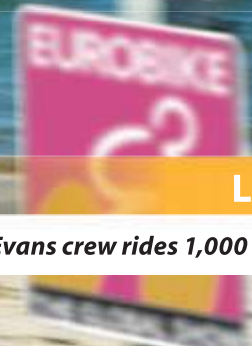




# SHOW DAILY



LGW to FDH, slowly

Evans crew rides 1,000 km from Gatwick to FN 54

All in a Demo Day's work

4 Sun shines on biggest Demo Day yet

Back to the 'perfect bike'

Tom Ritchey returns to steel frames 55

E-bikes roar to life

6 Flat German market looks for summer bump

Vox Pop

8 Will 650B mountain bikes succeed?

Giving e-bikes the shaft

17 Protanium launches shaft drive system



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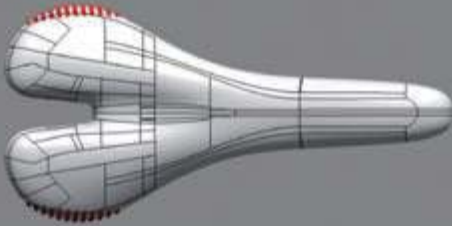
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# What's On Today - Event Guide

## Wednesday, 29/08/2012

### All Day Events

**Foyer West**  
**EUROBIKE AWARD**  
 The Eurobike Award is the highest award for innovations in the world of bicycles. Functionality, design and innovative features are all included in the evaluation. The award is held in cooperation with iF Design.

**Hall A3**  
**BMX MINI RAMP SHOW**  
 Felt-Mellowpark puts on a show in front of hall A3.

Zeppelin Hall and the Open Air Grounds East  
**HOTSPOTS FOR E-BIKES AND PEDELECS**  
 Eurobike is also the largest trade show for e-bikes and pedelecs. The Zeppelin Hall and the Open Air Grounds East are dedicated entirely to electric power-assisted systems. The two test courses offer every opportunity to try out new features.

**Foyer West**  
**EUROBIKE VISION**  
 Eurobike Vision looks at the very limits of what is possible in aerodynamic bicycle construction. This special show is rounded off with a book presentation with the focus on special bikes.

**08:30 - 10:00**  
 Meeting Room 5A, Administrative Building (near Main Entrance West)  
**ETRA/LEVA ELECTRIC BIKE BUSINESS SEMINARS**  
 Today's Topic: "How and why bike dealers should enter the electric bike business." Open to the Press (free). Non-members of ETRA or LEVA: 50 fee per seminar.

**09:00**  
 Conference Center East, Room Rome  
**ADFC TECHTALK: "WHAT DOESN'T BREAK — THE ACTIVITIES OF A TESTING INSTITUTE"**  
 André Gläser, senior executive at the renowned velotek.de institute, reports on his daily testing activities, which not only include bicycles and bicycle trailers, but also pedelecs. Gläser reveals what requirements pedelecs must meet.

**11:00 - 11:45**  
 Polar Electro B1-500  
**ANDRÉ GREIPEL AT POLAR ELECTRO GMBH**

**11:00 - 12:00**  
**Foyer East**  
**EUROBIKE FASHION SHOW**  
 Cycling is in. And that is why the right style is also always in demand when it comes to bike wear. The Fashion Show demonstrates what is cool to wear in the saddle next season.

**11:00 - 12:00**  
 Carbonsports GmbH A2 - 320  
**JAN ULLRICH PRESENTS LIGHTWEIGHT GEN IV**

**13:00 - 14:00**  
**Foyer West - 311**  
**AUTOGRAPH SESSION WITH ANDRÉ GREIPEL at SRM GmbH**

**14:00**  
 Ritchey stand A1-106  
**VIDEO PREMIERE: "TOM RITCHEY'S 40-YEAR RIDE"**  
 Tom Ritchey introduces documentary on his frame-building exploits.

**14:00 - 16:30**  
 Bioracer B1 - 409  
**MARINO VANHOENACKER**  
 Winner IM Frankfurt 2012 and record holder IM Klagenfurt at the Bioracer stand.

**14:00**  
**Foyer East**  
**EUROBIKE FASHION SHOW**

**15:00**  
 Ritchey A1-106  
**SWISSPOWER RIDERS**  
 Nino Schurter, Florian Vogel and Thomas Frischknecht at the Ritchey booth.

**16:00**  
**Foyer East**  
**EUROBIKE FASHION SHOW**

**18:00**  
**Foyer East**  
**EUROBIKE AWARD CEREMONY**  
 Outstanding products are awarded at the Fashion Show Stage.

**18:30**  
 West Entrance — Rapha Mobile Cycle Club  
**RAPHA EVENING INVITATIONAL GROUP RIDE**  
 Eurobike and apparel brand Rapha invite you to take part in a two-hour group ride and explore untouched roads around Lake Constance, where food and drink will be provided en route. There will be a limited number of Focus road bikes for use. Another ride is being organized for tomorrow evening.

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Messe FN CEO Klaus Wellmann and 'Dirndl Princess' Simone Abele



## A quick guide to stand numbers at Eurobike

It's easy to find an exhibitor located in one of the main **A** or **B** halls. But where are **E1**, **FG**, **FW** and **ZH**? **E1** is a mobile hall built mainly for German Derby Group in the inner open air ground between hall **A5** and **B3**. **E1** divides the open air ground into **FG** (**Freigelände = open air ground**) into **FGW** (**open air ground west**) with mtb and BMX courses as well as exhibitor stands and **FGO** (**Freigelände Ost = open air ground east**). For example, if you are looking for Karbon Kinetics, you'll find the stand number **FGO-119** – which means they are located at **Freigelände East, stand number 119**. **FW** and **FO** stand for "**Foyer West**" and "**Foyer Ost**" (= **Foyer East**). **ZH** stands for "**Zeppelin Hall**" which houses mainly e-bike suppliers as well as an e-bike test track.

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## What's On Today - Press Events

### Wednesday, 29/08/2012

**10:00 - 11:00**

Foyer West, Room Liechtenstein

**PRESS CONFERENCE LOOK CYCLE**

Launch of the new Look MTB Pedal.

Speakers: Thierry Fournier, Look General Manager and Eric Vanhaverbeke, VP Sales and Marketing. Language: English

**11:00**

Foyer East, Room Rome

**MEISTER INC. PRESS LAUNCH**

World premiere of the Mando Footloose.

World's 1st Chainless Series Hybrid

Technology for e-bikes. Speakers: Yoon-Soo

Park (CEO Meister Inc.), Mark Sanders

(Designer) and Han Goes (T.B.D.) Language: English / German

**11:00 - 12:00**

Carbonsports GmbH A2 - 320

**JAN ULLRICH PRESENTS LIGHTWEIGHT GEN IV**

**12:00**

Foyer East, Room Paris

**SRAM/ Zipp 2013 PRODUCT INTRODUCTIONS**

SRAM Road & Zipp Wheels Product News.

Launch of new range for 2013. Food and refreshments available. Language: English

**12:00 - 13:00**

Foyer West, Room Liechtenstein

**PRESS CONFERENCE ODLO INTERNATIONAL AG**

ODLO Athletes talk. With the SCOTT

Swisspower Team and GHOST Factory

Racing Team. Language: German

**13:00 - 14:00**

Corratec B1 - 300

**PRESS CONFERENCE CORRATEC**

New products for 2013. Speaker: Konrad

Irlbacher, general manager, Corratec.

Language: German

**13:00 - 14:00**

Foyer East, Room Rome

**VELO SENSO NEW HEROES COLLECTION**

Velo presents 2013 aftermarket product

highlights. Spotighting the success of

the Senso New Heroes Campaign and the

colorful high-tech collection created for

these daring young athletes. Speaker: Ann

Chen, Director of Global Sales. Language:

English

**14:00 - 15:00**

Foyer West, Room Liechtenstein

**PRESS CONFERENCE: ROTOR BIKE COMPONENTS**

New Rotor Powermeter crank. Language:

English

**14:00 - 15:00**

Foyer East, Room Paris

**PRESS CONFERENCE: PHILIPS**

**TECHNOLOGY GmbH**

Introduction of Philips ActiveRide. Speaker:

Matthias Hagedorn, Marketing, Philips.

Language: German

**15:00 - 16:00**

Foyer East, Room Rome

**PRESS CONFERENCE TranzX**

Detailing strategic alliance with TÜV

Rheinland and specifics of new Safety and

Quality Campaign. Representatives of TÜV

Rheinland and TranzX will be on hand to

personally discuss the project and answer

questions on several safety and quality

themes. New TranzX PST M07 central motor

range as well as the second generation of

the award-winning AGT technology will also

be presented. Speaker: George S. Pascal, CEO

ITMS. Language: German / English

**15:00**

Foyer East, Room Bern

**Workshop Zweirad-Industrie-Verband (ZIV)**

Language: German

**15:30 - 16:30**

Foyer West, Room Schweiz

**PRESS CONFERENCE FIV. E. Bianchi s.p.a.**

Bianchi Methanol 29er Full Suspension

Launch. Speaker: Bob Ippolito, Bianchi CEO.

Language: English

**16:00 - 17:00**

A1 - 513

**PRESS CONFERENCE ITALWIN SRL**

New series e-bike Italwin LOGIC. Speaker:

Gary Fabris, Sales Director. Language:

English

**16:00**

Foyer East, Room Paris

**PRESS CONFERENCE AEG-eBike**

AEG is launching its eBike drive systems

at Eurobike. Speaker: Volker Stützing, Managing

Director. Language: English

**16:30 - 17.30**

Hall A5 - 503

**Q & A SESSION @ TranzX**

Learn about the latest developments at

leading e-bike system supplier JD Group.

**17:00**

Fuji Stand B4 - 302

**PRESS CONFERENCE FUJI**

Fuji is launching its 2013 Track Elite, the

stiffest track platform ever produced by the

company and one of the first with tapered

head tube and fork. Join Product Manager

Steve Fairchild and members of Rudy Racing

Team Irschenberg to hear all about it.

**17:00 - 18:00**

A1 - 201

**PRESS CONFERENCE Cervélo**

**17:00 - 18:00**

A4 - 301

**PRESS CONFERENCE Gepida Bicycles**

Presentation of the new Gepida smartphone

application by Olimpia Bicycle Ltd.

Language: English / German

**18:00**

Foyer East

**EUROBIKE AWARD CEREMONY**

Outstanding products are awarded at the

Fashion Show Stage

## Sun, smiles and scenery

# All in a Demo Day's work

**The sun shone on the rolling hills of Argenbühl as an increased number of people visited the Eurobike Demo Day yesterday. Trade visitors numbered 1,938, up 5 percent from 1,840 last year. Show organizers counted 728 journalists, compared with 608 last year.**

The number of exhibitors went up by nearly 15 percent to 133, up from 116 last year. Many industry attendees brought their families for a fun day out in the beaming sunshine.

"The scenery, the weather, the courses, experiencing European cycling culture, it's amazing," said Roi Shvily of the David Lubinski Group, an Israeli importer and distributor.

"People enjoy testing the novelties," said Frank Gauss, a spokesman for Messe Friedrichshafen. "We have the feeling that the environment here in Argenbühl offers unique conditions, and a variety of courses, and we're happy to announce that we plan to be back here next year."

Brands such as Cube, Eddy Merckx, Pinarello, Ritchey and Schwalbe attended Demo Day for the first time. The greater numbers of exhibitors complemented Eurobike's increased international reach: Journalists from such far-flung countries as Iran, Malaysia, Indonesia and Singapore attended the event for the first time.

"It's nice to see our growth supported by well-known industry names," Gauss added. "The mixture between perfect weather and growing international guests was particularly exciting, in the charming surroundings of Argenbühl."

German brakes and forks specialist Magura was at the Demo Day with a full range available to ride.

"It's mainly our dealers who are coming here to test, since our OE partners have had the products for three to four months," said Florian Steinmetz, the company's product manager. Bianchi is launching a new 650B bike with a Magura fork at Eurobike.

Pinarello had its 2013 Dogma 65.1 Think 2 road bike on display — the long name denoting a stiffer carbon composite (Toray 65hm1k) and the interchangeability of its internal cable routings between electronic and conventional shifting systems.

"Most of the people testing our bikes today are end consumers," said Josh Riddle, the company's press officer. "I'd been expecting a lot of Germans, but we're seeing English and Asian consumers too."

He added that test events are a vital stage in the selling process.

"It's like buying a car," Riddle said.

"Some bikes are approaching car prices now, and you wouldn't buy a car without taking a test drive. In fact, it's probably more important with a bike: Buy any new car and it will take you from A to B, but a bicycle is a performance object, and such a personal choice."

Meanwhile, Shvily's colleague, Ori Spector, said he was interested in mountain bikes and e-bikes in particular.

"It's amazing the variety in the electric segment," Spector said, before heading off on another test ride. ■ ML





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# E-bikes roar to life in flat German market

As Eurobike's Demo Day got underway yesterday morning, journalists assembled at the Messe to hear all the show and industry stats from the German market.

The 21st Eurobike hosts 1,250 exhibitors from 49 countries, with a strong emphasis on e-bikes. Officials said every e-bike provider active in Europe is displaying products in Friedrichshafen.

According to Messe FN CEO Klaus Wellman, this massive event — which expects to welcome 40,000 industry visitors from 100 countries — still manages to retain its traditionally cozy atmosphere.

An industry panel discussed the latest trends in the German market. Siegfried Neuberger, CEO of Germany's Two-Wheeler Industry Association (ZIV), noted slight weather-related declines in sales for April through June.

Fickle spring weather in the first half of 2012 led to a slight decline in domestic deliveries to dealers.

For the first six months of the year, 2.93 million bicycles and e-bikes were delivered to dealers in Germany, a decline of about 2.1 percent from the same period in 2011.

ZIV estimated that the drop in sales to consumers was between 3 to 5 percent. The association expects a better second half, thanks to pleasant weather since July and Germany's positive consumer climate that persists despite the euro crisis.

ZIV says e-bikes continue to claim a more important role in the market. More than a million e-bikes are already in use on German streets. From sales of 310,000 units last year, ZIV estimates that about 400,000 e-bikes would be sold in Germany this year.

ZIV expects that the German e-bike market will reach 15 percent market share

in the medium term, amounting to about 600,000 e-bikes sold a year.

Thomas Kunz, CEO of the bike dealer's association VDZ, said that bicycle retailers in Germany sold about 4 million bicycles in 2011 for revenues of some €2 billion (\$2.5 billion). Germany is the most important bicycle market in Europe, followed by the United Kingdom, France and Italy.

Bernhard Lange, of Shimano distributor Paul Lange & Co., stressed the importance of engaging politicians to support cycling and infrastructure development, pointing to the improvements in London, Paris and especially Copenhagen as bike-friendly cities.

Asked if Germany could switch from being a car-based society to one based on cycling, ZIV CEO Siegfried Neuberger said that bikes are gaining ground.

He said bikes are an important part of the latest National Traffic plan that runs from 2012 to 2020.

The key is not only to get the support of state and city governments, he said, but also to follow through on the execution. "We still have plenty of work to do," he added.

Meanwhile, Reto Aeschbacher, head of marketing for Scott Sports, said cycling should maintain its appeal to a younger audience.

"Bicycling is not going away," Aeschbacher said. "More and more technology is appearing on bicycles and this is something that appeals to younger people." ■ TK

# Crankbrothers had no pedals to peddle

Officials at Crankbrothers had special reason to be cranky at Demo Day: 1,000 pairs of special pedals that the company planned to sell at a reduced rate never arrived.



No pedals here! Rainer Gerster said Crankbrothers will make it up to retailers who wanted to buy their special Demo Day pedals.

Instead, the pedals — a limited edition in purple, with "Eurobike 2012" engraved on each pair — got stuck at Italian customs.

"It's a pity and a shame that we were not able to have the 1,000 pairs of pedals we prepared to give out at Demo Day for testing here on time," said Rainer Gerster, the company's marketing manager for the German-speaking market. "We really apologize and will do our best to get our products to the show on time."

Gerster said Crankbrothers has a "Plan B" for selling the pedals during the main Eurobike show.

The company had planned to sell the test pedals to Demo Day participants for only €45. Instead, Gerster said, "each retailer who shows up at our stand during the show and asks for the test pedals will get them for €40."

The pedals are on their way to the show, thanks to Cosmic Sports, the company's German importer. Cosmic Sports sent a truck to load up the pedals and drive them to Friedrichshafen.

Gerster said the company's usual import system broke down this year.

"That's the way we always do it," he said. "The products are sent from Taiwan directly to the Selle Royal Group's Italian distribution company. They send them here in time for the show. This time the entire load got stuck at customs."

Crankbrothers is owned by Selle Royal. "On Monday we tried everything to get our products out of customs but failed," he added. ■ JB

STAND  
A5-401

# Pinion claims gearbox can replace derailleurs

At last year's Eurobike, newcomer Pinion had raised more than one eyebrow with its gearbox, the Pinion1.18. Sales manager Philip Plagens said the gearbox has been in production since July from the new factory in Denkendorf, near Stuttgart.



Philip Plagens

This year, a total of 12 bike manufacturers are presenting new Pinion models in a number of categories: mountain bikes, trekking and urban, and e-bike. At yesterday's Demo Day in Argenbühl, visitors had the chance to test several Pinion-equipped bicycles at the Pinion stand.

What's so unique about the Pinion gearbox?

"In the Pinion P1 we have constructed a spur gear with two successive partial transmissions and 18 evenly spaced ratios that can be integrated into a bike

frame," Plagens said. "It is compact and lightweight with a long, and virtually maintenance-free, service life, and in a tough, fully sealed, housing so that it is protected from the elements and impact damage."

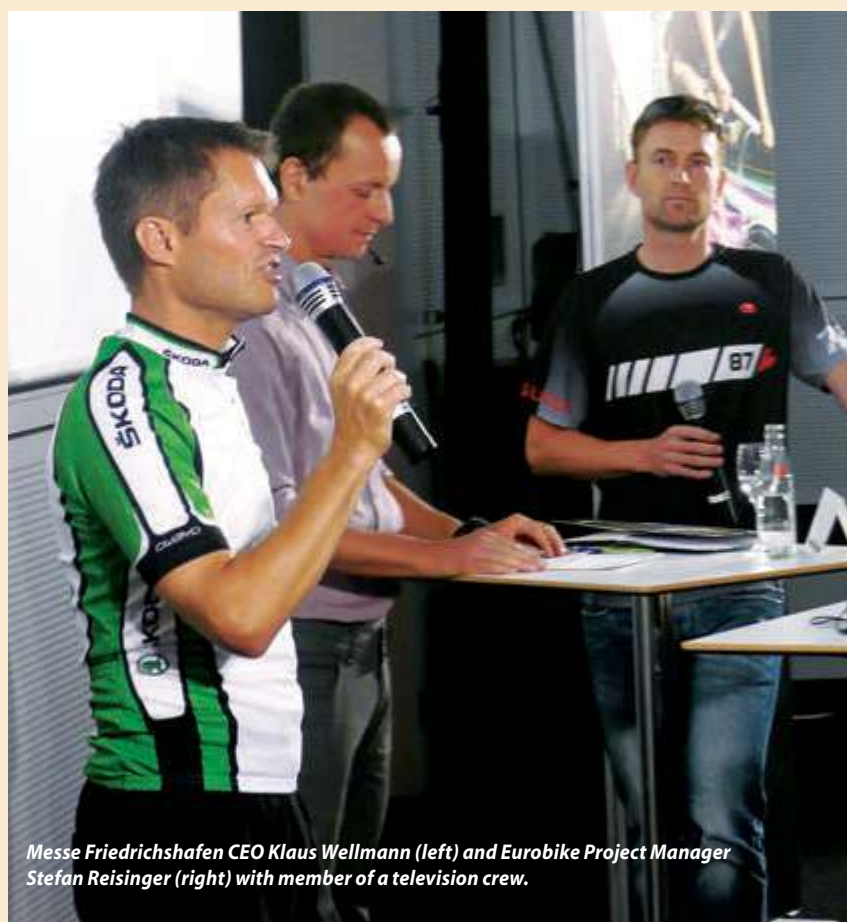
Plagens continued, "We can finally offer a better alternative to the derailleur — the last technical deficiency on a modern bike." The gearbox can be used with a chain as well as a belt drive.

Pinion is also expanding into the parts business and will produce a hub. ■ JB



The Pinion gearbox with a belt drive.

STAND  
A2-107



Messe Friedrichshafen CEO Klaus Wellmann (left) and Eurobike Project Manager Stefan Reisinger (right) with member of a television crew.





# Miranda

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A1-409



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# Leading road brands debut aero concepts

Only a gentle breeze disturbed riders on the Demo Day test tracks yesterday, but the aero road bikes were out in force. Two of the industry's premium road brands presented new aerodynamic framesets.



**BMC TMRO1**

The BMC TMRO1, the Swiss company's first aero frameset, debuted for the press during Tour de France; however, this was the first opportunity for retailers and journalists to get their hands on it.

The 2013 bike features truncated tubing profiles (think a wing shape but without the trailing edge), integrated front brake callipers and rear brake callipers hidden behind the bottom bracket.

The Cervélo S5, meanwhile, is an evolution of its popular S3, a road bike with aerodynamic features that Thor Hushovd rode to the Tour de France green jersey and world championship success. The company claims to have increased stiffness by 12 percent over its predecessor.

The aerodynamic road bike segment is

one that used to offer both performance benefits to the pros and brand differentiation to consumers. Now, it is becoming a crowded field. Ridley was one of the first to develop its aerodynamic bike, the Noah.

The first Noah featured slits in the front fork to improve wheel rotation and airflow, and integrated front brakes that act like cantilevers, yet which use only the natural flex of carbon to operate. The second generation added integrated rear callipers working on the same principle, and even features aerodynamic paint.

"With the UCI's 6.8-kilo weight limit, and the 3:1 maximum ratio of aero tubes, manufacturers are restricted where they can go," Ridley's Jan Guedens said. ■ ML



**Cervélo S5**

# Merckx bucks aero trend with 525 flagship

Demoing at Argenbühl yesterday was the new Eddy Merckx flagship road model. Developed with extensive input from "The Cannibal" himself, the EMX-525 bucks the aerodynamic trend in road bike design, and instead places a premium on rigidity and stability.

The gentle curve of the top tube down into the chainstays is almost the only one on the bike: elsewhere, large, square tubing profiles dominate.

"As we say at Eddy Merckx, we're looking for power under control," said Dave Luyckx, Merckx's R&D manager, pointing out that a road bike rider cycling in a bunch would gain little or no benefit from aerodynamic features.

"On the 525, everything revolves around the head tube, which is the

rider's vital first experience of the road," he added.

Luyckx said the huge head tube withstands 150nm of torque, a class leader, and that the fork, integrated to a very large degree, adds to the bike's stability. That could give the rider an edge going downhill in competitive situations.

The bike also features asymmetric rear chainstays, for better power transfer, and asymmetric seat stays, to transfer as much power as possible along the chainline and decrease the deflexion in the rear end. ■ ML



STAND  
A1-205

# VOX POP

Do you think 650B mountain bikes will be successful?



**Andrea Meier**  
SOQ.de Magazine, Freiburg, Germany

Yes! I do think 650B mountain bikes will be successful. My height is 1.72 meters [5'7"] and I think this style is better for me than a 29er.

It is my first time today to ride a 650B and I liked it. I found the handling is better on the trails than the 29er. I think that in some years the normal 26-inch [bike] will be replaced by the 650B.



**Steffen Wohlgenuth**  
Reiner Bike, Giessen, Germany

It is hard to say just yet. I think time will tell if they will slot in between the 26-inch and the 29er, or if they will edge out their older sibling. There seems to be a lot of designs in the pipeline as a number of manufacturers said that they are working on 650B models that are not quite ready yet.



**Eamon Marrey**  
Marrey Bikes, Ballinrobe, Ireland

I think so, yes. I think they have proven to be very nimble, have very good traction and all-round good handling, especially for those tighter courses compared to the 29ers.

The 29er was really only suitable for the bigger courses. You couldn't really use them on the more technical courses. You wouldn't have got the best value out of the 29er this season.

I think the 650B will take off as they are closer in size to 26-inch. There was a big jump in size between the 26 and the 29er.

I think people can relate to the 650B more, as you can get close enough to the feel by using high profile tires on the regular 26-inch MTB, and are therefore more likely to give them a try.

Last year we were asked for very few 29ers, whereas so far this year — and they haven't really been launched — we have been asked for [650B bikes] a good dozen or more times. There has been that much hype already built up about them.



**Viki Ho**  
Cycle Craft, Singapore

Yes. It's just fun, it's new and people like new things.

I think that we will have all three sizes in the future. Some people are old school and traditional, and others are always looking for new things. So I think people will like the variety of options.

The 29er is now very popular in Singapore and I expect that the 650B will also be popular. It just takes a little time to filter through.



**Michael Kull**  
Schwalbe, Germany

Honestly, I personally think that the 650B will be a big success, because they combine the advantages of the 26-inch and the 29er. For a mountain biker, it definitely makes sense to ride 650B and enduro riding. For gravity/downhill [riders] I think the future will tell how they perform. Maybe for easy terrain [and] cross-country the 29er may still be better. The success of the 650B at the Olympics and the World Cups shows that they have made a place for themselves already. There are a lot of manufacturers launching 650Bs so I feel they will really take off.



**Abe Ryuji**  
Shimano, Japan

Yes, I think the 650Bs will be successful. They are more versatile and can handle any terrain. They are better than 26-inch for some things and better than 29ers for others, so better for the whole mountain. They are already becoming popular in Japan.



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## Focus remains online

# Rapha wants to talk but not sell

*Rapha began in 2004 in London as an online manufacturer and retailer of luxury road cycling clothing made from premium natural materials such as Sportwool.*

The company now has a turnover of £17m (21.4m Euros, \$27m) and has 70+ products, 45 UK staff and 14 marketing staff in key markets in the US, Japan, Europe and Australia.

Previously known as an expert in guerrilla marketing —the company would turn up to events with its Citroën H Van, the 1950s broom wagon of the Tour de France — Rapha is now of a size it feels it needs to be an exhibitor at Eurobike, even though the company has no interest in opening retail accounts.

Rapha had its new and distinctive 'Cycling Club' vehicle at yesterday's Demo Day, and handed out expertly pulled espressos while keen roadies watched the Vuelta on the vehicle's big screen thanks to a rooftop satellite dish.

According to founder Simon Mottram, the first Rapha products were created to "bring new standards of design to cycling clothing. Every detail has been developed with the rider in mind. Every material has been chosen because it is the best in the world at its job."

James Fairbank, Rapha's marketing manager, said: "We need to show product, so people can feel it and touch it, rather than seeing it just through the website. But we're not looking to add wholesale or retail partners to our base. 85 percent of our business is still

done online and we don't need to change that approach."

Rapha launched 'pop up' temporary shops in London and San Francisco 18 months ago. These proved financially viable so have become permanent retail outlets.

"There's been such an incredible explosion of interest in cycling in the UK in the last six months, 12 months, 18 months. We keep having to reset our targets in the UK because another mini-revolution occurs. But we see more long-term potential growth in the US because the market's that much larger."

At Eurobike, Rapha can reach an international audience.

"We're here to show product to the industry at large," said Fairbank.

"Our fundamental business objective is to help grow the culture of road cycling and this show is key to that. We can't keep turning up to shows with our van outside and then not exhibiting. That's not fair to the show organizers."

He added: "Exhibiting at Eurobike is a key part of cycling culture."

Rapha is helping Eurobike to organize and lead a post-show road ride each evening. The two hour rides leave at 6.30pm from the West Entrance. ■ CR

STAND  
A2-500





**Production moves to Lithuania**

# Pantherwerke German operation turns to e-bike development



Since it resolved to halt production in Germany, Pantherwerke has started turning its German facility into a development center for e-bikes and selling a much more targeted offering of related products. The Panterra e-bike range has been segmented into four distinct categories, covering most types of bicycles.

"This is an entirely new strategic direction for us," said Kai Wippermann, the company's marketing manager. "Since we are moving our production to Lithuania, we want to use the facility in Löhne to put more effort into the development of e-bikes. We are moving to integrated e-mobility, which is our focus for Eurobike this year."

Pantherwerke, one of the largest bicycle suppliers in Germany, confirmed in July that it would put an end to production at its plant in Löhne, near Bielefeld, which was employing 75 people. The production is to be shifted to Baltik Vairas in Siauliai, Lithuania.

*"This is an entirely new strategic direction for us."*

**Kai Wippermann of Pantherwerke**

Employing 350 - 600 people, Baltik Vairas was suffering from over-capacity. Like Pantherwerke, the Lithuanian plant belongs to the Panther International group, which further comprises Master Bike in Zabreh, the Czech Republic. The Panther group turns out about 450,000 bicycles per year, under the Panther and Göricke brands as well as private labels.

The move of the remaining German production to Lithuania should be completed in the next six to eight months. On the other hand, some of the resources and employees in Löhne will be used to reinforce Panther's sourcing and development units, its customer service department and an enlarged showroom. Löhne is to become the development center for e-bikes and components marketed with the Panterra brand.

As part of the investments in e-mobility, the offering of Panterra products has been split into four categories: town, sport, classic and life (multi-purpose), each with distinct target groups and with their own battery systems.

Assembly of e-bikes was already introduced at Baltik Vairas last year by Dirk Zwick, the Lithuanian company's former general manager, who became chief operating officer at Pantherwerke earlier this year. ■ BS

STAND  
A7-205

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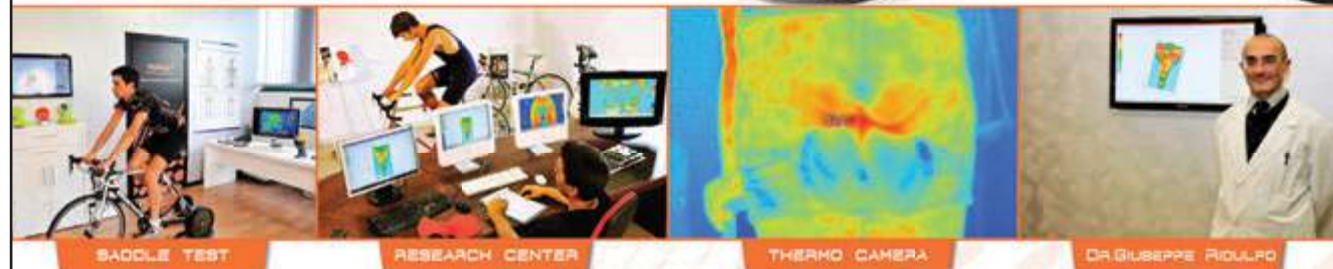
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# Kinetic leapfrogs rivals with Bluetooth Smart

**ANT+ is so yesterday, according to Kinetic by Kurt.**

Attempting to get a jump on the crowded market for stationary trainers, Kinetic is launching a wireless watt meter that works with its trainers and communicates by Bluetooth Smart instead of the ANT+ protocol.

That means users can track their information live on an iPhone 4s or iPad 3, using a downloadable app.

"The question was, do we bring an upgraded ANT+ computer to market to replace our existing computer? It made a lot more sense to go app-based. Phones are so readily available. They're the most powerful computer that you can get," said Paul Carlsen, division manager.

Carlsen said Kinetic is the first brand to market a power meter using the Bluetooth Smart technology.

Kinetic is based in Minneapolis, Minnesota, in the United States. Although the brand is strongest in North America, officials acknowledge they have a challenge in Europe competing against such brands as Tacx and Elite.

Known as the inRide Watt Meter, it comes with a sensor, meter and chest strap. The inRide system works with any Kinetic fluid trainer, including the Road Machine, Rock and Roll, and Pro Trainer.

Using the latest Bluetooth communications technology offers some advantages over the ANT+ protocol, said David Simpson, Kinetic's brand coordinator. ■ DM



**Kinetic's David Simpson**

STAND  
B4-508

# Elite's Realaxiom feels like a real ride

**Would you like to ride a stage of the Tour de France? Or to try a winding road in Arizona? The choice is open with Realaxiom, a stationary trainer with software that enables cyclists to experience these rides (almost) live in their living room.**

Elite, an Italian company specializing in trainers and accessories, is selling indoor bicycle training rollers, which force the rider to keep his balance as if riding on the road, and also provide a better simulation of actual riding. But this year, Elite has added software that makes the experience all the more real – using wireless technology that directly connects the rollers with a video of a race, or a ride designed by the user.

"The speed is synchronized and the

resistance of the rollers is adjusted to the slopes shown on the screen, so it feels very real," explains Diego Campagnolo, sales manager at Elite.

The rollers can simulate the resistance of a slope with an incline of up to 10 percent.

Users may choose a race from the two DVDs included in the pack, but they may also create their own races, for example by downloading a route from Google. ■ BS

STAND  
A1-304



**Elite's indoor trainer simulates rides with rollers and wireless technology.**

# The most fun you can have on three wheels

**Lighter, faster and cooler: these are three of the trends that have been influencing the market for three-wheelers this year, inspiring innovations that were displayed by some of the market leaders at this year's Demo Day.**



**Paul Hollants, general manager at HP Velotechnik, displays the full suspension Scorpion trike.**

HP Velotechnik has sought inspiration from the car industry for the Scorpion FS 26, a full suspension and foldable recumbent bike. Its suspension is based on the MacPherson strut design for cars.

"We are bringing automobile technology to the bicycle market," said Paul Hollants, HP Velotechnik's general manager in charge of marketing, and one of its owners. The system, which will receive a Eurobike award this year, includes wheels that are supported on the outside, and an anti-roll bar.

Another characteristic of this trike is that it has a 26-inch rear wheel, instead of the usual 20-inch wheel. "The 26-inch wheel could be regarded as the 29er of the recumbent world," said Hollants. It provides a smoother ride, particularly at high speed.

The Scorpion three-wheeler is also foldable, but unlike the award-winning Gekko introduced last year it takes more than a few seconds to assemble; the new Scorpion is a performance product that is intended for bicycle touring rather than commuting.

The same suspension system is used for an HP Velotechnik e-bike, assembled with the same frame as the touring bike but with complements such as a license-plate holder and a mirror. Hollants said that, given the potential speed of these bicycles, up to 45 km per hour, the full suspension was a matter of safety as well as comfort.

HP Velotechnik describes itself as the leader in the European market for recumbent bikes, which has been expanding

STAND  
FW-301

briskly in the last few years. The German company itself reached sales of about 1,700 units last year, many of them custom-made at its plant in Kriftel, near Hamburg. The rise of the market mostly comes from mature customers who are happy to spend €7,000 on a three-wheeler – or even twice that amount for couples requesting co-ordinated colors.

Another striking novelty shown at the Demo Day was the Ice trike using the Xtracycle cargo system. It enables the user to carry substantial loads, but this three-wheeler is designed mostly as a cool and smart-looking urban product.

"It's not meant to be a replacement for a truck," said Kirk Seifert, general manager at Iclletta, the company behind Ice trikes. "You should see it more like a BMW estate car. You're not going to use it to raid the DIY shop. You're more likely to use it to ride down the boulevard with your surf board, your golf clubs or your tennis racquets".

At KMX, the theme is lighter weight. The company has come up with a Venom three-wheeler weighing just 15 kg, shaving 2 kg off the previous model with lighter components and racing tyres. ■ BS



**The full suspension system on the new Scorpion trike takes its inspiration from the car industry.**

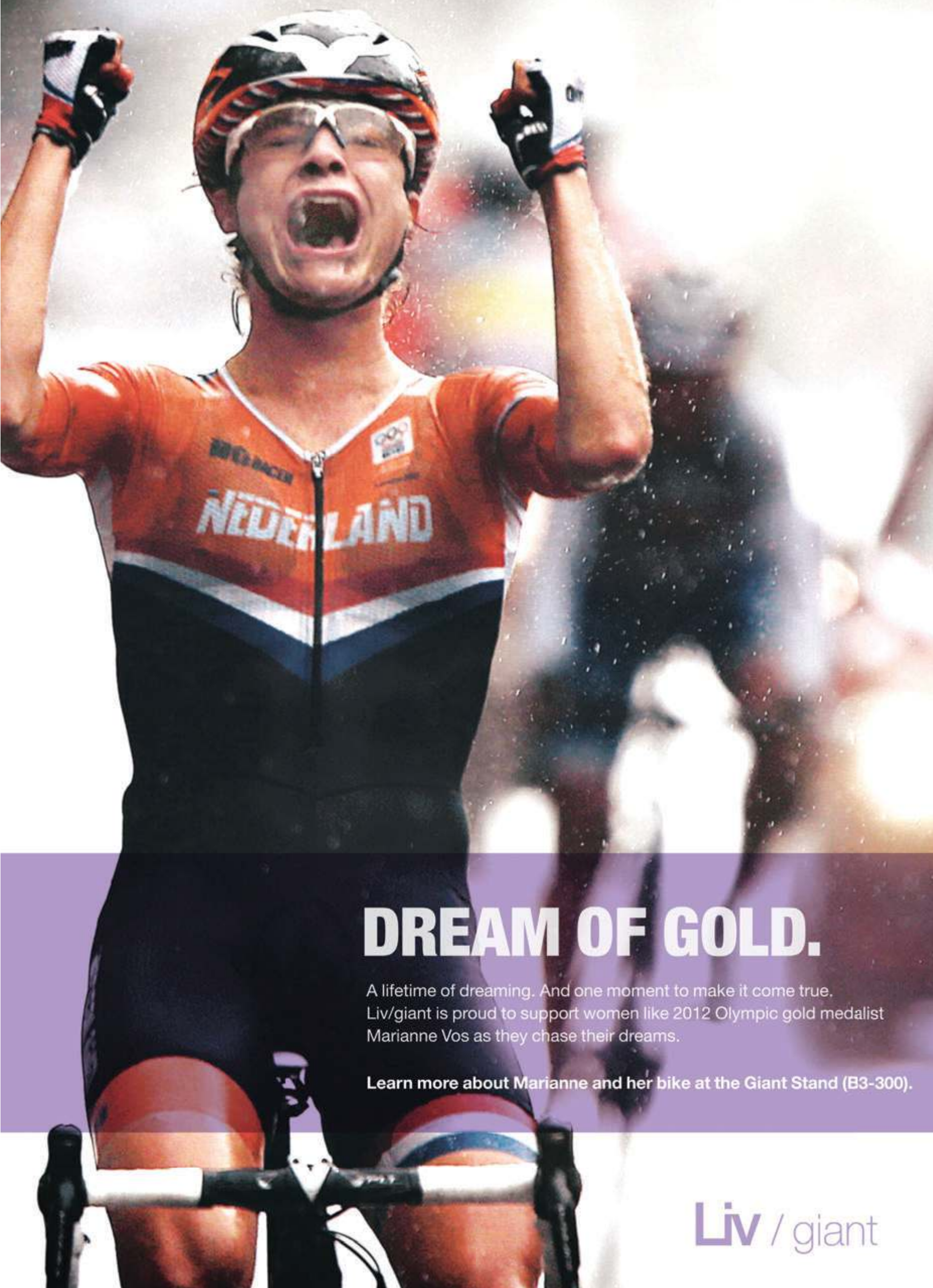
STAND  
FW-305



**Urban cool: Kirk Seifert, general manager of Iclletta, describes the Ice cargo trike as a lifestyle product.**

STAND  
FW-305





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# Winora sees growth potential next door

Germany's Winora Group, the largest subsidiary of Dutch bicycle conglomerate Accell Group, has paved the way for further internationalization.

Due to growing sales of its international brands Haibike (sport bikes and e-bikes) and XLC (parts and accessories), Winora has invested heavily in logistics, warehousing and production. Because Eurobike is the main international bike show, Winora plans to spotlight Haibike and XLC at its stand.

Winora recently opened a new building next to its headquarters in Sennfeld, Germany. The 2,700-square-meter (29,062-square-foot) office building includes state-of-the-art meeting rooms and a cafeteria. Winora also doubled its space for warehousing, assembly and logistics to 18,000 square meters (193,750 square feet).

According to Suanne Puello, general manager of the Winora Group and Accell Germany, the company is one of the first full-line German suppliers to realize "the potential of our neighboring countries."

"Why not deliver today to Munich and tomorrow to Nice or Alicante?" Puello said. "Our international growth strategy is based on this idea."

Accell acquired the Winora Group in 2006. Thanks to the German company's subsidiary, E. Wiener Bike Parts, Accell is moving into the bicycle parts wholesale business.

Puello and her 273-member team are proudest of Winora's in-house logistics and shipping center. A 2.5-kilometer (1.5-mile) conveyor belt keeps products moving through the building. The center uses the latest IT and logistics software including a barcode scanning system.

All parts and accessories sales are

handled through the system, which includes a semi-automatic storage system and a fully automatic packaging station.

In addition to exports of its XLC brand, WBP also imports several global premium parts brands to serve the German-speaking market.

Winora's newly expanded assembly plant handles all Haibike premium e-bikes, as well as the bicycle range of OE customer BMX.

The warehouse remains in the hands of Winora's longtime logistics partner, Schäflein Spedition GmbH. Schäflein has opened a new warehouse that measures 100 by 80 meters (328 by 262 feet) and is 12 meters (39 feet) high. The warehouse houses 22 rows of shelves on eight levels and has enough storage space — 6,500 square meters (69,956 square feet) — for 50,000 bicycles.

Before Schäflein opened the new warehouse, Winora used as many as four smaller warehouses scattered around the Sennfeld area. The new all-in-one facility guarantees 24-hour deliveries to Germany and 48-hour service to the rest of Europe, said Achim Schäflein, the company's general manager.

Puello said Winora's next expansion is a new technology and service center, which will be built at the current Hercules building. The Hercules brand is part of the Accell-Germany umbrella. ■ JB

STAND  
A4-100



A Winora Group employee assembles a Haibike at the company's expanded headquarters in Sennfeld, Germany. All Haibike premium e-bikes are assembled in Sennfeld.

# Adidas focuses its Five Ten shoe brand on MTB, freeride

Five Ten, famous for its rock climbing shoes, is focusing on a different way of climbing rocks: It is beefing up its presence in cycling, with an emphasis on freeride and mountain bike shoes.



Charles Cole, founder and president of Five Ten, displays the latest range of freestyle cycling shoes.

The new focus comes after the Redlands, California, company was acquired last year by the Adidas Group.

"Bike is the next segment with huge potential for Five Ten in Europe," said Rolf Reinschmidt, senior vice president of the Adidas Group in charge of Adidas Outdoor, which supervises Five Ten. He said the Adidas infrastructure would help Five Ten succeed in Europe, where it has been struggling to meet demand.

Five Ten is best known for rock climbing shoes. Adidas plans to invest strongly in the brand's cycling range, mainly for mountain biking, freeride and downhill racing shoes. The cycling shoes will feature Five Ten's distinctive Stealth rubber compound, one of the assets most coveted by Adidas when it bought the firm last November.

Several new models are at on display at Eurobike, including the Spitfire and Dirtbag shoes with the new Stealth Marathon compound. Both are freeride performance shoes with a lifestyle-oriented design that makes them suitable for daily wear.

The Freerider VXI has a new outsole structure called Stealth Contact. "There's a flat area in the center of the outsole, so that you get immediate contact with the pedal, but if you take pressure off the foot, then you'll be able to reposition it more easily," said Christoph Boesl, Five Ten's European marketing manager.

He is part of a new European management team created at the beginning of August in Herzogenaurach, the small German town that is home to the Adidas Group's sprawling campus. None of the seven employees in Five Ten's former European office in Brussels is making the

move.

Five Ten has already cut its product range by about 25 percent this year.

"The offering was far too complex, with three types of shoes just for wingsuit flying," Reinschmidt said. "We're not moving out of any categories, but it all had to be consolidated, with a focus on bike and rock climbing shoes."

The Adidas Group said that Five Ten would continue to work with its existing European agents. However, the brand's European logistics are scheduled to move to a huge center that Adidas is opening next year in Osnabrück, Germany.

Some of Five Ten's new cycling shoes are being produced in China by Adidas suppliers. By the end of the year, production of all ranges should be transferred from Five Ten's suppliers in South Korea to Adidas suppliers in China. The exception is Five Ten's rock climbing shoes, which will continue to be made in the United States. The transfer will make it easier for Adidas to use the Stealth technology in some of its own shoes beginning next year.

Adidas paid \$25 million in cash for Five Ten, plus bonuses to be paid in three years if the brand meets performance targets. Five Ten had been owned by the family of Charles Cole, its president, who established the brand and its Stealth compound in 1985.

The "brand of the brave" posted sales of some €16 million (\$19.8 million) last year, excluding business with distributors in Japan and South Korea. The brand's European sales increased by more than 30 percent last year, driven by soaring demand in the bicycle market. ■ BS



The Spitfire cycling shoe uses Five Ten's new Stealth Marathon rubber compound.

STAND  
FG-B3/1



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# Visit the VeloBerlin lounge

**Eurobike show organizer Messe Friedrichshafen is active not just on its home turf here in southern Germany, but in the German capital of Berlin as well.**

Messe Friedrichshafen is a co-sponsor of VeloBerlin, a consumer cycling and urban mobility show. The third edition of the show is scheduled for March 23-24, 2013 at the Berlin Exhibition Grounds.

Anyone interested in getting more information about the show are invited to chat with Ulrike Saade and her staff. Saade is general manager of the show's co-organizer, Velokonzept.

You can find them at the VeloBerlin lounge on the first floor in Foyer East.

■ JB

FOYER EAST  
1ST FLOOR



**Eurobike project manager Stefan Reisinger (left) with Ulrike Saade, general manager of Velokonzept, in front of a Berlin landmark: the world's oldest radio tower. Eurobike and Velokonzept are co-organizers of VeloBerlin, a consumer bicycle show in Berlin.**

## A match made in Austria

# KTM and Panasonic shave weight from e-bike motor

**KTM, Austria's leading bicycle producer known for its sport e-bikes, and Panasonic, the Japanese leader of e-bike motors and kits, have joined together to design a new type of motor for KTM's new sport e-bike.**



**KTM's new E-MTB-P combines a new, light rear wheel hub motor from Panasonic with the trendiness of a 650B off-road bike.**

The collaboration resulted in a small and light rear wheel hub motor. It's making its debut on a new 650B off-road bike that KTM calls the E-MTB-P (for "Panasonic").

The E-MTB-P joins a line of sport pedelecs that KTM has become known for.

"We came out with the first e-mountain bike and the first e-cross trekking bike, said Stefan Limbrunner, KTM's sales and marketing manager.

Panasonic will join Bosch, BionX, and Clean Mobile as e-bike system suppliers for KTM e-bikes. The new motor should be on the market in January.

Gerhard Leingartner, R&D

noticeable aspect of the Panasonic motor is its petite nature. It's small and weighs only 2.7 kilograms (6 pounds), making it one of the lightest hub motors on the market.

"We took the electronics out of the hub motor and integrated it into the battery pack within the frame triangle," Leingartner said. Another benefit, he added, is that unlike the BionX system, the new Panasonic is compatible with Shimano cassettes.

Both partners hope the new bike will be a win-win. KTM continues its role as an innovator of sport pedelecs, while Panasonic expands from its role as a supplier for comfort e-bikes by entering the market for off-road e-bikes.

It also marks Panasonic's first rear motor. Until now, the company has been known for its center-mounted e-bike motors. ■ JB

STAND  
A4-300

manager of e-bikes for KTM, said

the Panasonic system isn't a replacement for Clean Mobile. Clean Mobile is currently restructuring after a bankruptcy.

"Clean Mobile's e-bike kit was only mounted on our range of high-end and high-priced free riders," Leingartner said. "Our rear wheel hub motor is more for the mass." The most



**A close-up of Panasonic's new rear wheel hub motor, which will debut on a 650B off-road e-bike from KTM.**



# Protanium gives e-bikes the shaft

The new Protanium shaft drive motor is one of the highlights of many innovative e-bike systems on display at Eurobike.



Protanium shaft drive

Founded in 2006 by Brian Hoehl and Lars Munksoe of Denmark, Protanium is now owned by the Accell Group.

Protanium's shaft motor marries a shaft drive with an electric motor. The use of a single axle offers optimal traction

manager of ExtraEnergy, a nonprofit organization that promotes the use of light electric vehicles, said the shaft drive is "a completely new drive concept which allows brands to build pedelecs which are very well integrated. This is the trend."

Ed Benjamin, a U.S. e-bike consultant, said, "I am rarely impressed by new motor concepts, as they are seldom new. But this one is truly new, remarkable, and exciting."

The Protanium system is offered as a single unit and includes the shaft drive, motor and controller. It is also equipped with a double planetary gear system that provides exceptionally high torque.

In addition, the device also includes two optical sensors the company calls Osram that monitor speed and torque.

Protanium is active on other e-bike fronts as well. It's launching a light,



Protanium Diavelo "speed bike"

and maximum weight savings.

An internal clutch system ensures that riders don't notice any resistance from the engine when the motor is off.

"The feeling will be like riding a normal bicycle without a motor," Protanium said in a news release. The internal clutch also gives no resistance when a cyclist pedals backwards, which means the Protanium system will work easily with coaster brake bikes, which are all-important in some European markets.

It also gives bikes a clean look with few cables

Shaft drives are an old idea. In fact, they've been around since 1890. And they've never disappeared entirely from bicycles. Shaft drives are maintenance-free, stronger, and cleaner than bicycle chains because they don't need oil and don't collect dirt. The shaft is stronger than a chain, and there's no need for a chain wheel or sprockets.

But combining a shaft drive with a 250W/36V motor has the promise of making the category more than a niche. It's an idea that has caught the eye of outside experts.

Hannes Neupert, general

electric small-wheeled bike that's made for urban commuting. By simplifying the design of what it calls the Mini, Protanium has kept the weight to 11.9 kilograms (26 pounds). The battery is small enough to fit into a shopping bag when the bike is parked.

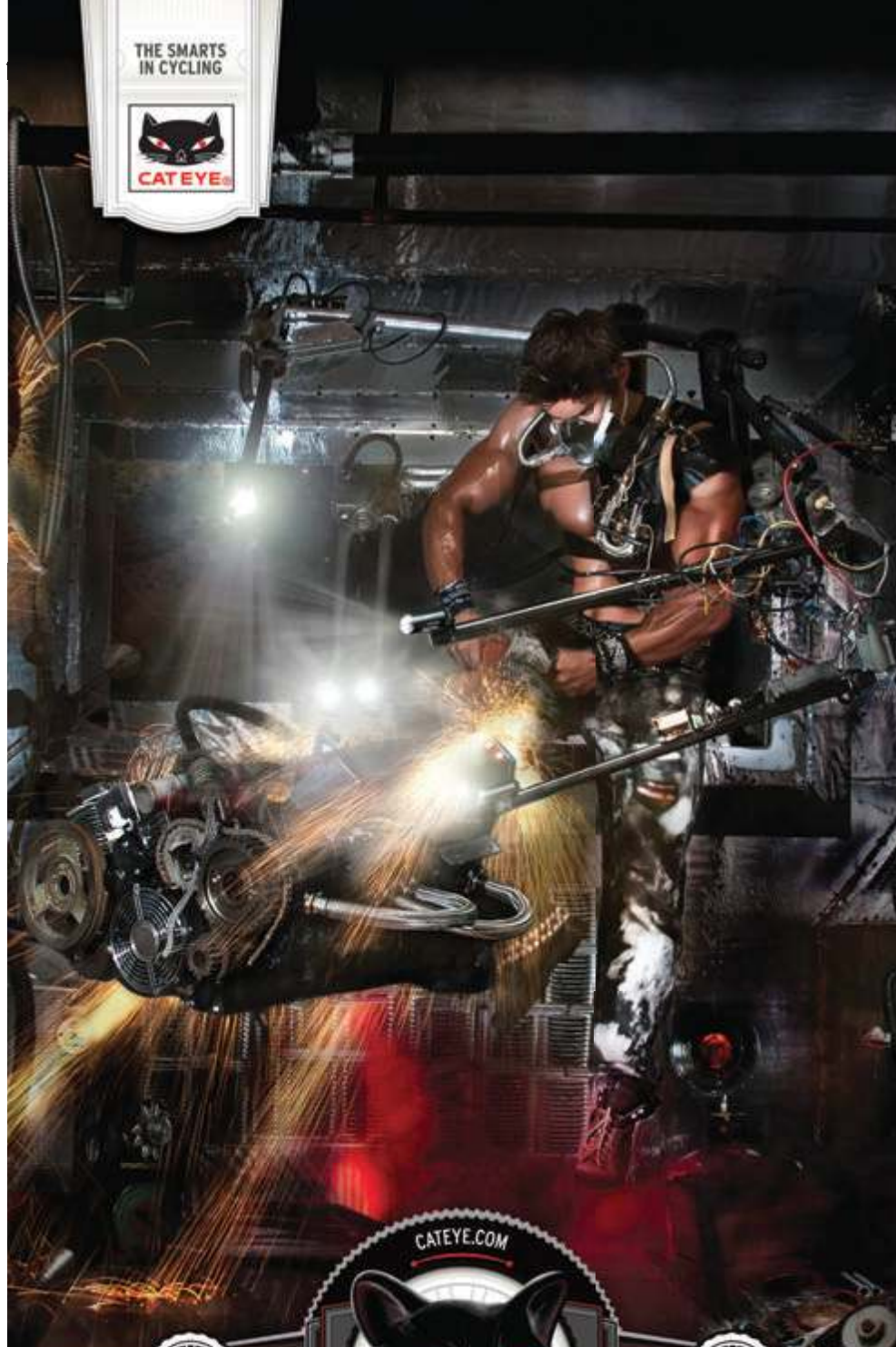
Finally, Protanium is launching an electric "speed bike" that can reach 45 km/h (28 mph). Called the Diavelo, the bike uses some carbon components to reduce weight and puts the battery in the frame for a cleaner look.

The 500W motor provides what Protanium calls "enormous" torque. Riders control the motor from a handlebar display that functions both as a control panel as well as the key for the bike. ■ JB

Protanium Mini



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EUROBIKE BOOTH: A1-201

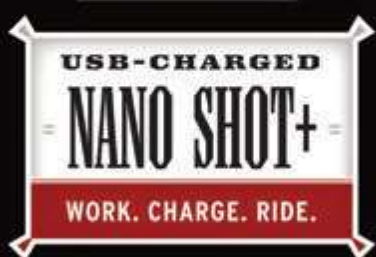


fig. XI NANO SHOT+



## Tracking the GPS market, Part 1

# GPS units get better, but the 'dream device' remains elusive

**A cyclist's or hiker's dream GPS has a big screen, is dead simple to use, and serves up the perfect cycling paths or hiking trails.**

With today's crop of GPS units, unfortunately, the dream remains just that. Routing results in particular remain far from ideal. But the GPS industry is making progress. Every generation of devices is becoming easier to use.

You can see the progress throughout the stands at Eurobike. Here are some of the highlights of the latest GPS products on display at the show, including suggested retail prices where available. Don't miss the second part of this article in tomorrow's Show Daily.

Falk, with its comfortable, car-navigation-like devices, has gained the No. 2 market position behind long-time market leader Garmin in key European markets including Germany. But Falk's success goes beyond the quality of its devices. It's also invested heavily in marketing and in establishing a dealer network, much like Garmin.

Magellan is focusing on changeable battery packs with its new Switch Up line of sport watches. The British brand Satmap emphasizes the importance of high-end maps, and not just for its devices. Its web-based Satmap Xpedition planner lets users tap into high quality outdoor maps and plan trips online.

Meanwhile, the quality of OpenStreetMap.org, an open-source mapping service that depends on user contributions à la Wikipedia, is becoming more and more reliable. Manufacturers can use OpenStreetMap maps without paying license fees, and customers can load the free maps on several commercial devices.

And Pioneer, the electronics giant, is taking the wraps off of a cycling computer and pedal sensor at Eurobike. It's been hush-hush about the product in the days leading up to the show.

In short, the market for cycling and outdoor navigation devices remains dynamic. Navigation using smartphones is a growing part of the market, but a smartphone cannot yet completely satisfy users' needs for a rugged, long-lived and sunlight-suitable outdoor device.

## Mio



STAND  
B2-200

Compact and lightweight, the NavizCoach (€199) combines three functions: training, navigation and cycling computer. Although its 2-inch greyscale screen does not display maps, a loaded route appears as a track line marked with arrows. Routes can be imported as GPX files. Incorporating the ANT+ standard, the NavizCoach can communicate with heart rate and cadence sensors as well as other devices, such as e-bike computers. The replaceable 700 mAh battery is designed to last up to 14 hours. Connectivity is through a micro-USB socket.

## O-synce



STAND  
B1-502

Known for its car navigation devices, Mio is launching its first devices for outdoor and cycling. The Mio Cyclo series focuses on easy, comfortable operation. Its 3-inch touchscreen models work with completely routable OpenStreetMap and TeleAtlas maps for Western Europe, both of which are preinstalled.

The integrated battery is not changeable, but it brings the weight of the unit down to just 155g (5.5 ounces). The 15g (0.5-ounce) bicycle mount is also impressive. The flat mount lets the user position the device in different positions on the handlebar or stem. The Mio also features a unique "Surprise Me" mode, which calculates a circuit from the rider's position based on a given time or distance. The Mio Cyclo 300 (€349) is designed for the touring cyclist, while the Mio Cyclo 305 HC (€399) is for performance-minded riders who want to track heart rate, pace and other training functions.

## Falk



STAND  
A1-302

The next generation of Falk's LUX series makes its debut. The company, a brand of United Navigation, is using OpenStreetMaps for the first time. Maps are completely routable and destinations can be searched by address. Falk will roll out the OSM maps by country over the next few months and will cover most of Europe. Cross-border routing will be possible in combination with Falk's Premium Outdoor maps. New premium maps include "Benelux" and "Transalp." With the new "Intelligent GPX Navigation," the LUX keep users on track with audible and visual commands for tracks uploaded from external sources like Internet sites.

## VDO



STAND  
A5-207

The GP7 from VDO is famous for its big 3.5-inch screen and huge raster map capability. The new GP7 offers new functions and an updated operating system. For example, it takes just three clicks for users to launch one of VDO's integrated, ready-to-use bicycle routes, or to have the unit begin calculating an outdoor route. The base Touring model (€299.95), offers these functions as well as speech navigation. For outdoor trips worldwide, the GP7 now accommodates OpenStreetMap maps.

## BioLogic



STAND  
B4-501

BikeBrain v2.0, the latest version of BioLogic's GPS cycle computer app, now features a simple button that lets users launch the iPhone's camera directly from the app. Photos are then geo-tagged and plotted on a map so riders can see where they were when they took the shot. Favorite photos can be shared on Google Maps and Facebook with the same button. BikeBrain users can network on BioLogic's new website, [www.BikeBrain.net](http://www.BikeBrain.net), where they will find forums and can share content. At Eurobike, BioLogic is also presenting its "ReeCharge" mobile phone cases and smartphone drybags.

## Pioneer

New on the navigation scene is the electronics giant Pioneer, which is showing a high-end cycling computer/GPS receiver that works with pedal sensors. The system is intended for professional and team riders. The computer will track left and right pedaling power separately, as well as the efficiency and force vectors for every 30 degrees of rotation. One unique feature is that the product will have a SIM card, which means it can communicate over 3G wireless networks. Users will be able to upload and download data without being connected to a computer.

Pioneer is keeping the device under wraps and did not make a photo available at press time. "Even the design is not final yet," said Wim Van Den Eeckhaut, business development manager for cycling. "Based on the reactions of European distributors and end users, we will further develop the product." ■ — Thomas Froitzheim

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





# THE PERFORMANCE SPECIALIST

A5-207



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# Cannondale pulls the Trigger on a new Lefty fork and MTB model

**Cannondale isn't lacking for things to talk about at Eurobike. It's added a third model to its "Over-Mountain" category, the Trigger; unveiled a new Lefty suspension fork; shaved weight with a new carbon material for its Evo road bike frame; and is showing two concept bikes from the R&D team.**

Cannondale rolled out the new bikes for members of the European press at a recent event in Ischgl, Austria.

Cannondale says the Trigger fills the gap between the Scalpel, the brand's racing model with 100mm of travel, and the all-mountain Jekyll, with 150mm of travel.

The Trigger rolls with the new Lefty, offering 130mm of travel. Combined with adjustable 70-120mm rear travel, the Trigger is a high-end, all-purpose solution.

The Jekyll, meanwhile, offers a new 150mm Fox suspension fork, the Talas 34, for a more downhill-oriented ride.

The three models in Cannondale's Over Mountain line (Claymore, Jekyll and Trigger) offer what amounts to two geometries to riders. The company has worked with Fox to develop an exclusive rear shock, the Dyad RT2, which can be set to one of two modes.

The Elevate uphill mode uses a short

70mm of travel, while the Flow downhill mode goes to 120mm of travel.

"Compression and rebound are completely tuned for each type of use without affecting the other," said Jens Haug, marketing manager for Cannondale-Germany. He noted that Fox designed a smaller version of the Dyad for the new Trigger bike. A handlebar remote lets riders change shock modes on the fly.

After 13 years, Cannondale's iconic Lefty fork has gotten a facelift.

"We made the lightest, stiffest, strongest and smoothest suspension fork in the world even better," said Larry Westney, product manager for Headshok and Lefty. The new Lefty relies on a patented new needle bearing technology, while an auto reset button means low-maintenance, trouble-free operation for riders.

STAND  
A6-300



Cannondale's Larry Westney with the Trigger, featuring a new Lefty shock.

The new Lefty is available in carbon and aluminum versions. There is no 650B Lefty in the 2013 line, as Cannondale is not offering a 650B mountain bike.

For its top-of-the-line road bikes, Cannondale has designed the Black Inc. line with minimized graphics that emphasize

shape and design instead of logos.

One of the bikes in the Black Inc. line is the new Supersix Evo Nano frame, which weighs only 679 grams (for a 56cm frame). The Evo was already one of the lightest frames on the market; for 2013 it's even more svelte. ■ JB



BOOTH A6-406

www.novatecwheels.com



# Summit seeks access to €6 billion for bikes

The bicycle industry could unlock 6 billion (\$7.4 billion) in funding for cycling projects if it joined together to encourage governments to invest more in cycling projects, an advocacy organization says.



Tomorrow's Advocacy Summit seeks to unlock EU money for cycling.

"There's €6 billion available in European funding which cycling is eligible for. But advocacy groups will need industry backing if they want a slice of that money," said Manfred Neun, president of the European Cyclists' Federation.

Neun and other groups are hosting an Advocacy Summit from 4:30 to 6 p.m. tomorrow at Eurobike, where industry leaders will discuss how advocacy can boost sales.

The meeting will take place in the Berlin Room. Drinks and a buffet will be provided, but due to high demand participants are asked to register in advance at <http://tinyurl.com/advocacysummit>.

"The formula is simple: If you want more people on bikes, you need governments to invest in cycling. If you want governments to invest in cycling, you need to spend more on advocacy. That's how you're going to grow the market," Neun said.

According to the federation, the EU has set aside the funding to be spent on cycling in the next five years—a cash injection that will give struggling cycling markets a real growth spurt.

"Advocacy is more than marketing or product development; it is the way we work together to build markets," said Frank Bohle, CEO of Schwalbe. ■

# SRAM G-8 hub leads its 'urban offensive'

After SRAM moved its entire hub gear production from Germany to Taiwan, it took awhile before the process was running smoothly again.



Marcus Schneider and the SRAM G-8 hub.

Now that production is on track, SRAM is ready to launch its long-awaited "urban product offensive." For 2013, the U.S. components company will delve deeply into products for urban commuting bikes.

There's a new 2x10 derailleur group for trekking bikes, the Via GT, that is based on SRAM's proven XO and Red groups. The company is also launching the E-Matic electric gear drive system that uses a two-gear rear hub motor.

And it's debuting its first 8-gear hub, the G-8, that it says is the first in a new generation of gear hubs.

STAND A3-103

"The G-8 weighs only 2,188 grams [4 pounds, 13 ounces] and will come in three versions," said Marcus Schneider, SRAM's category manager for urban bikes. "The coaster version is ready to go. The disc version is planned for February and the freewheel version will come later."

The G-8 will also be offered in a version compatible with a Gates belt drive. Available in the colors "Icelandic Black" and "Falcon Grey," the hub will be operated by twist shifter. The G-8 was designed in Schweinfurt, Germany, and manufactured at SRAM's factory in Taiwan.

SRAM revamped its Schweinfurt factory into its technology and service center, which it calls the "European Center of Cycling Excellence." All high-end component production is now done in Taiwan.

■ JB

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# Portuguese factory rides booming e-bike market to European success

One of the keys to success at Portuguese bicycle component maker Miranda & Irmao, Lda. is the company's ability to recognize market shifts at an early stage.



Miranda supplies the spiders for the Bosch e-bike drive train system. A Miranda employee checks each one by hand before packaging them.

Miranda entered the e-bike market early on. Now, at this year's Eurobike, Miranda president João Carlos Miranda and his team are introducing a full range of e-bike components, all under the umbrella of Miranda's slogan, "The European Bike

Fundamentals."

In recent years, Miranda has shifted from being a manufacturer of entry-level, mass-market products to producing for the high end. Today, less than 15 percent of its production is of entry-level components.

An entry-level manufacturer in Portugal can no longer compete with Asian suppliers. This was one reason João Carlos Miranda decided to upgrade his company's production at the corporate headquarters in Agueda, a city in northern Portugal about 80 kilometers (50 miles) south of Porto.

The company also focused at an early stage on e-bikes. Miranda produces the spider for Bosch's e-bike drivetrain, and offers a line of e-bike brakes, chainguards, crankarms and cranksets under its own brand name. OE customers can order custom graphics and sizes as well.

At Eurobike, Miranda is debuting a patented seatpost with a "clickpost" system for fast and safe saddle assembly. The company is also developing hydraulic brakes.

João Filipe Miranda, the company's marketing and brand manager, said e-bike brakes have to accommodate heavier loads than brakes for conventional bikes.

He pointed to Miranda's new V-brakes for e-bikes, the XL Power Brakes and XXL Power Brakes. "While the XL version is good for a total weight of up to 150 kilograms [330 pounds] the XXL version is even good for up to 180 kilograms [397 pounds]," he said.

Huge presses make both brakes and cranks. Every six seconds, the press spits out one crank and four brake arms. The cranks have to be dimensionally accurate, although some problems can be solved by hand.

The machine also mounts cranks and crank arms together. The cranksets are offered in four finishes. Miranda is also offering carbon crank arms for e-bikes.

"Our e-bike crank arms are engineered with a full carbon structure, with double HollowCore technology, sustained by a strong central carbon framework between both hollow cores. The design give this crank a superb strength-to-weight ratio and makes it the lightest e-bike crank on the market," a company official said.

Miranda sells primarily to Europe. According to João Filipe Miranda, sales rose by 27 percent in the first half of 2012, thanks primarily to the German and Dutch markets.

Currently, 26 percent of Miranda's sales are in Germany, 17 percent in Italy, 16 percent in Portugal and 15 percent in the Netherlands. The remaining 26 percent is divided throughout other global markets. ■ MB/JB

STAND  
A1-409

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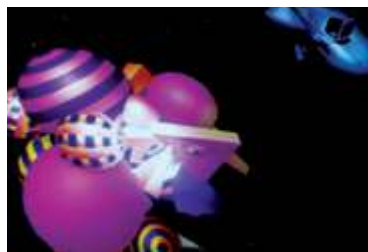


# The successor to 'Bondage Barbie'

*While it's never easy to top Bondage Barbie, Knog, the Australian locks-to-lights brand, is trying its best at Eurobike.*

The Bondage Barbie theme of two years ago certainly put the Knog name on everyone's lips. The blacked-out stand displayed Knog's products in salacious, even shocking spotlighted poses featuring well-known dolls and action figures with astoundingly bendable limbs.

"Bondage Barbie left people remembering the booth, and remembering the brand. And as a result they learned about the product as part of that experience," Knog boss Hugo Davidson said. "We sat back and thought, 'OK, we do lights. What can we do with lights that provides that level of understanding and will be inherent in the display?' Eurobike is



about new product, but we wanted something immersive."

This year's stand is again blacked out, but it won't disturb any child's dreams. If anything, it will stimulate them.

Using motion graphics by 3D video specialist Eness of Melbourne, Australia, Knog has created an interactive booth. Pick up a Blinder LED light and your movements are tracked with projected graphics, swooping in to you as you move. No matter how many people are in the booth, all will experience the interactive graphics.

Eness has previously worked with brands such as Red Bull, Disney and Virgin. ■ CR

STAND B1-505

# Inside Corratec's Inside Link system

*Some full-suspension brands are turning to electronic suspension systems, but Corratec of southern Germany is taking a different approach.*



**Corratec founder Konrad Irlbacher with the new 650B bike incorporating Corratec's Inside Link suspension.**

when climbing uphill on a full-suspension system.

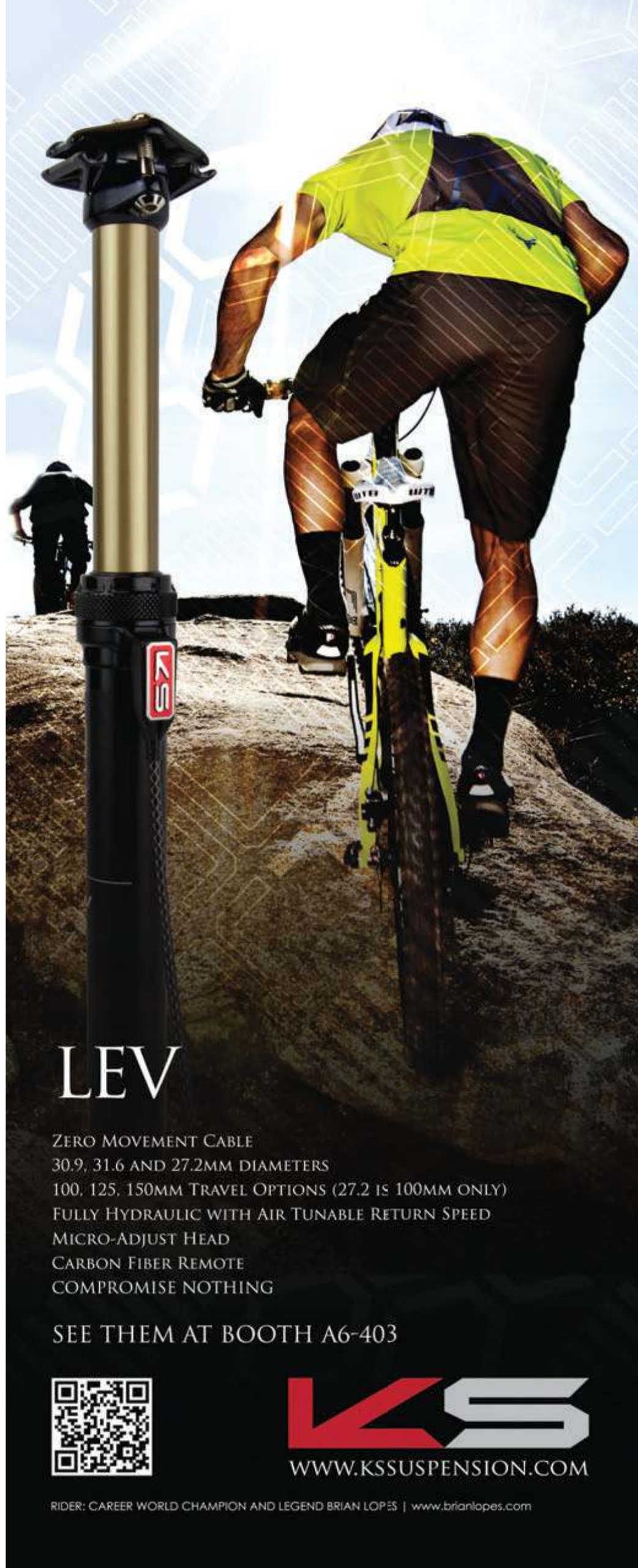
In other words, the damping does not interfere with the ride when riding uphill or out of the saddle. Instead, the bike is as stiff as a hardtail without using a lockout.

When riding downhill, the system opens automatically and fully absorbs whatever shocks come its way. "We call it race hardtail performance and meticulous full-suspension response in one bike. In addition, the one-piece construction of the rear triangle eliminates negative brake influences," Irlbacher said.

Irlbacher added that the bike is "extremely stiff and delivers an enormous forward drive, similar to a high-end hardtail." Helping the bike achieve the forward drive is a one-piece rear triangle with a 12mm through-axle. The front triangle incorporates a massive tube diameter for stiffness.

The 650B mountain bike with Inside Link offers 80mm front and 70mm rear travel. ■ JB

STAND B1-300



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# Selle Italia takes Flite with a new version of iconic saddle

*The Selle Italia Flite is one of a handful of bicycle saddles that are considered to be icons of this most essential bicycle component in the last part of the 20th Century.*



Flite team edition

The Flite was a milestone in the development of saddles; a precursor of the lightweight, minimalistic design that since has been a template for saddle makers.

But because the Flite is a commercial product and not a museum piece, Selle Italia engineers have been busy updating its design. After five years of testing and experimentation, the company is debuting the new-look Flite at Eurobike.

While the new edition retains the Flite's well-known visual cues, several tweaks differentiate it from the original.

From the side, the new Flite shows an even thinner line that showcases a wider span of titanium rail. The rail juts out more towards the nose, which means the saddle provides a decent amount of fore and aft adjustment in the rails.

The support line looks flatter than before, especially in the back. This rear of the saddle was given a larger surface (145mm wide), for support and better distribution of body weight.

From the top, the saddle is more tapered from nose to rear. The new Flite is a very fast

saddle—or, at least, it makes any bike look faster and lighter.

All materials in the new Flite are top of the line: reinforced polyamide for the shell; a Lorica cover for durability, abrasion resistance and breathability; and EVA cushioning material.

A titanium 316 frame combines flexibility with lightness.

The 2013 Flite line includes a basic version with a Ti 316 rail (€120, \$147) and goes up from there. (Suggested retail prices are approximate.)

The Flite Monolink (€165, \$203) adds a carbon fiber frame with a thinner nose for a higher pedalling cadence. A Flow version, with anatomic cutaway, will be €174 (\$214).

The Team Edition version (€145, \$201), ridden by Olympic gold medalist Alexander Vinokourov, has a Ti rail and special graphics.

Selle Italia hasn't neglected commuters, recreational riders and touring cyclists. Its Sportourer line offers a less expensive saddle that uses a "flex/padding" system.

The Sportourer FLX line is also environmentally friendly. A high percentage of plasticizers are derived from castor oil, a renewable resource made from the leaves of the castor plant. The castor oil additive accounts for 20 percent of the polyurethane padding, 35 percent of the gel and 50 percent of the cover. ■ EP

STAND  
A1-400



FLX saddle



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*Bikes For Different Stories*



# Maxxis, Schwalbe keep road tubeless rolling

The market for road tubeless tires keeps rolling smoothly along, as Schwalbe and Maxxis unveil new models at Eurobike.



Schwalbe Ultremo ZX

STAND A5-300

Schwalbe, the German tire manufacturer, is featuring a world debut of its newest road tubeless model.

Well known for its bicycle tires, Schwalbe is displaying the result of a lengthy development process with its new Ultremo ZX tubeless. The company had developed the tire some time ago, but chose not to release it until putting it through extensive testing and fine-tuning.

The result is a 700x23C (ETRTO 23-622) tire that weighs 295g (10 ounces). An attractive slick pattern has been built into the full black tire. Schwalbe says the road tubeless tire runs within a very wide pressure range of 5-9 bar (70-130 psi).

The German brand describes the foldable Ultremo ZX slick as a universal tire, good for training, racing and even time trials. It was developed with an eye to high puncture resistance and low rolling

resistance.

Schwalbe has put a reasonable retail price of €65 (\$80) on the Ultremo ZX and expects to capture a good portion of the road tubeless market with it.

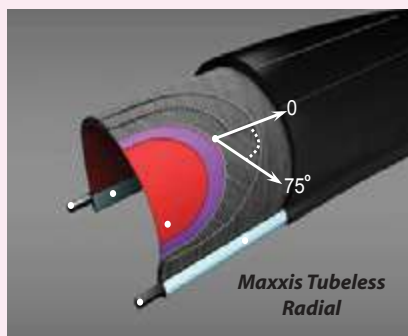
Maxxis, the Taiwan tire manufacturer, is showing its most technically advanced road tire at Eurobike.

The Maxxis Tubeless Radial marries tubeless technology with a radial tire. Maxxis showed an earlier version of the tire at the Taipei Cycle Show in March, but the tire is now in its final version.

STAND A5-302

The Tubeless Radial 700x22C road tire is foldable, built with 120 TPI and can handle a maximum pressure of 125 psi (8.5 bar).

Maxxis says a new dual compound with an additional nano structure boosts durability by 30 percent and has a low rolling resistance. ■ GE



Maxxis Tubeless Radial

# Neco debuts its Rove premium parts brand

It calls itself the "biggest headset and BB brand you've never heard of." The Rove brand, which makes its European debut at Eurobike, may be new but it comes from a long-established company.



Krista Griego (left) and Nick Chen with Neco's new high-end parts brand, Rove.

Rove is the premium brand of Taiwan parts manufacturer Neco, formerly known as Chihh Chinn Industry. Rove replaces the Laido brand, which Neco unveiled at last year's Eurobike.

The new brand was created with the California marketing and branding agency ID Art and designed to have more international appeal.

"Rove will start with an assorted and limited high-end headset and BB range," said Kevict Yen, general manager of ID Art.

In addition to launching Rove, Neco has been busy on the manufacturing front. In March, the company opened a €6.6 million (\$8 million) headquarters and R&D center in Wufeng, Taiwan.

Neco welcomed some 300 overseas visitors to a grand opening ceremony after the Taipei Cycle Show in March. Nick Chen, Neco's overseas export sales manager, said Taiwan production would concentrate solely on high-end products.

Meanwhile, Neco is expanding its footprint in China for entry and mid-range production. Also during the Taipei Cycle Show, company general manager Neco Wang signed a contract with officials of the northeast Chinese province of Tianjin for 150,000 square meters (37 acres) of land. The company is building a €830,000 (\$1 million) factory, its third in China, on the property. It's scheduled to open next year. ■ JB

STAND A4-803

# An invisible change drives Crops' future

The biggest change at Crops is invisible: The Japanese maker of bicycle accessories is no longer only a design company, but is taking charge of manufacturing.

Several Crops products on display this year were assembled and quality checked at the company's own factory in China.

Keiji Taiga, Crops' executive manager, said the change would help the company transform itself into an international brand. Crops seeks to boost sales of high-end products in Europe, South America and Asia.

"In five years, China will be our biggest market, surpassing even sales in our home country," he said. "This market is booming."

Crops opened its China plant in Taicang, Jiangsu Province, in January. The plant employs 10, but the number will grow.

"Due to the lighting system assembly we

mainly do there right now, it will soon be around 18 people," Taiga said.

Crops last year moved its warehouse and design division to Taiwan.

Crops is a supplier for three Japanese brands that produce in Taicang. Last year, Taiga said, Crops sold some 400,000 LED lights, including OEM products, to them.

"We are small but quick to react to international trends," Taiga said. "We have our roots in design, and are now moving in the direction of being an internationally recognized producer, supplier and brand of bicycle accessories." ■ JB

STAND A6-207

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Last year's Crops booth at Eurobike



# Storck steps into bikewear

*Storck Bicycle, known for its fanatical focus on lightweight bicycles, is debuting a bikewear line for 2013 at Eurobike. The Eurobike Show Daily asked Markus Storck, the company's founder and general manager, about his plans for the apparel market.*



**ESD:** Your brand is famous for high-end, lightweight bicycles, and now you're launching bicycle apparel and accessories. Will you offer a complete line, including urban bikewear, or concentrate on more performance wear?

**Markus Storck:** We are focused on performance bikewear, using the latest seamless textiles and luxury functional fabrics from leading European vendors. We combine them for an unrivalled level of performance and comfort, which we call Combitec Technology.

**ESD:** Can you give us a quick overview of the 2013 collection?

**MS:** We are offering a full collection for summer and winter. From head to toe, the line concentrates on the basic needs of all cyclists.

**ESD:** Are you launching only apparel, or accessories as well?

**MS:** In recent years we have offered such accessories as the carbon tool or Fascenario 0.7 belt buckle. Now we offer performance bikewear. In the next few years we might come up with new ideas to increase our accessory line.

**ESD:** Your bicycles have always drawn on German engineering, R&D and assembly. Some of your carbon frames and parts are also made in Germany. How about the bikewear collection?

**MS:** Behind the line is a fine team consisting of designer Alberto Celante and my wife, Helena Storck. Furthermore, it is important for me to draw on the

professional experience of Thomas Ziegler [a former professional cyclist with the T-Mobile team].

STAND  
**A3-100**

**ESD:** Are you giving your dealers any sales support for the apparel debut? Are there, for example, some displays available that fit into your shop-in-shop hardware package you offer to the market?

**MS:** We're providing a new catalog and website to give all the information consumers need.

**ESD:** What do you expect in the first years of this new business?

**MS:** The first reaction from our distribution partners has been overwhelming. Therefore we have to increase our first production run. The goal of our performance bikewear is nearly the same as our bike frames: We want to have one of the best clothing lines on the market. ■ **JB**



Markus Storck



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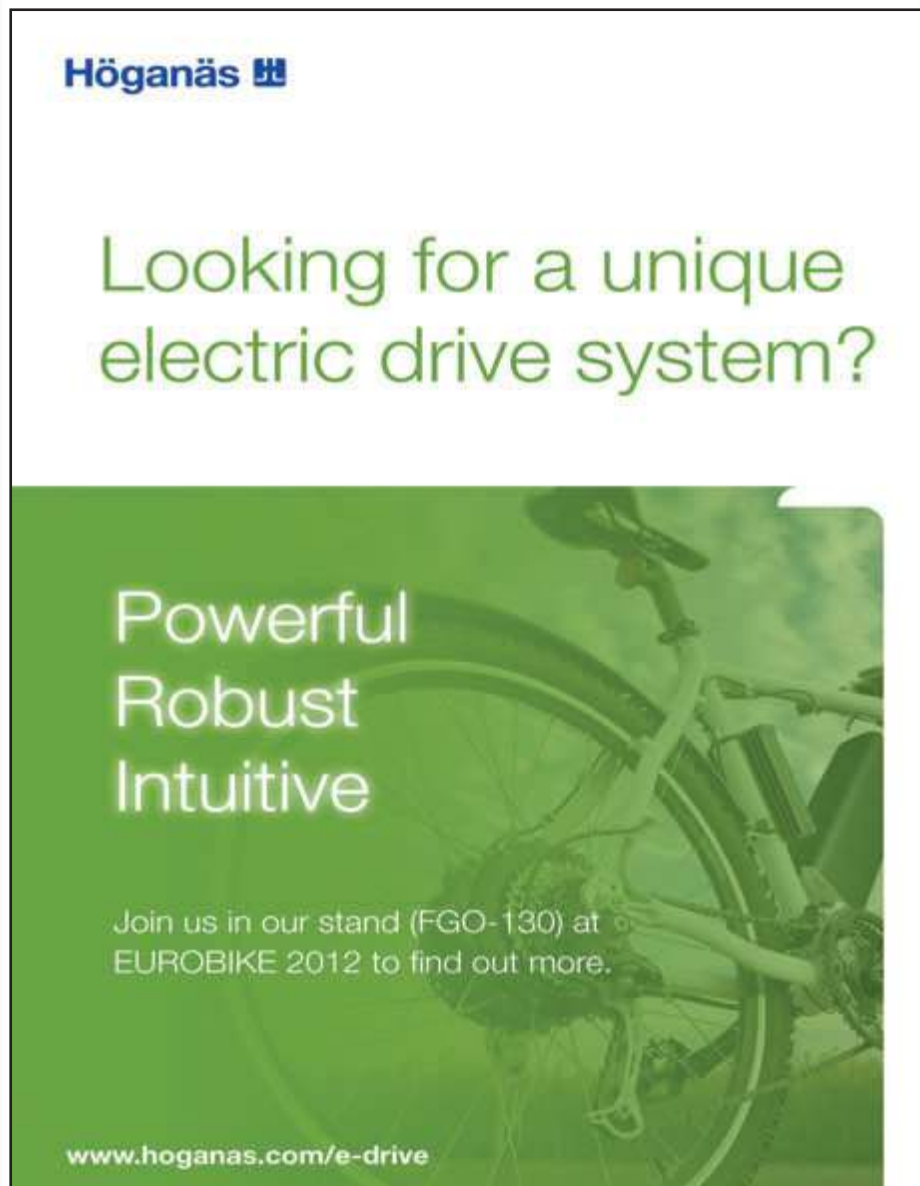
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# How pedelec dealers can keep customers off of the TV news



*This is what happens when pedelec batteries go bad, which is why retailers need to know how to properly store and charge them.*

When it comes to e-bikes and pedelecs, you might think that the only good news for TV or newspaper reporters is bad news.

The press has reported on pedelec riders who knock down pedestrians or hit cars at full speed, and on a bicycle expert who says 80 percent of pedelecs shouldn't be on the

market. Then there are the stories about exploding e-bike batteries that burn down bike stores, or send cyclists flying through the air and suffering serious injuries.

While there is often some truth to these stories, the media tends to report them out of context. Dealers and manufacturers must

react professionally to ensure these reports don't create uncertainty among users and potential buyers.

Are there problems with pedelecs? Of course, just as with any new product category. Rechargeable batteries have an enormous energy density, which makes them hazardous. Yet users want even bigger batteries for even greater range.

An electric motor can induce a kind of "driving euphoria" among pedelec owners, not all of whom can properly control their vehicles.

Finally, the relatively heavy motors and batteries stress a basic bicycle frame, yet riders may not account properly for the different characteristics of a pedelec compared with a standard bike.

Retailers can make a big difference in ensuring their customers don't end up on the TV news. They can carefully choose the brands they carry through reviewing test results in serious magazines and by test-driving every system first-hand.

When choosing a brand, retailers should consider the service package offered by the manufacturer. Is training available for the staff? What special tools, diagnostics equipment or software are required? And, last but not least: Does the manufacturer

supply easy-to-understand instructions for consumers, such as tips for charging the battery and storing it in winter?

Retailers must be careful to match the pedelec with the rider. Someone who is pulling a trailer, for example, shouldn't buy a pedelec with a front-mounted motor.

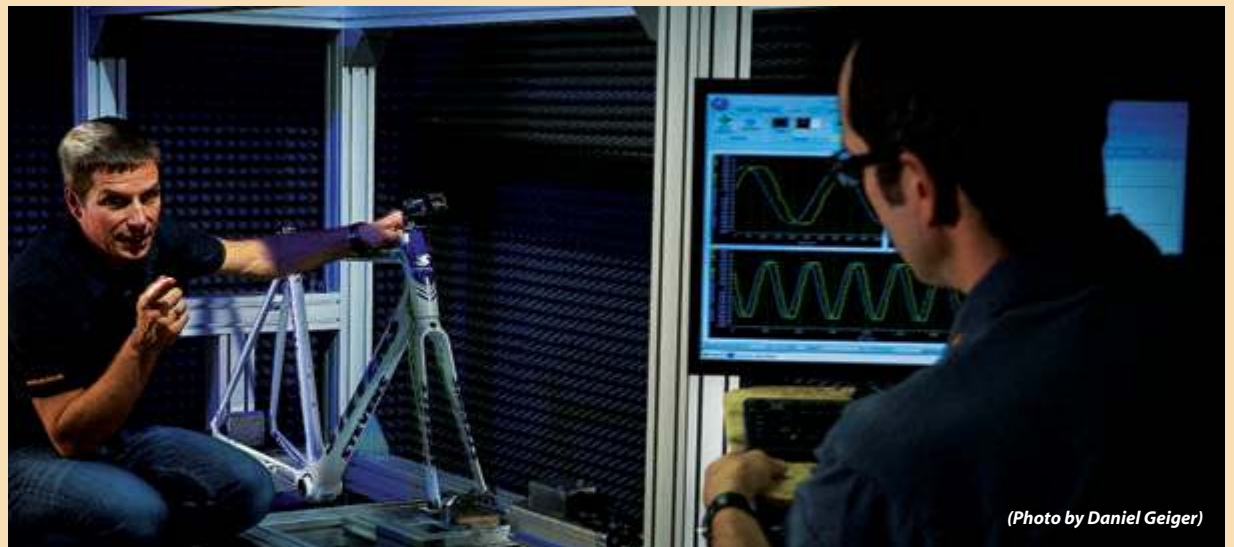
Retailers need to configure their stores to handle pedelecs, especially for storing and charging batteries. That means locations with ventilation, smoke alarms and fire-resistant structures in case a battery or charger overheats. Class D fire extinguishers must be on hand in case of disaster.

Retailers must be equipped to accept old or damaged batteries—one of the weakest parts of the chain, in my experience. Employees need proper training in safely handling and storing old batteries.

Shop employees must also know how to work with software and diagnostic equipment to properly "read" a pedelec's history and to know how to fine-tune the software to match the needs of each customer.

The good news is that customers are willing to pay for professional service. And a professional pedelec retailer can keep its customers from starring in their own bad news stories. ■ — Dirk Zedler

Dirk Zedler, a graduate-level mechanical engineer, is managing director of Zedler-Institut für Fahrradtechnik und -Sicherheit GmbH. For 19 years, he's conducted research and development in the bike industry and is recognized as an expert witness. He works with the industry and with universities to develop test criteria and test stands. In 1996, his company created, wrote and photographed a trend-setting user manual. Today, the Zedler-Institut supplies several companies with user manuals in as many as 25 languages. Pedelecs are a specialty. For more information visit [www.zedler.de](http://www.zedler.de)



*Dirk Zedler (left) with one of his engineers in his lab in Ludwigsburg, Germany.*

*(Photo by Daniel Geiger)*



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## Setting a new Benchmark

# German e-bike system maker boosts visibility with Neodrives

**Benchmark Drives GmbH & Co. KG has made a name within the e-bike industry as an OE supplier of high-end drive system components.**



Neodrives rear motor

Now, the Hofheim, Germany, company is seeking a higher profile as it makes its Eurobike debut as an exhibitor. Benchmark is using the show to launch a drive system it calls Neodrives. It will appear on 2013 bikes.

Those who aren't familiar with the e-bike market will have never heard of Benchmark Drives. The company develops high-end drive systems that have been used on e-bikes

including the Epo from Cube, the Sturmvogel from Bulls (the private label of the big German bicycle buyers group ZEG) and the Silkcarbon from Simplon.

"Every product developed by us receives a specifically tailored software solution for maximum support and a comfortable ride," said Horst Walter, Benchmark's general manager. While Benchmark Drives

concentrates on OEM business, Walter's new company, Bike Solutions GmbH, is launching a new line of e-bikes under the AEG brand. (See story on next page.)

According to Walter, Neodrives lets OEM manufacturers customize it for their own needs. "Even if it's for OEM, the baby needs a name," Walter said. "Neodrives' is one of the individual solutions our customers can choose from."

Neodrives' new rear motor offers several

advantages, Walter said.

"The new drive system is developed and produced in Germany. It expresses itself through an innovative, high-precision optical sensor as well as the multipoint thermosensor technology that enables maximum operational safety and optimal power deployment," he said.

The 250-watt motor is equipped with a freewheel body and can be integrated into all common wheel sizes. Sensor technology, combined with a regeneration function that stores energy from braking, paves the way for an extended range.

Another highlight of Neodrives is its TFT display. It offers a real-time clock, an eight-language menu navigation and all common bike computer functions as well as a USB interface for easy software updates and servicing diagnostics.

Neodrives offers three battery capacities (9Ah, 11.25Ah or 15.5Ah). The 36V battery pack, which can go in a carrier pack or in the downtube, gives e-bike manufacturers even more options. ■ JB

STAND  
A2-209

Neodrives TFT display



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Q&A with Horst Walter

# Germany's classic AEG brand name appears on e-bike line

**First came Bosch. Now, AEG, another well-known German electronics brand, is getting into the e-bike market.**



Horst Walter

The situation is a little different, as AEG went out of business in 1996. But the name lives on through licenses for various products.

Horst Walter, general manager of Bike Solutions GmbH, acquired the AEG license for a new line of e-bikes. Walter is no newcomer to the e-bike market; he's also behind Benchmark Drives, which makes high-end e-bike drive systems for several brands (see related story on opposite page).

We talked with Walter about his plans to introduce the AEG brand on a new line of e-bikes:

**ESD:** As an insider in the European e-bike business, you are better known as general manager of Benchmark Drives, which supplies such brands as Cube and Simplon. Why form a new company for AEG e-bikes?

**Horst Walter:** We see two directions in the market. On the one hand there is demand for an individual drive system solution. On the other hand there is demand for a drive system solution with a strong brand name behind it. With Benchmark Drives we offer individual drive systems. Bike Solutions develops and distributes e-mobility products under the AEG brand name.

**ESD:** Will Benchmark Drives remain an OEM supplier of e-bike systems, while Bike Solutions focuses only on the AEG brand?

**Walter:** Benchmark Drives will certainly work on and distribute individual products. Moreover our core business remains focused on such strengths as consulting and following developments in the e-mobility world. There will be standalone product

development, distribution and sales under the AEG name.

**ESD:** Are you licensing the AEG brand name just for e-bikes, or for other products (such as an e-two-wheeler)?

**Walter:** For the moment our highest priority is to launch the AEG eBike drive system and get production started. Of course, Bike Solutions is able to handle the complete e-mobility segment. Possible targets could be an e-scooter or an automotive product. Existing technologies even today offer outstanding potential.

**ESD:** Your product will enter the market in 2013—the year several e-bike suppliers say they can no longer expect double-digit sales growth. It seems the boom years are past. Isn't it tough to enter a market after a big boom?

**Walter:** After a big boom? We think the boom hasn't peaked yet and will increase in coming years. Maybe not at the same rate as in the last two years, but in the future you will find more e-bikes as standard bikes in the catalogs.

**ESD:** At Eurobike you are debuting e-bikes with a central motor and with a rear motor. Why two systems?

**Walter:** AEG eBike has the technologies for both drive systems. It gives OEM customers more room for their spec. Take our center motor: It can be used without any special solution with a coaster brake hub.

**ESD:** What makes them unique in

comparison with the countless other e-bike kits on the market?

**Walter:** With our two AEG-eBike drive systems we follow a completely new technical approach. For our center motor, for example, you don't need a frame adapter. The wheelbase doesn't need to be changed.

This offers frame designers completely new design ideas. The center motor is soundless, creates no vibration and is responsive at every speed. The rear motor is, compared with others, obviously smaller.

Ergonomics and usability are important features of our system. Only by working with experts such as Ergon was it possible to develop a new ergonomic, easy-to-handle remote control. It is integrated in the grip.

For the battery pack carrier concept, we brainstormed with Tubus. Here we also created something new so that design and functionality were not getting in each other's way. You can see that there are many features that make our system so outstanding.

**ESD:** Are you offering them for regular e-bikes, with a speed up to 25 km/h, or also

for the fast e-bike class, up to 45 km/h?

**Walter:** We are presenting a 250W, 25 km/h version to the market. Certainly we are also eyeing the faster 45 km/h class and will react depending on the legal framework.

**ESD:** Do you already have some manufacturing customers who will debut e-bikes with AEG kits for 2013?

**Walter:** Yes we have. Come to our stand and you will see.

**ESD:** What do you expect from this year's debut at the world's largest bicycle show?

**Walter:** Eurobike, as the leading show, gives us the platform to present our new technologies to a wider audience. We are most keen to receive the feedback of bicycle producers, dealers and consumers. They will have the chance to see the AEG eBike drive system in person and even test it. ■ JB

STAND  
A6-105





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Max Headroom

# Helmets add safety features, integrate lights and cameras

**The helmet market has plenty of headroom for improvements. Existing brands are expanding their ranges while new ones are staking a claim to the market. For 2013, helmet makers are refining construction techniques and doing more to integrate accessories.**

At Eurobike there are a couple of additions to the list of helmet brands. Shoe manufacturer Vittoria launches five road helmets, while OGK, one of the world's biggest manufacturers, introduces its own brand, Kabuto, with a focus on mountain bike. They are following the path of POC, Mavic and Abus, which have shown that new brands can claim a foothold in the helmet market as long as they offer more than just "me-too" products.

While Team Sky and Bradley Wiggins use helmets with a short aerodynamic finlet, the Uvex Race 6 has an impressive extension in the back. An integrated visor on the carbon-shelled helmet is held in place by powerful and tiny neodymium magnets.

POC's first road helmet, Tempor, has an even more distinctive design that mimics helmets worn by speed skiers. This model also comes with an integrated visor.

Because the rider's position is more varied in track and road races, helmet makers have different aerodynamic concerns and therefore different designs. Casco's Speed Time model uses articulated edges on the back to help airflow. An integrated visor further improves aerodynamics.

With Giro's Air Attack, the visor can be worn for track races and removed for road races. Marianne Vos wore the Air Attack



Casco Sportiv TC with e-bike cover



Giro Air Attack



Kabuto helmet



Uvex Ultrasonic Ix



POC Tempor



Lazer RollSys lights

during her victory in the women's road race at the London Olympic.

New helmets are increasingly coming with mounts for accessories, particularly lights and cameras.

The Uvex Ultrasonic Ix has an adapter that boosts ventilation by day and mounts the powerful Lupine Piko U3 LED headlight,

and battery, in the dark. Kabuto has teamed up with Cateye to integrate the Flex-Tight bracket into the all-mountain model for mounting Cateye lights and cameras. Lazer's Oasis mountain bike helmet has a mounting bracket for GoPro's popular HD cameras.

Safety is paramount in helmet design. The MIPS concept, which allows for a small rotation of the shell relative to the liner during an oblique impact, is said to reduce forces to the brain. Pioneered by POC, the technology will appear on selected Scott 2013 helmets.

Alpina integrates a high-strength ceramic structure between the upper shell and the underlying Hi-EPS foam to maximize the structural stability of the helmet without adding weight. Its Pheox LE mountain bike helmet with the technology is lighter than its sibling without it.

With its Air Channel Technology on the new C-Shot and C-Limit models, Cratoni shows that more ventilation does not mean less safety by carbon and fiberglass reinforcements.

Safety means visibility as well as impact protection.

Casco offers an e-bike cover for its popular Sportiv TC commuter helmet that reduces ventilation at higher speeds and is highly reflective. On the Urban TC Plus, also from Casco, the entire shell of the helmet is fluorescent instead of just reflective. It shines for 20 to 30 minutes after it is exposed to light. ■ Lvr

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**C-Shot & C-Limit**

Cratoni's new helmet series, called C-Shot and C-Limit, sets new standards for its combination of low weight, highest comfort and best ventilation. The C-Shot is made for road racing and trekking, while the C-Limit is best suited to mountain bikers. The new C-Shot/C-Limit series features the new Cratoni Air Channel Technology and ensures a cool head even on hot tempered ascents. Constructed for

safety including carbon and fiberglass reinforcements and our Impact Carcass system, both versions guarantee the necessary stability and protection in case of impact. The weight of the C-Shot is about 215 grams; the C-Limit is because of the visor (removable) about 230 grams.

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

STAND B2-102



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**Pheox L.E. MTB helmet**

Alpina presents the new MTB helmet Pheox L.E. featuring innovative "twin-shell" technology. In this process a second high-strength ceramic structure is laminated between the upper shell of the helmet and the underlying Hi-EPS. With this new technology, stability is maximized while reducing weight at the same time.

Besides optimizing the Air Flow Management, the ergonomic features have been raised to a new level. The "Pheox L.E." can easily be adjusted using the "custom-fit" inclination in combination with the new "Run System Ergo Pro" for the ergonomically perfect fit to the athlete's head.

STAND B2-201





# Bellwether makes Eurobike debut as Protective's sibling

**Thanks to a corporate reshuffling, Protective, a 20-year-old apparel brand, and Bellwether, the American bikewear brand, are now stablemates in Germany.**



**Thorsten Frahm**

They are under the umbrella of Thaler Sports, which owns Protective and recently acquired sales and distribution rights to Bellwether for Germany. Bellwether is celebrating its 40th anniversary this year.

Thaler is now completely owned by Christoph Göbel, who became an investor in April 2011 and recently acquired all shares. Under Göbel, also the general manager of German importer Grofa, Thaler announced it is relaunching the Protective brand.

We talked with Thorsten Frahm, sales and marketing manager for Bellwether Europe and brand consultant for Protective, about the challenges of selling two bikewear brands through one company:

**ESD:** Doesn't overlapping distribution of two apparel brands through one distributor risk harming sales?

**Thorsten Frahm:** Not at all! The focus of both brands is different and the addition [of Bellwether] is more than perfect

for us to be successful as a team. Two brands supplement one another when held in the same distribution hand.

**STAND B2-404**

**ESD:** With the relaunch, Protective has turned away from its athletic roots to be a more urban and casual apparel brand. Was this done with an eye on Bellwether?

**Frahm:** Brand manager Julia Thaler and her team are running a mega re-launch. Protective is back where the brand started. The relationship with Bellwether helps us be complete. Together, we are strong.

**ESD:** Will you distribute the entire Bellwether range from the U.S.?

**Frahm:** Protective is mountain bike, cycling, urban, carewear [apparel for oversized riders] and 365-day activewear. Think about the new Protective slogan: "Watch and see what comes next." Bellwether is road and race-cut oriented. The overlap in products and collection is very small. The focus on high-end products featuring quality, function and competitive advantage is large.

**ESD:** Is Thaler Sports responsible for Protective and Bellwether sales in Germany and the German-speaking market, or all over Europe?

**Frahm:** Thaler Sports takes care of Bellwether and Protective distribution in Germany; Trendsport in Austria and Velok in Switzerland. Together with a team it is my job to grow this brand partnership and distribution. ■ **JB**

**PROTECTIVE**

**bellwether**

## Buy 10, Get 11

**Thaler Sports is offering a "buy 10, get 11" offer to commemorate the relaunch of its Protective apparel brand, and the Eurobike debut of the U.S. apparel brand Bellwether.**



Thaler oversees German sales and distribution for Bellwether.

Customers who order 10 Bellwether Newton Forma Bib Shorts will get an 11th for free. The high-end cycling short features "fatigue-zapping compression" and retails for €149.95 (\$184).

To celebrate the relaunch of Protective, Thaler is making a similar offer for

**Bellwether Newton Forma Bib Shorts**

garments that incorporate K-Protect. It's a material made by Schoeller Textiles that resists

abrasion. Protective uses it in selected shorts and jerseys. Order at least 10 Protective garments with K-Protect and receive a free Protective 2013 jersey. ■

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# Rethink the ebike

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## Smart move

# Taiwan LED maker leaves China

The Mercedes Group isn't the only company with a Smart brand on the market. A Taiwan light manufacturer, Smart Co., Ltd., is celebrating its 20th anniversary next year and has become "the largest LED bike light producer in the world," general manager Kevin Chen said.



Kevin Chen

per year. This is all out of control."

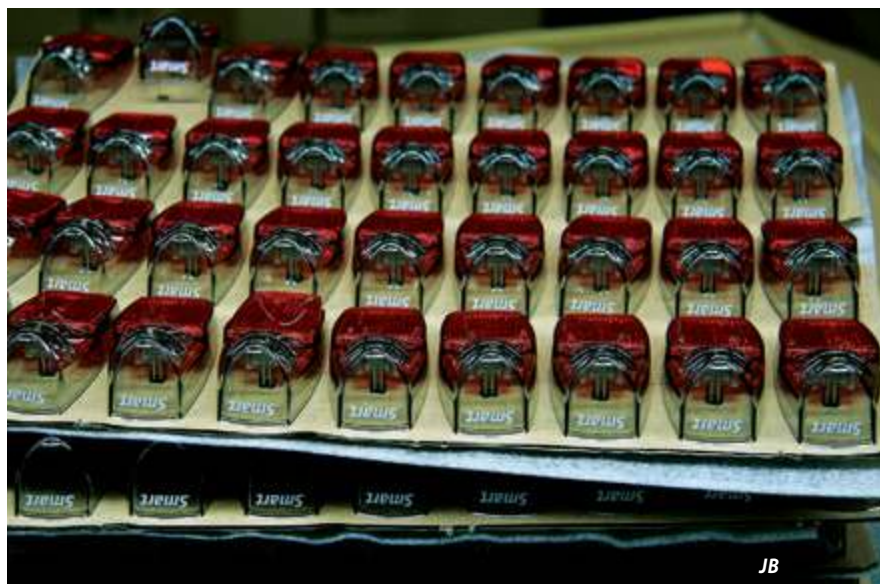
From 400 employees in Shenzhen, Smart now operates only a small office and warehouse. All of the production that had been taking place in China was moved to a factory near Smart's headquarters in Luchu, Taiwan, in Taoyuan province. Smart also operates a factory at its headquarters.

Taiwan workers aren't as cheap as those in China, but Chen said they offer many advantages.

"The business over here is much easier to control. Our future planning is much more reliable," he said. And it helps to have the factory a few minutes away from headquarters. "Now we can count again on a policy of proximity," Chen said.

All but a tiny fraction of Smart's production in Taiwan is for LED bicycle lights. Only 0.1 percent is for halogen bicycle lights. Some 80 percent goes to the company's own brand, and the remainder is for OEMs.

STAND  
B3-504



Smart LED bicycle lights.

Smart employs 140 at its headquarters and two plants and plans to expand its workforce.

Chen said Smart has no plans to expand beyond bicycles. "We are too busy and want to concentrate on the market we know best," he said, "and that is the bicycle market."

Smart is a regular exhibitor at Eurobike

because Europe is its biggest market, but has stopped attending Interbike because Chen says there is no need to attend a North American show.

Smart's distribution network in Europe includes Duis Cycle Products B.V., its longtime Dutch importer, and Smart Europe GmbH, in Bingen, Germany. ■ JB

## New factory isn't enough for Tektro

Tektro, a Taiwan maker of bicycle brakes, is expanding its factory just three years after moving into a new one. The growth comes as Tektro bring its carbon manufacturing back to Taiwan from China and implements a policy of proximity, better quality control and shorter delivery times.



Leo Chen with TRP's new hydraulic disc brake for Shimano Di2-equipped road bikes.

"It's our goal to have much better control over the entire working process. With in-house production we can react much more quickly to any problems. That also leads to more direct communication and shorter delivery times," said Leo Chen, Tektro's managing director.

The company's headquarters, built

three years ago in Sioushuei, Taiwan, included an office building and a four-floor factory. This year, Tektro built another four-floor factory next to the existing plant.

In September, Tektro reactivated its former headquarters—not far from the current offices—to house carbon production that had been done in China. Chen said the move gives the company better control over its manufacturing processes and actually saves money.

"Our own Taiwan production is cheaper because we have much lower reject rates," he said. The carbon facility makes brake levers and brakes.

OEM production is no longer a significant part of Tektro's business. The company's Tina Ou said nearly 99 percent of production is for Tektro's own brands, Tektro and TRP. Tektro serves entry- to mid-level ranges, while the premium TRP brand concentrates on the high end. "TRP stands for brand image, innovation and high-end," she said.

Tektro is debuting hydraulic disc brake for road bikes, with TRP carbon brake levers and Hywire discs for Dura-Ace and Ultegra Di2 systems. ■ JB

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A5-203



Join the Smooz-fest

# HL celebrates 40th anniversary

One of Taiwan's biggest bicycle parts manufacturers, HL Corporation, celebrates its 40th anniversary this year. From modest beginnings as a handlebar manufacturer, HL has built its Zoom brand into the "largest bicycle parts brand in the world" by volume, said Steven Liao, the company's general manager.



Steven Liao with the Satori Smooz shock-absorbing stem.

Steven Liao is considered to be the technical brain behind most of the HL innovations among the Liao family, which founded and continues to run the company. Steven's brother, Jim Liao, is president of HL Corporation, while daughter Sunny and son Stanley serve as sales manager and assistant to the general manager, respectively.

"Without pioneers such as HL Corporation in Taiwan there would be no Giant or Merida," a longtime family friend of the Liaos said at a large 40th anniversary party earlier this year. The party took place during the Taipei Cycle Show in March.

Bolstering the company's huge output was its early decision to move production to China. HL opened its first factory in 1989, and followed with five more.

HL's focus on Chinese production led to another milestone in 2011, when it became the first Taiwanese bicycle company to be listed on a Chinese stock exchange, in Shenzhen. Jim Liao said annual sales are about \$200 million (€164 million).

But HL Corp hasn't forgotten its Taiwan roots.

"The workers in Taiwan are much more experienced and lost their jobs. For us this was significant unused capital," said Sunny Liao. "That's why we decided in 2009 to put, with the Satori premium brand, some 'cream' on top of our traditional Zoom brand."

HL Corporation now offers the entry- to mid-level Zoom brand that is mass-produced in China, with its newer, high-end Satori brand, made at HL's headquarters in Hsinchu, Taiwan.

One of the highlights at HL's Eurobike

## New power meter uses Bluetooth

Kinetic is debuting a Bluetooth-compatible meter at Eurobike.

STAND  
B4-508

The inRide Watt Meter uses the new Bluetooth Smart communication protocol used on the iPhone 4s and new iPad. Users can pair a heart rate monitor and power sensor pod with a new iPhone app to measure wattage with any Kinetic fluid trainer.

"Our customers have been asking us for more features for a while," Kinetic's Paul Carlsen said. "Data uploading, programmable wattage and heart rate zones as well as full wireless capability are some of the key features they're demanding." ■

stand is its maintenance-free Satori stem. Called the "Smooz," it offers shock

absorbance for city and trekking bikes, thanks to an interior spring damping unit between the upper and lower parts.

This simple but clever mechanism takes the place of a heavier and more expensive suspension fork. A quick-release mechanism lets riders adjust the angle of the stem extension and the handlebar in seconds,

while a safety button keeps the components locked in place after they've been adjusted.

The Smooz won a 2012 Design & Innovation award at Taipei Cycle earlier this year. ■ JB

STAND  
B4-203

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On the road again

# Shorts and jerseys remain the heart and soul of road apparel

Road remains king of the peloton for most cycling apparel brands. The attention that the media lavishes on Europe's big three — Giro, Tour, and Vuelta — is unrivaled.



Craft Elite Weather Jersey

Discussing road apparel essential means discussing two product categories: jerseys and shorts. Year after year, the bulk of brands' research and development efforts go into these two lines.

The Summer 2013 apparel lines on display at Eurobike mostly feature old standbys, although a few new players are trying to break through.

One of these players is "new" only in Europe. It's the classic American brand Bellwether, which is marking its 40th anniversary with a debut on the Continent. Thaler Sports, which owns the Protective apparel brand, is distributing Bellwether in Germany (see related story on page 35).

"There will be a clear distinction

between the brands," said Thorsten Frahm, Bellwether's sales manager for Germany. "Bellwether will surprise with high-end, body-mapping jerseys and shorts using Schoeller Coldblack. Meanwhile, Protective is going back to its roots."

The Scottish brand Endura will be in Friedrichshafen with a "definitely larger booth than in previous years," said Katrin Engel, an Endura spokeswoman.

Endura is highlighting womens' shorts this year. "Most ambitious cyclists prefer bib shorts because they just fit and don't budge," Engel said. "For women, though, they are very inconvenient."

Endura's FS260-Pro Bib Shorts has a drop seat for uncomplicated pit stops during long rides. Made with compression fabric and 600-series chamois, the FS260 is the "high performance short every woman has been waiting for," she said.



Sugoi Women's RSE kit

Whether for men or women, bike shorts are big business in Friedrichshafen.

They are "the most important item of clothing when you're biking," according to Vaude, which classifies its shorts into three

categories differentiated by performance expectations and ride length. Equally important for the company, based in southern Germany, is that most of Vaude's new pants comply with its eco-friendly

sponsored by

**Lake Cycling**  
Lake Cycling is a developer, producer and marketer of high-end performance cycling shoes for road, mountain and triathlon. Lake is well known for perfect fitting and comfort.

**CX175 Shoe**  
Lake has been a leader in cycling shoes since 1982. It produces cycling shoes for 'the ultimate bikonnection'.

The new CX175 - also available in mountain as MX175 - is a completely newly developed shoe. The shoe has a combination of action leather & mesh upper. The outsole is a Lake Competition fiberglass-injected nylon sole. With a side mounted BOA push/pull lacing system with powerzone in the forefoot is the CX/MX175 - a perfect fitting and high performing shoe.

Available colors are white and black in normal, wide and women specific sizes. MX175 is also available in a special "España" version.

In its collection for 2013, Lake arrives with five new models. Three models replace old models and two models are completely new in the range.

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

STAND B2-404

sponsored by

**P.R.O. Pittards Gel Glove**  
Pearl Izumi's new P.R.O. Pittards Gel Glove features 1:1 Gel Glove Padding that creates bridges over the Ulnar and Median nerves for superior riding comfort. The padding is designed to work in harmony with the bony structure of your hand and relieve pressure on these nerves. A new 1:1 Glove Fit minimizes palm bunching for superior grip comfort and handlebar feel. Pittards® WR 100X Natural Carbon Leather palm

provides superior softness and durability. Easy-Off glove removal tab. Mesh palm lining provides optimal skin-cooling effect and moisture management when you perspire. Soft low-profile wiping surface on thumb. Simple pull-on design. Back: 58% polyester 26% polyamide 16% spandex. Palm: 92% genuine leather 5% polyamide 3% polyurethane Technology: In-R-Cool®.

STAND A1-401

sponsored by

**Newton Bib**  
Built with the finest in Swiss fabrics and Italian chamois, the Newton Bib is unmatched in performance, fit and comfort. This is the premium design from Bellwether and features a host of technical advantages.

**ColdBlack:** Stay noticeably cooler with Coldblack. A unique finishing process deflects sun rays, allowing Coldblack apparel to hold the same temperature as white colored garments.

**Compression:** Compression technology improves athletic performance and recovery by stabilizing muscles and increasing circulation.

**FlashTechnology:** Fabric has a push-pull affect which increases drying speed by 2x—moving moisture away from the skin, towards the outside fabric surface.

**Grid construction** improves airflow

**4D high-density chamois** is threaded with carbon fiber and constructed with spacer-knit hollow foam technology for faster heat disipation

**Wide stretch band** on leg hem with silicone grip

**Mesh bib upper** for breathability

**Flat-locked seams**

STAND B2-404





**Endura women's pro bib shorts**

Gonso has widened the fit and sizes of its product range. For the first time, Gonso is presenting shorts for pregnant women.

Löffler upgrades its Bike Pro Race Series with the new Comfort Extreme chamois for regular and long distance cyclists.

Löffler, which makes almost all of its own fabrics and manufactures its garments in Austria, is launching two high-tech fabrics at Eurobike. Race Light is used in the front for reduced air resistance, while Race Mesh is a lightweight, breathable fabric. Combining the two adds protection, speed and comfort.

For their jerseys, brands are incorporating clever touches, with one company turning to an ingredient found in chewing gum.

Ziener is debuting a reversible jersey. The neon colored outer is made of MicroActive Polyester and quickly wicks away moisture. It's good for night rides and sweaty climbs.

Green Shape criteria.

Vaude's Women's Advance Body is an 8-panel, ergonomically designed bodysuit that can be worn on hot days without a jersey. Mesh inserts at the sides and back keep air circulating comfortably.

Gonso also puts shorts at the heart of its brand. "For us, bike shorts are the core of cycling," marketing manager Ludger Tabeling said.



**Vaude Women's Advance Body**

For fast descents, riders can turn the jersey inside out for a merino wool side that is warm and dry on the skin.

Canadian brand Sugoi takes a different approach to comfort, focusing on keeping the body cool. Its new Cooler Collection uses Icefil, a high performance material that cools the skin and protects from harmful UV rays up to UPF 50+. Icefil is made with xylitol, a natural sweetener that yields a cooling effect when it comes in contact with moisture. It's the stuff that gives peppermint gum its icy coolness on the tongue.

Sugoi is also giving its top-of-the-line RSE Collection an overhaul for Spring 2013. The Elite Weather Jersey has a membrane in the front panel that provides just enough weather protection while ensuring the jacket remains comfortable within a wide range of temperatures. **RSB**

sponsored by



**SKINS C400 Men's Cycle Bib Shorts**

SKINS C400 high performance cycle bib shorts are anatomically shaped in the riding position for perfect 'on bike' comfort. A premium Elastic Interface® Technology chamois with ultra high density perineal inserts relieves pressure on sensitive areas, while a quick-drying perforated base layer provides maximum ventilation and comfort. SKINS unique dynamic gradient compression delivers the right pressure in the right places, to accelerate your blood flow getting more oxygen to your active muscles. Muscle wrapping supports key muscle groups reducing vibration. The result: Less muscle soreness and faster recovery.



STAND  
**B5-306**

sponsored by



**Contour EVO Jersey**

Maximum freedom of movement, stability and ventilation are ensured by De Marchi's super-anatomical, highly breathable Contour EVO Jersey. De Marchi put a non-stretch panel down the spine of the Contour EVO Cycling Jersey to give maximum freedom to move and no constriction when standing, sprinting, or climbing. Contour Body Framing technology ensures a comfortable, second-skin fit in the riding position and ensures that fully loaded pockets remain stable. Mesh underarm panels give plenty of ventilation.

De Marchi's best fitting jersey features a DRY3D titanium fabric front for superior moisture management and body temperature regulation. De Marchi have managed to create a jersey that is well-fitting and highly breathable, but also incredibly stable and gently compressive. Made in Italy from Italian materials, the jersey has a fully divisible front zipper with chin protector, four back pockets, including a zippered and phone compatible pocket, and high visibility reflective stripes. It comes in Black or White.



STAND  
**B5-209**

**Across The World**

2012 Eurobike  
NO :A7-415

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# New Products 2012

## Endura Luminite II

STAND  
B5-504

The overhauled Luminite II Jacket is designed for commuters. It's made from a compact, two-layer waterproof, breathable fabric and is fully seam-sealed. The jacket is packed with such useful features as a light-weight wicking mesh lining, zippered chest and handwarmer pockets, rear zipper pocket with storm flap, bonded and laser cut double storm flap on center zip and adjustable neck, hem and cuffs. The new Luminite II LED light goes into the back pocket of the jacket. Available in colors for men and women including yellow, green and pink.



## KTM eRace P 650

STAND  
A4-300

The eRace P 650 is a new development in the sportive pedelec segment. In cooperation with Panasonic and after a lengthy test program, KTM offers a new electric drive that combines all the advantages and leaves out the disadvantages of a sportive rear hub motor.



## Dahon Ikon Electric

STAND  
A3-704

The Ikon Electric is a folding e-bike with a TranzX Power Support Technology e-bike system that includes a 36-volt, 250-watt brushless motor, battery, charger, controller, display and cut-off sensor. The Ikon Electric is built on a patented Dalloy frame with custom-drawn Sonus tubing, allowing the Ikon to remain relatively light (14.5 kg / 32 lbs). The Ikon D3 also incorporates a Tektro brake lever with an integrated motor kill switch. Other touches include an 8-speed Dahon Special Edition derailleur from Sturmey-Archer, and halogen front and rear lights.



## Giant Talon 29 Hybrid

STAND  
B3-300

With its new Talon 29 Hybrid pedelec, Giant makes its European debut in the growing market for off-road pedelecs. The big-wheel bike is based on Giant's Talon 29er series. A new 10 Ah battery pack on the downtube feeds the SyncDrive R rear motor with enough power for easy uphill climbs. A key feature is the 3.5-inch display screen, which is only 1cm thick, one of the thinnest on the market.



## Selle San Marco Concor Carbon FX Protek

STAND  
B3-404

The new Protek model is made for off-road use. Silicone supports in the cover are distributed in the areas most subject to wear. Like other Protek saddles, the Carbon FX is equipped with Selle San Marco's Carbon rail with DNA technology, allowing the saddle to weigh only 162g. The rail allows one of the largest front-and-back adjustments of any saddle on the market.



## Taya Colored Derailleur Chains

STAND  
A2-314

Taya's silver and colored derailleur chains give riders the chance to show their true colors. Because chains are subjected to such force, it's no easy task to introduce long-lasting colors to derailleur chains. Taya's high-tech color coatings use the friction-free Teflon on the inner plates of its high tensile, hard-wearing chains.



## Bergamont E-Line C-29

STAND  
B3-400

Bergamont's 29er e-mountain bike incorporates a Bosch motor and a 400Wh Li-Ion battery on the bike's Revox aluminum frame. The E-line C-29 is made for riders who want power assistance but think a "normal" e-bike is just too boring. It's equipped with a RockShox Reba RL suspension fork and Shimano SLX hydraulic disc brakes.



## Crops Gina Bag

STAND  
A6-207

The edgy design of the Gina Bag puts some spice under the saddle. The flap pocket uses Crop's original reflective material to increase rear visibility, while protecting contents of the bag from rain.





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



# New Products 2012

## BMC Timemachine TMR01

STAND  
B3-400A

BMC's timemachine TMR01 was designed for powerful riders who like to challenge the wind. It's a sharp weapon for escapees, sprinters and short distance triathletes—made to ride fast.



## Biketec/Flyer Vollblut

STAND  
FG-A9/1

Biketec AG, the company behind the pioneering Swiss e-bike brand Flyer, introduces a sportive pedelec called the "Flyer Vollblut." It rolls with either a 500 W (up to 45 km/h) or a 250 W (up to 25 km/h) rear hub motor. The 500W motor was developed with Panasonic. In addition to commuter versions of the Flyer Vollblut with 28-inch wheels, Flyer is offering a 650B offroad version.



## Chosen A5647BG Hub

STAND  
A6-307

Chosen's A5647BG road bike hub weighs only 199g with full AL6061 aluminum body. This lightweight body incorporates Chosen's exclusive Floating System with four sets of bearings that reduce rolling resistance and smooth out the ride.



## KS LEV Integra

STAND  
A6-403

The LEV Integra uses the same internal cartridge as the LEV for a smooth seat drop of up to 150mm, but relocates the cable exit to the bottom of the post for internal frame routing. It's intended for OEs, or as an aftermarket alternative for bikes with frames already drilled for internal cable routing. Travel options are 100, 125 and 150mm. Weight is less than 450g, excluding remote and cable.



EUROBIKE  
HALL B1  
STAND 400

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# THE FUTURE IS NOW

With the E:i SHOCK, GHOST presents the world's first electronic and intelligent shock system. For the first time, your suspension adjusts automatically to all riding conditions. Propulsion, traction and comfort no longer compete with each other, but are applied without compromise in any riding situation.

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Two acceleration sensors at the fork determine the current terrain conditions with absolute certainty.

#### BOTTOM BRACKET SENSOR

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#### INTELLIGENT CPU

Instantly interprets all sensor signals and computes the optimum shock settings.

#### AUTOMATIC SHOCK ADJUSTMENT

The intelligent E:i SHOCK system automatically and instantly adapts to the current riding conditions.



# New Products 2012

## Ghost *Cagua 650B*

STAND  
B1-400

With the boom in 650B bikes, Ghost sets a new standard in the all-mountain category. Ghost adapted the light aluminum frame to fit the new wheel size, opting for a flat 67° steering angle in combination with a 74° seating angle for optimum performance on uphill and downhill. Short 430mm chainstays provide agility. The low bottom bracket allows the rider to sit "in" the bicycle and provides an feeling of safety, even in demanding terrain. And it uses the new e:i electronic shock.



## Tern *Swoop Duo*

STAND  
B4-501

The ultra-low-step Swoop frame design from Tern offers convenience to urban cyclists. The top tube is 28cm (11") off the ground, making it one of the lowest step bikes on the market. Its low center of gravity enhances stability, especially for less experienced cyclists. The Swoop is good for riders who need to navigate stairs and curbs, may have lost some flexibility, or simply want to wear short skirts. The Swoop folds in 10 seconds. The Duo is one of two Swoop models.



## GT Bicycles *Carbon Zaskar 100 Hans Rey*

STAND  
A6-300

GT Bicycles celebrates the cyclist who has been sponsored the longest by a single brand: Hans "No Way" Rey. Rey celebrating his 25th anniversary with GT with a new bike line using such legendary names as Karakoram, Avalanche and Zaskar. The Carbon Zaskar 100, GT's new cross-country bike is a 26-inch wheeled bike that made to be about lightning, not leisure.



## Selle Italia *Flite*

STAND  
A1-400

After five years of research, Selle Italia has redesigned the Flite to offer what consumers consider to be the "perfect saddle": one with a wider sitting platform, supportive but minimal padding, a slim side profile, and the best balance of weight and performance. The Flite's shell uses a wider platform to better distribute pressure. A titanium rail offers light weight and flexibility.



## Bosch *Intuvia*

STAND  
A6-302

With the Intuvia, Bosch has created a state-of-the-art e-bike computer with a separate remote control that functions both as both a controller and display. Intuvia informs the rider about driving modes, motor output and driving speed and can be charged through a USB port.



## Cytech *E.I.T. Road Performance*

STAND  
B5-105

Road Performance 3D-Men is a road bike chamois engineered for pro cyclists, who spend long hours in the saddle and need all the support they can get. Ultra-high density perineal inserts have been engineered and incorporated at key pressure points. The chamois is used by top cycling apparel brands worldwide.



## Sigma Sport *Topline 2012*

STAND  
A5-200

For recreational and touring cyclists who want more information, the BC 8.12 and BC 8.12 ATS complement any handlebars. With the BC 8.12 ATS, Sigma offers the Topline 2012 wireless beginner model, which is also available with wires as the BC 8.12. The bike computer offers classic tachometer functions as well as maximum speed, average speed and total ride time. The BC 8.12 ATS is a low-cost beginner model with wireless analogue transmission. The device can be operated with a single button. The BC 8.12 ATS can be read and configured at home on a PC or Mac.



## Storck *Aernario*

STAND  
A3-100

Storck's Aernario road bike shares its aerodynamics with time trial bikes. An internal seat post clamp gives more comfort because of the reduction of the seat tube and is one of many technical highlights. PressFit BB standard, internal cable routing compatible with electronic and mechanical shifting systems and proportional tubing are standard for the Aernario.





# New Products 2012

## Höganäs Electric Drive Train

STAND  
FGO-103

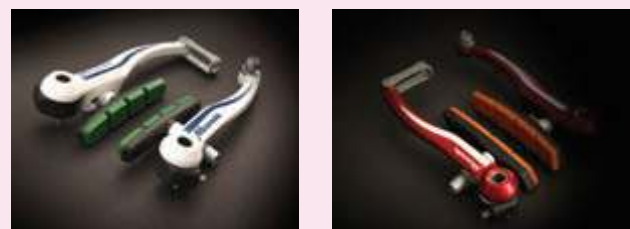
The Höganäs electric drive system has been optimized to be powerful, robust and intuitive. Prolong your driving range through tight urban traffic or up steep hills without worrying about system performance, damage or failure.



## Miranda XL and XXL Power Brakes for e-bikes

STAND  
A1-409

Miranda's "XL Power" brakes (green pads) and "XXL Power" brakes (orange pads), deliver the robust performance that e-bikes demand. The pads use a unique compound and have a larger contact surface. The green "XL Power" pads provide nearly 50 percent extra braking power, while the orange "XXL Power" pads provide about 80 percent more power.



## DK City db0 7 e-bike

STAND  
ZH-203

DK City introduces another visually striking e-bike model at Eurobike with the db0 7. A "donut hole" in the center of the V-frame focuses the eye on the center of the bike. It's a bold, unique statement of simplicity and attention to detail. The fresh look is sure to strike up conversations wherever it's ridden.



## Airace Torch Series

STAND  
A5-108

Only five inches long, the Torch is not just a mini pump—it's a super-micro mini pump. No need to carry a bulky pump when a Torch does it all. All three Torch models are made of CNC'd aluminum. The Torch Road fits Presta and Dunlop with maximum pressure of 120 psi (8 bar); the Regular (shown) and Mountain fit Schrader, Presta and Dunlop with maximum pressures of 100 psi (7 bar) for the Regular and 80 psi (5.5 bar) for the Mountain.



## Velo Senso Miles VL 1200 Carbon

STAND  
B2-503

The Senso Miles VL 1200 Carbon is one of the lightest competition saddles of its class. The firm but elastic component structure and feather-light suspension system unite flexibility with stability in an aerodynamic structure. Technical refinements include carbon fiber injection in the base and Velo's patented ArcTech carbon rail system. The micro-fiber saddle cover and O-Zone Airflow system ensure comfort at any temperature.



## POC Tempor Time Trial helmet

STAND  
B2-103

POC, the fast-growing Swedish helmet maker, is entering the road bike market with the Tempor Time Trial helmet. It was designed with Gustav Larsson, a silver Olympic time trial medalist. POC believes road bike helmets can become one of the company's most important product categories. The Tempor was designed using some 60 billion single simulations. POC says the amount of data processing used corresponds to about 20 percent of the most sophisticated aerodynamic projections for Formula 1 cars.



## Benchmark Neodrives

STAND  
A2-209

Benchmark Drives, known for developing high-end drive system components, is launching the Neodrives rear motor system. The 250W motor is equipped with a freewheel body and can be used in all common wheel sizes. An innovative sensor and energy regeneration system permit a longer range for e-bikes. The TFT display incorporates a real time clock, eight-language menu navigation and bike computer functions as well as a USB interface for software updates and service checks. The first Neodrives will appear on 2013 model e-bikes.



## Cat Eye Nano Shot+

STAND  
A1-201

The Nano Shot+ is a high power USB rechargeable headlight. Two super-bright LEDs fire up 600 lumens in a lightweight design. New Hyper Constant, a constant bright light mode with simultaneous blinking function, ensures cyclists can "See And Be Seen."





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# New Products 2012

## Mikili Bike Furniture

STAND  
A2-501

A beautiful bike deserves a beautiful bike rack. Mikili, a startup company from Berlin, is debuting a line of sleek bicycle furniture for apartments and offices. The company is showing three models at Eurobike — the Kappo, Tian and Slit — that use quality materials and are made with attention to detail.



## Shimano SH-R320 Shoe

STAND  
A1-200

The Shimano SH-R320 shoe is the successor to the SH-R315, widely used in the professional peloton. Shimano has incorporated feedback from sponsored riders to increase the shoe's customization abilities. Insoles are included in the Custom-Fit program and are heat-moldable. Cleats have an extra 11mm of adjustment range on both the shoe side and cleat side. To promote smoother and more efficient pedaling, Shimano developed Dynalast, which reduces unwanted loss of power during the pedal stroke.



## Infini I-113M LED MP3 Headlight

STAND  
A5-305

See clearly and listen to your favorite tunes at the same time with the Infini I-113M headlight. A 0.5 watt LED provides up to 7 lux of light, while the integrated MP3 player plays MP3 and WMA music files. Listen through headphones or an external three-watt speaker. The 4G Music unit holds up to 800 songs.



## Dienatronic e-3cycle

STAND  
FGO-128

The Dienatronic e-3cycle helps people with physical disabilities enjoy the freedom and outdoor lifestyle of cycling. A 250-watt electric motor offers five levels of power assist, and the lithium magnesium battery has a range of about 50 km (31 miles). A 7-speed derailleur helps riders over varied terrain, up to a maximum incline of 12 degrees. The e-3cycle has adjustable seat and footrests, lights, directional signals and a safety belt for the seat. A parking lock provides security when the rider is away.



## Pavolution Boxer Hydraulic Rim Brake

STAND  
A3-603

Pavolution introduces a new hydraulic rim brake with a distinctive shape. The Boxer is more powerful than a normal rim brake. Its user-friendly design is easily adjustable. The Boxer fits universal rim sizes and has adjustable brake pads and a quick release design.



## Stromer Integrated E:Bike system

STAND  
B3-400A

The fully integrated Stromer E:Bike puts the battery in the frame, where it can be swapped out at the press of a button. It can be charged on or off the bike and has a warranty that covers three years or 750 full charge cycles. The system reclaims energy while braking for more range. A transmission-less hub motor means no wear on the drive or the chain. Schwalbe designed smooth-riding BigBen tires for Stromer, while BMC supplies a carbon fork.



## Xpedo Thrust SL

STAND  
B2-501

Xpedo adds to its popular Thrust road series with a new, super-light Thrust SL. Its sleek, one-piece carbon injection-molded body has an oversized titanium contact area. Titanium spindles roll on three cartridge bearings for durability. Instead of a traditional retention spring, Thrust introduces MDU (Microcellular Ductile Urethane) elastomers to provide solid cleat entry and smooth disengagement. This unique MDU retention system provides a more consistent resistance between the rear claw and cleat, preventing any unwanted disengagement during hard efforts and sprint applications. Each pair includes two sets of non-slip cleats and is Look Keo-compatible.



## Novatec R5 Carbon Road Wheels

STAND  
A6-406

From Novatec's renowned hubs comes a complete wheelset featuring the new R5 rim, a full carbon rim shaped for optimal aerodynamics. A wide profile toroidal shape called "HyperToroid" ensures that the R5 slices through wind while minimizing deflection from cross winds. The carbon fiber itself is structurally reinforced with "Matrisilk," a lattice of fibers woven into the carbon matting for more resilience. Tubular wheelsets weigh 1,435 grams; clinchers weigh 1,590 grams.





# New Products 2012

## TMF RPS Skyve RS

STAND  
B5-511

By identifying pressure points and potential areas of chafing, TMF has created the RPS Skyve RS pad. The company's progressive Skyve construction technique replaces "stepped" foam layers in traditional cycling pads. That allows the pad to adapt to the slightest body movements to avoid friction. TMF's "new quadrotto" fabric inserts enhance breathability and reduce drying time to a minimum, even while riding.



## Axman S6 Frameset

STAND  
A7-315

Established in 1985, Axman provides bicycle assembly service as well as award-winning exclusive framesets. After a year in development, Axman is debuting a full carbon, four-bar 29er frame that weighs less than 4.4 pounds. With 120mm of travel, the S6 frameset offers serious performance with a seriously light package.



## Bigfish Smart Folding Technology

STAND  
A4-604

Bigfish folding bikes now incorporate its "Smart Folding Technology," a button-operated folding system. The bike's fold is intuitive and fast, and there is no right or wrong order to the folding process. Folding a bike is also speedy thanks to the patented button system, which collapses the handlebars and pulls the wheels into the frame.



## TranzX PST M07 Motors

STAND  
A5-503

The M07 range of TranzX e-bike motors mounts to the bottom bracket for a lower center of gravity, particularly suitable for more powerful e-bikes. With the motor at the bicycle's midpoint, both wheels can be engaged in a variety of combinations, such as hub gears with hub dynamos and a coaster brake. The M07HC is the most powerful in the range and has a coaster brake and ultra-high torque. The M07 series comes in white, black, silver and metallic gray covers to match a variety of bike designs.



## Polar RC3 GPS

STAND  
B1-500

The slim, light Polar RC3 GPS combines heart rate monitoring while it tracks speed, distance and route, all in one compact package. The Smart Coaching feature lets athletes use different profiles to optimize training routines. Users can upload their routes and distances on a Polar website, and a running index shows how the users' performance is developing.



## 4ZA Cirrus Pro saddle

STAND  
A7-300

The Cirrus Pro high-end saddle from 4ZA, the young component brand of Ridley Bikes, features carbon rails for low weight and extra strength. A carbon-reinforced shell boosts the saddle's racing performance, while super light padding adds comfort. The Cirrus Pro weighs 165 grams.



## Hydrapak Tamarack Hydration Backpack

STAND  
B2-504

The new Tamarack has storage capacity for plenty of gear and essentials with a design emphasis on comfort, durability, function, and fit. It features a fleece-lined multimedia pocket, EVA padded shoulder straps and 360-degree reservoir insulation. It includes Hydrapak's 3l Shape-Shift reservoir system.



## Neco Tapered Headset H159

STAND  
A4-803

Neco makes tapered head tubes affordable for entry-level and mid-range bicycles. Changeover cost is low. With a Neco tapered headset and frame with tapered head tube, there's no need to change the fork. The H159 headset fits tapered 50mm/62mm OD head tube. Upper cups insert Dia.44mm, lower cups insert Dia.55mm. Fits 1-1/8-inch to 1.5-inch tapered forks or 1-1/8-inch steerer. Comes with a ball retainer cover and plastic top cover.





# To combat Internet retailers, Bionicon goes to the 'Cloud'

**Bionicon isn't showing a lot of products at its Eurobike stand this year. Instead of products, the company is spotlighting a new sales system.**



**Each Bionicon bike will come with a quick response code on the hangtag. Customers can access all information through the bar code and even pay for the bike.**

Called the Bionicon Cloud, the system is what Andi Felsl, Bionicon's co-founder and general manager, refers to as a "mobile integrated distribution and payment system." He believes it is the only way a niche, premium brand like Bionicon can survive against Internet retailers.

The Bionicon Cloud follows Bionicon's decision this year to sell direct to consumers, after suffering disappointing orders from IBDs and being undercut by Internet retailers.

With the Bionicon Cloud, the company wants to emphasize to IBDs that their

business is important. Felsl said it would help both IBDs and Bionicon compete.

"When we decided to go direct, we also mentioned that we were working on a completely new sales system because we still want to work with IBDs and believe that they are very important," Felsl said.

"Our system will especially support 'micro IBDs' that otherwise have no chance," he added. "We want to help them. Our new sales and payment system is a direct threat to online suppliers. We believe in IBDs, because customers want to feel and touch the product they are looking for."

Bionicon is making a no-risk offer to retailers: "They don't have to buy any bicycles. They get only the products they want to have in their store from us. They only make a small deposit depending on the type of product. If they don't sell the product we'll take it back," he said.

Bionicon's IBD partners will automatically receive a commission for products sold through their locations, in line with net margins for similar products.

"We want to make sure the small IBDs

which enrich this industry can run their business

highly efficiently to survive and compete with the price devastation of the online world," Felsl said.

"We do not separate between online and IBD sales. It is all one system, and is fully transparent for riders, IBDs and the brand. We will have one price worldwide."

The new system is aimed at customers with smartphones. "Each bicycle has a quick-response bar code. You get all the information on that bicycle when you hold your smartphone to the bar code," Felsl said. "You can even pay right away."

The bar codes will serve as an inventory management system. A cyclist who needs a part for his Bionicon bike can take a photo of the bar code and find the nearest location that stocks the part.

"And we know immediately when this part is bought so we can send a new one to the dealer right away so he has it in stock again," said Arne Seeber, Bionicon's production and service manager. "It all runs through our system." ■ JB

STAND  
B4-400

## The e in eBike.

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# THINK DRINK



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**BOOTH B2-504**

GERMANY DISTRIBUTION  
by **THALER SPORTS**



# Shots from **Demo Day**



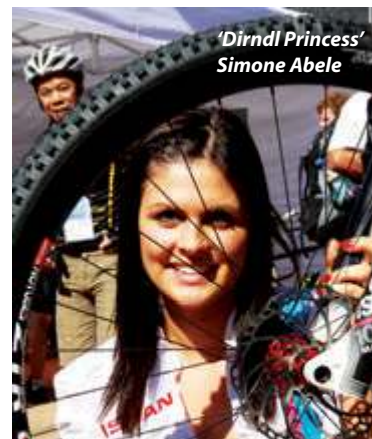
*Sabine Spitz, silver medalist at the London Olympics, gold medal winner in Beijing.*



*Blowing their own alphorn: Members of the traditional 'Syrgensteiner' club entertained visitors.*



*Relaxing in a Ratzenried beer garden.*



*'Dirndl Princess' Simone Abele*



*Vittoria served up real Italian cuisine at their Demo Day stand.*



*Looking up: Tern CEO Joshua Hon*



*Why Eurobike is the best bike show in the world: German beer!*



*It was the biggest Demo Day ever, according to organizers.*



*SRAM's Simon Cittati explains the company's 11-speed MTB groupset.*



*KT Tape is a newcomer to the show.*



*Some visitors opted to skip the test rides.*



*Riding by the Ratzenried Castle.*



Viva Vivax

# Gruber claims lightest e-road bike

Last year Austrian e-bike kit supplier Gruber introduced the lightest e-mountain bike in the market, in cooperation with Steinbach Bike. At yesterday's Demo Day Gruber introduced what they say is the lightest 'e-roadbike' in the market.

According to Gruber marketing and PR manager Ulrike Treichl the bike is part of the company's plans for a full range of e-bikes under the Vivax brand name: "For the 2013 season we're offering our first custom made e-mountain- and e-roadbikes with carbon frames."

Gruber's e-bike kit is mounted into the carbon seat tube, which had to be redesigned

with extra Kevlar for strength. The invisibly fitted Vivax Assist 4.0 e-bike kit weighs just 1.8 kilograms including battery pack.

All Vivax custom carbon frames are hand-made. The road bike frame is a feather light 860 grams (size 55cm). The complete Vivax e-roadbike with invisible e-power and Ultegra shifting weighs 8.5 kilograms. Treichl is sure rival makers will not beat this

STAND  
FG-AK3

number "because our invisible 'Vivax Assist 4.0' e-bike kit is the lightest e-bike kit on earth." Gruber will also introduce the first Vivax carbon mountain bike frames. ■ JB



Ulrike Treichl with what the company says is the lightest e-road bike in the world. The 1.8 kilogram e-bike kit including battery pack is invisibly mounted into the seat post. Photo: JB

Visit us at Eurobike in Hall B4 #501 / Demo Day #101.

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www.thinkbiologic.com

## Czech company wants your monkey business

Ultrasport of Prague was at the Demo Day yesterday giving out Chimpanzee energy bars. The Czech Republic importer of Topeak, Met, and Yeti, created Chimpanzee four years ago and attended Eurobike for the first time last year.

Ondrej Vesely of Ultrasport said the company was at Eurobike seeking international distributors for Chimpanzee products, which include Gunpowder energy drink as well as three flavors of energy bar. The bars are largely made with organic ingredients.

"We wanted to produce energy bars made from real food," said Vesely.

The three 55g bars are available in raisin and walnut, apricot, and chocolate and date. The bars are made with brown rice syrup, soybeans, molasses, whole oats, cane juice, and a blend of herbs and spices.

"We're not organically certified because we don't use just organic ingredients. For instance, there are sometimes taste and texture issues with some apricots and other fruits," added Vesely.

Why Chimpanzee? "The chimp is an

active animal, and this is food for active people. And, of course, Chimpanzee is a fun name, with lots of marketing and graphic potential," said Vesely. "It's also easy to remember." ■ CR

STAND  
FG-AK8



Ondrej Vesely

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# From Gatwick airport to Friedrichshafen airport ... on 2 wheels

Staff from Evans, Britain's biggest bicycle store chain, arrived in Friedrichshafen last night after cycling from their HQ near Gatwick airport in London.



Photo credit: Balint Hamvas/Evans Cycles

The six riders took five days to complete the 1000 km ride. The shop's Facebook page allowed consumers to follow the riders on their pedal-powered journey to Eurobike, and consumers were also able to enter a daily competition to win a set of bikewear. The kit giveaways included gear from Gore Bikewear, Castelli, Louis Garneau, Endura and Hincapie, all brands stocked by Evans' 45 stores in the UK.

The riders arrived in Friedrichshafen at 8pm last night after a 220km ride from Kaysersberg. The route through France had included a stretch of pavé: the route was chosen for its scenic appeal.

Head buyer Joel Natale led a similar ride last year when newly appointed CEO Nick Wilkinson also tagged along. Wilkinson was to have joined this year's ride but a last-minute injury forced him to withdraw. The riders this year were Natale; Matt Spurgin, Evans' parts and accessories category manager; Paul Markland, clothing buyer; Mark Rose, bike category buyer; Dom Hill, parts buyer; and staff trainer Nick Coley.

For the last two days,

the riders were also joined by Tom Morris, director of Bobbin Bicycles, an exhibitor at Eurobike.

A support car for Tour du Eurobike was driven by parts and accessories buyer Ian Whitmore and photographs and video for the Facebook page were shot by cyclocross photographer Balint Hamvas.

Evans Cycles was founded as a single London bike store in the 1920s. The business was acquired in the 1950s by Joseph Smith with his son Gary later taking control, moving the shop to central London and adding new branches. In 2008, a majority stake in the growing business was acquired by Active LLP. Gary Smith and managing director Mike Rice, retain a minority investment in the company. ■ CR



# Benelli e-bikes have a cosmopolitan heritage

A Hungarian/Chinese e-bike market is adding an Italian flair to the e-bike market.

This cosmopolitan company has a line of e-bikes under the Goccia brand, which is intended for a larger market. A higher-end line is called Benelli, which offers bikes at price points that exceed €3,000 (for a full-suspension e-mountain bike).

The brand has been on the market for a year and a half. Although Goccia has exhibited at smaller shows in Germany, this is its first appearance at Eurobike.

"Last year, we couldn't get a booth. We were on the waiting list," said Duncan Yang, Goccia's sales and marketing director. "We are looking for many distributors for different countries."

Benelli is an old name in motorcycles, dating back more than a century. The e-bike brand is designed in Italy. The parent company of Goccia and Benelli is based in China, where the bikes are

manufactured, and in Hungary.

The Benelli e-bike includes a classic step-through city model and a more fashionable full-suspension mountain bike.

The Goccia brand offers a wider range of e-bike models, including trekking, city and folding bikes. ■ DM



Duncan Yang

STAND  
ZW-101

# After 66 years, wooden rim maker exhibits at Eurobike

Ghisallo Wooden Rims of Italy has been making its wooden bicycle products since 1946, but this is the first time it has exhibited at Eurobike.



Giovanni Cermenati

Giovanni Cermenati, who took over the company in the 1950s, was at his Demo Day stand showing off wooden rims, handlebars, mudguards, handlebar grips, chain cases and rear racks.

The company, which also makes a wooden bicycle frame, is based a stone's throw from the world-famous chapel that houses the patron saint of cycling, Our Lady of the Ghisallo. This chapel is high above Lake Como, 60 kilometers (37 miles) from Milan. It's been the spiritual center

of cycling since 1949 when Pope Pius XII confirmed the Madonna del Ghisallo as the saintly patron of cycling. The chapel is full to the rooftops with cycling memorabilia, including the crumpled bike of Fabio Casartelli who crashed on the descent of the Col de Portet d'Aspet during the 1995 Tour de France.

The sanctuary has become a major draw for cyclists — many of whom also visit Ghisallo Wooden Rims.

Made from seasoned Slavonian beech wood, Ghisallo's products are weather-resistant, thanks to waterproof glue and natural varnishes.

Cermenati said wooden rims are strong and provide natural suspension. The company makes road, MTB and city bike rims, and other accessories. The rims have to be used with special brake pads. ■ CR

STAND  
A2-304

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# Ritchey returns to the 'perfect' bike — steel

After an almost two-decade hiatus, Tom Ritchey has re-entered the road frame market. The respected Californian framebuilder and trailblazer of mountain biking had ceased to make steel frames in the mid-nineties, when alloy and then carbon became the norm for high-end bikes.

"Tom Ritchey has always believed that the perfect bike should be made in steel," said Riccardo Deliziosi, sales manager at Ritchey International in Lugano, Switzerland.

"When alloy and carbon came in, we concentrated on components instead, but we're pleased that finally there is demand in the market for steel bikes again," he said.

The Ritchey Road Logic is made from triple-butted Ritchey Logic II tubing, from

Japanese company Tange. Its presence at Eurobike is another sign of steel's comeback: Long disdained, steel is cementing its position (albeit a niche one) as a practical and desirable material for high-end road frames for everyday riders.

The 2013 Ritchey Road Logic, which will be available in September this year, has retained many of the distinguishing features of the original production,

including Ritchey's trademark seat-clamp cluster and geometry. It features a new headset design that integrates the bearing race into the bottom

of the head tube, and does away with the need for cups.

Although Tom Ritchey unveiled the bike in the U.S. in February, the frames at Demo Day, equipped with a full Ritchey finishing kit, were the first of their kind to hit Europe. The Logic Road will be priced at €1,050 for the frame and Ritchey full-carbon fork.

In 2012 Ritchey introduced 29er and cyclocross models; next year the road machine will be accompanied by a 26-inch mountain bike – and a 650B is in its future plans.

Deliziosi added that resuming frame production had created a buzz around the company. "It's the heart of the bicycle. It's the thing that everyone talks and gets excited about," he said. ■ ML



Ritchey Road Logic

STAND  
A1-106

# Teen inventor improves his powerful brakes

Last year was the first Eurobike for Brake Force One, a Tübingen-based company co-founded by Jakob Wauhof, 19, a mechanical engineer who designed a brake booster when he was just 14.

His system doesn't suffer from brake squeal, can be adjusted at the lever to stop pads and disc rubbing together, and the stubby one-finger lever offers powerful, progressive braking for beginners and experts alike.

"The problem with standard disc brakes is that you have either a fast reaction time, or power, but you can't have both," said Wauhof.

"This is because of the diameters of the pistons. I thought it should be possible to push the pads to the disc fast with a big piston and then get a small piston to exert a lot of pressure. I built a brake booster to test this theory. It worked."

Since last year's show Wauhof has improved the design of the brakes.

"We ran lots of tests and I have had lots of ideas to improve the brakes since last year," he said.

Wauhof added, "The system is now a few grams lighter than last year, at under 200 grams for the front brake, and a lot of work has been done to reduce the friction in the lever: the new spring is much softer to reduce the hand force required; all the seals are PTFE-coated; and there's a better hose."

This hose now comes in a transparent version for colored oils and there's also a fluorescent version.

The original brakes went into

production in January and 3000 sets have been sold so far, all to the aftermarket. A set of Brake Force One brakes costs €780.

Wauhof is now working for the company full-time, prior to starting at university to study engineering.

"I never told my school friends I had a company, now they know. Working for Brake Force One has enabled me to move out of the family home and get my own flat." ■ CR

STAND  
B1-407



Jakob Wauhof



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# 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.

**INFO:** Tel. +49 (0)7541 32622. Web: www.schulmuseum-fr.de.

## 04 LAKESIDE PROMENADE (UFERPROMENADE)

Attractive lakeside promenade looking out on Lake Constance.

## 05 POST OFFICE (POSTAMT)

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

## 07 CITY CENTRE STATION (STADTBAHNHOF)

Trains and busses.

## 08 TOURIST INFO (TOURIST-INFORMATION)

**OPEN:** Apr. & Oct. Mon.-Thu. 09:00-12:00 & 14:00-17:00. Fri. 09:00-12:00.

May-Jun. & Sep. Mon.-Fri. 09:00-12:00 & 13:00-18:00. Sat. 09:00-13:00.

Jul.-Aug. Mon.-Fri. 09:00-18:00. Sat. 09:00-13:00.

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.

**INFO:** Boat Rental Christiane (Bootsvermietung Christiane):

Tel. +49 (0)160 2501606. Web: www.bootsvermietung-christiane.de.

Boat Rental Fluck (Bootsvermietung Fluck): Tel. +49 (0)171 6509249.

Web: www.bootsvermietung-friedrichshafen.vpweb.de.

## 13 PANORAMIC DISPLAY BOARD (PANORAMATAFEL)

The alpine panorama at a glance. On a 4-metre viewing board along the promenade you

can see a panoramic view from the Rätikon mountains all the way to the Bernese Alps.

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

The Nicolas Church was first mentioned as a chapel in 1325. Destroyed during in 1944

at the end of World War II, the church was reconstructed between 1946 and 1949. The

present interior design is from 1987.

## 15 TOWN HALL (RATHAUS)

Right 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.rundfahrtenschiff-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 HOUSE (MEDIEN- & GESCHÄFTSHAUS)

Town library with focus on new media, cabaret stage.

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

Round trips and regular routes during the season. Ferry service to Romanshorn and

Catamaran service to Constance all year round.

**INFO:** Lake Constance Boating Companies Travel Centre

(Bodensee-Schiffsbetriebe Reisezentrum):

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

Catamaran Operator Lake Constance (Katamaran-Reederei Bodensee):

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

## 21 ZEPPELIN MUSEUM (ZEPPELIN MUSEUM)

The world's largest exhibition on the history of airship navigation as well as an important

collection on art in Southern Germany.

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

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

## 22 HARBOUR STATION (HAFENBAHNHOF)

Ferries and busses.

## 23 ADULT EDUCATION CENTRE (VOLKSHOCHSCHULE)

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

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

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

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

100 years of fascinating aviation and aerospace industry.

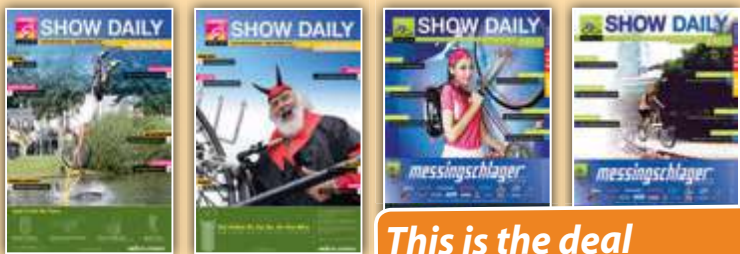
Claude-Dornier-Platz 1. Tel. +49 (0)7541 4873600. Web: www.dorniermuseum.de.

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

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

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Taipei International Cycle Show



# TAIPEI CYCLE

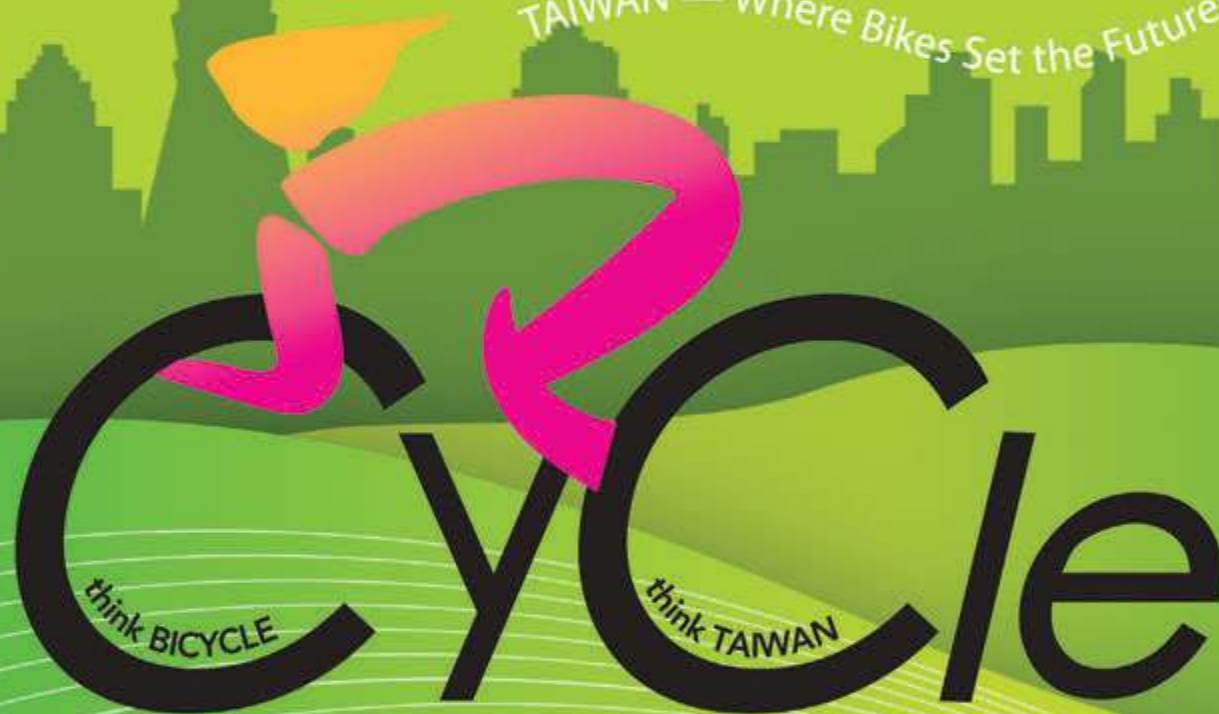


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# Transport Guide

## Eurobike Commuter Services

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

## Hotel Shuttles

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2 Hotel Shuttle Meersburg – Hagnau			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Meersburg ferry station / Fähranleger*	7:30	9:00	
Meersburg Kirche*	7:33	9:03	
Meersburg Sabahem*	7:35	9:05	
Hagnau Mitte*	7:39	9:09	
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed – Fri / Mi – Fr 29.8. – 31.8.	18:30	20:03	
Sat / Sa 1.9.	18:30		

3 Hotel Shuttle Salem – Bermatingen – Markdorf – Oberteuringen – Allingen			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Salem Hotel Schwanen*	7:11	8:41	
Salem Hotel Recks*	7:16	8:46	
Salem Hotel Apfelblau*	7:18	8:48	
Bermatingen Markdorfstraße*	7:23	8:53	
Markdorf Bahnhofstraße (Reisebüro Lippmann)*	7:28	8:58	
Markdorf Hotel Wirthshof*	7:33	9:03	
Markdorf Hotel Letze*	7:35	9:05	
Oberteuringen Hotel Adler*	7:41	9:11	
Allingen Hauptstraße*	7:49	9:19	
Allingen Rathaus*	7:51	9:21	
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed – Fri / Mi – Fr 29.8. – 31.8.	18:30	20:04	
Sat / Sa 1.9.	18:30		

4 Hotel Shuttle Weingarten – Ravensburg – Meckenbeuren			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Weingarten Post*	7:17	8:47	
Weingarten Charitottenplatz*	7:20	8:50	
Weingarten Linde*	7:21	8:51	
Ravensburg Marienplatz*	7:30	9:00	
Meckenbeuren Hotel Wiesental*	7:42	9:12	
Meckenbeuren Buch*	7:43	9:13	
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed – Fri / Mi – Fr 29.8. – 31.8.	18:30	20:00	
Sat / Sa 1.9.	18:30		

5 Hotel Shuttle Wangen – Neukirch – Tannau – Tettnang			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Wangen Hotel Waltersbühl*	7:00	8:45	
Wangen Bahnhof*	7:05	8:50	
Neukirch Rathaus*	7:23	9:08	
Tannau*	7:30	9:15	
Tettnang Bärenplatz*	7:35	9:20	
Tettnang Seestrasse*	7:37	9:22	
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:45	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed – Fri / Mi – Fr 29.8. – 31.8.	18:30	20:20	
Sat / Sa 1.9.	18:30		

1 Hotel Shuttle Überlingen – Urdingen – Immenstaad – Fischbach			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Überlingen / Andelshofen Hotel Johanner Kreuz*	6:54	8:39	
Überlingen ZOB*	6:57	8:44	
Mühlhofen Hotel Kreuz*	7:12	8:57	
Oberuhldingen Marktplatz*	7:18	9:03	
Unteruhldingen Meersburgerstraße*	7:21	9:06	
Immenstaad Rathaus*	7:37	9:22	
Immenstaad Dornier*	7:40	9:25	
Fischbach Hotel Maier*	7:43	9:28	
Friedrichshafen Hotel Fahr / Albrechtstraße*	7:49	9:34	
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:45	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed – Fri / Mi – Fr 29.8. – 31.8.	18:30	20:20	
Sat / Sa 1.9.	18:30		

6 Hotel Shuttle Nonnenhorn – Kressbronn			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Nonnenhorn Hotel Zum Torke*	7:25	8:55	
Nonnenhorn Hotel Haus am See*	7:30	9:00	
Kressbronn Strandhotel Nonnenhorne Straße*	7:32	9:02	
Kressbronn Hauptstraße*	7:35	9:05	
Göhren Langenargenstraße*	7:40	9:10	
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed – Fri / Mi – Fr 29.8. – 31.8.	18:30	20:00	
Sat / Sa 1.9.	18:30		

7 Hotel Shuttle Lindau Island/Insel			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Lindau Bahnhof (Island / Insel)*	7:17	8:47	
Lindau Casino / Spielbank*	7:20	8:50	
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:30	

8 Hotel Shuttle Neuravensburg – Weißenberg – Lindau – Wasserburg			
Bus Stop / Haltestelle	Tour 1	Tour 2	
Neuravensburg Schwarzenbach*	6:59	8:34	
Neuravensburg Gasthof Hirschen*	7:02	8:37	
Weißenberg/Rehlings B12*	7:09	8:44	
Lindau-Reutin Rathaus*	7:12	8:47	
Lindau Bertmerplatz/Lindaupark*	7:14	8:49	
Lindau Aeschacher Hof*	7:17	8:52	
Bad Schachen Kreuzung Schachenstr./Badstr.*	7:25	9:00	
Wasserburg Bahnhof*	7:35	9:10	
Arrival Entrance East / Ankunft Eingang Ost	8:00	9:35	
Departure Entrance East / Abfahrt Eingang Ost	Tour 1	Tour 2	
Wed – Fri / Mi – Fr 29.8. – 31.8.	18:30	20:20	
Sat / Sa 1.9.	18:30		

## Airport Shuttles

Zurich, Friedrichshafen, Memmingen



ZÜRICH Airport / Flughafen – EUROBIKE					
Departure Zurich / Abfahrt Zürich					
28.8.	8:00	9:00	10:00	11:00	12:00
29.8.	7:30	8:00	9:00	10:00	11:00
30.8. – 31.8.	7:30	8:00	8:30	9:00	
1.9.	8:00	9:00			
Departure EUROBIKE Entrance West / Abfahrt EUROBIKE Eingang West					
28.8.		16:00	17:00		19:00
29.8.		14:00	15:00	16:00	17:00
30.8. – 31.8.		14:00	15:00	16:00	17:00
1.9.		14:00	15:00	16:00	17:00

FRIEDRICHSHAFEN Airport / Flughafen – EUROBIKE					
August 29 – September 1 / 29. August – 1. September 2012					
18 Airport Express AIRPORT/FLUGHAFEN FRIEDRICHSHAFEN					
Bus Stop / Haltestelle	From/Von	Time/Takt	TU/Bis		
Airport / Flughafen	8:15 (8:47*)	15/47	19:15 (18:47*)		
EUROBIKE Entrance East/Eingang Ost	8:23 (8:55*)		19:23 (18:55*)		
Departure / Abfahrt					
EUROBIKE Entrance East/Eingang Ost	8:25 (8:57*)	15/57	19:25 (18:57*)		
Airport / Flughafen	8:33 (9:05*)	25/57	19:33 (19:05*)		
* Saturday, September 1 / Samstag, 1. September No need for booking.   Buchung nicht notwendig.					
MEMMINGEN Airport / Flughafen – EUROBIKE					
Departure / Abfahrt Memmingen					
28.8. <small>no DEMO day</small>	11:00	13:00			
29.8. – 1.9.	10:00	11:00	14:30	16:30	
Departure EUROBIKE Entrance East / Abfahrt EUROBIKE Eingang Ost					
29.8. – 1.9.	07:30	09:30	12:30	15:30	17:30

## Free Rental Bikes

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

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

## Rental Process

Call the Rental Hotline (24-hours daily from Aug. 31 to Sep. 3): +49 30 69205046. A credit card is required when booking. You'll receive a code to open a bicycle's lock. Off you go!

## Rental Stations

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

## Friday: After-Party Shuttle

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

Relax. On Friday, Sept. 1, Eurobike organizes a free After Party Shuttle Service. There will be four bus routes: Überlingen, Oberteuringen, Weingarten and Bregenz, Austria. Shuttles start at 0:30 from Entry West.

## Airport & Train/Ferry Shuttles

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

## Ferry Services

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

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

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

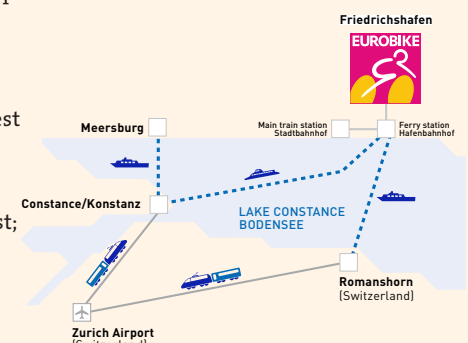
Duration of the journey approx. 30 min. Subject to a charge. | Fahrzeit ca. 30 min. Kostentpflichtig. www.bsb-online.com

CATAMARAN   KATAMARAN Konstanz/Konstanz – Friedrichshafen Ferry Station / Hafen			
Departure Konstanz / Abfahrt Konstanz			
Mon – Fri / Mo – Fr	07:05	every/alle 60 min	19:02
Sat – Sun / Sa – So	08:02	60 min	19:02
Departure / Abfahrt Friedrichshafen Ferry Station / Hafen			
Mon – Fri / Mo – Fr	00:35	every/alle 60 min	19:02
Sat – Sun / Sa – So	06:02	60 min	19:02

Fri and Sat additional departure FN | Fr and Sa zusätzliche Abfahrt FN: 20:02 / 22:02  
Duration of the journey approx. 48 min. Subject to a charge. | Fahrzeit ca. 48 min. Kostentpflichtig. www.der-katamaran.de

FERRY   BODENSEEFÄHRE Romanshorn – Friedrichshafen			
Departure / Abfahrt Romanshorn			
Mon – Thur / Mo – Do	05:36	every/alle 60 min	20:36
Fri / Fr	05:36	every/alle 60 min	21:36
Sat / Sa	07:36	60 min	21:36
Sun / So	07:36		20:36
Departure / Abfahrt Friedrichshafen Ferry Station / Hafen			
Mon – Thur / Mo – Do	05:41	every/alle 60 min	20:41
Fri / Fr	05:41	every/alle 60 min	20:41 / 22:41
Sat / Sa	07:41	60 min	20:41 / 22:41
Sun / So	07:41		20:41

Duration of the journey approx. 40 min. Subject to a charge. | Fahrzeit ca. 40 min. Kostentpflichtig. www.bsb-online.com





# Eurobites

## Eat like a local in Friedrichshafen

Looking for good food, fresh beer and great spots to relax after a busy day at the show? Part 2 of our Eurobike Show Daily series profiles local restaurants in Friedrichshafen and nearby areas. Check out these local favorites:

### Hotel Restaurant Maier



In the district of Fischbach, just east of Friedrichshafen, **Hotel Maier** is run with dedication and commitment by the third generation of owners, Gabi and Hubert Maier. The hotel and restaurant have undergone several renovations. Guests are welcomed in a traditional way, entering a refreshing atmosphere and rooms designed with rustic elegance. The Maiers offer a diversity of dishes, characterized by fresh fish from Lake Constance and Swabian specialties like Swabian ravioli (Maultaschen) and cheese noodles (Kässpätzle). International dishes on the menu include Zurich "Geschnetzeltes" (sliced meat in sauce) and carpaccio. Seasonal game dishes round off the delicacies offered. As an appetizer, try smoked whitefish fillet on potato slices. Of particular interest to gourmets is suckling pig loin wrapped in crispy bacon and served with cabbage, caraway, and potato cubes.

Hubert Maier is a chef as well as a hotel manager. The high-quality wine menu includes regional and other excellent wines. The staff is always prepared, even for large groups. Daily specials and meals are offered at a fair price. The wide choice, obliging service, and prices are especially attractive and invite repeat visits.

The shore of Lake Constance with the Fischbach lake resort and the beach behind the Manzeller Hölzle are only 200 meters from the hotel.

Poststraße 1-3, 88048  
Friedrichshafen-Fischbach  
Phone: +49 7541 4040  
Internet: www.hotel-maier.de  
Hours: Monday to Sunday, 6 p.m. to midnight.

### In Friedrichshafen:

Beatriz Gonzales and Volker Seitz (pictured) serve Mexican specialties at **El Bocado** from 6 p.m. until midnight seven days a week. This unique "bar and cantina" is in front of the cinema and offers a tent with 50 seats on its terrace and another 50 in the restaurant. These are non-smoking areas, but at the cocktail bar you can enjoy a cigarette with your drink.

Beatriz Gonzales, who has know-how in gastronomy from Latin America, is a professional wine connoisseur and is happy to welcome international guests. Popular Mexican dishes are served on sizzling pans. There is an excellent assortment of Spanish wines on offer. Happy Hour, when drinks

are half price, is from 10-11 p.m. The "dish of the day" always costs €7.11.

Paulinenstraße 8, Friedrichshafen  
Phone: +49 (0) 7541 35423  
Internet: www.elbocado.de

**Hotel Traube** is over 150 years old. Its restaurant is a well-known meeting place for trade visitors and business people.

Sonnenbergstraße 10, Friedrichshafen  
Phone: +49 (0) 7541 6060

Downtown by the lake, Horst Schwarz, the owner of **Schwänen**, is waiting for your visit. This restaurant offers real Swabian cuisine.

Friedrichstraße 32, Friedrichshafen  
Phone: +49 (0) 7541 8550



### Pizza + Pasta

**Pizzeria La Taverna**. Italian food lovers can taste a bit of Italy, along with a variety of Mediterranean cuisines, in a friendly Italian atmosphere. The pizzeria is on the B31 in Friedrichshafen-Fischbach. It is open daily through September.

Zeppelinstr. 286, Fischbach  
Phone: +49 (0) 7541 6036560  
Internet: www.lataverna-fn.de

**"LSC" Restaurant**. With its unusual location next to the runway of the Friedrichshafen airport, the LSC is not your typical pizzeria. From the terrace you can watch planes taking off and landing. The LSC also has a view of the airplane hangar at the Luftsportclub. Open daily.

Am Flugplatz 70, Friedrichshafen  
Phone: +49 (0) 7541 73336

**Ristorante La Scala**. Enjoy Italian cuisine in cozy ambience with pasta, crispy salads, stone oven pizza, fresh fish and meat dishes. Lunch, which changes weekly, starts at €4.50. La Scala has a large selection of wines and free parking. Open daily.

Bodensee Center Meistershofener Straße 14, Friedrichshafen  
Phone: +49 (0) 7541 953999  
Internet: www.pizzeria-la-scala.de

### Further Afield:

## Langenargen

A 20-minute drive takes you to the **Haltnau** wine tavern in Meersburg where you can enjoy a special sunset. Host Werner Endress has created a little paradise on the lake shore, where you can have a meal or snack of bread, cold cuts, cheese and fish from Lake Constance. The Haltnau doesn't take credit cards.

Phone: +49 (0) 7532 9732

**Sonnenstube am Bodensee/Schloss Montfort** has a wide range of specialties. Its impressive terrace offers a beautiful view of the lake. The basement of the castle is converted into a discotheque, Hugo, with a variety of entertainment for those who don't want to go to bed after a long day at Eurobike.

Phone: +49 (0) 7543 912712

Right on the lake in Langenargen is **Schuppen 13**, a restaurant offering international specialties.

Argenweg 60, Langenargen  
Phone: +49 (0) 7543 1577

Asian food is the highlight at **Fernost Garten**.

Eisenbahnstraße 23, Langenargen  
Phone: +49 (0) 7543 912068



Schloss Montfort

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