



# SHOW DAILY



## TAKEOVER TREMORS

4 ACCELL'S INTEREST UNNERVES DERBY

## A GRIPPING STORY

WE TAKE GLOVES BY THE HAND 18

## FRAME BLAME GAME

5 MANUFACTURERS RESPOND TO UCI

## TEACH THEM WELL

MAKE SURE PEDELEC BUYERS RETURN 28

## CAMPAGNOLO CONFIDENTIAL

10 COMPANY SIGNALS PRE-GIRO ELECTRIC LAUNCH

## SHARE AND SHARE ALIKE

BIKE SHARING LEAD TO BIKE SELLING 32



VISIT US!

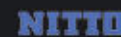
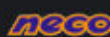
# messingschlager

1924 GmbH & Co. KG

## AROUND THE WORLD - AND CLOSE TO YOU

Manufacturing  
Developing  
Importing  
Exporting

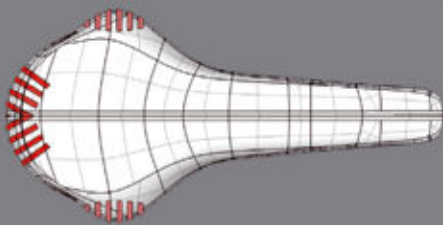
www.messingschlager.com



THE MOST REVOLUTIONARY\* WAVED SEAT IS BACK IN THE TRAIL !

sanmarco  
selle sanmarco.it

Developed and tested by our Pro teams: TX-ACTIVE-BIANCHI | MILKA-TREK



# WHAT'S NEXT? CONCOR PROTEK

\* The legend goes on. **CONCOR**. An icon. Now much lighter. Keeping all the skills of the SUPERCORSA and LIGHT versions it considerably gains lightness, thanks to the use of innovative materials.



WEIGHT: 190 gr  
DIMENSIONS: 278 X 134 mm  
SHELL: CARBON FIBER REINFORCED  
RAILS: XSILITE

DISCOVER THE NEW CONCOR BOOTH B3 -402

CLICK AND WATCH THE VIDEO

DISCOVER THE NEW CONCOR AT THE EUROBIKE SHOW IN THE BOOTH OF THE BEST BIKE MANUFACTURERS



All the available models and more info on our website [www.sellesanmarco.it](http://www.sellesanmarco.it)

# EVENT GUIDE WHAT'S ON TODAY

## ALL-DAY EVENTS

**EUROBIKE AWARD 2011** Price-winning products presentation.  
**Foyer West**

**EUROBIKE VISION** Special show on aerodynamic bicycle construction.  
**Foyer West**

### STARS ON STAGE

4-Seasons.TV in close contact with the inside stars presented live on stage - each hour, on the hour.  
**Foyer East**

**VINER** Victor del Corral (Cross Triathlon European Champion).  
**A1-408**

### EUROBIKE TRAVEL TALK

Congress providing information about cycling tourism trends. The cycling and tourism sectors will be discussing developments in symposia and workshops.  
**Foyer East, 1st floor, Conference Center East**

## SCHEDULED EVENTS

10:00

**BIKE - FIT FOR FUTURE CONFERENCES** Assembly works on headset and bottom bracket (German only).  
**Room Rome, Conference Center East**

11:00

**BIKE - FIT FOR FUTURE CONFERENCES:**

Life Cycle Assessment of conventional and electric bicycles (English only).  
**Room Rome, Conference Center East**

### EUROBIKE FASHION SHOW

The latest colors, trends and new functions.  
**Foyer East**

### CORRATEC EVENT

Special guests: Mark Claußmeyer (CEO Team Corratec-Nutrixxion), Grisca Janorschke and Dirk Müller (Team Corratec-Nutrixxion pros).  
**B1-300**

13:00

### IXS SPORTS DIVISION

Autograph session: Darren Berrecloth (CAN), Richie Schley (CAN), Hans "NoWay" Rey (USA), Andi Wittmann (GER).  
**B3- 100/101**

14:00

### EUROBIKE FASHION SHOW

The latest colors, trends and new functions.  
**Foyer East**

15:00

### CORRATEC EVENT

Special guests: Mark Claußmeyer (CEO Team Corratec-Nutrixxion), Grisca Janorschke and Dirk Müller (Team Corratec-Nutrixxion pros).  
**B1-300**

16:00

### EUROBIKE FASHION SHOW

The latest colors, trends and new functions.  
**Foyer East**

17:00

**QUALIFICATION DIRT JUMP**  
**Open Air Grounds West**

18:00

**IXS 10TH ANNIVERSARY DOWNHILL CUP - MEET & CHILL WITH BBQ** Chill-Out BBQ with Sound & Drinks.  
**FG-B8/3**

18:30

**EUROBIKE PARTY**  
**Open air grounds west, Foyer West and atrium**

20:00

**1ST EUROBIKE FIXED GEAR CHAMPIONSHIP** Sprint Race.  
**Parking area before halls A1 to A3**

### TREND-LOUNGE: 20 YEARS

**EUROBIKE** Presented by Eurobike & Fahrstil.  
**Room Österreich (Austria), Conference Center West**

## MEDIA-ONLY EVENTS

### ALL DAY

**PUBLIC APPEARANCE OF OLYMPIC WINNER AND WORLD CHAMPION JENS FIEDLER AND MICHAEL HÜBNER**

They are going to introduce their team ERDGAS 2012. Also at the booth: Max Levy, current vice world champion. Organizer: Redvil.  
**B5-102**

12:00 TO 18:00

### VICTOR DEL CORRAL

Victor Del Corral ( the Triathlon X Champ & runner-up Duathlon Champ) is visiting the Inverse - Ciro Sport Stand.  
**A1-103**

12:00 TO 13:00

**CARLOS BETANCUR GOMEZ AT MEDIA CONSULTA SPORT & ENTERTAINMENT GMBH**

Limar presents the Giro d'Italia products: Limar 777 helmet, Giro d'Italia Special Edition shades.  
**B2-100**

13:00 TO 14:00

### AUTOGRAPH SESSION

Darren Berrecloth (CAN), Matt Hunter (CAN), Richie Schley (CAN), Hans "NoWay" Rey (USA), Andi Wittmann (GER) at iXS Sports Division.  
**B3-100/101**

**CHRISTOPH STRASSER AT SPECIALIZED EUROPE B.V**

Signing session with Ultra Road Marathon World Champion & RAAM winner 2011: Christoph Strasser.  
**A3-205**

16:00 TO 16:30

**CEDRIC GARCIA AT SRAM**

Cedric Garcia is coming for an autograph session to the SRAM booth.  
**A3-201**

# CONTENTS

FEATURED IN THIS ISSUE ...

- 04 **Takeover** Tremors  
Accell moves anger Derby
- 04 **Eurobike Spillover**  
Dahon, Tern fight reaches show
- 05 **Frame Blame** Game  
Suppliers respond to the UCI
- 05 **Vox Pop**  
Where's the e-bike market going?
- 06 **Going for a Double**  
Easton Bell has ambitious plans
- 08 **Hide-and-Seek**  
De Rooij hides his e-bike's motor
- 09 **Taiwan Treats**  
Innovations from "cycling island"
- 10 **Charging its Batteries**  
Campy sees electric launch soon
- 15 **Like Their Seat Posts?**  
You'll love Kind Shock's B&B
- 18 **Get a Grip**  
We get a handle on latest gloves
- 21 **Talking Turkey**  
Accell's Bisiklet is growing
- 24 **Maxxis Rollout**  
Tiremaker debuts radial tubeless
- 26 **Cycling Economy**  
Bicycles can fix ailing economies
- 28 **Teach Your Customers Well**  
Ensure first pedelec won't be last
- 31 **Messe Q&A**  
Zorell sees industry "calm down"
- 32 **Share and Share Alike**  
Bike sharing leads to bike selling
- 40 **Pedal Pusher**  
Garmin's power-measuring pedal
- 44 **Eat Like a Local**  
Regional delicacies are close by
- 46 **Photo Page**  
Highlights from yesterday's show

ON THE COVER: TOUR DE FRANCE WINNER CADEL EVANS CRUISES INTO EUROBIKE.  
© BERNHARD WROBEL

30m  
BOX

**TAYA Chain**  
www.tayachain.com  
www.facebook.com/tayachain

**EUROBIKE** Hall B4 Booth 508  
**interbike** Booth No. 38106



No Offcuts

Less Waste

Cut in Price

Space-Saving

Cleaner Workshops

## LEGAL BATTLES BETWEEN TERN, DAHON SPILL OVER TO EUROBIKE

**The messy and acrimonious battle between Dahon and Tern, the new bicycle brand created by the son and wife of Dahon founder David Hon, has spilled over into Eurobike.**

The dispute, which has dissolved family ties and fattened lawyers' wallets, involves competing lawsuits in the United States and now in Germany. Earlier this week, the Munich District Court sided with Tern and granted two preliminary injunctions against Dahon for design patent violations.

The first injunction required Dahon to remove its los and Vector models, including marketing materials, catalogs and videos, from the show, according to Tern general manager Joshua Hon. Those models were not on display at the Dahon booth, but had been shown at Bico, which is a new Dahon distributor for Germany. The injunction also forced Dahon to make a last-minute change to its fashion show yesterday.

"Now we cannot even show the Vector, which last year was on stage at the Dahon booth and won an award. We have prior use!" said Eddie Ecclestone, Dahon's global marketing director.

Ecclestone said the challenge to the los and Vector involved a design patent registered in Lithuania.

"Sorry, but I don't speak Lithuanian. We will challenge this," Ecclestone said. "[Tern] didn't exist when we showed the Vector and los at last year's Eurobike."

In a separate action, the Munich court also issued a preliminary injunction that prevents Dahon from showing the PostPump, a seatpost with an integrated foot pump. Dahon had offered the PostPump on some of its 2012 models. The inventor, Philip Robinson of Zorin Innovations, said in a press release that a licensing agreement with Dahon ended with the 2011 model year.

Beginning with the 2012 model year, Robinson said he had entered into an exclusive licensing agreement with Mobility Holdings, a company related to Tern. The PostPump will be available on some Tern bicycles. "Legal actions are always a last resort but this is a clear indication of our will to protect our intellectual property," said Stewart Clarke, global legal manager for Dahon Global, the parent company of Tern.

■ JB



MATHIAS SEIDLER.

## TENSIONS ACCELERATE IN DERBY TAKEOVER CLAIMS

**Tensions escalated between Derby Cycle and the Accell Group yesterday, after the German bicycle maker accused its Dutch rival of plotting a hostile takeover.**

"We as the management board are assuming that the Accell Group is planning a takeover of the company," the Derby board said in a statement yesterday. It left no doubt such an approach from Accell would be unwelcome.

"We have no interest of any kind in any cooperation with the Accell Group, however it might be structured, and of whatever type it might be," the statement said.

The row began when Accell, which snapped up 5.7 percent of Derby's shares in April, announced earlier this week that it had enlarged its stake to 22 percent.

Hielke Sybesma, Accell's chief financial officer, firmly denied that Accell sought a takeover.

"This was an opportunity to take a participation in a growing company," Sybesma said yesterday. He added that the company has no intention of forming a strategic partnership with Derby, nor would it request any representation on its board.

The big Dutch bicycle conglomerate said the German company's share price was attractive because it had recently declined, and a substantial Derby stake was available. That apparently referred to Finateme, Derby's former owner, which had retained a 10 percent stake in the group when it filed its initial public offering (IPO) in February.

Mathias Seidler, Derby's chief executive, noted that the German company is performing strongly, and said its IPO had provided it with all the resources it required to pursue its expansion.

Derby is Germany's leading bicycle manufacturer. Its turnover increased by 38 percent to €198.8 million in the three quarters until the end of June, compared with a sales rise of 9 percent, to €373 million, for Accell in the first half of the year. Accell attributed 6 percentage points of the increase to an acquisition in Turkey.

"It's really interesting that, if you compare first-half figures, we're four times as successful as Accell in terms of sales growth," Seidler said yesterday.

"It's also interesting for us to know that weather conditions stop at the Dutch border," he added. He was alluding to Accell's half-year results release, in which it said its sales had been boosted by weather conditions yet added that turnover declined by 2 percent in the Netherlands.

Under German stock market rules, the Accell Group would have to issue a full offer for Derby if it owned at least 30 percent of the company. A stake of 25 percent plus one share would give it a blocking minority.

Sybesma insisted that Accell would not go that far, and refused to empathize with fraught nerves at Derby.

"We will leave it at 22 percent," he said, adding, "If it's nervous about people who buy its shares, then you have to wonder about the management's decision to go public."

Any takeover attempt could raise issues with German antitrust authorities, because the combined market share of the two companies in the German e-bike market could reach about 30 percent.

Furthermore, an acquisition would most likely be followed by substantial restructuring and staff cuts, as the two companies have four manufacturing plants within a radius of 200 km.

Derby launched its shares on the Frankfurt stock exchange in February at a price of €12.50. They subsequently rose to nearly €21 but suddenly dipped to less than €15 in the second half of August, prompting Derby to start buying up its own shares last week.

■ BS

**ming cycle**

Welcome to visit us at Eurobike Hall A5-507D  
DISTRIBUTOR WANTED

Smooth Pedal,  
Easy Ride!

EPAC BICYCLES

Ming Cycle

www.mingcycle.com.tw

## FRAME BLAME GAME

# BIKE SUPPLIERS REBUFF UCI'S CARBON CRITIQUE

**Bike suppliers reacted strongly yesterday to UCI President Pat McQuaid's claims questioning the safety of Chinese-made carbon frames.**

Robbert de Kock, secretary general of the World Federation of the Sporting Goods Industry, said McQuaid's comments were "unproductive."

"It's a shame for people in our industry, who work very hard, when they are accused of doing such wrong things," de Kock said.

McQuaid made the comments at a press event in July, which the *Eurobike Show Daily* reported in yesterday's issue. McQuaid said the bike industry was "turning out thousands of carbon fiber frames, at a cost of maybe \$30 or \$40 apiece, and that same bike is ultimately sold as a bike for five or six thousand euros."

McQuaid had also claimed that high-end Chinese-made frames—unlike the steel frames of old—are unsafe and cause crashes because they are light and are guilty of "hopping all over the place."

De Kock's organization sent a letter to the UCI in mid-July objecting to his comments. At Eurobike, de Kock elaborated on those concerns. The federation, based in Switzerland, represents global sporting goods companies and since 2010 has also represented several leading bicycle brands.

"The UCI president's comments were unproductive, because they were not true," de Kock said yesterday.

"Safety is the No. 1 priority [for bike companies]," he added.

"We want to help the UCI understand the issues. Pat McQuaid gave the impression that we as an industry made a lot of mistakes. Those comments were misplaced. The way the issue was raised was the wrong way."

The UCI last year created a new tech division and hired two engineers to oversee and simplify its regulations. At the July meeting, lead engineer Julien Carron said the UCI was considering creating a new layer of safety regulations.

De Kock said any such plans would come to naught. "The bike industry already complies with governmental rules and regulations. It would be hard for the UCI to come out with regulations, and we are not expecting them to do so," de Kock said.

"We welcome that engineers are now in place at the UCI. But they are still far away from our industry. We need to inform them further," he added.

"Federations do not move as fast as industry, and never will. Federations are traditional, more reserved. Industry is about innovations, moving forward all the time."

Even Cadel Evans weighed in. During a BMC press conference at Eurobike, Evans said UCI's regulations stifled innovation.

"I can understand the UCI's idea of trying to keep the sport affordable for more people, but if the bike industry didn't have as many confusing regulations, the industry could develop faster and more efficient equipment," Evans said.



ROBBERT DE KOCK.



CADEL EVANS.

■ CR

## VOX POP

# WHERE IS THE E-BIKE MARKET GOING?

**KING LIU**  
CHAIRMAN OF GIANT

E-Bikes will keep going strong on the global market and Giant is working hard to design better e-bikes.

However, Taiwan is another story: Motorcycles are cheap and there are not enough bike lanes for commuting, so e-bikes are hard to sell. Besides, people in Taipei or other urban areas live in small apartments with no space for e-bike parking.

**GERARD GRUPP**  
E-BIKE OWNER,  
SOUTH GERMANY

I think it will really diversify. I have an e-bike right now, and I'm on the lookout for a better one here at the show. My present bike has front wheel drive which works well in the city, but I think a mid-mount engine model would give me more options for the countryside. They also look more like a regular bike.

**PETER QIAN**  
SHANGHAI ZEIGER SCIENCE  
& TECHNOLOGY CO.  
LIMITED, BATTERY  
MANUFACTURER,  
SHANGHAI, CHINA

It's really booming right now. It is my first time here and it surprised me. Business is definitely going up, but there are still some weak points like regulation of batteries, and this varies from region to region and supplier to supplier.

There is no standard at the moment, with limited regulation: as a battery supplier I'll be interested to see what happens.

**PAUL NOLAN**  
BICYCLE DEALER, ENNIS-  
CORTHY, IRELAND

I hope it is going to take off in Ireland in 2012. In the Netherlands one in five bikes is an e-bike and we are hoping that it will spread around the rest of Europe.

I think it will start out with commuter bikes and progress into the other areas of the sport. Where my shop is, it is hilly so e-bikes would be very suitable for commuters. As the population gets older the demand for e-bikes is bound to go up.

**PAUL DESNERCK**  
BIKE ENTHUSIAST,  
AST, BELGIUM

I heard that e-bikes already make up 50% of the value of bike sales.

Those people that in the past may not have gone cycling are now encouraged to try. I think that they suit the older population - people who are retired and have more time. The important thing is that the system can be easily repaired by mechanics. Perhaps mechanics are a little afraid of them? As long as the technology is reliable and parts are easy to replace, e-bikes will be a big part of the future.

**DANIEL & BELIZ BENEYTO**  
BICYCLE DEALERS,  
VALENCIA, SPAIN

The e-bike market has been growing a lot in the last twelve months.

We now see e-bikes as suitable for sport as well as city riding. Because you need less power to move, this opens cycling up to those who are less fit and would normally be afraid to go out with those who cycle regularly.

**JI HUN BAE**  
PRODUCT  
MANAGER,  
YOUNGSHIN  
LIMITED,  
YANGSAN-CITY

I think it will go from strength to strength. The e-bike is more efficient and convenient.

It has not quite hit Korea in a big way yet, but I think it will grow in the future.

**ULRIKE BOHMULLER**  
RADSPORT  
REICHOR, LINT,  
AUSTRIA

I think the market is going to grow. I live by the river Danube in Austria and last year I saw a small number of e-bikes.

This year there are 100 percent more and I think next year the number will grow dramatically. People can now cycle further than before, so instead of doing 20km they now can do 50km. An e-bike gives people the confidence to go further.



www.wellgo.com.tw

Booth: B2-502

# wellgo



**INFINI**  
infinite vision



**EUROBIKE**  
**STAND#**  
**A5-305**

## EASTON BELL LOOKS TO DOUBLE SALES ACROSS EUROPE

**Easton Bell, the parent company of the Giro, Bell, Blackburn and Easton brands, wants to double its European sales in the bicycle business within five years.**



PAUL STRATTA.

**B2-403**

"This will enable us to be much faster and more agile in each of the European markets," said Stratta.

Easton Bell has focused so far on the United Kingdom, Germany and Switzerland. Stratta said it would begin to explore other markets more thoroughly, particularly in Eastern Europe and Russia. It has distributors in most of these countries, but will invest more to support them.

That's the mission facing Paul Stratta, who became the company's first European managing director earlier this year.

Today, the Europe, Middle East and Africa region combined only account for 20 percent of Easton Bell's global sales in cycling, but Stratta said this share would rapidly increase.

To this end, Easton Bell is investing in its European infrastructure. It will set up a European head office in the Alps and recruit marketing and product development staff.

The company is also diversifying its product range, for example with an extended offering of Giro footwear. "We already launched a limited edition last year, but now we have the middle part as well," Stratta said. "We have the meat and the potatoes".

Even in its established categories, Easton Bell is widening its assortment. For example, Giro is offering retro-style urban helmets that could be sold in fashion stores as well as bicycle shops. "We're not leaving any money on the table," Stratta said. ■ **BS**

Where are you going *next?*



**Infinito** / Your wider self.



**VISIT US AT EUROBIKE 2011**  
**Hall B3 – Stand 501**

[www.lashelmets.com](http://www.lashelmets.com)

Italian Design

## TAIWAN'S JOY INDUSTRIAL OPENS EUROPEAN OFFICE IN SLOVAKIA

**A6-305**

**Shortly before Eurobike, the Taiwan supplier Joy Industrial Co. announced it was opening a European subsidiary in Senica, Slovakia. Officially named Joy Innovation Europe s.r.o., the subsidiary is headed by longtime European Novatec marketing manager Milan Krusinsky.**

Supporting Krusinsky is European deputy director Rastislav "Ray" Gegus, who came from Slovakian bike producer Dema Bicycles.

He now is responsible for the day-to-day business at the subsidiary and its communications.

"Currently, Joy Innovation Europe is more of a service and warehousing operation. Right now we aren't thinking about assembly and production," Gegus said.

"We want to work in close contact with our country agents and give European bike manufacturers, distributors and other customers direct service support in case of product delivery, warehousing, warranty services and spare parts accessibility."

Joy Innovation Europe will be responsible for all three brands that the company manufactures: Joytech bicycle parts, Novatec wheels and hubs, and Dienatronic e-bike systems.



**RASTISLAV "RAY" GEGUS (LEFT) AND MILAN KRUSINSKY OF JOY INNOVATION EUROPE.**

Dienatronic is Joytech's e-bike brand, and the company is working to build it into more of an independent premium brand, said Jeff Chen, Joytech's global marketing manager.

"We moved our entire e-bike R&D from China to Taiwan and can deliver and supply all key components to our customers. We want people to know that when we say Dienatronic, we mean e-bike." All e-bike products are made in-house, Chen said. ■ **JB**

# DEFY LIMITS.



Long, grueling climbs. Short, heart-pounding sprints. Cornering, descending, pushing yourself farther. With endurance geometry and pro-level performance, the Giant Defy range does it all with speed and ease. Leading the charge is the all-new Defy Advanced SL. Featuring a sub-800-gram Advanced SL-grade composite frameset, OverDrive 2 oversize steerer-tube technology for pinpoint steering and the system-engineered 1,390-gram Giant P-SLR1 WheelSystem, it's redefining the possibilities of what an endurance bike can be.

Know no limits with Defy.  
Learn more at [giant-bicycles.com/defy](http://giant-bicycles.com/defy)

RIDE LIFE. RIDE GIANT. Advanced SL



## UNUSUAL DUTCH E-BIKE PLAYS HIDE-AND-SEEK WITH MOTOR

**Theo de Rooij, a former Dutch cycling professional, is introducing his own range of e-bikes, with an innovative design integrating a motor and gear box inserted in the bottom of the saddle tube.**

B1-505



THEO DE ROOIJ AND HIS UNUSUAL E-BIKE. © AZ

"That makes it easier for bicycle dealers," said Hans de Boer, commercial director, who joined the company from Gazelle. "They only have to remove three screws to release the engine."

De Rooij was a bicycle racer for 11 years until 1990, taking part in the Tour de France eight times and winning several stages in the Tour de Suisse and the Ronde van Nederland.

He went on to become general manager of the Rabobank team, but resigned in 2007 after the abrupt dismissal of team member Michael Rasmussen. De Rooij teamed up with investors to launch his bicycle line. It will come to market next year in the Netherlands, Belgium, Germany and Switzerland. The bikes are to be sold on a selective basis, starting with about 60 Dutch dealers.

While Gruber markets a system that integrates a thin motor in a saddle tube for racing bikes, de Rooij's design is intended for commuter bikes. The saddle tube widens at the bottom so that it entirely hides the engine, which is much fatter than a regular tube.

"This is a 250-watt engine with a high torque. It is intended for commuter bikes and has to be durable," de Rooij said. "We have filed for a patent and received confirmation that it had never been done before."

The patent is still pending, but de Rooij has already received a Eurobike Gold award. ■ BS



SELLE ITALIA'S STEFANO SEGATO (LEFT) AND RICCARDO BIGOLIN WITH THE SRL MONOLINK.

## SELLE ITALIA SAYS NEW SADDLE COULD MAKE CYCLISTS FASTER

**With its SRL Monolink system, saddle maker Selle Italia shows that there are still some new inventions when it comes to bicycle saddles.**

The SLR Monolink Friction Free system was designed to reflect how cycling has changed. Before, cyclists cared only about enhancing performance; today, comfort is a major issue. The Friction Free design reduces most friction between the cyclist's thighs and the saddle body, thus reducing resistance and improving comfort and performance.

The system consists of two components: the saddle itself and a monorail seat post. The saddle's secret lies in its anatomical shape, including a much narrower nose. This allows more freedom for the position of the cyclist's legs, particularly when pedaling at high revs in a race, which requires the knees to be as close to the bicycle frame as possible. The design also eliminates pressure in the pelvic area. The narrow saddle nose requires a specific seat post with a very narrow front area as well.

The result is the monorail system. With the seat post, the saddle can be adjusted forward or backward by an additional 10mm and 25mm, respectively, compared to traditional saddles. The round bracket makes it easy to adjust the saddle's inclination within millimeters.

The Monolink seat post is made of unidirectional long HM K6 carbon fibers to maximize flexibility and resistance without compromising weight.

According to Selle Italia, the energy savings in extreme cases can be as much as 0.7W per pedal thrust on the pedal. The company claims a wide range of cyclists could achieve a performance of about 4 percent, or some 10W.

■ GE

A1-400

## GET A LITTLE TLC FOR YOU AND YOUR BIKE AT MUC-OFF

**Alex Trimnell, founder of the Muc-Off range of bike cleaning fluids from Britain, hasn't really hurt his leg. But he's not complaining about the TLC being doled out by his "nurse," Sarah Zollaer.**

Trimnell's wheelchair, which is tricked out with Wethepeople handlebar grips and Bontrager handlebar tape, is one of the seating options at the Muc-Off booth for any other visitors who may find themselves in need of intensive, um, care.

The booth fits with Muc-Off's marketing campaign, which uses images of saucy doctors and nurses who are supposedly caring for bikes. The company also sells to the car, motorbike and caravan markets.

Muc-Off, distributed in 50 countries, was spun off from X-lite, an MTB parts machining business that was founded by Rex Trimnell, Alex's late father. "Little old ladies think the Muc-Off name is about getting muck off caravans," Trimnell said with a cheeky smile. "The real origins go right over their heads. Thankfully."

■ CR



MUC-OFF'S ALEX TRIMNELL AND 'NURSE' SARAH ZOLLAER.

FG-A8/2

**SATORI**  
Riding-fueled Innovation.

**EASY-UP ET**  
CONVENIENCE



www.satoribike.com  
Welcome to visit us at Eurobike Hall

B4-210



## USED CHIEF BOB GIDDENS WANTS TO ROCK OUT YOUR EUROBIKE

**Bob Giddens, the British founder of German bike company Used, is giving away copies of his band's latest CD to the first 20 visitors who request it.**

Giddens was in the rock 'n' roll business before joining the bike trade and helps to organize a pedal-powered, traveling rock festival that takes place every August in Germany.

Giddens said his band, the Artland Country Club, plays a wide range of music, including Americana. So let's see if we have this straight: a Brit who lives in Germany plays roots-flavored American rock. Now, that's entertainment! ■ CR



BOB GIDDENS, THE FOUNDER OF THE GERMAN BIKE COMPANY USED.



TAIWAN BICYCLE OFFICIALS CELEBRATED THE "CYCLING ISLAND'S" NEW PRODUCTS YESTERDAY.

## TAIWAN SUPPLIERS GIVE A BIG THUMBS UP TO NEW PRODUCTS

**It's become a tradition for Taiwan's suppliers to launch some of their best new products at Eurobike. Yesterday's event showcased new ideas from JD Corp., GreenTrans, Tung Keng Enterprise and Taya Chain.**

The theme of this year's event was urban cycling and its contribution to a greener city environment. Taiwan is a major source of exhibitors at Eurobike: 227 companies from the "cycling island" are presenting their wares here.

Jeremy Horng, executive director of TAITRA's Exhibition Department, noted that next year's Taipei Cycle Show would be its 25th edition.

The Taipei Show will offer several improved events, including the new Design and Innovation (d&i) awards organized in cooperation with iF design.

Antony Lo, Giant CEO and chairman of the Taiwan Bicycle Exporters Association, pointed to the growing number of suppliers in the e-bike segment and said Asia, and particularly China, has huge potential as a bicycle market.

JD Corporation's Nolan Cheng presented the company's AGT automatic transmission for e-bikes.

Cyclists can choose between fully automatic or semi-automatic mode, which provides better comfort, enhanced riding performance and increased energy efficiency.

From GreenTrans, James Chen unveiled the Dual Saddle Battery (DSB) system, which prolongs riding distance and decreases the need to recharge the battery.

Frank Huang from Tung Keng Enterprise presented its originally designed power wheel kit.

The kit allows users to upgrade an ordinary pedal bike into an electric bike via a simple installation procedure.

Taya Chain's Jill Wu explained the advantages of Taya's innovative Greener Surface Treatment (GST), which provides highly effective yet environmentally friendly corrosion protection.

■ TK

**Smart®**

**SMART can help you see and BE seen!**  
LED Standing light

\* Low cost High performance  
LED Standing light  
\* KBA Approval ~ 652  
IA 02 (E1) 2839

----- Made In Taiwan -----

For more information please  
visit Booth B3-504



**720 armour®**  
www.720-armour.com



**Performance Prescription**

Interchangeable with regular Dart lenses. You decide.

**Booth No.: Hall A5, 105**

## BRAND BUILDER WANTS TO MAKE BH BIG IN AMERICA

**Tim Jackson recently joined BH Pivot of North America in order to keep the Pivot brand in the limelight and to make American consumers more aware of the Spanish BH brand, which has been making bikes since 1909.**

"With Pivot, I just need to keep pouring gas on the flame; with BH I get to tell the story, and build the romance," he said. BH Pivot is the North American distributor for BH bikes.

CEO Chris Cocalis, co-founder of Titus Cycles in 1991, launched Pivot in 2007. Cocalis is a consultant to BH on its carbon bike program. BH Pivot North America imports 12 models from the 60 model BH range.

Jackson is BH Pivot's marketing manager. He joined BH two months ago, having previously worked for Masi and, more recently, ASI Fuji. "I left ASI on very good terms," said Jackson. Once known as the social-media friendly "Masiguy," he was dubbed "Asiguy" when he switched jobs.

At Eurobike yesterday, Jackson fondled the Pivot 5.7 Carbon MTB frame and said: "This is our first carbon bike. We've taken all the best features of our 5.7 aluminum frame, making it a little lighter and a little stiffer."

A4-404



TIM JACKSON, BH PIVOT NORTH AMERICA.

"The BH side of things is like when I first went to Masi. A fantastic brand, a fantastic history, and fantastic product, but nobody [in the U.S.] knows anything about it. "The brand-building challenge on offer at BH is really exciting. I like being the little dog biting at the big guy's heels."

■ CR

## CAMPY SAYS ELECTRONIC GROUP IS DUE BY NEXT MAY'S GIRO

**A Campagnolo official has committed to a "pre-Giro" launch date for the company's long-awaited electronically controlled and actuated Super Record groupset.**

The spokesman told road.cc at Eurobike that the route to market has been painstaking for its electric components.

"When the boss has Campagnolo in his name you can be sure he's worried that the new groupset will be all that people expect with such a heritage in performance and reliability," the spokesman said.

The Campagnolo-equipped Movistar pro team has been testing the new "Campy" gears and shifters.

They are likely to be launched as a Super Record groupset, incorporating the existing brakes and crankset.

When we asked when the launch would be—expressing disappointment that Eurobike would have been convenient for us news-hungry fact hounds, and that next May's Giro d'Italia would be the next likely big event that Italian companies traditionally use for important launches—our man replied, "Mmm, before that."

Meanwhile, over at the Pinarello stand, our colleague shot the new Dogma II, which was fitted with a more refined and finished version of the Campagnolo electronic gears, battery pack, and "brain," than has hitherto been snapped by eager press photographers of the Movistar bikes.

Note those tidy-looking charging port plugs, and the neat attachments of the battery pack to the frame.

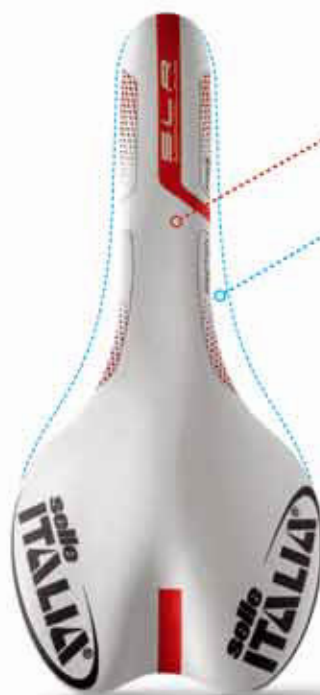
A1-309



THE PINARELLO DOGMA, SPORTING THE LATEST VERSION OF CAMPAGNOLO'S SUPER RECORD ELECTRONIC GROUPSET.

■ NICK REARDEN (ROAD.CC)

# SLR MONOLINK FRICTION FREE™: THE SADDLE WITH A NOSE JOB.



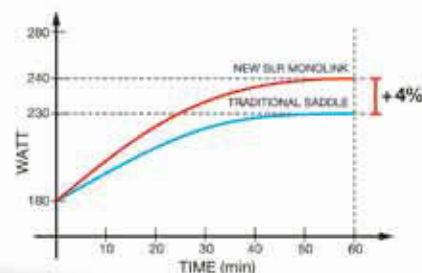
### Shape of SLR Monolink Friction Free™

Adds more advantages in terms of comfort and performance reducing friction between the inner thigh and the side of the saddle.

### Shape of traditional SLR

### Performance +4% Friction Free™ design

The energy saved can be up to 0.7 W per stroke, that is 70 W/min\*. This difference corresponds to a 22 cm/sec speed (performance increase of +4%). The energy needed for the last 20° degrees of leg motion before reaching maximum extension, is reduced. Moreover, pressure on the sciatic nerve and the popliteal vein and artery is also reduced.



Sometimes a fraction of a second decides a race. Sometimes it's a question of millimetres. That's why we created Friction Free™, the revolutionary new saddle designed to give you that all-important edge on your competitors by reducing friction between thigh and saddle to an absolute minimum.

**So what are you waiting for? It's your race – win it.**

Customer Service: +39 0423 54 13 13 - welcome@selleitalia.com



Saddles for winners since 1897

\*Data estimated for a cyclist at 80 rpm, developing a speed of 36 km/h for 60 minutes.

DAHON®  
freedom unfolds

Who knew Mr. Right  
would turn out  
to be Mr. Green



Carolin's bike of her dreams is a Dahon. Capable of folding in a mere seven seconds, the **Jifo** perfectly combines modern technology and design with pure functionality and style. Find your choice among the world's largest range of folding bicycles and visit [www.dahonbikes.com](http://www.dahonbikes.com). It's not just a bike - it's a Dahon.

## PASHLEY REVIVES CLASSIC BRITISH PARTS BRAND

**Noted for its timeless roadsters, Pashley has been making bicycles since 1926. But this is the first time the company has exhibited at Eurobike. It's at the show to launch new products, such as the £6000 (€6777) Sprinter, a lugged-frame road bike made from Columbus XCr tubing.**

The bike has a solid silver head-badge but the standout feature on the bike is the aluminum handlebar and the stainless steel stem. These are both engraved with GB, a classic English bike parts brand which faded away in the early 1980s when cheaper imports grabbed market share. Made from Reynolds 931 tubing, the stem is a throwback to the glory days of British bicycle manufacturing.



ADRIAN WILLIAMS OF PASHLEY.

Pashley has formed a new company to market GB products, a joint venture with Jeremy Burgess, son of the late Gerry Burgess (from whence

came the initials GB). Pashley won't be selling any GB components to brands that don't manufacture in the UK. "GB is for Pashley and Moulton only, possibly Brompton, too," said Williams.

Pashley's traditional bikes sell well abroad, especially in markets where 'Made in England' still carries weight.

Williams added: "Our exports are increasing dramatically, but our

distributors think they will be able to sell even more if we broadened the product range."

■ CR



INNOVA RUBBER'S SALES & MARKETING MANAGER MICHAEL CHEN PRESENTING THE NEW "PATRIOT" TIRE SERIES.

## INNOVA TURNS RIDERS INTO PATRIOTS

**If you're a patriot and want to show your country's colors, Innova has a tire for you. The Taiwan tire manufacturer is introducing a line of mountain and road bike tires in the colors of six nations. Innova calls it the Patriot Series.**

A3-904

"We have patented this technology to show the spirit of patriots in a tour competition to honor riders' nations," said Michael Chen, the company's sales and marketing manager. "This advanced technology can show the image of a national flag for the life of the tire."

The Patriot line of road bike tires comes in six national colors: the

United States, England, Canada, France, Italy, and Germany, as well as the colors of the European Union. The company's MTB tires offer only the U.S. and EU colors.

Innova Rubber Tire operates three factories in China. Some 70 percent of the company's production is of bicycle tires, Chen said. ■ JB

# FREE RIDE

SPIRIT

# RIDE

## FX 1950 TRICON®

Tricon® (triple connection) technology evolves. By using the feedback of pro and test riders from all disciplines and progress in material- and manufacturing-technology, well-tried components are improved and new wheels designed.

The brandnew FX 1950 TRICON® freeride wheel sets a new benchmark with wide tubeless rims, sophisticated lacing and high end spokes.



visit us  
Hall A3, 402



# BOSCH NOW EMBEDDED IN THE BIKE BUSINESS

**Bosch launched its e-bike kit at last year's Eurobike. The German company is at Eurobike again this year, wiser to the ways of the global bicycle business.**

**ESD:** Last year you entered the bicycle market with the help of Cannondale. After one year in business and serving also other bicycle brands with your e-bike kit, are you now more familiar with the bicycle world?

**RAINER JESKE (Head of Bosch eBike Systems):** Definitely, we learnt a lot. New staff members from the bike industry brought in valuable references. We believe we understand the market quite well now.

**ESD:** Compared with other industries you have worked in, what has been your impression of our sometimes quite unique industry?

**JESKE:** The bike industry is very different compared to others, such as the automotive industry. In terms of complexity of market structure and speed, this business really is one of the most exciting in my entire career.

**ESD:** How many brands did you supply with your e-bike system in your first season 2011 and how many will you serve in 2012?

**JESKE:** In the first season we supplied 14 customers, with 18 brands. There will be many more next season.

**ESD:** There has been some delivery delays clashing with an early season start. Did that harm your after-market debut in 2011?

**JESKE:** We started our delivery in mid-February and had a slight delay, referred to our initial launch plan, but in general we're still on track.

**JESKE:** Though the area-wide availability of 'Bosch equipped' e-bikes was slightly behind schedule, our after market debut has not been affected: many partners and bike dealers are sold out.

**ESD:** What was the reason for the delay?

**JESKE:** What we know is that some of our customers had been confronted with additional time lags of their component and frame suppliers and therefore could start their production with even more delay.

**ESD:** So, what's new for 2012?

**JESKE:** For model year 2012 we are enlarging our product portfolio and present a new high-performance motor for our e-bike system.

**ESD:** Since the beginning of the year you are not only involved in the company's e-bike but also the e-scooter division. When will Bosch be ready with a first complete e-scooter kit?

**JESKE:** We are already in the phase of delivering components to the Chinese market.

**ESD:** Will this be also produced at Bosch-France, home of your e-bike kit production?

**JESKE:** Bosch's general policy is to produce near or in the market. In the case of e-scooters this is, of course, in China.

■ JB

A6-302

HEAD OF BOSCH EBIKE SYSTEMS RAINER JESKE (LEFT) WITH BOSCH-FRANCE VICE PRESIDENT CHRISTOPHE BARRET.

with CHAIN CUTTER

SMART SAVER EX

Designed by Crops in Tokyo

CHAIN CUTTER, Chain, Chain, Chain, Chain, Chain, Chain, CHL, CHLPG

CUSTOMIZE YOUR BIKE!

BOOTH No. A6-208

CROPS Co., Ltd.  
www.crops-sports.com

LEV

A WHOLE NEW ANIMAL

FIXED CABLE  
ANY BIKE  
COME SEE IT  
AT BOOTH A6-306

KSS

WWW.KSSUSPENSION.COM



THE KIND SHOCK PENSION IN TAINAN, TAIWAN. © JB

## IF YOU LIKE THEIR SEAT POSTS, YOU'LL LOVE THEIR B&B

**Ever wondered about the unique stand decorations at Kind Shock? The impressive use of Asian antiques creates a unique atmosphere that is miles away from that of any other Eurobike exhibitor.**

We asked Martin Hsu, Kind Shock's general manager and antique "collector," where those objects come from.

Hsu laughed. "Tainan City," he said, naming his hometown. "It's the oldest and, with about 1.9 million people, the fifth-largest city in Taiwan," he added.

Not much of the city's history is left. But when Hsu was deciding what to do with his company's first offices—the Yen Yue factory, built by his father—he decided to remodel the former farmhouse into a Kind Shock pension (or bed and breakfast).

Today, the Kind Shock Pension in Tainan has many cycling customers. It is decorated with loads of antique furniture and tools that Hsu collects from the area.

Close to the company headquarters, it is a unique place in southwest Taiwan.

Because Tainan has lost many of its historic buildings, even Taiwanese find that staying at this antique-stuffed farmhouse and pension is an experience.

Today, many weekend bike tours start from Kind Shock Pension to nearby sight-seeing attractions.

So if you're planning a bike tour to Taiwan, contact Kind Shock and make plans to visit its unique Tainan City Pension. Martin Hsu—himself an avid cyclist—and his team would be happy to advise you.

■ JB

A6-306

# CYCLE CHIC

## A MOVEMENT GOING PLACES

**Cycle Chic is a grass-roots movement that promotes cycling as a normal, everyday transport option, in normal, everyday clothes (albeit smart clothes).**

The original cycle chic site – and therefore the whole cycle chic movement – was <http://copenhagencyclechic.com>, founded by Mikael Colville-Anderson in 2006 as a partner blog to Danish cycle advocacy website <http://openhagenize.com>.

Both sites advocate normalising urban cycling and increasing trips by bicycle. Colville-Anderson believes in "style over speed" and "elegance over exertion."

There are now 40-plus city cycle chic tribute sites around the world, from Barcelona to Sydney.

Cycle chic has no obsession with sport, speed or "serious cycling." It's based on using upright bicycles as "human-amplifiers"; faster than walking; using less energy; yet still wearing normal clothes and connecting with the world and fellow humans.

Cycle chic is fascinating, and an important direction for the bicycle industry to encourage, because it is inclusive.

It celebrates bicycle use for everyone; young, old, male and female – anyone who uses a regular bicycle as a sensible, fun and normal way to get from A to B.

Cycle chic websites tend to be dismissive towards male-orientated cycle culture. Well-read Cycle Chic blogs often say "No Lycra here" in their mission statements. They make the point very clearly by using masses of beautiful photographs of city folk going about their daily business, using bicycles as transport.

Amsterdam's Marc van Woudenberg of <http://amsterdamized.com> – "100% Lycra-Free, Guaranteed" – states "Imagine a world where cycling is not seen as just recreational, a sport or in which you have to showcase your 'tribe membership'!..."

"Oh, and where there's absolutely no need for a bicycle helmet", he continues.

Rebecca Nicholson, of *The Guardian* newspaper in the UK said Cycle chic was about a "hatred of clichéd cyclewear ... it unites bike-style bloggers across Europe and the U.S. They share a belief that the stereotype of an aggressive cyclist in Spandex shorts and wraparound shades does a great deal to harm the concept of cycling as simply a normal, everyday means of getting from one place to the next."

There's a great deal to be gained from making cycling normal and not just a sport. Cycle chic isn't a threat, it's an opportunity. The bicycle industry should get on board.

### ■ MARK SANDERS

IS A PRODUCT AND BICYCLE DESIGNER, VISITING LECTURER AT IMPERIAL COLLEGE AND THE ROYAL COLLEGE OF ART; HIS AWARD WINNING PRODUCTS SELL GLOBALLY.



# WINNER TAKES ALL

SEE THE LATEST AT BOOTH

# A6-305

# NOVATEC

QUALITY • PERFORMANCE • RELIABILITY



ONLINE AT  
[NOVATECWHEELS.COM](http://NOVATECWHEELS.COM)



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

A2-306

**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.**



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.

## BE QUICK, GRAB A FREE C-BOLT

B2-102

**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.



## SHIMANO ROCKS TONIGHT'S EUROBIKE PARTY FOR BENEFIT

**For those who are about to rock ... you must be heading to the Eurobike Party.**

Tonight's industry jam will feature a benefit concert starring Toyo Shimano—son of Shimano chairman Yoshi Shimano—who will take up his electric guitar and lead his band Breakaways through a blazing set of music, followed by a performance by The Monroes. It's all part of Bike Aid, the proceeds of which will benefit victims of the recent earthquake and tsunami in Fukushima, Japan.

Specifically, all donations received in advance and during the concert will help children in the region who were affected by the catastrophes. Monies received will be donated to the "Fuji nosono" children's home in Ichinoseki, through the Malteser aid organization.

The benefit concert is being organized by Paul Lange, Shimano's German importer; the German Two-Wheeler Industry Association (ZIV); and Messe Friedrichshafen. It starts at 6:30 p.m. in the open-air Atrium next to Foyer West.

If you would also like to make a contribution to "Bike Aid" to help build a new roof over the heads of the children of Ichinoseki and give them prospects for the future, you can make a donation during the concert.

You can also donate on-line at [www.malteser-spenden.de](http://www.malteser-spenden.de) or wire funds to: Donation account 120120120, Bank für Sozialwirtschaft. Sort code 37020500, Keyword: Fahrrad hilft Kinderheim [Bike Aid for Children's Home]. ■ **JB**

**TOYO SHIMANO WILL PERFORM WITH HIS BAND BREAKAWAYS AT TONIGHT'S EUROBIKE PARTY.**



ATRIUM  
FOYER WEST

## 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

**HT**  
Your Speed Weapons

2K12  
SPOKES  
NIPPLES  
PEDALS  
COMPONENTS

**HTME01T**  
11 mm Ultra Thin, 117 grams / per pc



EVO

[www.ht-components.com](http://www.ht-components.com)



EUROBIKE  
VISIT US AT  
HALL B2  
BOOTH 507-23

# NEW PRODUCTS

## BH BICYCLES' E-MOTION NEO SERIES

**BH's take on the electric urban cycle, the E-motion Neo features the revolutionary RDS system that integrates the motor on the rear wheel and the battery into the frame.**

A4-404

A 350W, limited to 250W, compact motor produces a really smooth drive and entirely eliminates noise under extreme conditions of use.

The Neo has a Samsung rechargeable and removable Lithium Ion battery at 324Wh (36V/9Ah), totally integrated into the frame of the bicycle.

The useful life of the battery is 100% for the first 35,000 km and 80% after that, with a range of 90km.

The system offers a regeneration function and a removable LCD display.

All three New Neo models (Xtrem, City and Cross) on display at Eurobike!



B4-501

## BIOLOGIC REECHARGE ECOSYSTEM

**The ReeCharge Ecosystem, which includes the ReeCharge Case, ReeCharge Case Bracket, and Dynamo Kit, combines with the BikeBrain iPhone cycling app to turn your bike and iPhone into a self-contained navigation and training platform.**

The ReeCharge Ecosystem feeds electricity from a hub dynamo through a case that protects your iPhone, so you have constant power when navigating via BikeBrain. Keep track of where you are without worrying about the GPS running your iPhone battery dry. When not charging the phone, electricity from the hub dynamo can be stored by the internal battery of the ReeCharge Case for later use by the iPhone or an external device.



## XPEDO THRUST NXS PEDAL

**The Xpedo Thrust NXS for 2012 uses the latest technology with NEP injection molding to form a stylish lightweight pedal body.**

B2-501

The stainless steel contact plate increases durability. Cromoly spindles roll smoothly on three cartridge bearings. 245 gram per pair.



## PLETSCHER WINGEE MUD GUARD

**With the Wingee, Pletscher introduces a new style of mudguard with an integrated holder for a side bag.**

An alloy profile provides a strong frame for the mudguard and accommodates a plastic "blade" that can be slipped in and out of the frame, letting the rider change the look of the bike.

The Wingee S is available in five new designs: white, silver brushed, floral, modern, city names.

A5-506



## SMART LED HEAD LIGHT

**Smart's new LED head light offers high performance at low cost.**

B3-504

Featuring a stainless steel bracket and over-voltage protection, this Made-in-Taiwan head light is easy to fit on any bike.



## INFINI WUKONG LED LIGHT

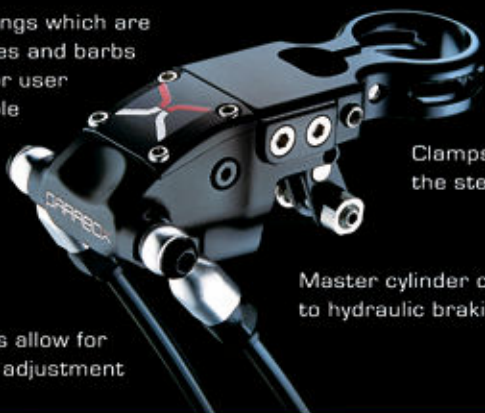
**Looking like a Manga character the Wukong from Infini is a wrap-around LED light with a flexible body made from an eco-friendly rubberised material.**

A5-305

The bug-like light can attach to seatposts, handlebars as well as bags or helmets.



Utilizes banjo fittings which are secured with olives and barbs [ not crimped ] for user customizable cable lengths



Clamps to the steerer tube below the stem to stay out of harm's way

Master cylinder converts cable actuation to hydraulic braking power

Barrel adjusters allow for on-the-fly brake adjustment

**EUROBIKE AWARD 2011**



**PARABOX**  
HYDRAULIC CYCLOCROSS DISC BRAKE





# 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.*

Regardless of the shifting option you choose, *NuVinci Harmony* promises a rider experience unlike anything before. Never has a rider been more at one with the bike and the road. Or, as we like to say...in total *Harmony*.

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

*Debuting at Eurobike -  
Demo Day & Stand A7-314*



Nothing Shifts Like NuVinci®  
[www.nuvinci.com](http://www.nuvinci.com)



ATTENTION TO DETAIL IN GLOVES FROM ZIENER.

## GET A GRIP ON GLOVES

**Gloves are essential accessory for any cyclist: protective in a fall, comfortable for long rides. And just as bike shorts are now highly technical, with thinner yet better padding, so it is for cycling gloves.**

Consumers are willing to pay for good, high-end products and gloves that offer lots of technical functions, look good, and offer greater comfort. Retailers like them because they get premium prices.

The high-end cycling gloves for 2012 available to see at Eurobike offer better, anatomical paddings; more breathability; better fit; fittings

that make them easier to take on and off; and other features which set them apart.

Christian Roeckl, CEO of Roeckl, says tech advances help to sell cycling gloves: "This means the use of high performance padding material like gel or top quality foams, air permeable and soft backhand fabrics and thin, durable and breathable palm hand materials."

Roeckl says that "wearing comfort, fitting, features and design are getting more and more important."

Sugoi's Nike product manager, Pascal Wehr, goes into more detail.

HIRZL'S GRIPP GLOVES.



"There's greater use of pierced and strategic airflow leather palms and mesh abrasion-resistant 3D mesh on the palm. Smart wrist closures at the higher-end and slip-on style are becoming more popular," he says.

Markus Chiba, CEO of Chiba, says padding is key: "Long distance cyclists adore gel padded gloves. But it's not only comfort." He adds: "The numbness of hands is big issue, that we successfully challenge with our BioXCell concept."

For 2012 Canadian bike specialist Sugoi will be presenting the high-end RS glove at Eurobike. According to Wehr, "it has specific V-control gel pads protecting the palm and sensitive ulnar nerve."

As the same technology is used to dampen vibration and impact on the proximal phalanx, the first bone on each finger, the technology benefits both road cyclists on long training rides as well as downhillers who encounter a lot of high impacts.

Some years ago, German bike company Ziener distinguished its glove line along the different hand positions on handlebars. For 2012, the company's focus is on "individual needs of cyclists to ensure a correct handlebar grip and the ultimate riding experience," explains Carola Berger, PR and marketing officer for Ziener.

The company's Shock Protection gloves adjust to fit the hand perfectly, protecting them against knocks; the simpler Bike Gloves use gel padding to ease any pain on pressure points.

Swiss newcomer Hirzl has a fit strategy. "Excellent fit, superb feel for precise steering and unrivalled grip in any weather" are its main claims.

The "Grippp" technology used on the Grippp Tour SF and FF gloves are supposed to give three times the grip in dry conditions and up to five times more grip in wet conditions. Ziener's Sensation gloves are "the category of choice for anyone placing value on a light touch and ensures a good tactile grip of handlebars," explains Berger.

More comfort and Velcro-free closures themes for 2012. Sugoi will be presenting "smarter closures"; other companies are offering slip-on versions. Chiba introduces a closure without Velcro on the Team Racer'

"More and more mountain bikers wear full-finger gloves instead of half-finger models," says Roeckl. "Road cyclists prefer more lightweight and permeable styles."



FEATURE-PACKED GLOVES FROM ROECKL.



GRIPP GLOVES STICK TO HANDLEBARS BETTER THAN OTHER GLOVES, CLAIMS MAKER HIRZL OF SWITZERLAND.

Sugoi and Chiba agree: "Road bike gloves are light, breathable and have minimalistic stitch lines. Mountain gloves are most of the time full-finger, with knuckle protection," explains Sugoi's Wehr as Chiba affirms that mountain bikers are looking for "long fingers and additional padding on the outer hand."

■ RALF STEFAN BEPLER

### ILUMENOX®



#### PHYRO



SS-L312W  
Headlight



SS-L312R  
Safety Light

www.ilumenox.com by S-Sun



K1  
Model: S-L325

www.skully.com.tw by S-Sun

See more at EUROBIKE hall B2 507-39

First 50 customers get a Skully product for FREE

See more at EUROBIKE hall B2 507-39

# LIKE TO GET ELECTRIFIED.

Clean Mobile builds some of the most innovative and exciting drive train systems in the world of E-Bikes. What do you think? We'd like to hear from you.

Like us on Facebook and post your thoughts and comments. Take part in our ongoing give-away sweepstakes and keep up-to-date with our latest events and happenings. It's time to join our new community. **It's time to get ELECTRIFIED.**

Please visit us at Hall A6 booth 107.



# GIANT CYCLING WORLD

## WITH NEW DOMESTIC HEADQUARTERS, GIANT TAKES GIANT STEP IN TAIWAN

**Giant Cycling World, the new hub and showcase for Giant Taiwan, should be finished by the time you read this. When we visited in March, a Giant Store on the first floor was still under construction.**

Nevertheless we got a good first impression of this unique building. Giant Taiwan president John Ho says that as soon as visitors enter the reception area, they will come "right into our cycling world as we visualize and live it."

The six-story Giant Cycling World, west of Taichung City—the heart of the Taiwan bicycle industry—is home to the offices of Giant Taiwan as well as the Giant Store. Officials eventually plan to bring other parts of the Giant operations into the building.

Cycling World is about 30 minutes from Giant's corporate headquarters in Tachia and 20 minutes from the Taichung airport. Visitors are welcomed in a white, lounge-like reception area. Ho displays a "Ride Life — Ride Giant" photo wall, which features favorite cycling photos from Giant employees. Apart from parking for cars and scooters, Cycling World has showers for employees.



B3-302

GIANT'S NEW DOMESTIC HEADQUARTERS FOR TAIWAN OFFERS MORNING EXERCISES ON THE ROOF FOR EMPLOYEES.

Ho said every employee who rides a bicycle to work gets a bonus. It fits with the Taiwanese bicycle producer's desire to be famous not only for making bicycles, but for using bicycles.

On the second floor is Giant Adventure Ltd, the company's young travel agency, with eight employees.

"We are really happy to have enough room and to be part of the real Giant world," said Agar Tsai, manager of Giant Adventure.

The travel agency is profiting from Taiwan's bicycle boom. This year the travel agency has opened a subsidiary in Kunshan, China, where Giant also operates a large factory.

The third floor houses the Giant School, where Taiwanese retailers and employees receive training.

Jones Ho, also from Giant Adventure, said the school soon would offer classes to avid cyclists as well. The floor also is home to a repair shop, "with one of the top and most skilled bicycle mechanics in Taiwan."

The fourth floor houses finances and design. Jones Ho said Giant plans to move its entire R&D team from its Tachia headquarters to the building within two years.

On the fifth floor is the Taiwan product, customer service center and marketing division. "This is the management center for all Giant dealers in Taiwan," Ho said. "They are served and managed from here."

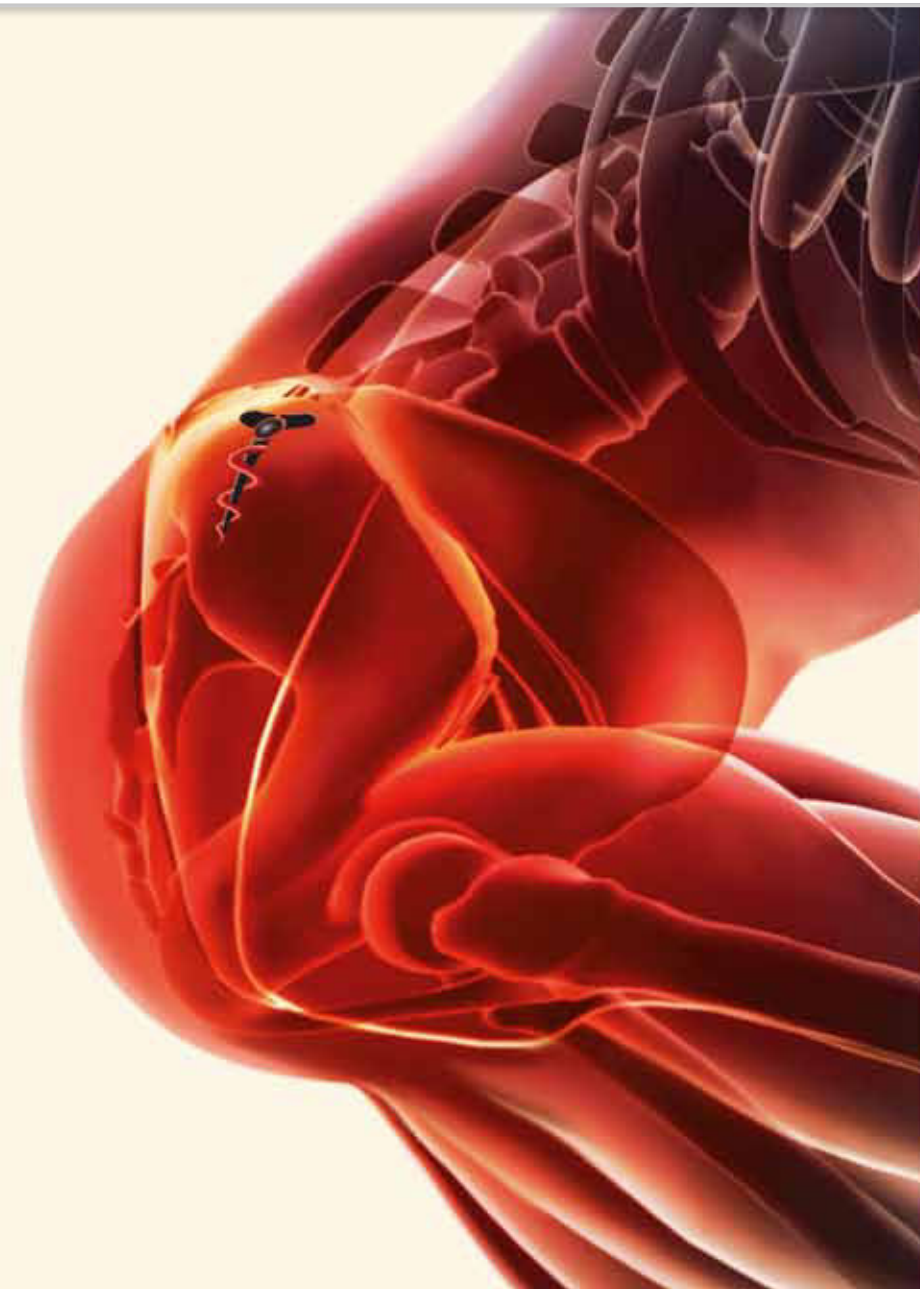
On the top floor are John Ho's offices, with the rest of the Giant-Taiwan management team.



JONES HO SHOWS THE PHOTO HE TOOK ON THE RIDE LIFE—RIDE GIANT WALL.

The roof is a "must-see," Jones Ho said. It not only offers a nice view of Taichung City and its surroundings, but Giant starts its workday there with early morning exercises for all employees. "It gives us energy for the day," he said.

■ JB



SQlab step saddle  
more free space – less pressure



SQlab saddle fit system

SQlab GmbH  
Friedrichstraße 27-29 · D - 82044 Sindelfingen · Germany  
Tel: +49 8170 99 83-0 · Fax: +49 8170 99 83-18  
info@sq-lab.com · www.sq-lab.com



# ACCELL BISIKLET EXPANDING IN TURKEY

**Bianchi Bisiklet, the Turkish bicycle-maker that was acquired by the Accell group last year, has started to assemble products for several brands owned by the Dutch bicycle and fitness company, but many more should follow if the company goes ahead with the construction of a second Turkish factory next year.**

Accell acquired Bianchi Bisiklet, which was renamed Accell Bisiklet, as a means to reinforce its business in Turkey and Italy. The buy announced last November included Bianchi's stake of 50 percent in Atala, the Italian company that sells this brand along with Whistle, Carraro and Dei.

Accell Bisiklet markets the Bianchi brand in Turkey only, on the back of an exclusive licensing agreement with Cycleurope, the owners of Bianchi, lasting until at least 2013. Accell said that the former Bianchi Bisiklet sold about 250,000 bicycles per year, on a turnover of about €30 million, while Atala made about €31 million with sales of 125,000 units.

At the time of the deal, René Takens, chief executive the Accell group, said: "The acquisition gives us, in one fell swoop, a top three position in two important sales markets." Accell Bisiklet's plant in Manisa, not far from Izmir, has a capacity of more than 300,000 units per year.

The acquisition by Accell has encouraged the Turkish company to invest in its facilities. "This began with a larger painting facility, which enabled us to start handling Sparta and Tunturi products," said Ovadya Sarda, who sold the former Bianchi Bisiklet to the Dutch group and remains in charge.

The expansion of the painting unit was completed this summer. The Turkish company is considering a much larger project next year, a new factory that will focus on painting forks and frames. Costing an estimated €20 million, the factory will have a capacity of between 500,000 and 1 million units per year. The plant could already be operational by June next year.

"There have been growing problems with deliveries from the Far East in the last few years," said Sarda. "It sometimes takes four to five months to get products from the Far East, while transport from Turkey only takes about one week."

Accell Bisiklet is also preparing to sell several brands of the Accell group in the Turkish market. The company already has a strong network of independent retail customers: Ghost, Lapierre and Koga should be launched through such retailers from early next year.

Most of the brands owned by Accell are a tougher sell in the Turkish market, where cycling remains under-developed compared with most European countries.

Accell Bisiklet is preparing to open several stores that will only sell brands owned by the Accell group. Two stores are to open in Istanbul and Izmir in September and October, with more to follow in other large Turkish towns.

The Turkish market is estimated at about 500,000 units per year, most of them children's bicycles. Turkish sales of higher-end road and racing bicycles are estimated at less than 10,000 units per year. ■ BS

TESTING A WHISTLE BIKE AT ACCELL BISIKLET FACTORY IN TURKEY.



## 2K12

### SRSUNTOUR

Race proven engineering

DJ

RC

## duro

**DURO DJ20 RC**

Travel 80 - 100 mm

Air spring

Compression adjuster

Preload adjuster

Alloy steerer 1 1/8"

Alloy stanchions

Magnesium monocoque bottom case

Patented Q-LOC 20 mm QR thru axle

Weight: 2.100 g incl. Q-LOC



Mariusz Hippenbach | Montpellier, FRA | Photo: Woshi Yoshida



EUROBIKE  
Hall A4  
booth 102



SRSUNTOUR Europe GmbH  
Am Marschallfeld 6a  
83626 Valley  
Germany

# 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

 Supported by  
Ministry of Economic Affairs  
[www.moea.gov.tw](http://www.moea.gov.tw)

 Supervised by  
Bureau of Foreign Trade, MOEA, Taiwan, R.O.C  
[www.trade.gov.tw](http://www.trade.gov.tw)

 Organized by  
Taiwan External Trade Development Council  
[www.brandingtaiwan.com.tw](http://www.brandingtaiwan.com.tw)

# G.P.S. ROUNDUP

NAVIGATE THROUGH THE HALLS TO FIND THESE NEW G.P.S. UNITS

## BRYTON RIDER50



**German distributor Ciclosport introduces the Bryton Rider50, a 106g compact GPS-equipped cycling computer with a color screen.**

It measures barometric altitude among other functions. Routable Navteq-maps make interactive navigation possible.

With its Bryton Bridge Internet platform, the Rider50 affords online training data management and route planning. €229.99.

[HTTP://CICLOSPORT.DE](http://ciclosport.de)  
STAND: B2-200

## POLAR RCX-5 MULTI-SPORT WATCH

**Polar uses external GPS sensors with special batteries to boost positioning data reception for up to 20 hours.**

The G5 model weighs only 34 grams and can be worn in a flexible armband. The sensor works with training computer watches, like Polar's new RCX-5 for triathletes.

Depending on the sports activity, the watch switches to the most appropriate sensor: WIND technology for cycling, 5 kHz frequency while swimming, and a running sensor while running.

Also at Eurobike is the new CS500+, a cycling computer with functions of Polar's limited-edition CS-500 Tour de France model. A highlight is the unit's ability to receive power data from the new Look Keo Power Pedal.



[HTTP://POLARPERSONALTRAINER.COM](http://polarpersonaltrainer.com)  
STAND: B1-500

## SATMAP ACTIVE 10



**Satmap customers can create routes and waypoints on the new online route planner with topo maps of different scales.**

The planning area can be enlarged to the whole screen. Satmap exclusively offers National Geographic raster maps of the USA, Canada and New Zealand on a GPS screen.

For European users, the latest Southern Tyrol and Mallorca maps, at a scale of 1:25,000, will be of most interest.

[HTTP://SATMAP.CO.UK](http://satmap.co.uk)  
STAND: A1-106



## GARMIN EDGE 200

**At Eurobike, Garmin launches its new Edge 200—a 60-gram cycling computer with a focus on touring and everyday cyclists.**

It's simple and easy to use. Unlike other models in the Edge family, the Edge 200 provides fewer training and sport functions. Users can upload data to the Garmin Connect website. Its 1.7-inch greyscale screen shows basic information like speed, distance and time.



The Edge 200 is also suitable for track navigation, so courses can be downloaded from the Internet.

The Edge 200 also accommodates alarms and can be customized. It will appear in the European market this September with an estimated retail price of €149.

[HTTP://GARMIN.COM](http://garmin.com)  
STAND: A5-201

## VDO GP7 TOURING



**VDO offers the GP7 Touring at Eurobike, a GPS unit designed for touring cyclists that is loaded with a selected network of premium bicycle routes across Germany.**

Routes offer turn-by-turn navigation, speech prompts and guides to scenic overlooks and other points of interest.

[HTTP://VDOCYCLE-COMPUTING.COM](http://vdocycle-computing.com)  
STAND: A5-206

Compared to its predecessor, the GP7, the operating menu has been improved and simplified. For routing purposes the user can choose between mountain bike, touring and road bike modes.

## O-SYNCE NAVI2MOVE X

**German manufacturer O-synce debuts the Navi2moveX, a new, slim device for the ambitious cyclist, weighing less than 100 grams.**

The button-operated Navi2moveX comes with a 2-inch greyscale display. ANT+ capabilities allow sensors like heart rate, cadence and power to be connected to the device. A workout function shows what to do during a training session. Users can also upload a training schedule for several days when they're off at a training camp.



For navigation, the device shows the track on the 128- by 160-pixel display and uses arrow-waypoint navigation. It uploads GPX files, while recorded tracks can be used to navigate back home.

The Navi2moveX has a rechargeable and replaceable battery and is compatible with the O-synce remote control. Expected retail price will be below €200, with a release date of March 2012.

[HTTP://O-SYNCE.COM](http://o-synce.com)  
STAND: B3-502

## MAGIC MAPS

**iPhone users now can load topographical maps of Germany, Austria, Switzerland and Luxembourg on their screens, and combine them with tour-planning software on the computer.**

While MagicMaps' PC software, Tour Explorer 5.0, is generally used for creating tracks and waypoints to load on a GPS device, the new "MagicMaps Scout" app (€2.39) allows it to be used on iPhones as well.

The topo map can be used in offline mode. The "Scout für Android" version is for Android

[HTTP://MAGICMAPS.DE](http://magicmaps.de)  
STAND: A1-303A





**RACEBLADE**  
ultra light, ultra quick  
just for racers

**RENNKOMPRESSOR**  
mother and father  
of all floor pumps

**AERON**  
pumps even fat  
tires with style

**RACEBAG**  
a real  
rear trunk

**TOM 18**  
your small but  
tough first-aid

We know what you need -  
a wide selection:

[www.sks-germany.com](http://www.sks-germany.com)

Bike equipment for all kinds of cyclists all over the world.

Visit us at EUROBIKE 2011  
Hall A5 Stand 400  
August 31<sup>st</sup> - September 3<sup>rd</sup>

MADE IN GERMANY



MAXXIS' RADIAL  
TUBELESS BCR TL

## MAXXIS ROLLS OUT NEW TIRE TECHNOLOGIES

**Maxxis has increased its spending on R&D, and the fruits of the investment will be unveiled at Eurobike. The company's headline product is a no-stitch tubular.**

### SEAMLESS TUBULAR TECHNOLOGY

Seamless Tubular Technology creates a tubular road race tire without a seam. On standard tubulars the seam is located on the underside of the tire, where the "tube" is glued to the rim. The new seamless construction allows the carcass of the tubular to perfectly match the rim.

The Taiwanese company is releasing two models using the new technique.

★ The Campione is a race-day tubular with a supple, 120 TPI casing. This high-end 700x23C tubular weighs 260 grams and can be inflated up to 170 psi.

★ The Forza is a training tub with 60 TPI casing and a weight of 280 grams.

Both have been built with a new "nanostructure" dual compound from Maxxis which is said to increase wear yet with a low rolling resistance.

### RADIAL TUBELESS TECHNOLOGY

Maxxis is also unveiling Radial-Tubeless Technology, which marries tubeless technology with a radial tire.

Hutchinson brought the first MTB tubeless tire to market in 1997, and the first road tubeless in 2006.

The company has since been joined by other manufacturers, including MAXXIS, which introduced its road tubeless in 2010.

Radial tires are standard on cars and motorcycles, but, despite an attempt by Panasonic in the 1980s, they have never mainstreamed on bicycles, mainly for performance reasons (they felt sloppy to ride).

Maxxis engineers revisited the technique in 2009 and managed to get the ride problems under control.

Now, Maxxis will unveil the radial Tubeless-TL road tire line which its claims has superior cornering ability.

The Radiale-TL tire is a 700 x 22C (22-622) road tire that's foldable, 120 TPI and can handle a maximum pressure of 125 psi. It weighs 285 grams.

The new Maxxis tires do not yet have a confirmed shipping date.

■ GE





## SHIMANO APPAREL MAKES SHARPER DISTINCTION WITH PEARL IZUMI

**Shimano bought Pearl Izumi in 2008, but since the acquisition there's since been some confusion between Shimano's cycling apparel line and Pearl Izumi's, especially in some European countries where Shimano handles the distribution of the Pearl Izumi line.**



SHIMANO CYCLING WEAR IS TARGETING THE GROWING TOURING SEGMENT.

Both collections had overlaps that caused problems, both for sales reps and for retailers. But company officials say those problems are in the past.

For the 2012 season, Shimano has given its cycling apparel line a sharper focus on what the company calls the "performance tour" market. With this move, Shimano is eyeing the growing market for touring cyclists and everyday riders.

Florian Nebl, retail sales manager for Shimano and Pearl Izumi at Paul Lange, Shimano's German distributor, said Pearl Izumi would continue to concentrate on "function, fashion and sports for enthusiastic road and mountain bikers."

A highlight Shimano's Performance Tour line is a zip-off Windstopper jacket, loose-fit jerseys and shorts. ■ JB



A1-200

FLORIAN NEBL SHOWS LOOSE-FIT ITEMS FROM SHIMANO CYCLING WEAR'S "TOURING PERFORMANCE" LINE. © JB



# Lock in the battery to lock out the risk of fire.

Visit Thun at  
Booth FGO-503 • Open area east

Test our Pedelecs • win a BatterySafe S! • the lottery begins 5 pm on 02.09.2011

## VELO LAUNCHES LINE OF EIGHT E-BIKE SADDLES

**Velo, Taiwan's leading maker of saddles, grips and handlebar tape, is diving into the commuter market with a full line of saddles for electric bikes.**

According to Ann Chen, Velo's marketing manager, the new line—consisting of eight models—offers, "in addition to comfort, style and light weight."

The e-bike saddle line consists of eight models, distinguished by their extended width, additional cushioning and their so-called "D2 Double Density" comfort base. Although the saddles might look wide and cushy, they offer a streamlined a sporty appearance. Customers can also order matching grips for all eight saddles.

■ JB

B2-503

VELO'S ANN CHEN PRESENTS ONE OF THE COMPANY'S NEW E-BIKE SADDLES. © JB



# thun®

Alfred Thun GmbH & Co. KG Peddenöde 6 D-58256 Ennepetal  
Phone: +49 (0) 23 33 / 836 - 0 info@thun.de www.thun.de  
www.velocomfort.com http://batterysafe.thun.de

## THE CYCLING ECONOMY

# BICYCLES OFFER AN IDEAL SOLUTION TO ECONOMIC PROBLEMS

**The European Cyclists' Federation (ECF) investigates the importance of the emerging "Cycling Economy," and why the bicycle industry means big business.**

As political leaders fret, markets shake and totter, and economists and bankers speak of failing industries and dire consumer prospects, long-term prospects for the bicycle industry could not be better.

Last year at the Velo-city Seville Conference, ECF president Manfred Neun spoke about the "Cycling Economy," noting it was an unfamiliar term within the political arena and the bicycle industry.

In January, Derby CEO Mathias Seidler said, "Our aim is clear: We want to drive our strategy of expansion further.... Experts are forecasting strong growth in this sector in the coming years in Europe and beyond. We want to benefit from this trend."

While the car industry debates whether or global car sales have peaked, bicycle use around the world looks ready to boom.

That's because the bicycle industry provides products that people want. And the industry doesn't require hefty government subsidies to encourage its growth. Take, for example, the pedelec market. Sales are skyrocketing, according to ZIV, the German bicycle manufacturers' association.

In 2010, more than 200,000 e-bikes and pedelecs were sold in Germany alone. Sales this year are expected to hit 300,000—an

increase of 50 percent. E-bikes soon are expected to reach a 15 percent market share, which would translate into roughly 600,000 units a year.

Unlike the electric car industry, the bicycle industry has tapped into this "e-trend" without financial assistance, while generating a considerable economic impact to the bottom line. This is but one of the trends that bicycle manufacturers are tapping into, without even considering the growth of bicycle tourism or public bike share programs.

It's important to see how these industry trends fit into the broader political picture. Let's go back to the concept of the "Cycling Economy."

It calls for governments to invest more in cycling and cycling products, and refers to the far-reaching economic effects that cycling has on sustainable growth in terms of energy use, health, the environment, climate change, the quality of urban living and the economy of both developed and developing countries.



THE BICYCLE INDUSTRY MEANS BIG BUSINESS.

Having an economic framework based on cycling would appear to be a smart choice for government. In times of austerity, governments will have to spend less on infrastructure. Bicycles may be key.

According to a 2009 report by the League of American Bicyclists, for the \$75 million spent repaving three miles of Interstate highway, California could have built 1,250 miles of some of the country's most expensive bike lanes.

The Cycling Economy is good for jobs, too: A 2008 Spanish study showed that the country's public bike share program employed 1,478 people, with another 10,000 employed in retail and servicing privately owned bicycles.

European and global bicycle manufacturers have consistently pushed the development of the bicycle. Think of the advancements that have come about from such milestones as the Kettler-Alurad German leisure bike, the Shimano Positron shifting system, better suspension systems, e-bikes and pedelecs, etc.

Europe also leads the world in providing regulations governing the safety and quality of bicycles, ensuring that the industry produces state-of-the-art products that consumers will want to use again and again. If only the advancements in the industry are matched with a sustained political effort to implement cycling solutions, the cycling industry will ride a wave of prosperity for years to come.



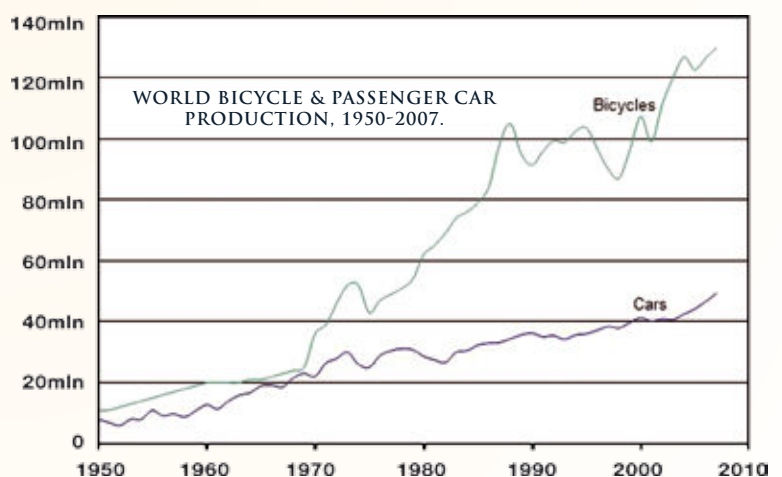
PEDELEC SALES ARE BOOMING IN PARTS OF EUROPE.

Because the bicycle industry has for so long been considered a small business, the concept of a Cycling Economy has never taken off due to some persistent misconceptions.

"It is erroneously thought that there is a permanent lack of market volume, that cycling is cheap—no money to be made, there is no political classification, and the low status of cycling, to mention just a few [misconceptions]," Neun said.

Neun's call to elevate the status of the cycling industry seems have some echoes in the business world. *Bloomberg Business Week* recently reported that "with uncertain gas prices and consumers looking for green alternatives, the global bicycle market is poised to show significant growth," with revenues exceeding \$61 billion through 2011.

Recent moves within the bicycle industry itself would suggest that this trend is real. Germany's biggest bike maker, Derby Cycle, went public this year on the Frankfurt Stock Exchange.



A "Cycling Economy" can help cities tackle urban congestion in both the developed and developing world. Only a few weeks ago, the *Economist* magazine reported,

"Mega-cities risk are becoming a drag on growth" because they are "congested, poorly planned and dangerous." Once again, increased bicycle use would be a relatively cheap and fitting solution.

■ **EUROPEAN CYCLISTS' FEDERATION (ECF)**, IN BRUSSELS, REPRESENTS THE INTERESTS OF BICYCLE USERS WITH OVER 60 MEMBER ORGANIZATIONS IN 40 COUNTRIES. ECF ADVOCATES FOR BETTER CYCLING POLICIES AND PROMOTES CYCLING AT THE INTERNATIONAL LEVEL AND ALSO SPONSORS PROGRAMS INCLUDING EUROVELO, THE EUROPEAN CYCLE ROUTE NETWORK; "SCIENTISTS FOR CYCLING" AND "CITIES FOR CYCLISTS"; AND THE VELO-CITY AND VELO-CITY GLOBAL CONFERENCE SERIES.

# NC-17 CREATES IPHONE E-BIKE DASHBOARD

**At last year's Eurobike, German BMX/MTB parts company NC-17 introduced an upscale iPhone holder made from solid aluminium and also launched an iPhone bike computer app. At this year's show, NC-17 will be providing demos of an electric bike update to the app. Via the ANT+ wireless protocol, the app will function as an e-bike dashboard.**

ANT+ allows measurement devices to "talk" with compatible devices such as GPS units and smartphones. ANT+ data transfer functionality is now becoming common in heart rate monitors, speed/cadence sensors, and power meters.

Members of the ANT+ Alliance, including CycleOps, Garmin, iBike, O-synce, Tacx, and Trek, agree on wireless protocols. One of the latest is the light electric vehicle data protocol. Wahoo Fitness of the U.S., also a member of the ANT+ Alliance, has been working on the LEV protocol.

NC-17's Udo Ochendalski – who many call 'Germany's Gary Fisher' – may have started in the BMX tuning business but he's keen to plug into the electric bike scene.

NC-17's current iPhone app has sport functions like speed, heart-rate, power, cadence, and GPS position. An update for this app will make it into an e-bike dashboard.

There are two Cycle NC-17 apps available in Apple's App Store. The standard cycle computer is a free download. To get the full ANT+ function, you need the €5 app.

The e-bike update to the app - provided by Wahoo Fitness - will not be in the App Store before Eurobike but Ochendalski said there would be a working demo on the NC-17 booth. He believes the app will help consumers get more out of their electric bikes:

"Say a consumer wants to reach a certain location with their electric bike. They put in the destination and the app can work out the distance and the number of hills and can tell whether the bike has enough battery power to reach the destination. If there isn't enough battery power, the consumer could be told which lower power setting to use to safely reach the destination."

Ochendalski said the app will only be available for iPhones. There are no plans to release an Android app.

■ CR

UDO OCHENDALSKI SAYS THE NC-17 E-BIKE APP WILL BE AN UPDATE TO THE EXISTING NC-17 APP.



## VAUDE Bike Sports

Whether on the trail, a cycling trip with the family or on the daily commute to work, responsible cyclists display their personal conviction with Bike Gear from VAUDE.

73% of our Spring/Summer 2012 apparel collection is in "GREEN SHAPE": manufactured according to the most stringent eco criteria in the outdoor industry.



THE SPIRIT OF  
MOUNTAIN SPORTS



# TEACH YOUR CUSTOMERS WELL

## THE PROPER CARE AND FEEDING OF BRAND-NEW PEDELEC BUYERS

**Independent bicycle dealers can position themselves as experts in selling pedelecs and e-bikes, if they choose products with care and provide comprehensive information to the customers. Here are a few tips:**

Pedelecs with a powerful motor and well-tuned rear wheel, or a centrally mounted motor, are pure fun. They provide fast acceleration and easy climbing. If the battery runs out during a long climb, however, pure fun turns into pure misery. Instead of lightheartedly climbing the hill, the rider now has to lug a heavy bicycle weighing some 20 kilograms (44 pounds) up that hill. If it's a new pedelec owner, it will dampen his euphoria and change him from a happy customer to a grumpy critic.

Fortunately, retailers can keep their new pedelec owners happy with a little education.

### TOO LAZY TO SHIFT

Many pedelecs promise a range of some 70 km (44 miles) on one charge. In real life, though, many riders don't reach even half that distance. They sometimes aren't taught how to use the technology most efficiently.

One problem is that riders are too lazy to shift. Instead of pedaling at a steady rate and applying their own power, riders would rather shift less and make the motor work harder.

Instead of downshifting before stopping, for example, pedelec riders often start from a dead stop in a high gear—the equivalent of starting a car in third gear. A car engine would stall, and a traditional bike would be so hard to pedal that the rider would have to shift.

But the pedelec motor just works harder to accommodate the rider. The result, of course, is a faster-draining battery.

Rider laziness regarding care and maintenance also shortens an e-bike's range. Tires underinflated by one bar (15 psi), or a rusty, squeaking chain, will reduce a pedelec's range by a few important kilometers.

A foot-operated pump with a pressure gauge and a bottle of chain oil are therefore important accessories that a retailer should sell with every pedelec.

### CHARGE IT

The chemical processes of a battery cannot be repeated forever. Batteries wear out and gradually lose capacity.

Depending on the manufacturer, batteries are designed for 500 to 1,000 (complete) charge cycles.

Even then, a battery is not completely spent, but still has residual capacity.

Nevertheless, batteries eventually need to be replaced—and, from a rider's perspective, replacing a battery hurts! Current prices for replacement e-bike batteries start at about €500 and go up from there.

Many pedelec riders have the mistaken belief that they should always deep discharge the battery before recharging. That is absolutely wrong in the case of lithium ion batteries. Instead, for maximum available range, riders should recharge a bike after every ride.

To help change the consumer's ingrained habits (learned from using earlier varieties of rechargeable batteries), retailers need to educate them and give them a good user manual with detailed charging instructions.

### NOT JUST ANOTHER BIKE

Cyclists who have been riding a bike for years will probably ride a pedelec just like a bicycle. But that isn't always ideal.

That's because many pedelecs can't be driven or controlled in ways that neatly follow the pedal-driven commands of the rider. Riders have to be aware of deceleration and sudden acceleration.

Even though the rider has stopped pedaling, the motor may keep driving the bike forward.

Every customer will have to get used to this kind of cycling, but a lot of pedelec drives are programmed to behave in ways that can be dangerous. Neither riders nor retailers should assume that a particular drive system will act identically regardless of the bicycle brand it is used on.

Manufacturers can make a huge difference in the performance of a drive system through their choice of sensors, and other adjustments specific to one model. So retailers would do well to take test rides on every brand of pedelec they intend to stock.

### HUGE POTENTIAL ENERGY



DIRK ZEDLER

Pedelecs still have plenty of room to improve, particularly in their electronics.

This applies to battery management, or the science of controlling and operating every cell of a battery while it is charging or during a ride.

Future pedelecs should offer the ability to easily tune a motor and program it individually for a rider. Components such as navigation, power measurement, etc., will find their way to the pedelec via integrated smartphones. And pedelecs should get better at recuperation, or converting the kinetic energy released while braking into electricity, instead of heat.

The e-bike evolution is apparent at this year's Eurobike, through such developments as the automatic gear shifting systems offered by NuVinci and TranzX. May the e-bike arms race begin!

#### ■ 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.



# REDEFINING THE E-BIKE



## GROUNDBREAKING AUTOMATIC GEAR TRANSMISSION WITH COASTER BRAKE

New 7-speed AGT e-bike technology is a world first. The electronically controlled gear shifter precisely selects the correct gear at the right moment to increase the cyclist's riding pleasure. Exact shifting continually assures optimal power support to improve energy efficiency and riding agility. Easy-to-use automatic and semi-automatic modes and coaster brake adaptability make AGT perfect for all riders.

## TIFOSI LAUNCHES SIX NEW SHADES

B2-307

**For 2012, Tifosi has six new shades, including:**

★ The Jet (a small light, open-frame design with a fixed nosepiece); the vented-lens Tempt;

★ The Logic XL (a new large shield lens optic for larger faces);

★ The Altar with a gradient tint lens on some versions.

All can be upgraded to photochromic lenses.

The Seek and the Seek FC ("full coverage," with a larger frame for larger faces) have adjustable arm pieces and nose pads. Rimless across the top, Seek weighs just 24g.

■ CR



## GT ADDS TI 29<sup>ER</sup>, BUT AVALANCHE IS A STAR

**The Zaskar name now covers all of GT's high-end XC bikes.**

The Zaskar 9r Carbon Pro has a super-stiff, tapered head tube and large diameter top and downtubes, along with an eye-sizzling electric blue color scheme. It comes equipped with a RockShox SID 29er fork and is pretty much full Shimano XT.

GT has also produced 26-inch versions of two of its classic BMX bikes: the Performer and the Interceptor. The GT Xizang has been reintroduced as a titanium 29er. But it's the new GT Avalanche that is likely to be the brand's biggest seller.

A6-301

■ CR



THE GT AVALANCHE



CYCLEOPS' POWERTAP HUB.

## POWERTAP LINE GETS A REFRESH FROM CYCLEOPS

**CycleOps has updated its PowerTap power meter line, and introduced a range of wheelsets that incorporate the new PowerTap models.**

The new PowerTap G3, at 325g, is 80g lighter than the PowerTap SL+ it replaces and has wider flanges for increased wheel stiffness. It features ANT+ wireless connectivity.

The new PowerTap wheelsets are carbon clinchers and carbon tubulars in 45mm and 65mm rim depths. They are comprised of Enve Composites rims and DT Swiss Aerolite spokes.

Also new is a GPS-based Joule computer and the PowerCal, an entry-level power meter that uses heart rate and other algorithms to estimate power output. It is said to be almost as accurate as hub-based power meters.

■ CR

A3-102

**ALEXRIMS**  
www.alexrim.com

**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.

**A CLASS**  
www.aiclass-wheels.com

# MESSE Q&A: SABINE ZORELL

## AFTER 20 YEARS, SHE'S SEEN THE INDUSTRY 'CALM DOWN'

**Eurobike is celebrating its 20th anniversary this year, and Eurobike press veteran Sabine Zorell will celebrate her 20th anniversary with Messe Friedrichshafen next year.**

It was July 1992 when Zorell began her job as secretary of the PR division for Messe Friedrichshafen. Now the Messe's press coordinator, she's still going strong. We chatted with Zorell about the growth of Eurobike, Messe Friedrichshafen's largest and most international show.

**ESD:** After all those years with Messe Friedrichshafen and Eurobike, what has changed in your job?

**SABINE ZORELL:** To give you an idea about the development of Messe Friedrichshafen and Eurobike, in 1993—the second year I worked here, and also the second Eurobike after its debut in 1991 and a hiatus in 1992—we welcomed 250 journalists. Today we have around 1,700.

When I started, the PR division had two full-time jobs and one part-time job. Wolfgang Köhle, the general manager of the PR division, started two months after me. We were the two full-time employees. Today the Messe Friedrichshafen PR division employs five full-time and several part-time employees.

**ESD:** So the PR division has grown in line with the show.

**ZORELL:** That's not the only change. I still remember typing each press badge with a typewriter. Today's online accreditation makes it a lot easier and faster. That's a relief.

You can feel that Eurobike has become a leading international bicycle show. We have journalists from all over the world. That wasn't the case when I started here.

**ESD:** Can you give us an idea of foreign media participation?

**ZORELL:** Today, about 50 percent of all media attending Eurobike come from outside of Germany. And don't forget that there are an increasing number of media representatives from outside the bicycle business. Today's media participation is much more than just special interest bicycle magazines and print.

**ESD:** What is most impressive for you at Eurobike?

**ZORELL:** It's the e-bike development. Eurobike started first with mountain bikes. With the integration of road bikes we became a sportive bicycle show. Then the first urban bikes were presented in Friedrichshafen.

Today we have the entire bicycle range on stage. But coming back to e-bikes, the first automobile companies—Bosch last year and Smart this year—are debuting their e-bike products here.

Today's e-bike range is so large. I guess even retailers must be overwhelmed and perhaps even confused by the amount of products and the e-bike development in general.

**ESD:** Are there other remarkable changes that you have experienced?

**ZORELL:** I think over the years the bicycle industry has gotten more organized. At the beginning they were as sportive as non-organized. Today they are organized as other industries and more down to earth. They've calmed down.

■ JB

MESSE FN'S  
SABINE ZORELL.



PRICES OF PEDELECS WILL RISE BY UP TO 15 PERCENT THIS YEAR.

## PRICE PRESSURES ON PEDELECS

**Electric power is coming to personal transportation, quickly. Part of the reason this can happen is that the technology of electric motors and batteries has greatly improved in recent years.**

Notably, neodymium permanent magnets make motors more efficient, creating more torque from smaller motors and less energy. Lithium batteries store more energy, in less space and weight, with superior performance characteristics. Power electronics technologies manage motors and batteries with new levels of sophistication.

The world demand for copper (used in motor windings, consumer electronics, and more), aluminum, neodymium (magnets in motors, consumer electronics, mobile phones, and much more), lithium salts (batteries for nearly everything) has grown immensely. But supplies are constrained.

Neodymium, a rare earth, is found in many places. But it has been mined for two decades at much lower costs in China, causing all other mines to close.

This is due in part to lower labor costs, and partly because rare earth materials in China are found in clays that are less toxic, and thus less expensive to mine, than most sources.

However, the Chinese government is paying closer attention to the environmental issues of rare earth mining, closing some mines, and requiring improvements at others, as well as raising taxes and imposing quotas on rare earth materials, including neodymium.

Today neodymium magnets are as much as three times more costly than they were a few months ago. And that is a serious percentage of the total cost of a bike motor.

Lithium prices are going up. The total effect on e-bike batteries is not yet certain.

But an additional factor is that the huge Chinese e-bike market has been served by lead acid battery factories, many of which have been recently closed by the Chinese government due to environmental and worker safety concerns.

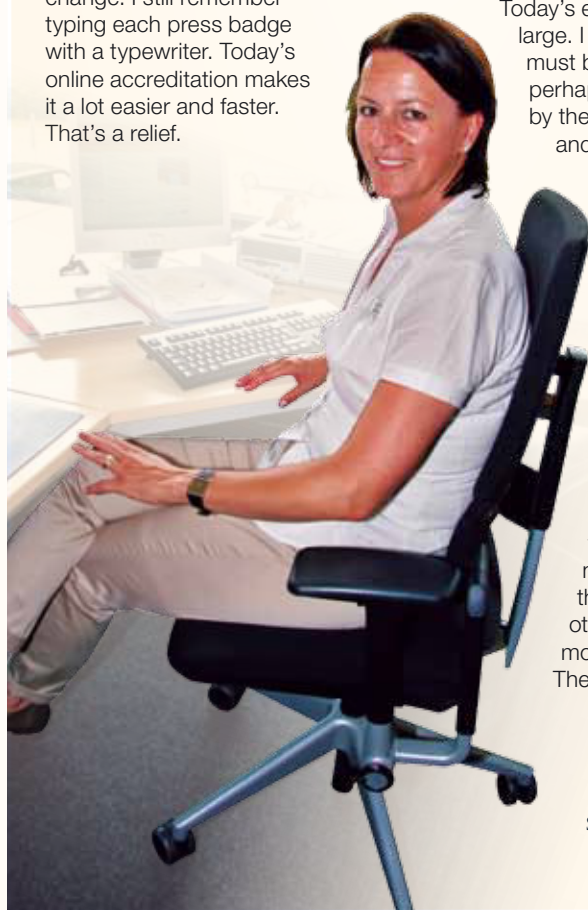
This reduces the availability of lead acid batteries and creates demand for lithium batteries in the huge Chinese domestic market, effectively creating competition for what was previously the largest market for lithium ebike batteries – the EU.

We can expect the cost of making a pedelec to rise, perhaps by 10-15 percent, this coming year.

However, the quality pedelecs of the EU are still a cost-effective product. Considering all the advantages they offer the user, and the high performance and durability of the EU bikes, they are still a great bargain.

And we can expect new technologies, such as Switched Reluctance motors that do not need permanent magnets, or Transverse Flux motors that can get high performance from ceramic magnets, and batteries such as Lithium Sulfur that reduce raw materials costs, while actually increasing performance, to come on line in the next few years.

■ EDWARD BENJAMIN  
IS MANAGING DIRECTOR OF  
CYCLEELECTRIC CONSULTANTS.





B2-503

VELO CONTEST POSTER.

## PARTICIPANTS LEAP AT CHANCE TO WIN VELO'S WILDLIFE CONTEST

**Since the introduction of Velo's Senso Wildlife campaign in April, the saddle manufacturer reports that it has been warmly received by its clients and received high participation numbers.**

Winners of the contest, who will be announced Nov. 1, will receive a weeklong trip to South Africa with all flights and hotels included. They also will experience a range of different sights and highlights such as bike tours through the Winelands, a trip to the Garden Route Game Lodge and a glimpse into a cheetah conservation project.

Velo is conducting the campaign in cooperation with South African Tourism, South African Airways, a German consumer bicycle magazine, and Panthera, an organization dedicated to the conservation of the wildcats.

More than 300 retailers are participating in the campaign. They've put up some 2,000 posters and have reached more than 150,000 consumers through entry cards. Another 1,500 consumers have entered the contest through Velo's website, [www.velosaddles.com](http://www.velosaddles.com).

Velo backed the campaign with an initial PR push that attracted strong media interest in the bicycle industry.

South African Tourism's involvement in the tourism industry also gave the campaign momentum. During the first three months, full-page ads ran in retailer magazines, while several publications wrote about the contest.

The wildlife campaign was a natural for Velo, which since last year has advertised its Senso saddle line using the cheetah as its main image.

The advertisements have given Velo an opportunity to discuss wildlife conservation. Velo's wildlife-themed campaign honors nature by drawing parallels to the technologies found in Senso saddles.

Through its campaign, Velo discusses the pressing situation of endangered wildcats around the world, and supports conservation efforts. Throughout the promotional period, a portion of the proceeds from the sale of Senso saddles are designated for Panthera.

# SHARE & SHARE ALIKE GOOD NEWS ABOUT BIKE SHARING: IT LEADS TO MORE BIKE BUYING

**The European Cyclists' Federation (ECF) examines the growth in public bike share systems, and why their rise is good news for the entire bicycle industry.**

Bike sharing programs have recently been in the headlines after a recent report on Barcelona's 'Bicing' scheme cast the program in glowing terms.

Researchers concluded that the program saves 12.28 lives a year, reduces CO2 emissions by 9,062 metric tonnes, and proved that the health benefits of cycling outweigh the dangers by a factor of 77.

But as the mainstream media "discovers" the benefits of bike sharing, we in the industry often forget that the bike share revolution has been underway for quite a while.

In 2001, only a few systems were in operation throughout Europe. Today, that number exceeds 400. Indeed, as a recent UN report notes, bike sharing has gone from "interesting experiments in urban mobility to mainstream public transport options in cities as large and complex as Paris and London." Growth in this area has outstripped that of any other area of urban transport.

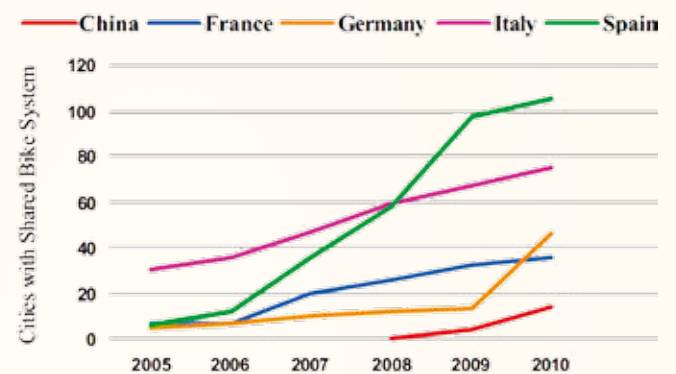
The bicycle world has seen them develop and grow in both complexity and size.

From humble, unlocked, painted bicycles in the Netherlands in the late 1960s came smart cards and docking stations in France in the 1990s. In the 21st century, we're seeing the installation of GPS tracking capabilities and the incorporation of e-bikes.

The bike-sharing flotilla has burgeoned outside of Europe. Hangzhou, China, has a fleet of more than 40,000 bicycles. The Korean city of Changwon has added this new form of transport in a country that remains wholly car-centric.

From the ECF's perspective, what we're noticing among our members and our corporate sponsors is that bike share systems are also improving the image of cycling.

They promote cycling as a normal activity, and are getting more people out of their cars and onto bicycles. Any city that wants to be seen as forward-thinking has been quick to add a bike share system to its transport mix, with systems popping up in London, Dublin, Barcelona, Paris and Melbourne—none of which are usually considered "bicycle cities."



GROWTH IN BICYCLE SHARING SCHEMES (IN SELECTED COUNTRIES, 2005-2010).

SOURCE: UNITED NATIONS DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS

This normalization is good news, and it's definitely good for business. Our members across Europe are quick to tell us that bike share systems also encourage the use of private bicycles. In Paris, for example, consumers have bought more than 2 million bicycles since the city launched its huge Vélib' bike share program.

"They can never provide enough bikes to significantly alter the percentage of modal share but they can bring people back onto their private bikes and offer a transport 'complement' whenever it is needed," says Janet Büttner, coordinator of the OBIS project, which produces significant research on European bike share systems.

Bike share systems have been cemented into the mobility portfolio for many medium and large cities for years to come.

Now when we campaign for cycling infrastructure, we can also speak on behalf of a growing, exciting, sexy, new and public form of transport. This is good news for the bicycle industry and advocates alike.

### ■ EUROPEAN CYCLISTS' FEDERATION (ECF).

IN BRUSSELS, REPRESENTS THE INTERESTS OF BICYCLE USERS WITH OVER 60 MEMBER ORGANIZATIONS IN 40 COUNTRIES. ECF ADVOCATES FOR BETTER CYCLING POLICIES, PROMOTES CYCLING AT THE INTERNATIONAL LEVEL AND SPONSORS PROGRAMS INCLUDING EUROVELO, THE EUROPEAN CYCLE ROUTE NETWORK; "SCIENTISTS FOR CYCLING" AND "CITIES FOR CYCLISTS"; AND THE VELO-CITY AND VELO-CITY GLOBAL CONFERENCE SERIES.



BIKE SHARE SYSTEM IN CHANGWON, KOREA..



THE SMARTS  
IN CYCLING



CATEYE®

SHOP  
CATEYE

24 HRS  
OPERNS

NO  
Vacancy

Hourly Rates  
Air Condition

Free Movies

QUEEN  
BEES  
PO

MOTEL

PAWN  
SHOP

BAIL  
BONDS

13th  
Street  
MORGUE



JAPANESE TECHNOLOGY



CYCLING SUPERIORITY



ECONOM FORCE

BRIGHT LIGHTS,  
BIG CITY

LET THEM KNOW *you're* COMING

A million places to go and just two wheels on which to do it. Whether it's the early morning dash to work or an after-hours pedal through the city's underworld, our bright and light Commuter does the trick. Ride safely behind the infinitely adjustable, focused beam of our Reverse Optical Lens technology and rest easy knowing the LED's won't drain your batteries before you're safely home. Anytime and everywhere, with our Commuter.



fig. XVII ECONOM FORCE

EUROBIKE BOOTH: A1-201



Taipei International Cycle Show



TAIPEI CYCLE  
**25**

# TAIPEI CYCLE

**MAR. 7-10, 2012**

TWTC NANGANG Exhibition Hall

TAIWAN — Where Bikes Set the Future!



Asia's **BIGGEST** 4-in-1 Sports Expo!



Supervisor:



Bureau of Foreign Trade, MOEA

Organizer:



TAITRA

# NEW PRODUCTS

## SCHWALBE TIRES GO ELECTRIC

Two more Schwalbe tires are going electric for the 2012 season: **Energizer Pro** and **Energizer Plus** are the new model names

A5-300

The Energizer Plus (right) with its 3 mm thick protective GreenGuard layer is equipped for maximum puncture protection.

The Energizer Pro (left) on the other hand has been entirely designed for speed and is protected by the light weight RaceGuard protective belt.



## GIANT TCR ROAD SERIES ADVANCED SL

Giant's high-performance road series, the TCR line, has been completely revamped for 2012. Leading the pack is the TCR Advanced SL model, developed in conjunction with the Rabobank cycling team.

Giant engineers shaved 144 grams from the Advanced SL frame, compared to the 2011 model, and added the OverDrive 2 steerer tube technology, which boosts torsional steering stiffness by 30 percent.



B3-302



The TCR range continues Giant's innovative compact design with a toptube that slopes downward toward the seat stays.

The 2012 TCR line also incorporates Giant's Carbon Nanotube Technology, a custom-blended resin that uses a microscopic polymer to strengthen the frameset.

## AIRACE TURBO MICRO AC-02

A5-604

**Micro-size CO<sub>2</sub> inflator. Innovative design which combines dual functions of cartridge puncher and air release.**

- ★ Compact and easy to carry out.
- ★ Clever valve for Presta & Schrader.
- ★ Two colour options: silver and black.



## BMC TIME MACHINE TM01

**BMC has redefined maximum velocity by calculating the rider's "position to perform," which describes the most aerodynamic yet comfortable position.**

This demands the ability to offer a wide variation in adjustments to the saddle and stem, something that is fully guaranteed with BMC's innovative solutions. The frontal area of the frame and add-on components has been reduced thanks to technical solutions that play a key role in improving the aerodynamic properties of the Timemachine TM01 and are expressed in a futuristic design.

B3-202



## SKS SPAERO MINI PUMP

**A classy design combined with sophisticated technology and high power distinguish the SKS Spaero mini pump.**

Under the dust cap is an extendable hose with a screw-on duo head, guaranteeing a tight fit for all types of valves.

A5-400



Booth No.: B2-113



**mw10g**  
multi-wireless  
cycle computer

**Features**  
High-frequency  
2.4 GHz digital  
data transmission!

**ECHOWELL**  
www.echowell.com.tw



ANT+ Sport protocol compatible!

# NEW PRODUCTS

## TAYA CHAIN'S 30-METRE CHAIN ROLLS



B4-508

**Taya's got a chain solution that won't leave your repair shop tied in knots. Taya's 30-meter chain rolls let you make every link usable.**

Adjusting chain length is easy, with no more waste. The Taya roll chain pack reduces your shop's costs and the compact size saves space. Taya's also packing its Decca 101 10-speed chain in small rolls.

## MING CYCLE M1

**The M1 is created for stylish urban transportation. With an alloy frame and fork, the M1 is light and looks great.**

Its full suspension system translates into riding pleasure, while its 250 W brushless motor provides smooth power, coupled with an –speed derailleur. Customers can choose 20-inch alloy cast wheels.

Front and rear disc brakes give plenty of stopping power. The display automatically troubleshoots problems, letting the rider know which part may need a repair.



A5-507D

## LAS HELMETS VICTORY & SQUALO

B3-501



**The LAS limited edition Victory and Squalo helmets are matt black and are designed and made in Italy.**

The 25-vent helmets feature magnetic chin-clasps and dial-in fitting thanks to the Cat-Eye EVO 3D retention system, which can adjusted easily, even with gloved hands. The comfort padding is impregnated with silver ions – Silver Dry – for speedy drying. The small size is 230g; the large is 270g. Both helmets come with metal labels that can be engraved.

A4-404

## BH ULTRALIGHT RACING BICYCLE



**BH has developed a racing bicycle featuring a one-piece molded frame made with 100% injected-carbon, thus achieving one of the most reactive, light (747 grams) and stiffest frames on the market.**

It includes the new bottom bracket standard BB386 EVO developed together with FSA and expected to become the standard in high-end frames.

The BB386 EVO standard allows an increase in the size of the diagonal tubes up to a diameter of 80mm, thus reducing the thickness of the walls and increasing the torsional stiffness by 166% and the rear by 125%. It also has a customized chainset designed exclusively for Ultralight. BB386 EVO allows using an 86.5 mm x 46 mm ceramic cartridge.

## SELLE SAN MARCO CONCOR CARBON FX



**San Marco continues to evolve the legendary Concor saddle.**

B3-402

The new version is considerably lighter due to the use of innovative materials and features, such as a "dna carbon waist system" that increase the rigidity of the rails, avoiding useless spin and torsion of the saddle.

The crossing X-shape knot ("Dinamyc Node Action") provides a point where all the forces concentrate. This creates additional support in a well-defined area of the rails, and a place where the weight can be concentrated.

## STEVENS SUPER PRESTIGE CYCLOCROSS BIKE

**Cyclocross bikes are fast and light, but usually require a skilled rider. The Super Prestige is a bike for a new era.**

Hydraulic discs offer high braking power, while the Shimano Di2 system brings perfect ergonomics, comfort and reliability. Both systems are perfectly integrated into the Super Prestige frame.

The brake cable is neatly routed inside the frame. The integrated Ritchey seatpost offers comfort and a streamlined appearance. The WM colors are a tribute to Marianne Vos and Stevens' other world champion cyclocrossers.

A3-305/6



## SQLAB 711 GRIPS



A7-100

**SQlab's goal with the 711 was to design an ergonomic grip with relief wings that would offer mountain bikers the best grip even when speeding down a technical trail.**

The wings are as big as necessary but no bigger. A Syntace locking system keeps the light 711 grip bombproof on the handlebar. The 711 is offered in two sizes.

## TERN LINK UNO & TROLLEY RACK

B4-501

**The Link Uno with Trolley Rack are simplicity and portability all rolled into one.**

The Trolley Rack not only carries loads like a regular rack, but allows the folded bike to be easily pulled or pushed on wheels mounted to the side of the rack like a small suitcase.

The seat post and seat are cleverly used as the handle to pull the bike along. The Trolley Rack is available separately and is compatible with the full range of Tern Link bicycles. The Link Uno has just a single speed and a coaster brake for flat terrain.

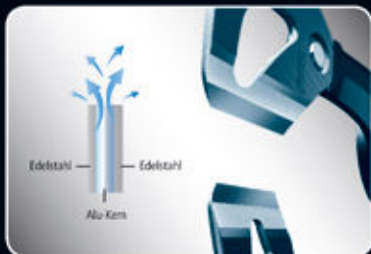




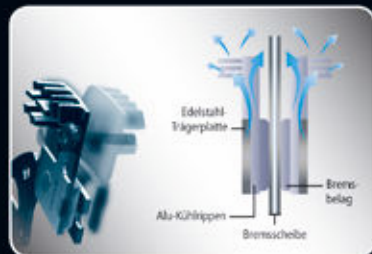
# ICE TECHNOLOGIES

**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>

Oder: Code mit Smartphone App scannen und Testergebnisse anschauen.

**SHIMANO**

## SELLE SAN MARCO VINTAGE SADDLE



B3-402

**San Marco's Vintage line offers the charm of the past with the technology of the present day.**

San Marco builds upon its great heritage, with such models as Regal, Rolls and Concor, and blends their experience with innovative new features.

Liked for their comfort and performance, as well as their elegance and beauty, today they will become collectors' items all over again.

## DEUTER COMPACT EXP10SL & 12 BIKE PACKS



**Deuter's completely revised Compact EXP 10 SL and 12 bike packs shine with technical updates and a modern look.**

B2-500

The all-purpose Compact looks good anywhere, from longer tours and singletrack rides to a stop at the ice cream shop. For an extended day trip, the Compact expands to offer more room in the main compartment, which also features an organizer pocket for tools and other necessities. The drinking system is accommodated in a separate, easy-access compartment at the back. The women's Compact EXP 10 SL (shown) features SL straps and mesh SL hip fins for female cyclists.

**AIRACE**  
WWW.AIRACE.COM.TW

**A5 604**



## Hercules DG

- Dynamic display LCD digital gauge
- 6063 Alum barrel with anodized sleeve
- 2-Tone handle
- Alum base
- Twin-Valve pump head with air-bleeder button
- Max. pressure 240 psi (16.5 bar)

**HARTJE** Hermann Hartje KG  
e-mail: info@hartje.de



## RIESE & MÜLLER BIRDY RACE DISC

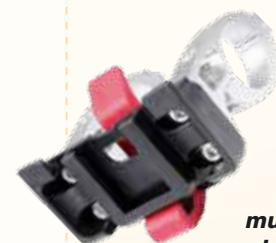
**Riese & Müller's Birdy Race Disc may be little, but it sure is fast. The folding bike can take on a full-sized road bike with style to spare.**

The Race Disc is fully suspended with powerful disc brakes, and its frame features a one-of-a-kind polished aluminum finish (also available in black). A 20-speed Shimano Ultegra and superfast Schwalbe racing tires complement the little racer. Racing handlebars? Of course!



A2-306/8

## T-ONE R&D CORP. TALON MP HANDLEBAR CLEAT SYSTEM



A5-110

**Talon is a multiple purpose handlebar cleat system compatible with all T-One bags, front baskets, and front carriers.**

Talon features an aluminum clamp so it can hold heavier weights than the usual handlebar cleat systems as well as a better appearance.



# FROM CHIIH CHINN, A NEW NAME AND NEW BRAND: NECO

**There's a lot happening at Chiih Chinn Industry, the Taiwan parts maker. Beginning this year, the company changed its name to Neco Technology Ind. Co. in recognition of its existing Neco brand.**

Neco moved its headquarters and factory to a new location in Wufeng, near Taichung. And at Eurobike, Neco is introducing what officials call "a new generation of innovative premium products" under the Laido brand name.

Since 2009, company president Neco Wang has invested some \$8 million in real estate, construction of the headquarters and factory building, and buying new CNC machinery. The 10,000-square-meter (107,640-square-foot) complex was finished in July.

"The entire move and investment has to do with the restructuring of our company," Wang said. "On the one hand we want to develop new top products and needed more space for the new factory. On the other hand we want to show our customers a presentable production."

The new Neco Technology factory employs 52 and produces bottom brackets and cranksets. Pedals, cranks, bottom bracket parts, headsets and axles are produced at Neco factories in Guangdong and Jiangsu, China. "In general, our high-end production is made in Wufeng, our medium-class in Guangdong and our entry-level products in Jiangsu," Wang said.

Behind Laido, the new "Neco baby," is an expanded R&D team. Laido is taking the company into segments such as pedals and hubs that it hasn't offered before, and Wang said he intends to focus on aftermarket sales.

"Until now we have mainly served the mass market with Neco. With Laido we are making our debut on the aftermarket," he said.

JB

NECO WANG WITH A NEW LAIDO HUB.



# CZECH SHOW MOVES BACK TO NOVEMBER

**This year's Czech bicycle show is moving from October back to November. Bike Brno, known as the show for the Central and Eastern European market, opens its doors from Nov. 10-13.**

"The majority of our national and international exhibitors wanted to have the show back in November. In the future we plan to hold Bike Brno on the same dates as this year in November," said Jan Smid, marketing manager for Bike Brno.

For more information, meet the Bike Brno team here at Eurobike.

They will be able to answer all your questions not only on the Brno show itself but also on some scheduled side

events including the e-bike test track, Bike Conference, and the Bike Travel Festival, which will feature special guests Françoise and Claude Hervé.

"We will be honored to meet you here in Friedrichshafen at our stand, at Czech bike producer 4ever.

Come and get some refreshment and share your impressions. We will be happy to answer any questions concerning the Bike Brno Trade Fair 2011," Bike Brno project director Jan Kubena said. ■ JB



A1-108

T-ONE www.T-oneDesign.com

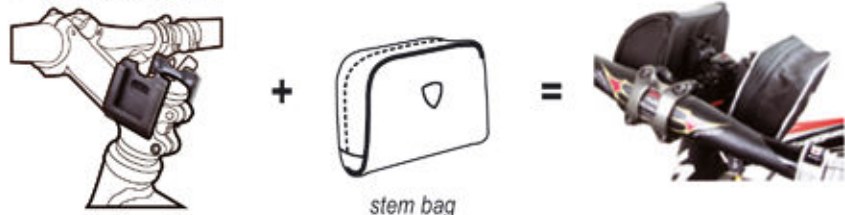
BOOTH A5-110

Pylon



small shoulder bag

Packman



stem bag

Packman+



cell phone bag

Talon

CAPTION. CAPTION.



camera bag



**RACEBLADE**  
ultra light, ultra quick  
just for racers

**RENNKOMPRESSOR**  
mother and father  
of all floor pumps

**AERON**  
pumps even fat  
tires with style

**RACEBAG**  
a real  
rear trunk

**TOM 18**  
your small but  
tough first-aider

We know what you need -  
a wide selection:  
[www.sks-germany.com](http://www.sks-germany.com)

Bike equipment for all kinds of cyclists all over the world.

Visit us at EUROBIKE 2011  
Hall A5 Stand 400  
August 31<sup>st</sup> - September 3<sup>rd</sup>

MADE IN GERMANY



## FROM GARMIN, A PEDAL THAT MEASURES POWER

**Garmin's booth was awash with visitors at Eurobike, most of them drawn by the lure of the Vector power-measuring pedal.**

Garmin hasn't been much involved with the actual power measurement side before, even though its ANT+ devices allow other systems to be hooked up, but their acquisition of Metrigear last year signaled their intentions. The Vector is the fruit of that collaboration.

You've seen power-measuring pedals at last year's Eurobike, when Polar had theirs on display—in collaboration with Look—and O-Synce had a prototype working on their stand, too. So Garmin's Vector joins a gathering throng. Power-measuring pedals have significant advantages over measurement at other points in the transmission. Chief among them is that the pedals are easily transferred to another bike.

The system is easy to fit too; it's a home job rather than something that needs to be done in a bike shop, and the pedals come already calibrated.

Power is calculated by comparing the deflection in the pedal spindle to a known deflection under load, and calculating a force from that. In conjunction with the cadence, measured with accelerometers, in each pedal, you get a power reading, which is beamed to your Garmin of choice via the ANT+ protocol.

The transmitter plugs into the pedal spindle and sits behind the crank in a similar position to the Polar system. O-Synce's transmitter is built into the pedal base. The Vector pedal is Look Kéo compatible like Polar's. To get your mitts on a pair of Vector pedals you're going to have to hand over £1,149 (€1,300), which is in the same ballpark as other power-measuring devices.

■ DAVE ATKINSON (ROAD.CC)



A5-201

THE GARMIN VECTOR PEDAL.

## CERVELO MAKES THE R5 EVEN THINNER, STIFFER

**Cervélo's top-level R5 road bike is designed to be as lightweight as possible without compromising stiffness. Cervélo have always been clear that they see the aero road bike as the future, but for the climbers and those that want something more classical, there's the R-series.**



A1-208

CERVELO'S R5VWD FRAME.

The VWD sits below the very top model—the super expensive R5ca, which is made in California rather than Asia.

The new VWD is built in Taiwan and features one grade of carbon throughout with no extra reinforcement around the bottom bracket.

You'd need a hacksaw and a micrometer to really notice the difference in wall thickness between the R5Ca and its new R5VWD sibling. But it's those small fractions that make all the difference in weight.

For Cervélo, the R5 is the classic road bike taken to its ultimate conclusion... and then pushed a little.

The R5 comes as a base model, a Team model that is 10 percent lighter and stiffer, and the new VWD model, being launched at Eurobike, that's 10 percent lighter and stiffer again.

The difference in price between the R5ca and the VWD is rather a bigger fraction. While the VWD isn't cheap (we're talking a ballpark €4,000), it's still about half the price of an R5ca.

■ MAT BRETT (ROAD.CC)





## Cadel Evans am BMC-Stand

Donnerstag, 1.9.2011 um 14.45 Uhr, Halle B3, Stand 202

Gratulation an Cadel und das Team!  
Gewinner der Tour de France 2011

Cadel Evans, BMC Racing Team  
[www.bmc-racing.com](http://www.bmc-racing.com)

**BMC**  
swiss cycling technology



# PATRIOT

Innova patents this technology for showing the spirit of patriot in any tour competition to honor the rider's nation.

**Patent**



This most advanced technology can show the image of national flag all this tire life. It is light, high quality and mean more than just a tire only.

**Booth No. A3-904**

**INNOVA TIRE**  
www.innovatires.com

## CRATONI C-BOLT



**B2-102**

**Cratoni's C-Bolt helmet was the best of test in a round-up of helmets in Roadbike Magazin. It marries low weight to excellent ventilation.**

Cratoni claims it has up to 25 percent better ventilation than similar models from competitor brands. The C-Bolt has an ultralight, freehand retention system and padding with an antibacterial treatment to cut down on 'smelly helmet syndrome'.



## SRAM WHITE APEX GROUPSET

**Give your bike a racy look with the new White Apex groupset from SRAM, featuring "white alpine" color accents.**

**A3-201**



The brakes, the upper part of the rear derailleur, front derailleur and the shift paddles take on a sophisticated alpine white finish, while the chain and the cassette remain the same. Elegant white graphics appear on the crank

arms as a signature for this trend-setting groupset. Features and benefits stay the same as the original SRAM Apex, with its innovative WIFLI technology and its 11-32 cassette.



www.necoparts.com



**NECO TECHNOLOGY INDUSTRY CO., LTD.**

Tel: +886-4-2332-3966

Fax: +886-4-2332-9366

Email: [neco@necoparts.com](mailto:neco@necoparts.com)

<http://www.necoparts.com>

**EuroBike Hall B2, No.507-37/38,**

**Aug. 31 - Sept. 03**

**B5-600**

## ORTLIEB MOUNTAIN X31 WATERPROOF BACK PACK

**Ortlieb's waterproof backpack, made for crossing mountain ranges, features:**

★ two internal compartments with waterproof zipper;

- ★ a removable internal divider;
- ★ removable waterproof outer pocket with an attachment for a rear light or first-aid kit (not included);
- ★ an anatomical carrying system incorporating air flow design;
- ★ padded waist strap and carrying handle;
- ★ sealing port for hydration tube (not included);
- ★ reflectors;
- ★ an emergency whistle.



## CRAFT ELITE BODY CONTROL BIB

**Craft's new Elite Body Control Bib was designed with input from the riders of Team Leopard Trek.**

**B5-403**

It uses six different materials, including two compression fabrics that feature 'Coldblack' technology for heat reduction and UV protection. The bibshort's pad incorporates carbon fibers to improve temperature management.



# Plush

A Philosophy of Comfort

Eurobike 2011  
**Visit us!**  
Hall B2,  
Booth # 503

## Comfort **you can't live without**

Deciding on the best pillow for a refreshing sleep can be pretty subjective. Are you ready for the maximum comfort and enjoyment that Plush saddles provide?



 **VELO**  
feels right  
[www.velosaddles.com](http://www.velosaddles.com)

# EAT LIKE A LOCAL AT EUROBIKE YOU DON'T HAVE TO GO FAR FOR HOMEMADE REGIONAL DELICACIES

**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: Four unique restaurants for local flavor.**



GASTHAUS LAMM IM KAU, TETT NANG.

## GASTHAUS LAMM IM KAU

Sängerstrasse 50  
TETT NANG

T: +49 (0)7542 4734  
E: gasthaus@lamm.im-kau.de  
W: <http://lamm-im-kau.de>

## GASTHAUS LAMM IM KAU, TETT NANG

**Good meals and drinks are a family tradition at Gasthaus Lamm im Kau. The owner's great-grandmother, as feast day cook, once served roast meat to the manor tables of Upper Silesia.**

The inn was founded in 1919. Petra and Reinhard Kiechle have been continuing the tradition since 1982 and cook "simply good meals" for their guests.

At Gasthaus Lamm, "simple" dishes are prepared with only the best ingredients, such as "Berglamm" (lamb from the uplands), "Almochs" (mountain beef), "Ländle-kalb" (rural veal), "Älpeschwein" (pork of the Alps), and "Bauernhendl" (chicken).

Freshly caught fish from Lake Constance, homemade bread, and exquisite wines as well as delicious beers are served. In the big parlor, guests are welcomed with a warm "Grüß Gott."

In the summer, those who stop at the inn can enjoy a cool beer or a glass of good wine, and special summer menu choices under a roof of chestnut leaves in the beer garden.

## GASTHAUS TORSTUBEN, TETT NANG

**Gasthaus Torstuben in the center of Tett nang is characterized by its comfortably furnished parlors where the guests can enjoy regional dishes and culinary delicacies from the Lake Constance region.**

In the summer, guests can treat themselves to some culinary specialties at the large terrace directly between fountain and gate. Another special treat: Gasthaus Torstuben serves small portions of almost all of its dishes. For those who do not want to eat meat, Gasthaus Torstuben offers five alternatives, from mixed salad or chef's salad, and an Indonesian vegetable rice dish to fried camembert with lingonberry cream and toast. Soup-lovers can choose the locally famous "Flädlesuppe," made of pancakes cut into strips.

And diners who like meat have plenty of possibilities, such as the Bern "Schnitzel" with salad and French fries.

Tett nang is situated about 10 km outside of Friedrichshafen.

## GASTHAUS TORSTUBEN

Bärenplatz 8  
TETT NANG

T: +49 (0)7542 93860  
E: [hotel@torstuben-tett nang.de](mailto:hotel@torstuben-tett nang.de)  
W: <http://torstuben-tett nang.de>



GASTHAUS TORSTUBEN, TETT NANG.

## GASTHAUS TRAUBE, TETT NANG

**Here's an insider's tip for guests who want to enjoy traditional cuisine or who are hungry and thirsty after a biking tour through the Tett nang countryside: Gasthaus Traube in Wielandsweiler, owned by Cordula Sorg.**

The small inn in a natural setting attracts guests from near and far. Its well-known specialties include "Zwiebelrostbraten" (roast beef with onions) with homemade "Spätzle" and salad or homemade "Maultaschen" (Swabian ravioli).



GASTHAUS TRAUBE,  
TETT NANG.

with red cabbage and dumplings—but only with advance reservations. The snack menu has many good dishes for small appetites.

## GASTHAUS TRAUBE

Wielandsweiler 4  
TETT NANG

From October to the middle of March, the inn is bursting at the seams every evening, when it serves its famous roast duck

T: +49 (0)7542 6486  
E: [hallo@gasthaus-traube.de](mailto:hallo@gasthaus-traube.de)  
W: <http://gasthaus-traube.de>

**CHOSEN** [www.Chosen-hubs.com](http://www.Chosen-hubs.com)

**A8577BO**

TEL : 886-4-7588-889, FAX : 886-4-7588-878  
[chosen.twn@msa.hinet.net](mailto:chosen.twn@msa.hinet.net)

Booth No. A6-407



CAFE/RESTAURANT ZUR BOJE, KRESSBRONN.

## CAFE/RESTAURANT ZUR BOJE, KRESSBRONN

**The comfortable Zur Boje restaurant is near the Seepark in Kressbronn. As many as 50 diners can sit inside the restaurant, while the summer terrace seats 80.**

The inside of the restaurant sports portholes, giving the impression of being aboard a ship. Fresh fish from Lake Constance is delivered daily by the fishermen next door. Diners can create their own fish dishes according to their desires.

They can choose from a variety of fish, sauces and side orders, including specialties ranging from African salad to "Zwiebelrostbraten" (roast beef with onions). The restaurant features many delicious meat dishes and small delicacies such as sausage salad with fried potatoes.

The fish plate with various fillets of whitefish, perch and salmon is warmly recommended.

### CAFE/RESTAURANT ZUR BOJE

Bodanstr. 36  
KRESSBRONN

T: +49 (0)7543 952598  
W: <http://zurboje-kressbronn.de>

## FIX YOUR EYES ON TONIGHT'S FIXED GEAR CHAMPIONSHIP

**Whether they are used for track, bike polo, tricks, urban commuting, or fixed-gear marathons, fixie bikes are bursting out of their niche. Even big brands offer fixed-gear and single-speed bikes, typically under the flag of "urban mobility."**

Today, you can help celebrate the fixie lifestyle at the 1st Eurobike Fixed Gear Championship. Eurobike is sponsoring events through the weekend to promote the category.

"Today, things start at 20:00 with a sprint on the parking lot in front of Halls A1 to A3. It's a kind of opener for the following Eurobike Party. Everybody can register. Don't forget a helmet," said Manuel Schürholz of Traffic Distribution.

The German distributor is one of the leading European distributors of parts for BMX and fixed-gear bikes.

Together with 5th Floor Fixed Gear Community of London and French Soundtrack Fixed Gear Community of Paris, they have organized the Championship with Eurobike's support.

The organizers expect some 100 fixed-gear riders to take part. The race rules are as follows: Two riders compete head-to-head at a distance of 200 to 300 meters.



As soon as they pass the finish line the next duo starts. The runner-up of each heat is automatically ruled out of the next one. This makes for a fast and pulsating event.

During the public day tomorrow, the fixed gear community welcomes visitors to its "home" in Hall B3.

On Sunday, Eurobike visitors are invited to the fixed gear Freestyle Jam. It takes place in a skatepark in Immenstaad (about 10 kilometers west of Friedrichshafen, on the lake).

Doors open at 11:00 and the jam begins at 13:00. Anyone can ride the skatepark as long as they register and bring a helmet.

For last minute information, call: +49 (0)163 3694555.

JB



international  
BICYCLE  
trade show



[www.bike-brno.cz](http://www.bike-brno.cz)

### concurrently

**SPORT Life**  
International Sports Fair

**boat Brno**  
International Boats  
and Water Sports Show

**Caravanning Brno**  
International Caravanning Show



**10.-13. 11. 2011**  
BRNO – CZECH REPUBLIC

Contact: Trade Fairs Brno / Vystaviště 1, CZ – 647 00 Brno / Tel.: +420 541 152 279  
Fax: +420 541 153 068 / E-mail: [bike-brno@bvz.cz](mailto:bike-brno@bvz.cz) / [www.bike-brno.cz](http://www.bike-brno.cz)





TERN. HERE. NOW. KICKOFF



DARREN BERRE CLOTH AND HANS "NO WAY" REY MEET THE FANS.



RENE WIERTZ CELEBRATES 3T'S 50TH.

# EUROBIKE SHOW DAY 2

ALL PHOTOS: © BERNHARD WROBEL



CADEL EVANS SIGNS AWAY.



MICHAEL SCHLECHT OF SQLAB.



THE SOLEX TEAM (FROM LEFT): MICHELLE STZUMITO, MATHIEU DARDENNE, MICHAEL LAGASSE.



DAHON FASHION IMPULSE.



Updated: 2011/06

# FRIEDRICHSHAFEN TOURIST GUIDE

## 01 PALACE CHURCH (SCHLOSSKIRCHE)

The palace church - with two 55m high domed towers made from Rorschach 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)

Monument created by the sculptor Prof. Toni Schneider-Manzell.

## 07 CITY CENTRE STATION (STADTBANHHOF)

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. Nov.-Mar. Mon.-Thu. 09:00-12:00 & 14:00-16:00. Fri. 09:00-12:00.  
**INFO:** Tel. +49 (0)7541 30010. Web: www.friedrichshafen.info.

## 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.

## 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)

Rights 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-HAUS)

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.

## 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.

## WORLD'S TWO TOP CYCLE SHOWS

... ONE SPECIAL PACKAGE PRICE!

### EUROBIKE and TAIPEI CYCLE

are the world's #1 and #2 bicycle industry trade shows respectively. With Bike Show Daily, you can now project your marketing message at both exhibitions.

HERE IS THE DEAL ...

Book an advertising package for both the 2012 **EUROBIKE & TAIPEI CYCLE** Show Daily, and get a **15% DISCOUNT**. For details, contact [sales@bikeshowdaily.com](mailto:sales@bikeshowdaily.com).



## ADVERTISERS INDEX

|                       |                   |                      |
|-----------------------|-------------------|----------------------|
| 01 MESSINGSCHLAGER    | 13 KIND SHOCK     | 33 CAT EYE           |
| 02 SELLE SAN MARCO    | 14 JOY/NOVATEC    | 34 TAIPEI CYCLE SHOW |
| 03 TAYA CHAIN         | 15 HTI            | 35 ECHOWELL          |
| 04 MING CYCLE         | 16 TEKRO          | 37 SHIMANO           |
| 06 CHANCE GOOD/INFINI | 17 FALLBROOK TECH | 38 AIRACE            |
| 06 LAS HELMETS        | 18 S-SUN          | 39 T-ONE             |
| 07 GIANT              | 19 CLEAN MOBILE   | 39 TRIGON            |
| 08 SMART              | 20 SQ LAB         | 40 X-FUSION          |
| 08 WELLGO             | 21 SR SUNTOUR     | 41 BMC               |
| 09 HL CORP. TAIWAN    | 22 TAITRA         | 42 NECO              |
| 10 SELLE ITALIA       | 24 SKS            | 42 INNOVA            |
| 11 DAHON              | 25 THUN           | 43 VELO              |
| 12 DT SWISS           | 27 VAUDE          | 44 CHOSEN            |
| 13 CROPS              | 29 TRANZX         | 45 BIKE BRNO         |
|                       | 30 ALEX           | 48 TERN              |



# SHOW DAILY

EUROBIKE [THE GLOBAL SHOW] 2011

### PUBLISHER

**K.B. Media Limited**  
<http://bikeshowdaily.com/>

**Tom Kavanagh [TK]**  
Project Manager  
[tom@bikeshowdaily.com](mailto:tom@bikeshowdaily.com)

### ADVERTISING SALES

[sales@bikeshowdaily.com](mailto:sales@bikeshowdaily.com)

### Peggy Lee

Advertising Sales Asia  
[peggy@bikeshowdaily.com](mailto:peggy@bikeshowdaily.com)

### EDITORIAL TEAM

**Doug McClellan [DM]**  
Managing Editor

**Jo Beckendorff [JB]**  
Senior Writer  
[jo@bikeshowdaily.com](mailto:jo@bikeshowdaily.com)

**Carlton Reid [CR]**  
& **Barbara Smit [BS]**  
Journalists

### EDITORIAL CONTRIBUTORS

ED BENJAMIN

RALF STEFAN BEPLER

SUSANNE BRUESCH

GERMAN ESLAVA

THOMAS FROITZHEIM

PETER HUMMEL

DIRK ZEDLER

ENRICO PASTORI

LAURENS VAN ROOIJEN

URS ROSENBAUM

MARK SANDERS

SUSAN O'MARA

DIRK ZEDLER

ALAN ZHANG

### DESIGN

**Markus Ziermann-van Deursen**  
Art Director  
[markus@bikeshowdaily.com](mailto:markus@bikeshowdaily.com)

### PHOTOGRAPHY

**Bernhard Wrobel**  
On-Site Photographer

### PUBLISHING ASSOCIATE



**Dirk Heidrich**  
Liaison Officer  
<http://www.messefn.de/>

### PRINTER

**Druckhaus Müller**  
Bildstock 9  
88085 Langenargen  
GERMANY  
<http://druckhaus-mueller.de>

ALL RIGHTS RESERVED. NO PART OF THIS PUBLICATION MAY BE REPRODUCED WITHOUT SPECIFIC WRITTEN PERMISSION FROM THE PUBLISHER. NEITHER THE PUBLISHERS NOR WRITERS CAN BE HELD RESPONSIBLE FOR DAMAGE OF ANY KIND THAT MAY ARISE AS A RESULT OF THE CONTENT HEREIN.

# The **BACK PAGE**

August 31st - September 3rd  
Eurobike 2011 • Vol. #1

Hall B4 Booth 501  
ternbicycles.com

**The ride, stability, and versatility  
required for the modern city.  
It's about time.**

## **Eclipse:**

Have we reached Peak Car?

## **On the Verge:**

Daily ride and your personal best

## **The Link Found:**

What to do when rail chaos strikes

## **Castro:**

Nightlife by bike in San Fran

## **No-so-average Joe:**

Pedal-up coffee to go



Tern Eclipse P24h

**tern**

**Train. Track. Share. On your iPhone.**

### **BioLogic™ BikeBrain™ App**

- Turns your iPhone into a high-end cycle computer
- Free – GPS-Mapping
- Free – customizable displays
- Paid – German-language version
- Paid – export ride data and new high-contrast screens

GET IT NOW



**BIOLOGIC**  
www.thinkbiologic.com

