress two decades past her prime—just what you're looking for after dark. We mean the bike light, not the cougar. But you knew that. Right?



fig. XXVII. RAPID

EUROBIKE BOOTH: A1-201

# NEW PRODUCTS

## 720ARMOUR TACK

**Easy wear, easy life. Each model in 720armour's new A-Trak eyewear line is equipped with the effortless A-Trak magnetic quick release lens system. Lenses are magnetically secured to the frame but can be easily removed with just two fingers. No fuss, no guessing, just a quick click and you're done.**



A5-105

Tack is the A-Trak series' shield-style model, designed for cycling. The wide lens coverage and rimless frame maximize field of view and wind protection. The impact-tested foam frame and adjustable nose pads block oblique sunlight and cradle facial contours. The patented Compress Venting System funnels heat generated from exertion to enhance the lenses' anti-fogging properties.

## VELO SENSO MILES VL1501-SADDLE



B2-503

**With the Senso Miles VL 1501 competition saddle, Velo introduces its first all-carbon saddle for its 2012 aftermarket line.**

The lightest saddle in the Senso competition category, the Miles VL 1501 offers top performance and maximum appeal. Technical improvements such as the carbon injected base and carbon rail ensure the saddle's extremely light weight of only 125 g. A microfiber top cover enhances rider comfort.

## FOCUS CAYO EVO

**The new Dura-Ace-equipped Cayo Evo from Focus has been completely redesigned and now features a new pipe cross section and transitions, a revamped rear section with slightly flattened seat stays, as well as internal cable routing.**

The new and angular Focus carbon fork sets off a striking ensemble from the Derby-owned brand.

FG-E1



## CRATONI EVOLUTION HELMET

**Cratoni's Evolution helmet is designed for riders of electric bikes. It sports a rear LED and has vent covers attached with magnets.**

The Evolution also has a detachable visor which is optically correct for a distortion free vision. The helmet has Cratoni's patented 360° retention system.



B2-102

## CATEYE SUMO LIGHTS

**The Sumo 3 is CatEye's new top-end rechargeable headlight system. With new optics and LED technology and producing 5,500 candlepower at max output, this made-in-Japan light will outperform any other light now on the market.**

Each battery charge will last for up to 35 hours. The 7.4V x 4,600mAh Li-Ion battery has a charge time of five hours. The Sumo 3's little brother, Sumo 2, has two instead of three multi-chip LED's and a more compact



Li-Ion battery. Nevertheless the Sumo 2 cranks out a powerful 3,500 candlepower at max output and comes out with a helmet mount including extension cable.

A1-201

## KTM MYROON 1.29

**Myroon, KTM's top-end carbon hardtail race series, now has a 29er in the range, the Myroon 1.29.**

The new frame weighs just 1.1kg and is 15 to 20 percent stiffer than last year's Myroon.

It features internal cable routing for a cleaner look. The bike has a recommended retail of €3,399.

A4-300



## SR SUNTOUR EPICON X1 RL RC

**The SR Suntour Epicon fork has been upgraded so much that it's no longer the "little brother" of the Axon.**

The new Epicon X1 RL RC is a state-of-the-art all-mountain/trail fork. It's equipped with a hollow forged crown (1-1/8-inch and tapered), updated and weight optimized cartridges as well as a new titanium 15mm Qloc axle, which significantly drops the weight to a competitive 1600g. Travel options from 120mm – 150mm round up the package. A lock out system can be actuated from the handlebar or at the crown, and the Epicon features a low-speed compression adjust and rebound adjust. The Epicon X1 will come in 26-inch and 29-inch versions.

A4-102



## BOSCH DRIVE UNIT 45



A6-302

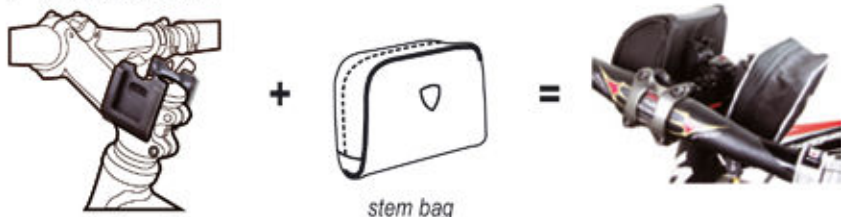
**At Eurobike, Bosch is launching its new Drive Unit 45 High Performance Motor.**

The drive is the heart of the Bosch eBike System for fast e-bikes, supporting speeds of up to 45 km/h (28 mph). For even more driving fun, the Drive Unit 45 generates a nominal power of 350 W up to 50 Nm peak, and at peak power can generate as much of 500 W. With the Drive Unit 45, a rider can achieve a much higher average speed. Bosch will have systems available for testing, and some customers will be showing 2012 model bikes that are equipped with the Drive Unit 45.

**Pylon**



**Packman**



**Packman+**



**Talon**



DT SWISS'S TEAM ASIA (FROM LEFT): MARTIN WUETHRICH, TECHNICAL MANAGER; URS KELLER, GENERAL MANAGER; AND DIEGO LEIBUNDGUT, PROJECT MANAGER. © JB

## DT SWISS EXPANDS AROUND THE GLOBE

**Its name says "Swiss," but component maker DT Swiss is increasingly a global concern. In addition to building a new headquarters in Biel, Switzerland, DT Swiss has established a plant in Poland and greatly expanded its Taiwan subsidiary.**

That subsidiary, DT Swiss Asia, Ltd., began in 2005 with two employees. It was primarily intended to give Taiwan's bicycle producers a local office they could communicate with.

Six years later, the office employs 95 and produces and assembles several DT Swiss products.

said. Nevertheless, Keller believed Taiwan needed to expand its production.

"Production that is closer to the market is the only way to shorten lead times and compete with local suppliers," he said.

Today DT Swiss Asia makes spokes on the same machinery it uses in Switzerland and in the United States. The Taiwan wheel production is off to a promising start—and it has to be, Keller said.

"I'll give you an example. At Taipei Cycle Show 2010 we counted 91 exhibitors that offered wheels. At Taipei Cycle Show 2011, it was 124."

In spite of tough competition and a flat market, DT Swiss is making headway with its innovative products, Keller said.

PRODUCTS MADE IN TAIWAN NEED TO MEET THE SAME QUALITY STANDARDS AS THOSE MADE IN SWITZERLAND.

Last November, DT Swiss Asia moved to a 4,000-square-meter (43,055-square-foot) headquarters in Taichung, the heart of the Taiwanese bicycle industry. "Go where your customers are and deliver them the best service and support. That's what we do," said Urs Keller, general manager of DT Swiss Asia.

In 2006, DT Swiss began assembling entry-level hubs in Taiwan. "We bought several parts from nearby subcontractors and since 2007 have assembled them in-house," Keller said. DT Swiss also partnered with a local rim manufacturer, Alex Global. Alex provides sleeved rims, while DT Swiss continues to make welded rims in Switzerland.

In 2009, the Taiwan subsidiary began making wheels. "For us, this was a big thing because we expanded at the same time in Switzerland and had a new production plant in mind for Poland," Keller



DT SWISS ASIA NOW ASSEMBLES SOME SUSPENSION FORKS IN TAICHUNG. © JB

This year, the Taiwanese subsidiary is gearing up to face another competitive challenge. They are now also assembling mid-priced suspension forks. "We had no choice. Otherwise we would not be able to survive in the market, which is mainly in the hands of the U.S. brands," Keller said.

■ JB



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Helmet test



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Hall: B2, Booth: 102

# SUPER DOMINATION.



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**GIANT.**

Adam Craig vs. Carl Decker. Trance X Advanced SL vs. Anthem X 29er. 26-inch wheels vs. 29. It was the 2011 U.S. Super D Championship, the showdown at Sun Valley. When the dust settled in Idaho, the two Giant riders stood next to each other on the podium, separated by just 1.7 seconds. Adam took gold, Carl silver. Everyone else? Somewhere in that dust.

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RIDE LIFE. RIDE GIANT. 

Above, Adam Craig on his Trance X Advanced SL. Below, Carl Decker on his Anthem X 29er.



# BIKE SHORTS THINNER AND SHAPLIER

**Bike shorts are becoming more and more high-tech, with new developments in fabrics as well as thinner and more shapely faux chamois saddle pads (long gone are the days of real chamois inserts that stiffened after every wash). And with silicone leg-grippers, antibacterial treatments and the popularity of the bib-style, cycle shorts are now packed with more features than ever.**

On the subject of bike short padded inserts, Peter Thaler, CEO of Thaler Sports, calls it the "never-ending story".

He said there's still an inverse relationship between the thickness of the padding and the amount of kilometers cyclists actually ride their bikes: the less ambitious, the thicker the padding.

But now padding can offer comfort without excessive thickness (besides, the thicker the padding, the stranger the shorts look away from the bike).

Michael Wild, PR manager for Shimano and Pearl Izumi, sees a trend towards less padding: "There is a clear tendency towards thinner chamois."

For Sugoi, padded inserts are high-tech and a "fast evolving field." Pascal Wehr, Sugoi's bike product manager sees "many innovative new fabrics and vibration dampening technologies" regarding chamois.

Two issues are especially important for Sugoi. For one, chamois inserts are becoming more breathable and better contoured to the body. Secondly, Wehr said, "the integration of the chamois in the bib short is also improving." Wehr also sees a trend toward using fewer seams.



GONSO APPAREL: ANY COLOR YOU LIKE, SO LONG AS IT'S NOT BLACK.

Thaler agrees with Wehr's observation. Thaler Sports' innovation for 2012 are bike shorts with the chamois on the outside. "The underside of the chamois is the contact point with the saddle," Thaler said. The chamois cannot move within the shorts while cycling, so this avoids chafing and saves an additional fabric layer.

Compression company CEP uses an extremely thin padding in a seamless chamois. Two of Ziener's new chamois pads for 2012 are seamless constructions, too.

Ziener's approach to chamois padding is more about comfort, better breathability and higher air permeability.

For the new Speed X Gel pad, Ziener uses an air permeable gel insert to allow maximum transpiration. Better air permeability is what Craft aims for, too. For its new chamois line, Elite, Craft uses a new foam with "exploded bubbles" that keep its shape.

Because the different density foams aren't glued but welded, the whole construction retains high air permeability and offers maximum comfort.

Wild considers temperature management as one of the decisive issues for 2012. Pearl Izumi shorts feature the innovative 'In-R-Cool' technology, that reflects more sunlight than it absorbs and leaves the shorts cooler and more comfortable.

'Cold Black', a similar technology developed by Schoeller Textiles, will be used by Löffler and CEP for bike shorts and tights. Fabric treatments are also key. First time Eurobike exhibitor Pactimo from the US is launching a chamois pad that has integrated carbon particles as an environmentally friendly anti-microbial finish.

FANFILUCA'S LATZ FATZ DUNGAREE SHORTS ARE FOR DOWNHILLERS, AND PREGNANT CYCLISTS.



CRAFT'S PADDING IS BECOMING MORE AND MORE ADVANCED.

Gonso is using a silver ion treatment called Agion Active which is anti-microbial. Gonso's PR manager, Ludger Tabeling, said the technology is a world first.

2012 will bring some extraordinary new bike short styles to retail. Fanfiluca is presenting a pair of bike dungarees. CEO Christiane Schumacher is enthusiastic about the Latz Fatz pants: "They're not only great for downhill rides, but give pregnant cyclists a unique way of covering their bellies in a functional and good-looking manner."

Ziener is producing bike jeans. The casual cut pants in jeans style are equally targeted for mountain bike and urban cycling. Elastic bottom inserts allow comfortable sitting positions while the button-down cuffs prevent the pants snagging in a bike chain. The jeans will also be available as bike shorts with large cargo pockets. Denim not your style? There's also a cord version.

■ RALF STEFAN BEPPLER



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EUROBIKE AWARD 2011

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## NEW TAIPEI CYCLE CONTEST TO HONOR INNOVATIVE DESIGN

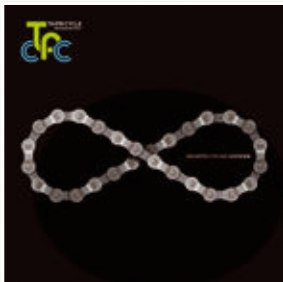
**Next year, the Taipei International Cycle Show celebrates 25 years as Asia's largest bike event. The 2012 show also will mark the first edition of Taipei Cycle's "design & innovation" awards.**

This new award is hosted by the Taiwan External Trade Development Council (TAITRA) and the Taiwan Bicycle Exporters' Association (TBEA). It is organized by iF International Forum Design under the "organized by iF" label.

According to the organizers, the new award aims to "offer an excellent platform for manufacturers, designers, distributors, importers and retailers from the international bicycle industry."

All manufacturers, designers, sales representatives, importers and distributors in the bicycle industry are invited to enter the competition.

This award is intended to honor real-world products, not concepts. Eligible products must have been on the market for less than two years, or are scheduled to go into mass production during the year of competition.



Design and Innovation awards will be given in four categories: bicycles, components, clothing and equipment for cyclists and accessories. Evaluation criteria include the level of innovation, quality of design, choice of materials and environmental impact.

In January 2012, an independent expert jury will evaluate the entries. Winning products will be shown at the Taipei Cycle d&i awards exhibition during the show, March 7-10 at the TWTC Nangang Exhibition Hall.

Winning products will be allowed to use the Taipei Cycle d&i award logo for commercial

purposes, while the top winners in each category also will receive a Taipei Cycle Gold Award. Registration for the 2012 Taipei Cycle d&i awards is open until Dec. 20. For more information, contact Joan Wu. Email: [joan.wu@ifdesign.tw](mailto:joan.wu@ifdesign.tw)

## WELLGO INTRODUCES LEARNER CLIPLESS PEDAL SYSTEM

**Pedal powerhouse Wellgo has developed the NRP pedal system for those who want the advantages of clipless without the fear of getting stuck.**

The patented system consists of pedals and cleats, and Wellgo general manager John Chen and his engineers have also developed a shoe range compatible with the system.

The simple system consists of four studs on the pedal which insert in the holes of a plastic cleat that is attached to the sole of the shoes. Engaging - and disengaging - NRP's system is almost as easy as stepping on or off normal pedals.



B2-502

WELLGO'S 'LEARNER' CLIPLESS PEDAL SYSTEM.

The cleat is made of a resilient material and is easy to walk on. Wellgo say the system is very safe and serves as a learning tool for beginners who may decide to change to full-on clipless pedals later.

■ GE

## HL TAKES 3D FORGING TO A HIGHER LEVEL WITH ITS NEW COMPONENT LINE

**3D forging is presently the ultimate level in the forging process. HL Corp is one of the few companies able to accomplish it.**

Aluminum that has undergone 3D forging is imbued with a combination of strength, lightness and reliability. By mass-producing 3D forged pieces, the price can be reduced significantly.

HL Corp has nearly 40 years of forging expertise and has accumulated many forging patents which competitors find hard to surpass.

"With HL Corp's patented expertise and 3D forging processes, we can produce aluminum parts that are lighter than carbon fiber. A complex, one-piece aluminum integrated handle bar and stem can be made by this special processing," Lee said.



Thirty years ago, this state-of-the-art forging technology initially was adopted by the aerospace and automobile industries before gradually making its way into the bicycle industry.

Some 10 companies worldwide have mastered 3D forging; the number is so small because the investment required is enormous.

HL Corp has approximately 36 machines for 3D forging, and produces a majority of aluminum bicycle components processed in this fashion, said Roger Lee, sales manager of HL Corp.

Lee said the growth of carbon fiber for high-end bikes hasn't diminished the demand for aluminum components but has increased it.

ONE PIECE INTEGRATED ALUMINUM HANDLEBAR AND STEM BY HL CORP.

He added: "The only minor weakness compared to carbon fiber is the lack of flexibility with aluminum. We persistently search for new materials."

Here at Eurobike, HL is showcasing the economical, high-performance features of its 3D forged aluminum components, which is sells as ODM products or under its Zoom brand name.

■ AZ

B4-210

Booth No.: B2-113

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## MESSE Q&A

# MEET JULIA GLASER, EUROBIKE'S NEW EXHIBITOR LIAISON

**Like her colleague Carina Blass, (who we introduced in yesterday's issue), Julia Glaser is Eurobike's new project coordinator for exhibitors. "I am Miss A," Glaser said with a laugh.**

She's in charge of the A Halls and the Zeppelin hall, while Blass is responsible for the B halls and the open-air fairground. Blass and Glaser took over from Birgit Mattmann, who is on maternity leave. We talked with Julia about her Eurobike job.

**ESD:** Julia, when did you start at Eurobike, and what did you do before?

**JULIA GLASER:** I started a short time after Carina came in. It was in the middle of last November. I came from Messe Freiburg.

**ESD:** So you're not a newcomer to the trade show business?

**GLASER:** No. It was definitely a plus when starting here. But you can't compare these jobs.

**ESD:** What's different?

**GLASER:** In Freiburg, I worked on three smaller consumer shows and did the entire show organization from A to Z. At Eurobike, I'm one-half of the exhibitor service field. This dealer show is big—don't forget that this is the largest bicycle show in the world. Here you can't do everything by yourself. Eurobike is a huge project. We have to work closely with each other and as a team.

**ESD:** What is your impression of the bicycle people you've been dealing with?

**GLASER:** Actually they are not that new to me. In Freiburg I had a show named "bike aktiv." That leisure show had also some bicycle exhibitors. Even if Eurobike is more of a business and industry event than the shows I did before, the

bike people are easy to work with and friendly. It's nice working with them.

**ESD:** Can you give us an idea of what you and Carina do during the course of a year?

**GLASER:** Until January we collected applications. In February we started on the floor plan. Because Eurobike is fully booked, we want to serve each exhibitor the best we can. The floor plan took us until the end of April. There was some brainstorming, and then we sent out the approvals. Then we worked more directly with the exhibitors on customer support and services such as booth construction, special requests, etc.

**ESD:** Sounds like a lot of work, especially when you are new.

**GLASER:** I can't imagine that one person did the exhibitor service job on her own. There are more than 1,000 exhibitors there! It takes definitely a year to get used to this job. Carina and I have now been doing it for a year. Now we're happy to meet the people we've been talking to over this long period by phone or Internet and to see them now here in Friedrichshafen face-to-face.

**ESD:** Was it a tough 'year one' for you?

**GLASER:** I would say so. It was tough but also most challenging. We learned a lot. But don't forget that it is all done with a lot of teamwork. Messe Friedrichshafen has a great Eurobike team on board. They made it easy for Carina and me. We are both happy to be part of the team..

■ JB

JULIA GLASER.  
© JB





ALEX'S STEFAN ANTON WITH THE VED TUBLESS WHEEL. © JB

## ALEX RISING: WHEELMAKER BOOSTS CAPACITY BY 30% AT ITS TAIWAN FACTORY

**Alex Global, the Taiwan rim and wheel producer, is finishing an expansion project at its Tainan headquarters that the company says will allow it to shave lead times.**

By adding two levels to the existing buildings at the headquarters, Alex will boost capacity by 30 percent.

"We had to react. Our high-end production is enjoying higher and higher demand," said Sally Hsieh, general manager of Alex and wife of founder Alex Chen. "Our rim business especially—both OEM and our own Alexrims brand—is increasing most impressively."

Chen said his company's high-end production and logistics functions would be merged in Tainan. Meanwhile, the company last year opened two new factories in China. Along with a boost in production comes a more efficient logistics process. Like most Taiwan manufacturers, Alex has relied on a network of subcontractors. Now it's moving more of that work in-house.

"The hubs we are using, for example, were made by a subcontractor," said Stefan Anton, Alex Global's European sales representative.

"We had to shuttle the products back and forth. This production is now in-house. It saves us a lot of valuable time."

Alex has created a powder coating facility at the headquarters, eliminating the need to outsource that process. The new levels at the headquarters are used primarily to house wheel production and a rim warehouse. "When bringing the high-end production here to the company headquarters, we consciously streamlined the logistics process for better lead times," Anton said.

As the company restructures its Taiwan headquarters, it has also made changes to its production in China. Its Shenzhen factory now concentrates on entry-level and mid-range rims and the Shanghai facility produces entry-level wheels. A new factory in Taicang this year began producing aluminum tubing for the nearby Merida-China factory. A fourth factory in Shangdong started production last year. ■ JB



## GORE BIKE WEAR HAS A SYSTEM

**Gore Bike Wear wants bike shops to stock—and consumers to buy—Gore Bike Wear clothes as part of an interconnected system.**

For road cyclists, the Oxygen line sees significant upgrades for this year, starting with new polypropylene base layers.

To combat the famous polypropylene stink, Gore has woven silver ion thread into the fabric to cut down on the build up of pong-promoting bacteria.

A baselayer with a Gore Wind-stopper is also part of the range. The Oxygen line has full zip jersey and bibshorts, and a long sleeve jersey.

The Oxygen GT AS Jacket incorporates Gore's new Active Shell Laminate, light yet breathable and made with a new lamination technology. ■ CR



GORE BIKE WEAR'S OXYGEN GT AS JACKET

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# DAHON MOVES EUROPEAN PRODUCTION TO BULGARIA

**Dahon has firmed up its plans to shift production of bicycles intended for the European market to Bulgaria. Starting in October, Dahon bicycles will be assembled at the Maxcom factory in Plovdiv. Production will increase to at least 40,000 units a year.**

Dahon already had some assembly in the Czech Republic, but the deal with Maxcom marks a shift towards centralized production in Europe.

"The reasoning was to improve logistics, by shifting production from three factories to one," said Eddie Eccleston, global sales and marketing director at Dahon.

Maxcom has an ultra-modern facility and is setting up a separate unit for Dahon, with a dedicated on-site staff.

Maxcom is owned by Maxim Mitkov, a Bulgarian national of Turkish origin. He entered the bicycle trade with Maxcom in 1996.

The €15 million Plovdiv factory was opened in 2007 and has a surface area of 28,000 square meters and 450 permanent employees. "The new plant has a capacity to manufacture about 500,000 bicycles per year," Mitkov said. "The dedicated Dahon unit will produce rims and take care of painting of the frames, forks, decals, complete bicycle assembly and packaging."

B5-304

Eccleston said that his experience market would reinforce Dahon's latest investments in Europe. "Dahon has made it a point to be close to the market, with manufacturing and marketing based within the European Union," he said. "Furthermore, we have appointed a full-service German-based marketing company to enhance our presence here."

■ BS

THE MAXCOM FACTORY IN PLOVDIV, BULGARIA, IS ULTRA-MODERN.



## NEED HELP GETTING YOUR CITY ON BIKES? TRY PRESTO COURSES

**Need help designing a cycling policy for your city? Try PRESTO—"Promoting Cycling for Everyone as a Daily Transport Mode"—an EU project that offers an on-line, self-paced series of courses.**

The classes cover topics in three main areas:

- ★ infrastructure (e.g., designing intersections and roundabouts or bicycle parking);
- ★ marketing (how to get bike-to-work or bike-to-school campaigns off the ground, and how to develop a bicycle map); and
- ★ e-bikes (introducing and promoting the use of e-bikes in your communities).

The courses run from September to December. Anyone can sign up, but places are limited. To participate, send an e-mail to [r.urbanczyk@rupprecht-consult.eu](mailto:r.urbanczyk@rupprecht-consult.eu).

The PRESTO project is intended to help officials in so-called "starter cities," those with a low cycling modal share, who are trying to implement cycling policies in their communities.

It's a project of the EU's Intelligent Energy-Europe Programme, which is funded by the Executive Agency for Competitiveness and Innovation (EACI) and is aimed at assisting five PRESTO cities: Bremen, Germany; Grenoble, France; Tozew, Poland; Venice, Italy; and Zagreb, Croatia.



This includes creating bicycle-friendly urban environments, implementing cycling plans, introducing promotional campaigns, and promoting electric bicycles.

Organizers realized that the knowledge and know-how gained during the project may be useful to others outside of the target cities.

For more information, visit <http://presto-cycling.eu/en/training-material/e-learning>, or stop by the ETRA stand at Eurobike, located with VSF on the mezzanine in Foyer West. ■ AR

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# PUTTING METAL TO PEDAL

## WHAT'S THE BEST MATERIAL FOR A BICYCLE FRAME?

**Aluminum, carbon, titanium or steel? The debate over the “proper” frame material for bicycles has gone on for decades. Today, each of these materials has found a place. Even wood and bamboo are experiencing a revival. But how does one sort through the imaginative names that manufacturers like to give these basic materials?**

### ALUMINUM — THE ALL-PURPOSE BIKE MATERIAL

Aluminum bicycle frames were made in France and Germany in the 1930s. After languishing in the shadow of steel for years, aluminum caught on when craftsmen learned to weld aluminum on a large scale and make oversized tubes with thin walls.

The basic technical attributes of aluminum tube sets are mostly identical, regardless of the alloys used. A frame's quality is decided by such attributes as tube diameter, wall thicknesses, geometry, and welds. Alloy names and trademarks don't tell you much.

Aluminum alloys offer several benefits, including their low density (one-third that of steel). Aluminum is highly processable, ductile, and allows many surface treatments. Depending on the alloy, aluminum is very weldable. It's also cost-effective and easy to recycle.

Its drawbacks include a low elastic modulus (one-third of steel) and low strength.

Aluminum is suitable for city and trekking bikes to high-end downhill models. Due to its ductile properties, aluminum will maintain its place in the market, particularly for mountain bikes.

### CARBON — STILL NO. 1 FOR BIKES

Carbon fiber frames first rolled over French roads in the 1980s during the Tour de France. But it wasn't until 2003 when carbon fiber really began to boom.

That's when factories in Taiwan and China managed to produce frames that weighed less than one kilogram (2.2 pounds).

Carbon frames require the most manual work. Therefore, the basic material—i.e., the grade of the pure fiber—tells you absolutely nothing about the quality of the finished component.

In theory, it is possible for every component in a series to have very different properties, if the quality is not 100 percent controlled and checked.

Carbon's strengths include its very low density. It can offer a very high elastic modulus and very high strength. It's resistant to corrosion and offers nearly limitless design possibilities.

As drawbacks, carbon is non-ductile and brittle, so it is easily broken—yet potential damage is difficult to evaluate. It's sensitive to pressure and expensive to process. It's expensive, difficult to coat with a durable surface treatment. And at present, carbon is hardly recyclable.

Carbon fiber still has huge potential. It is undoubtedly the No. 1 material for low weight, sophisticated design and highest strength. However, carbon frames must be handled with extreme care due to their very lightweight construction.

### STEEL — REBIRTH OF A CLASSIC

Wood came first, but steel soon became the No. 1 material for bicycle production, a position it held for more than 100 years.

But from the early 1900s, steel's technical properties remained nearly unchanged until the middle of the 1980s. When aluminum came onto the scene, steel had little to add, and its weight ensured that it would be left behind.

Steel's benefits include its high elastic modulus and high strength. It's highly ductile and highly processable; takes many surface treatments; and offers very good weldability depending on the alloy. And it's cost-effective and easily recyclable. Its drawbacks include high density and limited oversizing possibilities.

Steel today has seen a revival thanks to the Rohloff hub and the retro appeal of fixies and cruisers. Small frame builders can achieve technical perfection with custom frames using only a moderate amount of tools.

### TITANIUM — THE STRONG, SUBTLE, NICHE MATERIAL

Titanium frames, on the market for decades, are known for their fine but subtle appearance.

They were once praised for their lightness compared to steel frames, but the drawback is that their elastic modulus is about half that of steel frames.

Titanium's benefits include its high strength, resistance to corrosion, and medium density (half that of steel). It's also ductile, has a resistant surface and is highly weldable.

The drawbacks include its medium elastic modulus (half that of steel); restricted oversizing; limited tube selection, and costly processing. Coatings are not very durable, and titanium is expensive and difficult to recycle.



DIRK ZEDLER.

Titanium is well suited for bicycle frames that do not need special care and can be used year-round. It will continue to be a niche material for cyclists who seek either a corrosion-resistant frame or appreciate the frame's pure surface and perfect welds.

### WOOD AND BAMBOO — EXOTIC SHOWPIECES

They may be trendy today, but bicycle frames made of bamboo, wood and other renewable raw materials are nothing new. They've been used since the beginning of bicycles.

Contemporary designers have made given these bicycles a fashionable and exciting appearance. But owners shouldn't be too ambitious about riding these bikes.

Since their attraction is mostly esthetic, it wouldn't be fair to discuss their technical aspects.

■ **DIPL.-ING. DIRK ZEDLER** IS MANAGING DIRECTOR OF "ZEDLER - INSTITUT FÜR FAHRRADTECHNIK & -SICHERHEIT GMBH". THE COMPANY PERFORMS TESTING SERVICES, RESEARCH AND DEVELOPMENT FOR THE BICYCLE INDUSTRY AND UNIVERSITIES AND DESIGNS TEST STANDS FOR ALL PHASES OF THE MANUFACTURING PROCESS.





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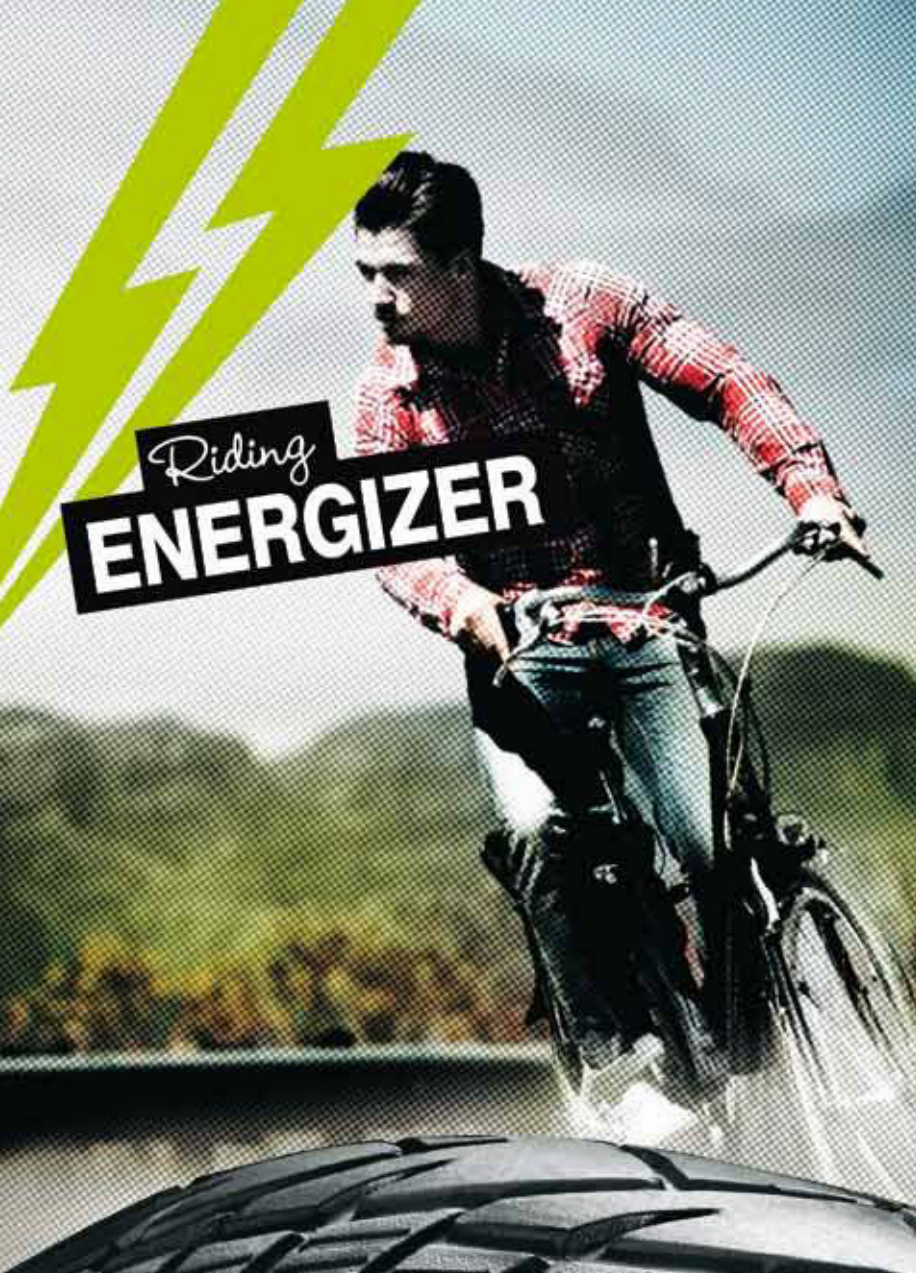
TAPES

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THE MATTE-BLACK LIMITED EDITION VICTORY FROM LAS HELMETS.

## LAS HELMETS

**LAS Helmets has been protecting heads for 37 years. Based in northern Italy, the company produces equestrian, climbing, watersports and workforce helmets as well as cycle helmets.**

Sponsoring cycling teams such as Acqua e Sapone and Landbouwkrediet helps the company produce its high-end helmets, such as the 230g Victory and the Victory Supreme, with its carbon-mesh equipped CATA (Carbon Aluminium Technology Absorb) structure. The mesh of pure carbon absorbs and dissipates impact forces.

Other helmets in the 14-product line include the Squalo (Italian for shark), the Istrion (which has 27 massive vents, and a one-piece Coolmax mesh liner), and the Infinito, (with 20 vents and a bug net).

All helmets come standard with two washable pad sets, a protective bag, washable retention straps and vertical/horizontal sizing fit system

LAS helmets are tested to CE EN 1078 for the European Union, CPSC and ASTM F 1447 for the USA, and AS/NSZ 2063 for Australia and New Zealand.

These standards requires several impact tests: helmet fall tests from different heights and onto different surfaces (flat, angular, semi-spherical). Helmets also are tested in extreme temperatures, from minus 20 degrees to 50

degrees Celsius. They are immersed in water and artificially aged under U.V. lights.

The most significant challenge are the dummy-head tests measuring the front, back, sides and top of the shell. A magnesium dummy head inside the helmet is connected to accelerometers which provide an accurate map of the stresses. The values registered must not exceed set limits.

For 2012, LAS Helmets are brighter than ever—a safety feature in itself—and also available are sticker kits for personalisation. These are available in team colors, country flag colors or a selection of bright colors. There are thirteen different kits, including black carbon. The helmets that can be so customized are the Victory, Victory Supreme, Squalo, Anubi, Infinito and Krypton.

All LAS Helmets can also be personalized by engraving a name, motto or whatever on a metal label. Also new are matte-black limited edition versions of the Victory and Squalo models.

■ EP



THE INFINITO FROM LAS HELMETS OF ITALY.



# SWISS PRECISION: HOW PLETSCHER RACKS UP SUCCESS

**Flickering flames in the half-dark; warm, thick, metallic-tasting air. Loud bangs at regular intervals whenever the weights, heavy as lead, move. When I close my eyes, I have the sense that I am in a heavy industry inferno made from metal and energy. This scene is not from a German coal mine or Chinese industrial metropolis, but the Pletscher brothers' factory, 40 kilometers north of Zurich.**

The company has focused on making die-cast parts since the late 1940s; it went bicycle-parts only in 2004.

Prior to that it had also made parts for the automotive industry. As part of the switch, the company went from 70 employees to 30. It now has a staff of 40.

Each Pletscher product comes out of its in-house development department, where parts are designed and tested in its own facilities.

"All our kickstands and racks meet the necessary EN requirements. That's

why our products are offered with a three-year guarantee," Pletscher says.

Once the tests are successfully completed, Pletscher builds the molds for the die casting. Hans Pletscher has a close link to the tooling department since it was here he finished his vocational education and worked until he took over the company.

The production, starting after creating the molds, shows why aluminum casting is so demanding.

The raw material is melted and pressed into molds on several machines, which represents a technical challenge, for racks particularly. "The more highs and lows are on a load space, high pressure is necessary in order to fill the material evenly in the mold," said Paul André Wirth, Pletscher's managing director.

A locking force of 250 tons presses 600 grams of melted aluminum into the mold.

THE DIE CASTING MACHINES FORM RACKS FROM MELTED ALUMINUM.

Pletscher has some long-standing products in its range but, Wirth said, "We have redeveloped around a third of our racks and kickstands in the last five years." There are also new products, including a rack to hold Bosch's e-bike motor. Pletscher also does private label work. For instance, the Prisma rack will be available only through Trek.

The great majority of Pletscher's production is carried out in-house.

"Almost no company in the bicycle industry creates as much value as we do," said Wirth, proudly.

"Building tools in-house is a part of our success," said Pletscher. "Our molds are very precise so that we hardly have to rework the complete parts. Thanks to this precision, we can save costs and keep quality high."

■ UR

A5-506



AT PLETSCHER ASSEMBLY ALSO BELONGS TO THE VALUE CHAIN.

PLETSCHER DOES EVERYTHING, IN-HOUSE, INCLUDING MOLDS.

Pletscher makes the racks and kickstands that can be found on city bikes all over the world. The rural idyll around the factory contrasts sharply with the noisy industrial production on the other side of the walls.

"The company was founded by my grandfather in Marthalen in 1919 and it has always been here," said Hans Pletscher, the majority owner of Pletscher Bros.

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# UCI'S MCQUAID SAYS CHINESE FRAMES MAY BE DANGEROUS

**UCI president Pat McQuaid defended the organization's labeling program for bikes used in professional and amateur races. But McQuaid also cast suspicions on the quality of carbon fiber frames from China, saying they are potentially suspect even if they do pass the UCI's verification process.**

"They're turning out thousands and thousands of these carbon fiber or Kevlar or whatever frames, at a cost of maybe \$30 or \$40 apiece, and that same bike is ultimately being sold as a bike on the market for four or five or six thousand Euros," McQuaid told a recent gathering of cycling journalists that the UCI hosted at its headquarters in Aigle, Switzerland.

The Union Cycliste Internationale is the governing body for professional racing.

"Our problem is, this initial frame, of twenty or thirty or forty dollars, where are the safety aspects? Where are the safety parameters in the making [of that frame]?"

McQuaid continued. "That's something we're going to have to address with the industry as we move on. We have to bear in mind the safety aspect of the sport. There's a whole change that has happened which is making racing less safe and causing more crashes."

Many bicycle manufacturers argue that the current state of the art allows them to produce road bikes that are lighter than the UCI-mandated minimum of 6.8 kilograms. But McQuaid said today's bikes may be too light, and that composite frames are less safe than their steel predecessors.

"Bikes have become too light. They're hopping all over the place; they jump when they hit potholes or whatever," he said. "They don't have the same reactions as when we had the old steel bikes. If we continue to reduce the weight, [these problems] will increase."

The "Approved by UCI" labeling program, which the UCI announced last year at Eurobike, is its attempt to standardize its rules governing the weights, diameters and shapes of bicycle frames.

The UCI also announced that it might extend its certification process to components, apparel and helmets.

The new approvals process is supposed to remove the worry that a particular bike would be rejected on the starting line of a race by an over-zealous UCI commissaire.



The UCI first codified its complex and open-to-interpretation rules in the 1996 Lugano Charter.

McQuaid met with manufacturers at Eurobike two years ago to discuss the new program.

But the rules have been policed poorly and applied inconsistently, with a UCI commissaire banning a certain bike in one race, only for another commissaire to allow the same bike in another race.

Manufacturers have produced costly frame and component innovations only for the UCI to forbid them.

To prevent continued confusion, the UCI consulted with several bicycle manufacturers before announcing its "Approved by UCI" program.

"We went to the industry; the industry told us our rules were ambiguous. We realized they were possibly correct," McQuaid said.

"If anybody really tried to understand the regulations they could have done so relatively easily, but we accepted [the argument that our rules were ambiguous]."

"The rules were originally written in a philosophical way. They weren't written clearly enough for an engineer," he added. "We needed to be closer to manufacturers and they needed to understand our mission, and we needed to understand theirs. This is something we have never done at the UCI."

PAT MCQUAID,  
UCI PRESIDENT.

"All the main manufacturers were there. We explained we needed to make our rules clearer so their development people could understand our rules so they wouldn't be going down the road developing products which wouldn't be allowed later," he said. "We told the companies we would take on board an engineer, so we had someone with an engineer's mind who could talk directly to bike designers, using the same language."

Last October, the UCI hired composites engineer Julien Carron to oversee the labeling program.

Bikemakers have criticized the "Approved by UCI" program because of its cost. The UCI initially charged \$14,000 to approve a monocoque carbon frame, but has since reduced the price significantly. UCI said it dropped the price because it had underestimated the number of players in the global bike industry.

UCI officials did leave the door open to the possibility that weight limits would be reduced.

"We could ask manufacturers to do proper safety tests. We need to define what are the tests and then ask manufacturers to follow these tests," Carron said. "After they send us a report, we will know the equipment is safe, then we will be able to remove the [weight] rule."

But what kind of tests would the UCI accept? Carron said existing EU and U.S. standards are not tough enough.

Instead, he said, the UCI would seek independent lab tests, using DIN Plus standards as a minimum.

To date, the UCI has not carried through with such a tougher-than-CEN safety testing process.

■ CR



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# NEW PRODUCTS

## TRIGON RQC31 CARBON FRAME



A7-317

**Trigon uses Venus C8 advanced composite material to create hi-modulus tubing for its new RQC31 carbon frame.**

The full carbon monocoque frame uses a head tube design from 1-1/8-inch to 1.5 inch for greater stiffness and strength. The oversized BB accommodates BB86, BB30, or traditional BB. The frame offers internal cable routing for a cleaner look and aerodynamics.

## TERN CASTRO DUO

**The Castro Duo is built to get you there simply. It has only two speeds, one for flats and one for hills. Automatic shifting with the SRAM Automatix hub and a coaster brake means no messy cables.**

The integrated rear rack is always there to carry loads and is compatible with KLIckfix Rackpack adaptors. The optional Kanga front-mounted rack accommodates big, small, or oddly shaped loads in seconds. Need to catch that train or bus? The Castro folds in just 10 seconds.



B4-501

## CROPS DEN-Q LIGHT

**The Den-Q is a multi-purpose light that can be used as a flashlight, a lantern or a safety light.**

A6-208



The Den-Q features a classic bulb design and is equipped with six bright LEDs. Crops says the Den-Q "can be used for activities such as camping and cycling or unexpected emergencies like automotive breakdowns or home power failures."

## KIND SHOCK'S LEV SLASHES WEIGHT OF DROP POSTS



**Kind Shock, the Taiwan components maker that invites riders to "get down and dirty," is launching the LEV, a new hydraulic seatpost, at Eurobike. The LEV will take top honors in the company's line of drop posts when it reaches the market in early 2012.**

The LEV features a stationary mounted cable that eliminates the cable loop that grows when a rider drops the seatpost. A clockable cable stop lets the rider position the cable stop anywhere in a 360-degree rotation for the optimal position on any frame. And Kind Shock does away with a serrated saddle clamp in favor of a 2-bolt clamp paired with a cold forged, micro-adjustable system. Kind Shock has reduced the

weight of the LEV to between 450-475 grams (16-17 ounces) compared with the 550-600 grams (19-21 ounces) of competing drop posts. The LEV will be available in diameters of 30.9mm, 31.6 mm and 27.2 mm, with available travels of 100mm, 125mm and 150mm. All models include a handlebar-mounted remote. The LEV will retail for an estimated cost of \$395; however, Kind Shock will announce final pricing at Eurobike.



A6-306

## SIGMA ROX 8.1 CYCLE COMPUTER

**The top-of-the-line ROX wireless cycle computers from Sigma Sport have been redesigned and packed with new functions.**

A5-200

The ROX 8.1 and ROX 9.1 are updates to ROX 8.0 and ROX 9.0. In addition to the existing breadth of functions, the 8.1 and 9.1 models feature "Power" and "Expansion." ROX 9.1 also has a "Ghost Race" feature: riders can ride a route against themselves in real time. Both computers are compatible with Sigma Sport's new and more comfortable R1 Comfortex+ HRM textile chest belt.



## T-ONE R&D EZ GRIP



**The EZ grip from T-One R&D has a unique ergonomic shape with a very comfortable base and support to minimize the pressure on your palm.**

A5-110

It can be sold as a one-piece or with locking clamps.



## XPEDO SLN ROAD SHOE

**The Xpedo SLN (Supreme Light Nylon) road shoe was designed to offer comfort and performance at an economical price.**

B2-501



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TAITRA

A3-300



PROBIKE IS THE LARGEST HIGH-END BICYCLE DISTRIBUTOR IN AFRICA.

## SCOTT SPORTS INVESTS IN AFRICA AND INDIA

**Scott Sports is preparing for heightened investments in emerging markets after it acquired a majority stake in Probike, its former distributor in South Africa and neighboring markets, which has an unequalled sales network around Africa and India.**

The intensified relationship is already leading to the launch of the Scott Aspect range in the Indian market in September. Probike has a fully-owned subsidiary in the country, taking care of a license for Raleigh bicycles and the distribution of private label products, on direct shipment to Indian stores.

At the same time, Probike has started operating as Scott's head office in Africa, to explore sales opportunities on the continent.

"The potential for Scott is very good in the developed economies such as South Africa and Namibia," said Brandon Els, managing director of Probike, who retained a minority stake in the company.

"It is also interesting in developing economies such as Angola, Botswana, Kenya and Zambia," he said, adding: "but there is no potential in the badly-managed Zimbabwe."

Probike is the largest high-end bicycle distributor in Africa. Apart from its relationship with Scott, Probike has a licensing agreement with Raleigh for Africa excluding Nigeria, Egypt and Kenya – and it delivers private label bicycles, parts and accessories around the continent.

Before the take-over, Probike was already selling Scott in several African countries through independent and authorized retailers, about 60 of them in South Africa alone.

Els points out that the most developed African economies have a strong interest in cycling races. "There are more than 1,000 organized cycling events every year in South Africa," says Els.

The Cape Argus Cycle Tour is one of the world's biggest bicycle rides, attracting 40,000 cyclists for a single-day ride to and from Cape Town. ■ **BS**

## PRO-LITE OF TAIWAN EXPANDS INTO EUROPE

**Pro-Lite, the English-Taiwanese brand based in Taichung, now has a European office. Created in May, and located in Plzen in the Czech Republic, Pro-Lite Europe is led by former WTB-Europe GM Katerina Rejchrtova and industry veteran Dieter Wolter, formerly of Pantherwerke.**

Rejchrtova and Wolter are building a European sales network for Pro-Lite and working on a closer-to-the-market wheel production facility in Europe.

At Eurobike, Pro-Lite's new parts—handlebars, a-headsets, seatposts—can be viewed on the Wiener Bike Parts (WBP) booth, a subsidiary of Winora Group. WTB is Pro-Lite's importer in Germany.

According to Wolter the new facility will be based in Bautzen in Germany, adding:

"Pro-Lite founders and GMs Steven Fenton and Jasper Chen want to keep the European wheel production in their hands because it's complex and highly skilled."

■ **JB**

KATERINA REJCHRTOVA AND DIETER WOLTER ARE HEADING UP PRO-LITE EUROPE

A4-200

## SUGOI SPRINGS INTO 2012 WITH BRIGHT RANGES

**For Spring 2012, Sugoi has a raft of new products including the RSE road range. Made with Sugoi's Revo fabric, a warp knit, built for stretch and recovery, products in the range include a fitted jersey, a bib short and a short.**



On its Gustav mountain bike shorts, Sugoi is introducing Boa one-handed adjustment. Ruby is Sugoi's new women's mountain bike range. The Ruby Jersey is a semi fitted design with a choice of three colors (Ocean, Amethyst and Pink).

The Ruby skirt features a FinoStretch boxer brief liner with Sugoi's S.100 chamois. Sugoi's FinoTech fabric has a micro-filament linear knit texture that increases stretch and the amount of surface area. ■ **CR**

B5-501

**ALEXRIMS**  
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**EUROBIKE SHOW**  
DATE: Aug. 31 ~ Sep. 3  
BOOTH : **A5-205**

**INTERBIKE SHOW**  
DATE : September 14 ~ 16  
BOOTH : **7079**

**2011**

ALEX GLOBAL TECHNOLOGY, INC.

### ◀ **XCR 29Pro**

29" ist die Race Kategorie der nächsten Jahre. Dank unserer langjährigen Erfahrung mit **Scandium Legierungen** und unserer patentierten **ASE (Aluminium special eyelet)** Ösen konnten wir die neue XCR 29Pro für richtige Racer entwickeln.

### ◀ **VED2 29ER**

Wenn Engineering und Design perfekt aufeinander treffen entsteht etwas besonderes. Aus der Idee etwas einzigartiges zu schaffen und dem Know-How unserer Ingenieure, haben wir den neuen 29" VED2 Laufradsatz entwickelt. Die neuen **superlight centerlock™ Naben** mit geraden Speichen und unsere neue **geschweißte 29" Felge** machen den 29" VED2 einzigartig. Sie sollten ihn persönlich kennenlernen.

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# THE BEST BICYCLES START THEIR JOURNEY IN TAIWAN



**TAIWAN  
EXCELLENCE**

## **Greener Biking, Greener City TAIWAN Products Launch at EUROBIKE 2011**

**Sep.1st, Thursday, 1p.m.~2p.m. Lecture Room Berlin (Foyer East) Messe Friedrichshafen**

Find out more at Taiwan Pavilion, Hall 5, Stand 507G

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# EAT LIKE A LOCAL AT EUROBIKE UNIQUE RESTAURANTS SERVE ATMOSPHERE WITH MEALS

**Friedrichshafen offers many excellent hotels and restaurants. The city of about 58,000 inhabitants is located at the border triangle, where Germany, Austria, and Switzerland meet. Eurobike visitors have no shortage of great restaurants for dining out.**

The Eurobike Show Daily continues its series on special restaurants today and tomorrow. Thanks to the City of Friedrichshafen for providing the information.

**Today: Three restaurants with unique atmosphere.**

## HOTEL SIEBEN SCHWABEN

**Choose from traditional Swabian-Baden cuisine, or French specialties, at this comfortable, three-star hotel and restaurant in Ailingen, about five kilometers from the Friedrichshafen city center.**



HOTEL SIEBEN, SCHWABEN.

The "classics" include "Filettöpfe" (fillet pot) à la maison. This dish consists of delicate medallions of pork and beef in a fine cream sauce, served with roasted white mushrooms and homemade "Spätzle." Swabian cuisine is represented by a grilled beefsteak or a homemade sauerbraten.

The restaurant does not ignore fish specialties. The Lake Constance fish plate is offered with whitefish, European perch, and pikeperch fillet, served with a Riesling sauce and buttered potatoes or rice.

Those who do not want a hot meal can choose the "Brotzeit" (special snacks), "Strammer Max" with smoked ham from the Black Forest on savory farmhouse bread with cheese au gratin, or oven-fresh meat loaf with fried egg.

Completing the diverse menu is a selection of fine wines from the Lake Constance region. The Heller family and its team also take special preferences and wishes into account.

"Feast as you wish with tasty Swabian dishes combined with fine creations from classical French cuisine," is the restaurant's slogan. Only market-fresh, seasonal produce are used.

## HOTEL SIEBEN

(approx. 5km from FN)  
Hauptstrasse 37  
ALLINGEN

Tel: +49 (0)7541 60933  
Email: [info@h7s.de](mailto:info@h7s.de)  
Web: <http://h7s.de>

## BAHNHOF FISCHBACH

**Now arriving at the former Fischbach railroad station: culture, catering and great food.**

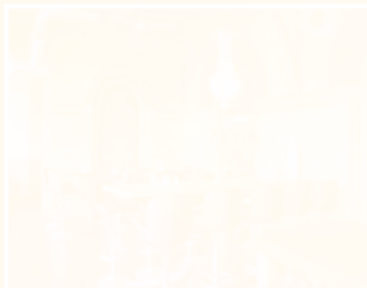
Bahnhof Fischbach offers creative culinary choices in its comfortable winter garden. In the summer when the sun is shining, the guests can take relax in the beer garden behind the building.

Diners who like it hot can choose a black spicy tagliatelle with prawns, tomatoes, and Parmesan cheese. A 250-gram rib-eye steak is flambéed with whiskey and served with grilled corn on the cob, stuffed baked potatoes, and BBQ sauce.

For American food, try a New York hot dog or hamburgers. Only the best U.S. beef is used, and the burger comes on a homemade bread roll. One burger fills you up!

The winter garden seats 180, while the beer garden can house up to 250 in nice weather. And there's always comfortable seating at the bar.

Fischbach is only three kilometers from the center of Friedrichshafen. A few local trains still stop at station, so it's a very convenient place to visit.



BAHNHOF FISCHBACH.

## BAHNHOF FISCHBACH

Eisenbahnstrasse 15  
FRIEDRICHSHAFEN-FISCHBACH

T: +49 (0)7541 44224  
E: [info@bahnhof-fischbach.de](mailto:info@bahnhof-fischbach.de)  
W: <http://bahnhof-fischbach.de>



ZEPPELIN MUSEUM, FRIEDRICHSHAFEN.

## ZEPPELIN MUSEUM FRIEDRICHSHAFEN

**A special atmosphere awaits guests at the museum's restaurant on Lake Constance, where they can enjoy Swabian and other German delicacies in a setting infused with history.**

This building has housed a restaurant since the harbor station was inaugurated in the 1930s. The sun terrace is another highlight. In sunny weather, guests have a wonderful view of the harbor and Lake Constance, which invites lingering.

After a busy day at Eurobike, enjoy a delicious glass of wine or a tasty cocktail before having dinner beneath a huge model of a zeppelin. The Zeppelin Museum restaurant serves Swabian onion roast meat or grilled entrecote as well as special pork loin medallions.

Fish specialties include pikeperch in lemongrass butter or lake trout in almond butter with fresh thyme.

For people who are in a hurry but want to enjoy some atmosphere with lunch, the restaurant offers such daily lunch specials as "Pichelsteiner Eintopf" (Bavarian picnic stew) made from Viennese-style boiled beef, traditional curry sausage, or a "fitness plate" that includes salad and fresh fruits.

## ZEPPELIN MUSEUM RESTAURANT

Seestrasse 22  
88045 FRIEDRICHSHAFEN

T: +49 (0)7541 9530088  
W: <http://zeppelinmuseum-restaurant.de>

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EuroBike Hall B2, No.507-37/38,  
Aug. 31 – Sept. 03

# CARBO-LOADING: MAGURA'S NEW GENERATION OF DISC BRAKES

**With the launch of its new generation of disc brakes, called MT, German hydraulic brake pioneer Magura is bringing "a truckload of news and changes," product manager Stefan Pahl says.**



MEMBERS OF THE MAGURA TEAM (FROM LEFT): STEFAN PAHL, MATTHIAS SCHMID, FLORIAN STEINMETZ, CLAUDIA MAUERER AND GÖTZ BRAUN.

The company has jettisoned its traditional product names, such as Gustav, Julie, Louise and Marta, and used a more streamlined terminology in their places.

"It was a tough decision we had to make after all these years, but we made it to show the dawn of a new Magura age," marketing manager Götz Braun said.

The new MT disc brake range offers four models: MT8, MT6, MT4, and MT2. The top-of-the-range MT8 has been in the marketplace since April, while the MT6 and MT4 followed in June.

At Eurobike, Magura is celebrating the conclusion of the product rollout with the first presentation of the entry-level MT2.

Officials say the MT line is unique because it relies on an all-composite master cylinder made of a material Magura calls "Carbotecture."

Carbotecture uses a matrix of short carbon and glass fibers, while "Carbotecture SL," used for the brake levers, includes medium-length carbon fibers. Both composites are a thermoplastic matrix, made with a process that Magura calls "carboflow." The company calls the process "a new technological benchmark through simultaneous integration of design, process and material."

Carboflow is manufactured using an automated and "reproducible process that allows us to manipulate the carbon fibers to a consistently high quality," the company says.

The technology was developed by a sister company of Magura under the umbrella of their parent company, Munz-Magenwirth Beteiligungs (MGB). Braun said some MGB companies "have some great plastic materials processing procedures that includes a lot of injection molding technique."

Magura has also been making changes behind the scenes. At the end of this year, the company is moving production from Bad Urach, Germany, to a new building for production and logistics in nearby Hengen.

A2-204

THE MAGURA MT BRAKE SET

By moving production to Hengen, Magura is consolidating its marketing and R&D operations at Bad Urach. Magura Bike Parts, the company's sales organization that had been in Laichingen, also is relocating to Bad Urach.

Magura has also followed the international bicycle mantra of being close to your customers by opening a subsidiary in Taichung, Taiwan, in April. Magura-Taiwan is now assembling suspension forks and disc brakes, while production of rim brakes—mostly used by European commuter bike brands—remains in Germany.

Meanwhile, Magura continues to make advances with its suspension line.

For 2012, Magura is offering what it calls "smoother-than-ever" news, and is focusing on stiffness, lightness, and easy-to-use features for its suspension forks. ■ JB

# SMALL COMPANIES LEAD BIG E-BIKE INNOVATION

**Perhaps the most remarkable e-bike at Eurobike isn't in a big brand's booth. Instead, you have to seek out the small company MTB Cycletech. But it's worth the hunt, as the Cycletech GreenWheel is full of innovations. It was dreamed up by Taiwan developer Michael Lin and bike designer Butch Gaudy.**



BUTCH GAUDY AT WORK

It started in December 2009, when a bicycle caused a stir at a UN climate conference in Copenhagen. It was called the Copenhagen Wheel, and it packed all of the necessary components of an e-bike into the rear wheel.

This raised the possibility of transforming just about any regular bike into an e-bike by just swapping out the wheel.

But that wasn't all. The Copenhagen Wheel was full of other ideas such

as KERS (Kinetic Energy Recovery system), which could convert the kinetic energy freed while braking into power.

The innovations were perhaps not so surprising considering that the organization behind the Copenhagen Wheel was the prestigious Massachusetts Institute of Technology (MIT).

Meanwhile, Michael Lin, a student at MIT, helped to develop a more practical version of the Copenhagen Wheel while working on a doctoral degree. He then created a spinoff in his home country of Taiwan.

The bike, which is ready to go into production, is called GreenWheel. It is simpler, including what Lin says is only as much as necessary, instead of as much as possible.

"My e-wheel is designed to make the bicycle easy, not tricky," he said.

This philosophy proved to be a good fit with Butch Gaudy, the head of product management and design for MTB Cycletech.

The U.S. designer, who works in Switzerland with the company, had presented similar concepts at design contests in the 1990s, such as the SimpleCity concept bike with a two-gear crankset.

Today the time seems ripe for an innovative e-bike system, he said.

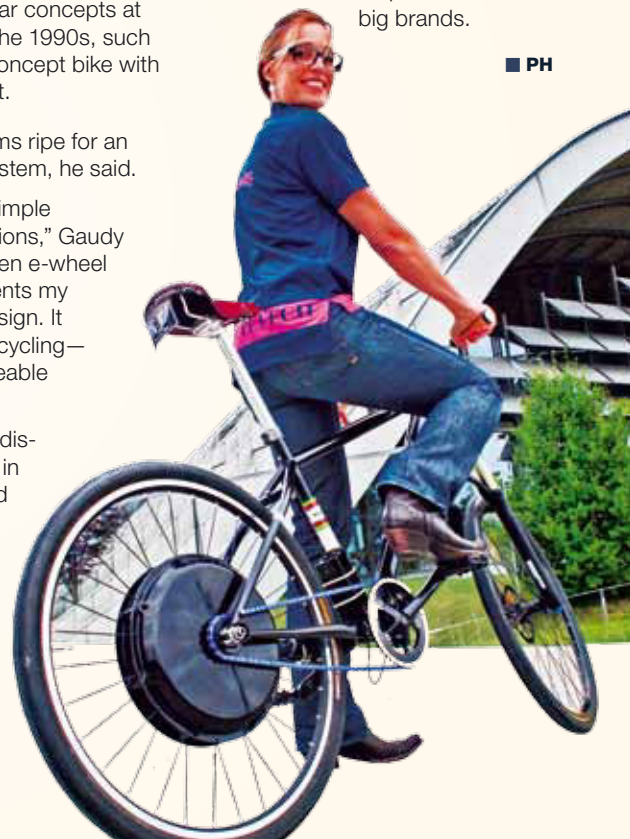
"We're looking for simple transportation solutions," Gaudy said. "Michael's green e-wheel perfectly complements my simple two-gear design. It fulfills the basics of cycling—self-evident and rideable without a manual."

MTB Cycletech will distribute GreenWheel in Europe, which could prove to be a coup for the company that is about to celebrate its 30th anniversary.

The GreenWheel weighs just under 6 kg (13 pounds, 4 ounces), and the entire MTB Cycletech bike weighs under 20 kg (44 pounds). The bike uses a 36 V, 5 Ah battery that can be fully charged in 90 minutes. The 250 W motor has a top speed of 25 km/h.

The GreenWheel is expected to retail for €1,650 and will be available in the autumn. It's proof that sometimes the most promising innovations come from the little companies, not the big brands.

■ PH



A2-300

$$V_{\max} = p_{2p} \times \text{sub}^A$$



**timemachine TM01** Ziel: maximale Geschwindigkeit. Erreicht durch maximale Anpassbarkeit des Rades an den Fahrer ( $p_{2p}$ ) und die minimierte Frontfläche (sub A). Resultat: Weltrekord in Roth über die Ironmandistanz in 7:41:33, Bike Split in 4:11:43 – aufgestellt von Andreas Raelert. Mehr unter [www.bmc-racing.com](http://www.bmc-racing.com)  
**Andreas Raelert am BMC-Stand: 31.8.2011, 13 Uhr, Halle B3, Stand 202**

**BMC**  
swiss cycling technology

# TRANSPORT GUIDE

## EUROBIKE COMMUTER SERVICES

Whether you're arriving in Friedrichshafen by plane, ship or train, Eurobike offers many shuttles that bring you to the international hub of the bicycle world at Messe Friedrichshafen, and back again.

### HOTEL SHUTTLES

#### NO STRESS AND NO COST

Take your time at breakfast. The Eurobike hotel shuttle will pick you up at your hotel, or close by. Ten shuttle lines connect the region between Bregenz, Austria, in the east; Überlingen, Germany, in the west; and Ravensburg, Germany in the north. There's no easier way to get to the show!



2 Hotel Shuttle Meersburg - Hagau			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Meersburg Kirche*	7:33	8:41	9:03
Meersburg Sabaheim*	7:35	8:46	9:05
Hagau Mitte*	7:39	8:49	9:09
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:00	
Sat/Sa 03.09.	18:30		

3 Hotel Shuttle Salem - Markdorf - Oberteuringen - Ailingen			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Salem Hotel Schwane*	7:11	8:41	9:03
Salem Hotel Recks*	7:16	8:46	9:05
Salem Hotel Apfelbüte*	7:18	8:48	9:08
Bermatingen Markdorferstraße*	7:23	8:53	9:13
Markdorf Bahnhofstraße (Reisebüro Lippmann)*	7:28	8:58	9:18
Markdorf Hotel Wirthshof*	7:33	9:03	9:23
Markdorf Hotel Letze*	7:35	9:05	9:25
Oberteuringen Hotel Adler*	7:41	9:11	9:31
Ailingen Hauptstraße*	7:49	9:19	9:39
Ailingen Rathaus*	7:51	9:21	9:41
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:05	
Sat/Sa 03.09.	18:30		

4 Hotel Shuttle Weingarten - Ravensburg - Meckenbeuren - Buch			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Weingarten Post*	7:17	8:47	9:07
Weingarten Charlottenplatz*	7:20	8:50	9:10
Weingarten Linse*	7:21	8:51	9:11
Ravensburg Marienplatz*	7:30	9:00	9:20
Meckenbeuren Hotel Wiesental*	7:42	9:12	9:32
Meckenbeuren Buch*	7:43	9:13	9:33
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:00	
Sat/Sa 03.09.	18:30		

5 Hotel Shuttle Wangen - Neukirch - Tettanng			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Wangen Hotel Waltersbühl*	7:00	8:45	9:05
Wangen Bahnhof*	7:05	8:50	9:10
Neukirch Rathaus*	7:23	9:08	9:28
Tannau*	7:30	9:15	9:35
Tettanng Bärenplatz*	7:35	9:20	9:40
Tettanng Seestraße*	7:37	9:22	9:42
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:45	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:20	
Sat/Sa 03.09.	18:30		

1 Hotel Shuttle Überlingen - Uhlhingen - Immenstaad			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Überlingen / Andelshofen Hotel Johanniter Kreuz*	6:54	8:39	8:44
Überlingen ZOB*	6:59	8:44	8:49
Mühlhofen Hotel Kreuz*	7:12	8:57	9:02
Oberuhlingen Marktplatz*	7:18	9:03	9:08
Unteruhlingen Meersburgerstraße*	7:21	9:06	9:11
Immenstaad Rathaus*	7:37	9:22	9:27
Immenstaad Dornier*	7:40	9:25	9:30
Fischbach Hotel Maier*	7:43	9:28	9:33
Friedrichshafen Hotel Föhr / Albrechtstraße*	7:49	9:34	9:39
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:45	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:20	
Sat/Sa 03.09.	18:30		

6 Hotel Shuttle Nonnenhorn - Kressbronn			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Nonnenhorn Hotel Zum Torkel*	7:25	8:55	9:00
Nonnenhorn Hotel Haus am See*	7:30	9:00	9:05
Kressbronn Strandhotel Nonnenhomer Straße*	7:32	9:02	9:07
Kressbronn Hauptstraße*	7:35	9:05	9:10
Gohren Langenargenstraße*	7:40	9:10	9:15
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:00	
Sat/Sa 03.09.	18:30		

7 Hotel Shuttle Lindau Island/Insel			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Lindau Bahnhof (Island/Insel)*	7:17	8:47	9:07
Lindau Casino/Spielbank*	7:20	8:50	9:10
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed - Fri / Mi - Fr 31.08. - 02.09.	18:30	20:00	
Sat/Sa 03.09.	18:30		

8 Hotel Shuttle Neuravensburg - Lindau - Wasserburg			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Neuravensburg Schwarzenbach*	6:59	8:34	8:39
Neuravensburg Gasthof Hirschen*	7:02	8:37	8:42
Weißensberg/Rehlings B12*	7:09	8:44	8:49
Lindau-Reutin Rathaus*	7:12	8:47	8:52
Lindau Berlinerplatz/Lindaupark*	7:14	8:49	8:54
Lindau Aeschacher Hof*	7:17	8:52	8:57
Bad Schachen Kreuzung Schachenstr./Badstr.*	7:25	9:00	9:05
Wasserburg Bahnhof*	7:35	9:10	9:15
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:35	

### FRIDAY: AFTER-PARTY SHUTTLE

Why worry about how to get back to the hotel when you'd rather be partying?

Relax. On Friday, Sept. 2, Eurobike organizes a free After Party Shuttle Service. There will be four bus routes: Überlingen, Oberteuringen, Weingarten and Bregenz, Austria. Shuttles start at 0:30 from Entry West.

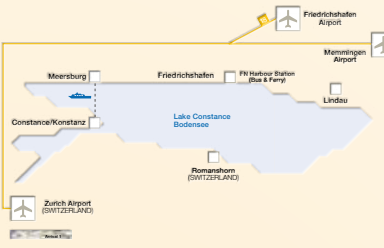
### AIRPORT & TRAIN/FERRY SHUTTLES

At left is a table for bus shuttles running from Memmingen Airport, Zurich Airport and Friedrichshafen Airport to Eurobike and back.

### FERRY SERVICES

You can also reach Eurobike by ferry across beautiful Lake Constance.

The Lake Constance ferry ("Bodenseefähre") connects Konstanz, southwest of Lake Constance, with Meersburg, east of Friedrichshafen. Or you take the catamaran from Konstanz directly to Friedrichshafen. Finally there is also a connection between Romanshorn, Switzerland, south of Lake Constance, to Friedrichshafen. Below are the schedules.



ZURICH Airport - Eurobike (Entrance West)						
Departure Zurich Airport						
31.8.	7:30	8:00	8:30	9:00	10:00	11:00
01.9. - 02.9.	7:30	8:00	8:30	9:30	10:00	11:00
03.9.	8:00	9:00				
Departure Eurobike (Entrance West)						
30.8.					16:00	19:00
31.8.					16:00	19:00
01.9. - 02.9.	14:00	15:00	16:00	17:00	18:00	19:00
03.9.	14:00	15:00	16:00	17:00	17:30	

Bus will carry the labels 'Eurobike' and 'Strauss Reisen'. Journey: ca. 2 hours.

**BOOKING:**  
 - During Eurobike: Info Desk, Foyer West.  
 - Advance: <http://eurobike-show.de/bus-en/>

MEMMINGEN Airport - Eurobike (Entrance East)			
Departure Memmingen Airport			
31.8. - 03.9.	08:30	10:30	17:00
Departure Eurobike (Entrance East)			
31.8. - 03.9.	07:30	09:30	16:00
			18:30

The bus will carry the labels 'Eurobike' and 'Memmingen'. Journey: ca. 1 hour.

**BOOKING:**  
 - During Eurobike: Info Desk, Foyer East.  
 - Advance: <http://eurobike-show.de/bus-en/>

FRIEDRICHSHAFEN Airport - Eurobike (Entrance East)			
18 Airport Express AIRPORT FRIEDRICHSHAFEN			
Bus Stop / Haltestelle	From/Von	Time/Takt	Till/Bis
Airport / Flughafen	8:15 (8:47)	15/47	19:15 (18:47)
EUROBIKE Entrance East/Eingang Ost	8:23 (8:55)		19:23 (18:55)
Departure / Abfahrt			
EUROBIKE Entrance East/Eingang Ost	8:25 (8:57)	25/57	19:25 (18:57)
Airport / Flughafen	8:33 (9:05)		19:33 (19:05)

\* Saturday, September 3rd. No booking required.

### FREE RENTAL BIKES

During Eurobike a total of 300 rental bikes will be available at various locations – and they're free!

Visitors and exhibitors can make their way to the exhibition center easily and quickly. And what could be a more fitting way of arriving at the world's biggest bicycle show? In the evening, it's easy to get back to their starting point. Get in the Eurobike mode before you even reach the center. And the best thing about the bike rental service: it's free. For more details, see <http://eurobike-show.com/eb-en/travel-accommodation/travel-bike.php>.

### RENTAL PROCESS

Call the Rental Hotline (24-hours daily from Aug. 31 to Sep. 3): **+49 30 69205046**.

A credit card is required when booking. You'll receive a code to open a bicycle's lock. Off you go!

### RENTAL STATIONS

- Exhibition Grounds Entrance West (staffed, open all day);
- Hymer City;
- Camping Park;
- Exhibition Grounds Entrance East;
- City Centre Train & Bus Station;
- Harbour Ferry & Bus Station;
- FN Airport at DB-Stop;
- Several hotels

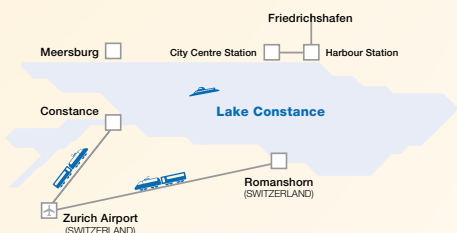
FERRY   BODENSEEFÄHRE Constance/Konstanz - Meersburg			
Departure Constance / Abfahrt Konstanz	From/Von	Till/Bis	
Mon - Fri / Mo - Fr	00:05	every/alle 60 min	05:05
	05:35	every/alle 15 min	20:50
	21:05	every/alle 30 min	23:05
Sat - Sun / Sa - So	00:05	every/alle 60 min	06:05
	06:35	every/alle 30 min	07:35
	07:35	every/alle 15 min	20:50
	21:05	every/alle 30 min	23:05
Departure/Abfahrt Meersburg			
Mon - Fri / Mo - Fr	00:35	every/alle 60 min	05:35
	06:05	every/alle 15 min	21:35
	22:05	every/alle 30 min	00:35
Sat - Sun / Sa - So	00:35	every/alle 60 min	06:35
	07:05	every/alle 30 min	07:35
	08:35	every/alle 15 min	21:35
	22:05	every/alle 30 min	00:35

Duration of the journey approx. 30 min. For a charge. | Fahrzeit ca. 30 min. Kostenpflichtig. www.bsb-online.com

FERRY   BODENSEEFÄHRE Romanshorn - Friedrichshafen			
Departure/Abfahrt Romanshorn	From/Von	Till/Bis	
Mon - Fri / Mo - Fr	05:36	every/alle 60 min	21:36
Sat / Sa	07:36	every/alle 60 min	21:36
Sun / So	07:36		20:36
Departure/Abfahrt Friedrichshafen Ferry Station / Hafen			
Mon - Fri / Mo - Fr	05:41		20:41 22:41
Sat / Sa	07:41	every/alle 60 min	20:41 22:41
Sun / So	07:41		20:41

Duration of the journey approx. 41 min. For a charge. | Fahrzeit ca. 41 min. Kostenpflichtig. Info: T +49 (0) 75 41 923 83 89, faehre@bsb-online.com, www.bsb-online.com \*except /ausgenommen 21:41

8 Hotel Shuttle Neuravensburg - Lindau - Wasserburg			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Neuravensburg Schwarzenbach*	6:59	8:34	8:39
Neuravensburg Gasthof Hirschen*	7:02	8:37	8:42
Weißensberg/Rehlings B12*	7:09	8:44	8:49
Lindau-Reutin Rathaus*	7:12	8:47	8:52
Lindau Berlinerplatz/Lindaupark*	7:14	8:49	8:54
Lindau Aeschacher Hof*	7:17	8:52	8:57
Bad Schachen Kreuzung Schachenstr./Badstr.*	7:25	9:00	9:05
Wasserburg Bahnhof*	7:35	9:10	9:15
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:35	





MERCEDES-BENZ ADVERTISEMENT, CIRCA 1966.

## NOT JUST 'BICYCLES WITH HINGES'

### UNFOLDING THE FUTURE OF FOLDING BIKES

**Ninety percent of consumers in most countries choose not to use bicycles. Folding bicycles, which have been marketed since the 1960s, are a niche within this niche. Since most people believe cycling is simply not for them, folding bikes don't even appear on their radar screens.**

Oddly, folding bikes once were advertised as an accessory for the car—a sort of range extender, with the key benefit that they “fit in the boot/trunk”!

In the heady years when advertising agencies marketed cars as agents of “personal freedom,” the only aspirational step up from the car was a private airplane, as illustrated by a rare 1960s German advertisement for a Raleigh folding bike.

Today, the idealistic 60s image of cars bringing “personal freedom for all” feels outdated, when 20-minute journeys become three-hour nightmares of congestion, costs and frustration.



RALEIGH RSW COMPACT ADVERTISEMENT, CIRCA 1966.

Enter the bicycle, which has returned as a logical tool for personal urban transport—a real “human amplifier.” A small but growing minority of people who can afford a car are now choosing to use bicycles for transport.

This is great news for bicycle makers, as an alternative to fighting for a slice of enthusiasts' easy money. And folding bikemakers who have held on to their mostly enthusiast and tiny slice of the

market for the past 30 years are also benefitting from the new image of the bicycle as something that is efficient rather than embarrassing.

There has been relatively little innovation in folding bikes, but improvements in bicycle parts, processes and weight savings have made folding bikes lighter, better and profitable. Most folding bicycles are still generic “fold-in-half” commodities with 30-year-old designs.

But with small engineering tweaks, skillful branding, new color schemes and extensive marketing, they have increased sales year on year.

The future is bright for bicycles, and for the folding bike niche in particular. Folding bikes offer all the benefits of full-sized bikes, plus take-it-with-you portability.

This opens up the ability to combine bus and train intercity speeds with door-to-door convenience and theft-proof, indoor storage.

However, to capture the public's expectations of style and innovation—what the car industry has been selling for years—the design of folding bikes needs to go beyond “bicycles with hinges,” to appealing, aspirational products.

Automatic folding car roofs show what is possible. They are completely user-focused with hidden advanced engineering that just works and looks good, without compromises.

Stylish, light, portable, clean, chainless, spoke-less, user-friendly, “Apple-like” folding bikes are finally beginning to appear. And with suitably advanced engineering, the only limitation is imagination. Watch as their future unfolds.

■ **MARK SANDERS**  
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MADE IN GERMANY



# ECF PUTS OUT WELCOME MAT FOR 'CYCLING INDUSTRY CLUB'

**Leading industry representatives and the European Cyclists' Federation (ECF) gathered at Eurobike last night to form the "Cycling Industry Club" and discuss ways of advancing pro-bicycle policies across Europe.**

Combining the might of the bicycle business with the ECF has been an ambition for some time. At last year's Eurobike, CEOs of several leading international companies agreed to form an ECF Cycling Industry Club.

Companies involved include the Accell Group, DT Swiss, Schwalbe, Selle Royal, SRAM, Trek and Trelock. Last night's meeting sought to make the Cycling Industry Club a reality, with its aim to review ECF's lobbying and promotional activities and to propose new projects for Europe.

Strengthening ties between the industry and advocacy groups is in the best interests of all parties, members said. "Having a strong, high-quality global bicycle industry is central to ensuring a high standard of products globally," said Manfred Neun, president of the ECF.

Stan Day, the CEO of SRAM, invited other companies to join.

"We need strong cycling advocacy on all levels, from local to international. ECF is leading advocacy in Brussels and developing advocacy leaders in growing markets," he said.

Accell CEO René Takens also applauded the ECF's efforts.

"The ECF has achieved substantial progress. The EU now funds projects to realize the completion of the long-distance cycling network, EuroVelo," Takens said. "And thanks to ECF, cycling gained an unprecedented global voice this year at the International Transport Forum of 52 transport ministers."

Accell and SRAM have been significant sponsors of recent ECF projects.

The ECF represents the interests of bicycle users. Based in Brussels, the ECF has more than 60 member organizations in 40 countries. The group advocates for better cycling policies and sponsors such programs as EuroVelo, the European cycle route network, "Scientists for Cycling," "Cities for Cyclists," and the Velo-city and Velo-city Global conferences.

ECF officials said cyclists need state-of-the-art products. Forging stronger links between bicycle user groups like the ECF and the industry will spur the development of new products. A healthy bicycle industry is in ECF's best interests.

Likewise, the lobbying and promotional work done by the ECF and its member organizations lead to more cycling infrastructure and better facilities and conditions for cyclists, benefitting the bicycle industry. Pro-cycling policies will translate to more people cycling more often and ultimately boost bicycle sales.

ECF officials said their advocacy efforts are even more important in these times of government austerity.

"Governments will continue to fund transportation at some level even in shrinking economies," said Bernhard Ensink, secretary general of the ECF.

"Our job is to show that the smartest use of limited transportation funds is to fund cycling as an essential part of a modern, sustainable transport system."

Companies interested in joining the Cycle Industry Club should contact Neun or Ensink at their Eurobike booth, by email to [b.ensink@ecf.com](mailto:b.ensink@ecf.com) or by calling +32 479 837 905.



FW202

ECF PRESIDENT MANFRED NEUN (LEFT) AND ACCELL GROUP CEO RENÉ TAKENS.

## PEDALED PEDALS ONTO GLOBAL STAGE WITH SELLE ROYAL

A5-401

**Along with their familiar brands at the Selle Royal booth such as Fizik, Brooks and Crank Brothers, and, of course, Selle Royal, there's an interesting new name that has joined the international family of brands.**

The brand is Pedaled, a youth-oriented, casual lifestyle apparel brand produced by the Japanese company Hide & Mc, Inc., of Tokyo.

After seeing Pedaled at its Eurobike debut last year, the management team of Brooks England was keen to form a partnership with Hideto Suzuki, the founder, CEO and chief designer of Pedaled.

"I hate to wear plastic tights and jerseys. I want casual, loose stuff made from natural materials that I can continue to wear after my ride into the office, and keep on during the day," Suzuki said.

Suzuki said he most admires a certain type of denim. "Japanese denim from Okayama is a cult," he said. "It's different because it uses traditional production techniques that have long been abandoned elsewhere."



PEDALED SALES MANAGER TAKUJI HOSHINO (LEFT) AND FOUNDER HIDEOTO SUZUKI.

Brooks is a traditional brand that focuses on the lifestyle aspect of cycling, which led it to invest in Pedaled. As part of their partnership, Brooks will handle sales and distribution for the Japanese brand in the global market. Suzuki and Pedaled sales manager Takuji Hoshino, the people behind Hide & Mc, Inc., will concentrate on their home market of Japan.

Pedaled's first global collection, on display here at Eurobike, concentrates on apparel made from natural materials. All Pedaled products are made in Japan, and Suzuki focused on keeping prices down.

■ JB

## VOLTIST BY STORCK: ONE SIZE FITS ALL

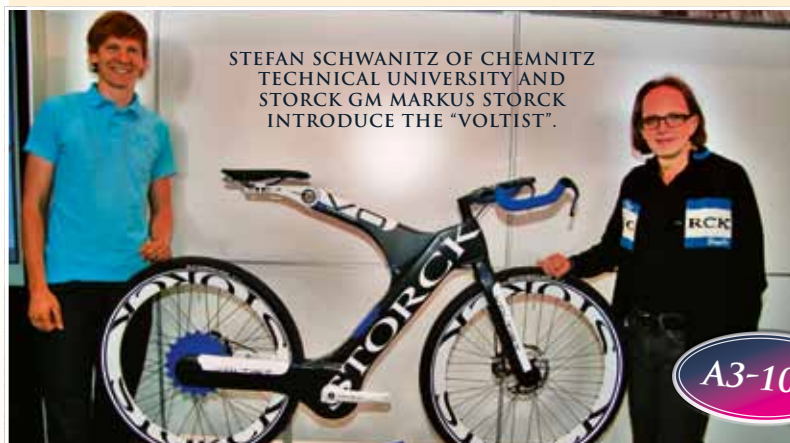
**Wondering about that futuristic bike at the Storck booth? It's a sporty electrified urban mobility bike called Voltist.**

"With this prototype we're focusing on a younger target group than the older people currently buying e-bikes. This model is different from the image of today's e-bikes," says company boss Markus Storck.

The bike was developed in cooperation with the Technical University of Chemnitz with government assistance. The most outstanding feature is the "one frame fits all sizes" concept, which Stefan Schwanitz of University Chemnitz calls "Multi Size Concept": "We offer this carbon frame with two seat domes that allows to fit riders ranging in height from 155 to 195 cm."

Not only can the frame be adjusted for height but also in length thanks to a unique headset mounting. Storck is proud that "we have now a 'one size fits all' carbon frame that makes it much easier for mass production. We plan to go into first series production in nine to twelve months and hope for large volume production one day".

The battery of this sporty urban mobility concept bike is hidden in the frame. "We plan to use an 'up to 25 km/h' motor. But it could be easily equipped later with an 'up to 45 km/h' so the Voltist would enter the fast e-bike class," said Storck. ■ JB



STEFAN SCHWANITZ OF CHEMNITZ TECHNICAL UNIVERSITY AND STORCK GM MARKUS STORCK INTRODUCE THE "VOLTIST".

A3-100



# The First Saddle.

A close-up, high-angle photograph of a white bicycle saddle. The saddle is made of a smooth, textured material, likely leather or a synthetic equivalent. The lighting is soft and even, highlighting the contours and the fine texture of the material. On the right side of the saddle, there is a small, rectangular label with the text "ERGON SM3-S" printed in a bold, black, sans-serif font. The background is a plain, light color, making the saddle the central focus of the image.

**ERGON** SM3-S



Updated: 2011/06

# FRIEDRICHSHAFEN TOURIST GUIDE

## 01 PALACE CHURCH (SCHLOSSKIRCHE)

The palace church - with two 55m high domed towers made from Porschach sandstone - is the city's landmark. **VISITING HOURS:** Easter to mid Oct. 09:00-18:00. Closed: Wed. from 14:30, Fri. until 11:00, mostly Sat. & Sun. mornings and during wedding ceremonies.  
**INFO:** Tel. +49 (0)7541 21308.

## 01 PALACE (SCHLOSS)

The palace is now the residence of Friedrich Duke of Württemberg (no inside viewing possible).

## 02 DUKE ZEPPELIN HOUSE (GRAF-ZEPPELIN-HAUS)

Culture and Congress Centre. **INFO:** Tel. +49 (0)7541 2880. Web: www.gzh.de.

## 03 SCHOOL MUSEUM (SCHULMUSEUM)

From convent schools to modern schools - more than 1,000 years of school history. **OPEN:** Apr. to Oct. Mon.-Sun. 10:00-17:00. Nov. to Mar. Tue.-Sun. 14:00-17:00.

## 04 LAKESIDE PROMENADE (UFERPROMENADE)

Attractive lakeside promenade looking out on Lake Constance.

## 05 POST OFFICE (POSTAMT)

06 ZEPPELIN MEMORIAL (ZEPPELIN-DENKMAL)  
Monument created by the sculptor Prof. Toni Schneider-Manzell.

## 07 CITY CENTRE STATION (STADTBAHNHOF)

Trains and busses.

## 08 TOURIST INFO (TOURIST-INFORMATION)

**OPEN:** Apr. & Oct. Mon.-Thu. 09:00-12:00 & 14:00-17:00. Fri. 09:00-12:00. May-Jun. & Sep. Mon.-Fri. 09:00-12:00 & 13:00-18:00. Sat. 09:00-13:00. Jul.-Aug. Mon.-Fri. 09:00-18:00. Sat. 09:00-13:00.

## 09 ZEPPELIN FOUNTAIN (ZEPPELIN-BRUNNEN)

In the year 2000 (the 100th anniversary of the Zeppelin), the fountain was reconstructed according to the original one built in 1909.

## 10 MUSIC PAVILION (MUSIKMUSCHEL)

Venue for promenade concerts during the summer months, mostly Wednesdays at 20:00 and Sundays at 10:30.

**INFO:** Duke Zeppelin House (Graf-Zeppelin-Haus). Tel. +49 (0)7541 2880. Web: www.gzh.de.

## 11 BOAT OF SOUNDS (KLANGSCHIFF)

After its long journey to Sarajevo (the twin town of Friedrichshafen), the Boat Of Sounds (created by the Breisgau artist Helmut Lutz) finally dropped anchor here.

## 12 BOAT RENTAL (BOOTSVERMIETUNG)

Rent electric boats, motor boats, rowing boats and pedal boats.

**INFO:** Boat Rental Christiane (Bootsvermietung Christiane): Tel. +49 (0)160 2501606. Web: www.bootsvermietung-christiane.de.

Boat Rental Fluck (Bootsvermietung Fluck): Tel. +49 (0)171 6509249. Web: www.bootsvermietung-friedrichshafen.vpweb.de.

## 13 PANORAMIC DISPLAY BOARD (PANORAMATAFEL)

The alpine panorama at a glance. On a 4-metre viewing board along the promenade you can see a panoramic view from the Rätikon mountains all the way to the Bernese Alps.

## 14 NICOLAS CHURCH (ST.-NIKOLAUS-KIRCHE)

The Nicolas Church was first mentioned as a chapel in 1325. Destroyed during in 1944 at the end of World War II, the church was reconstructed between 1946 and 1949. The present interior design is from 1987.

## 15 TOWN HALL (RATHAUS)

Fight in the centre of town, the Town Hall was newly built between 1953 and 1956 by the architects Tiedje & Kresse.

## 16 BUCHHORN FOUNTAIN (BUCHHORN-BRUNNEN)

Designed by the artist couple Rumpf, the stylized beech tree (together with a horn lying in the fountain basin) symbolizes the word "Buchhorn", the former name of Friedrichshafen.

## 17 BOAT TRIPS (RUNDFAHRTEN)

From May to September. **INFO:** Seeschwalbe Boat Trips (Seeschwalbe Rundfahrten): Tel. +49 (0)170 3457430. Web: www.rundfahrtschiff-seeschwalbe.de.

## 18 VIEWPOINT TOWER (MOLETURM)

Enjoy the unique panoramic view over Lake Constance and the Alps from the 22-metre viewpoint tower at the boat harbour. A panorama display board gives you a detailed overview.

## 19 K42 MEDIA & BUSINESS HSE. (MEDIEN- & GESCHÄFTS-SHAUS)

Town library with focus on new media, cabaret stage.

## 20 BOATS, FERRIES & CATAMARAN HARBOUR (HAFEN FÜR SCHIFFE, FÄHREN UND KATAMARANS)

Round trips and regular routes during the season. Ferry service to Romanshorn and Catamaran service to Constance all year round.

**INFO:** Lake Constance Boating Companies Travel Centre (Bodensee-Schiffsbetriebe Reisezentrum):

Tel. +49 (0)7541 9238389. Web: www.bs.de.

Catamaran Operator Lake Constance (Katamaran-Reederei Bodensee):

Tel. +49 (0)7541 9710900. Web: www.der-katamaran.de.

## 21 ZEPPELIN MUSEUM (ZEPPELIN MUSEUM)

The world's largest exhibition on the history of airship navigation as well as an important collection on art in Southern Germany.

**OPEN:** May to Oct. Mon.-Sun. 09:00-17:00. Nov. to Apr. Tue.-Sun. 10:00-17:00.

**INFO:** Tel. +49 (0)7541 38010. Web: www.zeppelin-museum.de.

## 22 HARBOUR STATION (HAFENBAHNHOF)

Ferries and busses.

## 23 ADULT EDUCATION CENTRE (VOLKSHOCHSCHULE)

Further addresses (not indicated on town centre map) ...

**A.** Lake Constance Centre & Cinema (Bodensee Center & Kino):

Meistershofener-Str. 14. Web: www.bodensee-center.de.

**B.** Dornier Museum Friedrichshafen (Dornier Museum Friedrichshafen):

100 years of fascinating aviation and aerospace industry.

Claude-Dornier-Platz 1. Tel. +49 (0)7541 4873600. Web: www.dorniermuseum.de.

**C.** Lake Constance Airport Friedrichshafen (Bodensee Flughafen Friedrichshafen):

Am Flugplatz 64. Tel. +49 (0)7541 28401. Web: www.fly-away.de.

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# FLYER ROLLS OUT MORE POWERFUL 36V MODELS

Swiss e-bike pioneer **Biketec AG** is debuting its first 36V pedelecs for season 2012. Up to now the company's **Flyer** brand was equipped only with **Panasonic's 26V system**.

"Panasonic's 26-V system is a well-proven e-bike kit we use for our entire rental fleet and will continue to use. Bike renters can charge the batteries at rental stations so distance is not an issue," states Flyer manager Matthias Prösl, who is responsible for the German market. The 36V-system with integrated speed-sensor offers a more dynamic ride and lasts for longer distances.

According to Prösl it will be offered in 25km/h and 45 km/h versions (for the so-called fast e-bike class).

Flyer's entire sports R-series will be quipped with the new 36V-system. Moreover the brand's "Flyer Cargo" cargo bike is now ready to go. It can carry a total weight of 160 kg and is

also equipped with Panasonic's e-bike kit with 36V-system and integrated speed-sensor.

Last but not least Biketec announced – due to the strong Swiss currency – price increases for their products. "Actually we thought about this a year ago but we thought the problem would not last. But then the Swiss currency skyrocketed so we had no choice," states Prösl. Nevertheless the price difference between a 26V- and 36V-system equipped Flyer isn't that much, assures Prösl. ■ **JB**

FGO-406



MATTHIAS PRÖSL WITH THE PANASONIC 36V-SYSTEM EQUIPPED FLYER CARGO THAT NOW ROLLING INTO THE MARKET

# GHOST BIKE SHOWS ITS FIRST 29ERS

One of the many European bicycle brands jumping onto the 29er bandwagon is **Ghost Bike**, a German brand owned by **Accell Group of the Netherlands**.



B1-400

PRESENTING THE ACTINUM 9500, GHOST'S TOP 29ER MODEL: SALES REP BERNHARD WATZKE

The first Ghost-branded Actinum series 29ers were ready for testing at yesterday's Eurobike Demo Day.

According to sales rep Bernhard Watzke "For 2012 we're offering three 29er hardtail models with aluminum frames."

The Actinum 7000 will be offered at a killer price of 999 Euro. The Actinum 9000 costs 1,499 euro and Actinum 9500 is 1.799 euro.

"Our top-29er is an XT model," said Watzke. ■ **JB**

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