



# SHOW DAILY 08

MESSE FRIEDRICHSHAFEN, SEPTEMBER 5

SHOW DAY 2

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published by: **Beckandorf Kavanagh** marketing partner: **BIKE SHOW**



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## Gios "cops" guard the goods

Photo: Anja Köhler

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the sport would be missing.



For years, Taiwan bicycle producers have been focusing on developing new materials and fabrication technologies. Instead of high-volume and low-cost products, Taiwan pursues high-tech and value-added products. Bicycle nowadays are being designed not only for comfort and fashion, but also for price-performance ratio, safety, light-weight, etc.

For further details, please visit the Taiwan Pavilion at Hall A5, Stand 407J.



<http://brandingtaiwan.org>



Iko-Corratrec GM Konrad Irlbacher believes that larger wheel sizes are much more attractive for the mobility segment. (Photo: Jo Beckendorff)

## IKO-CORRATEC'S 29ER TREKKING BIKE

**In the last few years 29ers have become a big niche segment in America - but these big-wheeled bikes have yet to make a big impression in Europe. This could change in season 2009, not just due to the number of US premium brands offering mountain bikes with 29-inch wheels.**

German Iko-Corratrec is coming out with what you might call a "European version" of a 29er. Check out their latest creation in Hall B1: it's a 29" trekking bike. It will be offered with Shimano's Alfine hub shifting (2x8) and XT derailleur shifting.

According to Iko-Corratrec GM Konrad Irlbacher, "29ers make sense when it comes to running smoothness. Therefore we believe in the advantage of 29-inch wheels for the city trekking mobility segment rather than the off-road segment. For off-road, 29ers are a bit too bulky." With 29-inch wheels on paved roads, bikers can cruise easily without resistance. Due to the bigger wheel size frames are also larger. Therefore there are also larger frame geometries available, says Irlbacher.

- JB



When it comes to 29ers, Iko-Corratrec is focusing on trekking bikes. (Photo: Jo Beckendorff)

## BICO COMMITS TO EUROBIKE FOR NEXT FIVE YEARS

**The German dealer organization has made a clear decision concerning its future exhibition presence. The main show for BICO will be Eurobike, for at least the next five years. Additionally BICO will hold an in-house exhibition in Verl or perhaps in Mainhausen after Eurobike. This avoids interference with the in-house exhibitions of Derby, Cycle Union and Bergamont on the second last weekend of August.**

The new dates for the in-house exhibition could be the same as the former IFMA: two weeks after Eurobike. BICO is planning to hold this exhibition in Mainhausen near Frankfurt.

The main appearance of BICO will be at Eurobike from 2009 on. That means that the annual general meeting and the evening party will also take place at Eurobike from 2009 on. Until 2008, BICO held all these activities at IFMA, but this year IFMA takes place for the last time.

2009 KoelnMesse does not offer an exhibition for the bicycle industry and will integrate IFMA into the motorcycle exhibition Intermot from 2010 on every two years. Sova refused absolutely the idea of taking part in the IFMA. He doesn't see any chance to establish a bicycle section at Intermot.

The 1,000 square meter BICO booth at Eurobike will be located in the Zeppelin hall. "Our members will like the separate location, we do not need to present ourselves to occasional customers," Sova explained.

BICO has a new house brand, Bismarck, which is focused on retro-style bicycles. The Brand Kenhill will be manufactured by Cycle Union in future instead of Dreambike.



Helmut Sova, general manager of BICO. (Photo: Michael Bollschweiler)

Also BICO is launching two electric bicycles in cooperation with Raleigh. One has a Panasonic motor, the other uses a unit from Tranz X.

Sova points out that the availability of electric bicycles has to be improved in 2009. He sees another task for BICO: To sensitize the dealers to the ongoing boom of electric bicycles.

"Still some dealers do not sell them," says Sova, "they have to be careful that they do not miss the trend."

- MB

## BEJEWELLED VIVA

**Danish stylish lifestyle bike maker Viva is showing a Swarovski-painted model named 'Juliett'.**

It has seven coats of paint called 'Swarovski painting' which contains millions of microscopic crystals. This 'little jewel' costs €3,333.

- JB



(Photo: Anja Köhler)

# Beckendorff Kavanagh

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## Event Guide

### ALL-DAY EVENTS

#### E-Bikes

Zeppelin Hall: the new home base for e-bikes.  
**Zeppelin Hall**

#### Eurobike Award 2008

Europe's leading competition in conjunction with IF Design for all cycling products rewards outstanding innovations.  
**Foyer West**

#### Eurobike Vision

Recumbent bikes, trikes, folding bikes, innovations.  
**Foyer / Entrance West**

#### Sugoi Custom Apparel

Bring your design on a memory stick and SUGOI will adapt it on a jersey, short, or any other accessory.  
**A4-603**

### SCHEDULED EVENTS

#### 7:15am Eurobike Early Bird Ride

Pre-show cycle: showers, towels and breakfast provided at the fair afterwards. Limited availability. Organizer Gunnar Fehlau. Tel. +49 (0)171 4155331.  
**Entrance East**

#### 11:00am Jan Ullrich at TERRA-S Automotive System

Autograph hour with Tour de France Winner.  
**A7 - 501**

#### 11:00am Hans Rey & Richie Schley at Adidas Eyewear

Autograph and photo session.  
**B3 - 204**

#### 11:00am Serotta Presentation: Bike Ergonomics

Daily Fitting Demonstrations with company founder Ben Serotta and SICI USA Director Paraic McGlynn in attendance.  
**A2 - 407**

#### 11:30am Digital picture show "Bike nomads on worldwide roads"

18 countries, 35,000 km, 1 child: Swiss cyclists Rebekka Brändl and Florian Fisch on their adventures (in German).  
**A5 - 310**

#### 11:30am Eurobike Fashion Show

Presentation of current bike fashion.  
**Hall A4**

#### 12:00noon Rafa Alvarez at Specialized

Autograph session with the current 4X world champion Rafa Alvarez, Spain.  
**A3-205**

#### 12:00noon Craft Autograph Hour

With Olympic gold medallist Fabian Cancellara and Tour stage winner Kurt-Asle Arvesen.  
**A4-305**

#### 1:00pm Scott Sports Autograph Hour

With Nino Schurter, Florian Vogel & Thomas Frischknecht.  
**A3 - 300**

#### 2:00pm Signing session at ISON Distribution

Autograph and photo sessions with Sam Pilgrim, Lance McDermott and Pat Campbell-Jenner.  
**B3-507**

#### 2:30pm Eurobike Fashion Show

Presentation of current bike fashion.  
**Hall A4**

#### 2:30pm Specialized Autograph Session

With the current 4X world champion Rafa Alvarez, Spain.  
**A3-205**

#### 3:00pm Sabine Spitz, Olympic Gold Medalist at Garmin

Fresh from her gold medal triumph in Beijing, cross-country mountain biker Sabine Spitz will be at the Garmin stand.  
**A5 - 201**

#### 3:00pm Digital picture show "Bike nomads on worldwide roads"

18 countries, 35,000 km, 1 child: Swiss cyclists Rebekka Brändl and Florian Fisch on their adventures (in German).  
**A5 - 310**

#### 3:00pm Serotta Presentation: Bike Ergonomics

Daily Fitting Demonstrations with company founder Ben Serotta and SICI USA Director Paraic McGlynn in attendance.  
**A2 - 407**

#### 3:30pm Trond Hansen & Benny Korthaus at Specialized

World class dirtbikers at Specialized's stand  
**A3 - 205**

#### 4:30pm Eurobike Fashion Show

Presentation of current bike fashion.  
**Hall A4**

#### 6.30pm FSA at Eurobike

FSA would like to show you its 2009 product range and in particular the new BB30 cranksets range.  
**Switzerland Room, Entrance West, 1st floor**

### MEDIA-ONLY EVENTS

#### 10:30am Milani Cycles New Product Presentation

2009 racing bike range  
**Room 5, Balcony of Hall A1**

#### 11:00am SRAM Corporate Strategies Presentation

By Stan R. Day, CEO/ President SRAM Corporation  
**Austria Room, Konferenz-zentrum**

#### 11.30am SRAM Corporation Presentation

RockShox presents new product information. Jeremiah Boobar, Product Manager RockShox  
**Austria Room, Konferenz-zentrum**

#### 1:00pm Specialized Press Presentation

2009 range launch.  
**A3-205**

#### 2:00pm to 3:30pm Taiwan Product Launch

Companies at the event include: Giant Manufacturing Co., Merida Industry Co., Joy Industrial Co., and Maxxis International.  
**Switzerland Room, Konferenz-zentrum**

#### 5:00pm CamelBak's "Hydration Happening"

New products for 2009  
**A4 - 301**

#### 6:30pm 3T: TDF Victory Celebration

**A1-117**

NOTE: THIS IS NOT AN EXHAUSTIVE LIST AND SOME EVENTS HELD EXCLUSIVELY IN GERMAN ARE NOT INCLUDED.



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Euro bike 2008: Zeppelin Halle, stand: ZH-409

## Can B-Boxx take the hammer to Hammerschmidt? GETTING RID OF THE FINICKY FRONT DERAILLEUR

STAND NO.  
FG-A7/4

**I**t may be the most visible, but SRAM isn't the only company promoting an internal bottom bracket drivetrain system. SRAM has made a lot of noise with the debut of its "Hammerschmidt" system at Eurobike. But visitors who look carefully enough can dig up some small exhibitors who also dream of eliminating the finicky front derailleur.

Take Bionicon, which has joined forces with internal hub pioneer Kalle Nicolai. They have developed the "B-Boxx," which Bionicon says should be ready for market by 2010. The "B" in B-Boxx stands for Bionicon, while Boxx refers to Nicolai's legendary internal gear hub, the G-Boxx, which is still sold through his Universal Transmissions company.

"We are showing a prototype of the B-Boxx at both the Nicolai and Bionicon booths and plan that this project will be ready for the market in 2010," Bionicon CEO Daniel Kohl said.

The two companies have been working on the B-Boxx for more than four years.

"We all know the problem of the front derailleur positioning on full suspension bikes. Instead of concentrating on geometry, ride characteristics, optimum pivot placement and system integration, engineers have been forced to design frames around the front derailleur and its chainrings," Kohl said.



Daniel Kohl of Bionicon (Photo: Jo Beckendorf)

"Nicolai and Bionicon have also faced these problems since the very beginning. As a result, an intensive exchange of ideas began after Eurobike 2003 with the aim of finally eliminating the troublesome front derailleur," he added.

Bionicon initially set out to find an industrial partner outside of the frame building industry to produce the G-Boxx. The first prototype from this joint venture was called the Nicolai Nucleon, and paired the Bionicon variable suspension system with the G-Boxx.

"This bike is still ripping trails in Japan," Kohl said. However, both partners were dissatisfied with the weight of the system, which limited its use on enduro and all-mountain bikes. They began to focus on developing an internal bottom bracket hub that would not require replacing the rear derailleur, as is the case with the G-Boxx. After several heated exchanges, Kalle Nicolai and Bionicon co-founder Andi Felsl finally agreed to several key elements of a bottom bracket internal hub system. Those elements included eliminating the front derailleur; limiting weight to no more than 1.2 kg including crank arms; and the ability to be fitted to standard frames.

The B-Boxx is a fully enclosed, shiftable planetary drivetrain that mounts to the right-hand side of the bottom bracket using a standard ISCG-fitting. A handlebar-mounted push button allows the rider to choose between two gear ratios. The lower gear corresponds to a 22-25 tooth chainring while the higher gear corresponds to a 36-41-tooth range. Developers focused on shifting under power. Like the G-Boxx-2, the B-Boxx incorporates a patented system that uses magnets to activate the freewheel teeth, ensuring smooth shifting. To watch a video on the technical background of the B-Boxx visit [www.g-boxx.com/videos/G-Boxx-2-general\\_function.wmv](http://www.g-boxx.com/videos/G-Boxx-2-general_function.wmv).

- JB



Udo Olchendalski of NC-17 (Photo: Jo Beckendorf)

## NC-17 INTRODUCES UXC-2 SHIFT

**U**do Olchendalski, founder and general manager of NC-17, is also on a mission to get rid of the front derailleur. His version of an internal bottom bracket hub is called the UXC 2 Shift.

The UXC stands for "urban cross cycle" and is a two-shift planetary drivetrain with replaceable chainrings from 27 to 42 teeth. "Production is under license of a Swiss patent," Olchendalski noted.

By naming his company NC-17, Olchendalski makes it clear the customer base it is targeting.

"It's definitely the urban mobility bicycle market," he said.

The UXC 2 Shift can be fitted in all frames. The entire system including crank arms weighs 1,535 grams.

STAND NO.  
B4-203

- JB

## LITESPEED. MERLIN. QUINTANA ROO

### HÄNDLER GESUCHT

Litespeed, Merlin und Quintana Roo suchen Unternehmen, die bereit sind, innerhalb der EU als exklusive Vertriebspartner zu fungieren. Mit schon etablierten Absatzgebieten in GB, Frankreich, Italien, Spanien und den Beneluxländern wollen wir unser Geschäft nun auf die unten aufgeführten Märkte ausdehnen:

Schweden, Norwegen, Finnland, Deutschland, Österreich, Dänemark, Russland, Polen, Bulgarien, Kroatien, Bosnien-Herzegowina, Serbien, Slowenien und Türkei.

Wenn Sie Interesse daran haben, unser Vertriebspartner zu werden, dann kontaktieren Sie bitte Chris Hewings unter den unten angegebenen Möglichkeiten, um dies im Detail zu besprechen oder einen Gesprächstermin während der Eurobike zu vereinbaren. Litespeed, Merlin und Quintana Roo sind auf der Eurobike 2008 vertreten und haben ihren Messestand in Halle A1 - 203.

E-Mail: [chris.hewings@americancyclinggroup.com](mailto:chris.hewings@americancyclinggroup.com)  
Telefon: +44 777 4554833

## MERLIN

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If you are interested in becoming a distributor, please contact Chris Hewings at the details listed below to discuss this further, or to arrange a meeting at Eurobike. Litespeed, Merlin und Quintana Roo will be exhibiting at Eurobike 2008, and can be found in Hall A1 - 203.

Email: [chris.hewings@americancyclinggroup.com](mailto:chris.hewings@americancyclinggroup.com)  
Telephone: +44 777 4554833

**'The heavy lifting is done'**

**THE FUTURE LOOKS BRIGHT FOR SCOTT USA'S MONTGOMERY**

**It has been just over four years since Scott's Swiss owners tapped Scott Montgomery to lead its march into the U.S. market. And as Eurobike enters its second day, Montgomery said he has met the company's initial goals.**



Scott Montgomery (Photo: Doug McClellan)

"The heavy lifting is done," Montgomery said during a meeting in Scott's skybox overlooking its booth in Hall A3. Below, several hundred European dealers and staff jammed the area reviewing Scott's 2009 line.

Montgomery, the son of Cannondale founder Joe Montgomery and now Scott USA's vice president and general manager, was relaxed and confident. He noted that some 600 U.S. dealers have signed up to sell Scott bikes and a limited line of accessories.

After losing a costly patent fight with Specialized last year, Scott now is selling its full complement of bikes, including the heavily patented Genius line as well as the Spark, Scale, Plasma 2 and others.

More important, the company is slowly bringing its full line of accessories into the market, especially Scott shoes and some apparel. At some point in the future, Scott's full product line could pose a direct challenge to Specialized's dominance in accessory sales.

It also puts pressure on Trek to develop a stronger brand identity with its helmets, apparel and other accessories.

Montgomery said the company views itself as a global player. It's been built on Swiss organization and financing, European engineering, Asian manufacturing, and American marketing. And its global position puts it among the industry's top companies—Specialized, Trek, Giant, Accel and Cannondale/Pacific. Over the last four years the company has invested in its U.S. infrastructure to eventually make Scott a full-line supplier.

It has a new 249,000 square-foot warehouse in Ogden, Utah, and new corporate offices in Sun Valley, Idaho. Its business-to-business retail software is up and running, while Scott has completed a move to SAP software. "Scott USA is still in a high-growth stage," he added.

For Montgomery it boils down to building a strong dealer network, a skill he learned at Cannondale. And as he looks ahead over the next few years, Montgomery said he wants to build Scott's dealer base to 900 storefronts. "We think that number is kind of the sweet spot for us, but it's a bit less than Trek, Specialized and Giant," he said.

Other plans include bringing Scott's full line of clothing and accessories into the U.S.

"What I really want to do is innovate and market new products as well as Specialized, yet have the operating efficiencies of Trek," Montgomery said.

Montgomery is optimistic about the bicycle industry's potential in the U.S. He believes the upward trend in oil prices will continue—despite a recent drop in the per barrel price. "Generally, I'm a lot more positive than I was six months ago," he said.

"I was very, very nervous about inflation, but we've seen commodity prices (aluminum, steel, etc.) come down. The dollar is strengthening and there has been a drop in oil prices," he said. "I had been worried that we would be passing on new price increases in January and again in March. But I don't think that will happen. Maybe a small increase early in the year," he said.

Montgomery said that over time he expects U.S. consumers will become more like Europeans in how they view bicycles.

"I think we're starting to recognize that, but we still have a long ways to go, particularly in our use of oil," he added.

- MS

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A3-300

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CONTINUED...



Cannondale Europe's marketing manager Frank Schreiner presented ESD the new IBD shop concept at his Eurobike booth. (Photos: Anja Köhler)

## 'Modern, timeless, innovative, unique...' CANNONDALE'S NEW BOOTH DOUBLES AS STORE CONCEPT

**Cannondale Europe's new Eurobike booth doubles as a new concept store for its retailers.**

"It's our goal to create a show booth exhibition that stands for the self-image of our brand. When entering our booth retailers are entering our premium brand world," said Frank Schreiner, marketing director of Cannondale Europe.

The new booth design also serves as the starting point for a shop concept that uses modular and functional display cases and other hardware in greens and grays. Schreiner said the shop concept, which will also be introduced in the U.S. and Japan,

is "modern, timeless, innovative, unique and therefore typical Cannondale."

"We are proud to present our dealers with the new shop concept right here at our booth. Our booth not only represents all elements of the shop, but all of the possibilities this system offers," Schreiner noted.

Interested retailers can order Cannondale's shop concept now, for delivery beginning in January. Cannondale is also seeking feedback on its Eurobike booth that "will lead to further development" of the concept.

- JB

STAND NO.  
A1-401

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### RED 'N' WHITE: THE COLOUR OF PERFORMANCE



From this day forward, red and white stripes are the new graphics that distinguish the best of FSA's production; it is the new colour of off-road performance.

It's a fact: carbon fibre components are now found in the mtb sector, after invading every aspect of road cycling. The composite parts that have conquered the shop shelves are often anonymous, and more often than not without "identity documentation", always black and generic. The K-Force range has always stood apart from other FSA ranges thanks to details produced in CNC, the hi-gloss black anodising of the alloy parts and the 3K finish on the carbon fibre parts. In order to make our top of the market range parts even more instantly recognisable, from now on our K-Force level will be distinguished by a new graphic with two distinctly visible lines: one white and one red, running parallel, standing out against the black background of the carbon fibre and anodised aluminium parts. The fine red line, torn, red and white, that links the K-Force family back, underlines its most dynamic aspect, is aimed at competing, and offers various options for your mountain bike. This is the case with K-Force Light XC Compact and K-Force Light BB-30 cranksets, both, even if for different reasons, evidence the request for technological evolution of mtb components, for which we always have an answer.

The K-Force Light XC Compact (available in the 44/29 and 42/29 cogset) offers the 2x9 gear set up, a system that allows you to save around 30g compared to a top quality standard fitting, creates less chain crossing, less wear and, above all, offers a range of equally distanced ratios with no equivalent ratios, that substantially cover the same range of metric developments (full out) found in a traditional system. It is undoubtedly the perfect solution for elite athletes like Gunn Riba Dabie and Ralph Naf (Ward Champion 2008 and FSA 2x9 celebrity spokesman) as well as for riders of a lower athletic standard who compete on less difficult altometric profiles and who know how to identify the "pedability" threshold on a certain climb. The K-Force Light BB-30 (classic 44/32/22) cogset carbon satisfies the most modern frame fittings: those that adopt the BB-30 standard launched by Cannondale. The laboratory comparison between this new standard and our traditional MegaExo indicates that the increased spindle diameter guarantees greater axial and torsional rigidity together with the use of aluminium for its construction, puts the BB-30 at an advantage in terms of weight/density ratio. Whichever K-Force suits you best, it is the hollow monocoque carbon



using seatposts fitted with different amounts of set back. The K-Force range in this case offers three: K-Force 585, K-Force 5825 and K-Force 5832, made lighter for the occasion by around 10% compared to the '08 version, now respectively 217g, 206g and 236g.

Join these seatposts with the K-Force Light Ti and K-Force Ti saddles, both models with shell reinforced in carbon, 6/4 titanium rail and 3K finish (K-Force Light Ti - 132g, and without carbon finish (but in natural leather), while keeping the shell and rail the same (K-Force Ti - 164g). And guess what: both come with the mentioned graphics, with the K-Force whitelined motif.

construction, with an effective central movement that slides along ceramic bearings that is common to both the cranksets: smoother running than steel bearings, more resistant to damage, and exact, as well as unaffected by atmospheric agents to the extent that their lifespan is greater than that of spherical steel bearings.

The "red & white stripes" look also applies to the handlebars, together with the cranksets, and is yet another of our strong production points. K-Force family members include the K-Force Flat and the K-Force Rise bars. Both with a 31.8mm diameter oversize clamp diameter, and both constructed in carbon fibre although of a different shape: flat with 6° back angle for the K-Force Flat (600mm in width, 128g) and the rise (15mm rise), with 8° rear back angle (660mm in width for 170g in weight).

We recommend partnering these bars with the OS-99 CSI, OS-115 and OS-99 handlebar stems. Of the three mentioned, the OS-99 CSI is part of the same "red & white" K-Force range, the only one of the three to use CSI (Carbon Structural Integration) technology, that makes the carbon covering cohesive and structurally "collaborative" with the bodywork in forged aluminium, to the extent that it is considered a unique material.

The saddle position is of great significance in the distribution of weights on the mtb, a characteristic that can be refined



promotional information mtb@fesa.com



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## Eurobike Award 2008 honors cycling innovation TEN 'GOLD' WINNERS ANNOUNCED; NEW 'GREEN AWARD' DEBUTS

**The winners of the Eurobike Awards 2008 were announced yesterday evening on the Fashion Show stage. This year's competition attracted a record 362 entries from 27 countries - up substantially from last year's 269 products.**

Altogether 66 products were chosen as award winners, with ten of these selected for Gold Awards for outstanding design performance.

An international panel of experts did the judging in a range of categories. New this year was the selection of one entry for the 'Green Award' for environmental protection and sustainability. This went to the Jetstream Pedelec from riese & m\_ller.

In the New Concepts category, seven of the 57 entries submitted by students were honoured with the Eurobike Award Students Category. The jury felt there were many innovative, functional solutions, but good design



(Photo: Peter Hummel)

often seemed to be forgotten. Design was often interpreted as decoration, colour or covering - not as an element to visualize innovation and function, two particularly important aspects for

the bicycle industry. According to the Jury's notes, "A stronger focus should be placed on the number of traditional everyday bikes in the future, since the topic of "everyday mobility" now

plays an increasingly important role in our lives. Where are all the lightweight, comfortable folding bikes that are easy to take along on busses, trams and trains?"

Another topic on the minds of the jury members was safety, and in particular the dearth of high-quality, attractive bicycle helmets that adults would also be happy to wear.

According to jury chairman, designer Nils Holger Moormann, one thing became very apparent during this year's competition:

*"If technology and design work together more closely in the future, this industry has excellent prospects and will achieve a great deal more than today."*

All of the award winning products can be seen at a special display during Eurobike in the Foyer West.

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# THE TEN WINNERS OF THE EUROBIKE AWARD GOLD

## CATEGORY: BIKE EQUIPMENT

Product: Custom-made Tria Saddle  
Company: Gesellschaft für Biomechanik  
Münster mbH, Münster/D

Jury's comments "Something really new: a custom-made saddle adapted to special anatomical features and the individual's sitting position. That translates as greater comfort on the triathlon saddle – and that will put a smile on any professional triathlete's face."

## CATEGORY: CRUISER/DESIGN BIKE

Product: Five Star, Singlespeed Bike with a Belt Drive  
Company: FIXIE Inc., Karlsruhe/D

Jury's comments "A very cleanly designed bicycle, reduced to the minimum. A bicycle without gears with a belt drive. In the design, a focus was placed on the "retro" look, without slipping into sentimental nostalgia – the handlebars, for example, are made of wood. A winning solution."

## CATEGORY: CLOTHING

Product: T3000 ULT Vista Jacket  
Company: Jeantex Sportswear GmbH & Co. KG,  
Rellingen/D

Jury's comments "The transparent bike jacket is super-light and can be folded up to almost nothing – without limiting its functionalities. It feels good and is a prime example of good design – pure and simple."

## CATEGORY: BIKE EQUIPMENT

Product: LockN'Roll, Keyless Theft Protection  
Company: ZEFAL, Jargeau/F

Jury's comments "A very small, smart invention that solves the problem of theft in an amazing easy way. The mechanism cannot be opened unless the bicycle is turned around 180 degrees – which would be virtually impossible for a bicycle locked to a stationary object."

## CATEGORY: CITY BIKE

Product: City Speed  
Company: Giant, Taichung Hsien/TW

Jury's comments "The bike is very well designed from start to finish. All the components have been specially coordinated to work together perfectly. The front light, the stem and the handlebars, for example, form a single unit. Great."

Category: Bike equipment  
Product: TP1, Pedal Cleat Tool  
Company: Ergon, Urmitz/D

Jury's comments "A very simple tool that adjusts the foot position on the click pedal quickly and exactly to the millimetre. An unconventional, completely new idea."

## CATEGORY: BIKE EQUIPMENT

Product: SL120 Power Backup, Bicycle Light  
Company: Reelight ApS, Viby/DK

Jury's comments "An interesting lighting solution for bicycles that uses induction to be completely free of wear and tear and provides a reliable source of light. The topics of safety and environmental protection both play an important role here. Very clever."

## CATEGORY: CITY BIKE

Product: Bad Boy White Edition  
Company: Cannondale, Allschwil/CH

Jury's comments "A bike reduced to the minimum that is very clear in its design. Simply a bike that's a delight to look at."

## CATEGORY: COMPONENTS

Product: Marta SL Magnesium, Disc Brakes  
Company: MAGURA, Gustav Magenwirth  
GmbH & Co. KG, Bad Urach/D

Jury's comments "Many small innovations come together to form a new type of disc brakes. The brake pads adjust automatically. The elegantly designed brake lever feels good and is easy to operate."

## CATEGORY: COMPONENTS

Product: NuVinci CVP, Infinitely Variable Smooth Hub  
Company: Fallbrook Technologies, Inc.,  
Cedar Park, Texas/USA

Jury's comments "A new type of gear whose technology is borrowed from the automobile industry. Gear changing is infinitely variable – while standing and both forward as well as back. A very simple, convincing system that provides real convenience."



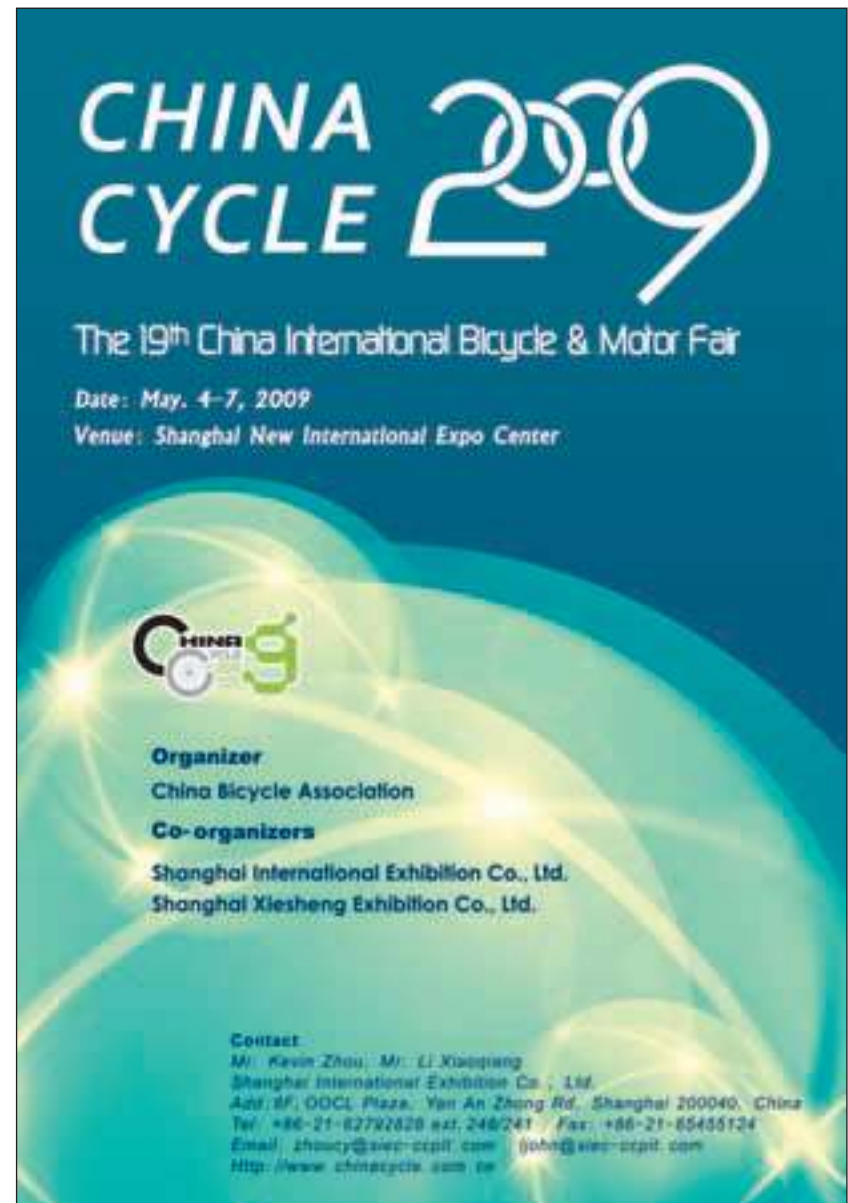
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Martin Hsu of KS with the i950 seatpost, which is a winner of one of this year's Gold Eurobike awards.. (Photo: Doug McClellan)

## KIND SHOCK SEATPOST SETS GOLD STANDARD

**You could say that Martin Hsu is happy to sit on his laurels. Hsu, the founder of KS, celebrates a Eurobike award for its new adjustable seatpost, the i950.**

Hsu said the i950 has won a Eurobike Gold award, which is organized by iF International Forum Design. The winners were announced yesterday. KS has long manufactured adjustable seatposts, including many models with suspension that are popular for trekking and commuter bikes.

The i950 is made for mountain bike riders who don't need suspension but want a fast and easy way of changing their saddle height. What's new with the i950 is a proprietary bearing design that acts a little like the bearings in a freewheel, said Rick Taylor of the KS office in the United States. Every time a rider changes the seat height, the bearings automatically readjust.

"You'll never have a situation

when wiggle is going to be a factor," Taylor said. "It's a zero-play system." Taylor said the i950 is noiseless and has no drift.

The i950 will be offered in versions with three inches of travel and with five inches. Suggested retail is \$220 for the base model and \$250 for the i950-R, which will have a remote adjustment.

Taylor said the remote is very customizable and has an ambidextrous lever that can go on either handlebar side and be placed over or under the brake levers.

STAND NO.  
A6-214

- DM

## KALI DEBUTS HELMET LINE AT DEMO DAY

**In Hinduism, Kali is the six-armed goddess of death, destruction and rebirth. Mike Wilson hopes to appeal to the goddess's good side as he and his partners prepare to bring the first products to market for their new company, which they named Kali.**

The Kali line of helmets and protective gear debuted at Demo Day. Wilson said Kali has shaved significant weight off of motocross and downhill helmets with a new technology in which the lining of the helmet is bonded to the shell.

The flagship Aatma helmet, for example, is certified for motocross but is light enough to appeal to downhill cyclists, Wilson said. A medium Aatma weighs 1,500 grams and carries a suggested retail price of 220 Euros.

Aatma means "soul" in Sanskrit, and Wilson said the name was chosen deliberately for Kali's debut.

"This is who we are as a brand," he said.

The Aatma showcases Kali's technology, which is innovative enough that the company and its manufacturer have applied for patents.

Wilson said the helmet designers developed a way of bonding the lining of the helmet directly to the shell, thereby saving significant weight because it does not need glues or extra material. Kali refers to the process as "composite fusion."

Even though the Aatma is made for motocross, Wilson said it appeals to downhill racers.

"It's a real cross-over product," he said. "It was developed for MX, but it's so light that downhill bike riders say 'I want to wear this,'" he said.

The Aatma is at least 300 grams lighter than products from leading manufacturers, Wilson said.

In a typical motocross helmet, the lining is manufactured separately from the shell and then glued together.



Mike Wilson of Kali, with French distributor Alexandra Blanchard, display Kali's flagship Aatma helmet. Certified for motocross, the Aatma weighs only 1500 grams for the medium size. (Photo: Doug McClellan)

The inaugural Kali line consists of five helmets, including the skate-styled Samra. Kali also is using a similar bonding technology in its line of body armor, which consists of a body suit, back protector, chest protector, and shin and elbow guards.

The body armor uses EPP foam instead of the EPS used in helmets because it is designed for multiple impacts, while the helmets are intended for single impact use. Wilson, who formerly worked for Salomon and Adidas, said Kali now has distributors for Germany, France and the United States. The company's main offices are in San Jose, California.

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FG-A9/9

- DM

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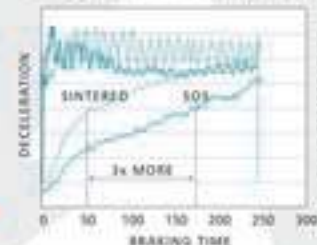
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### Fuel prices lead to renewed interest in cycle commuting

# UK MARKET LIKELY TO GROW IN 2008

**LONDON, THE UK** – The UK market is getting a boost as interest in cycle commuting grows thanks to higher fuel prices, says Carlton Reid, one of the country's leading bicycle business journalists and editor of *BikeBiz.com*, *Bikeforall.net* and *Quickrelease.tv*.

**What was the general bike sales trend in the UK in the first half of 2008?**

There are no official sales stats, it's all anecdotal and general. The first half of 2008 was much better than the first half of 2007, wholly because of the better weather, but it's impossible to put a sales figure on this.

**Is the rising cost of fuel for cars a significant factor in bike sales?**

Yes, it's a growing factor and will get a lot bigger, especially when added to concerns about obesity and wanting to save the planet.

**Could you outline the major sales trends for the first half of 2008?**

This will all devolve on the question above. The UK is at least six months behind the US. The US has seen an explosion in interest in cycling to work, and this is starting to happen in the UK, and will likely reach US levels of intensity by the end of the summer. Unlike in parts of Continental Europe, where cycling-as-transport levels have been historically high, the UK and the US are starting from very low levels so the potential for growth is much higher.

**What do you expect for the year 2008 overall compared to the results in 2007?**

Even though we're going through the credit crunch I think the sales figures will be higher in 2008 compared to 2007.

**Have higher raw material costs and delivery delays directly affected first half-year bicycle product sales?**

Yes, but little of this is having a huge impact at retail. Some bikes are a little bit more expensive but consumers are not yet voting with their feet, or kicking up any fuss at all. Everything is more expensive, not just bikes. As it is, cycling has the potential to save people money on fuel so cycling should weather the storm better than other industries.

**Is your country's bike market future looking bright?**

It could be brighter and I think it will pick up, but it's not a 1980s MTB boom, it's a slow, steady rise in the number of folks using their bikes, especially for transport. Leisure spending is being clawed back, but transport is an essential.

**What's the situation of the IBD distribution channel in the UK?**

For sure the smaller dealers are being squeezed out, and not just by multiples. It's the larger, multi-store strong local IBDs – and chains such as Edinburgh Bicycle and Evans Cycles – which are mopping up most of the business in the UK. The strong dealers are getting stronger.

**The number of IBDs is falling in many European countries. How does the IBD market look in your country?**

Yes, numbers will decrease but IBD share of market might not. The stronger IBDs are extremely resilient, and would be built to make money even in a recession.

**Are there any other striking developments in the first six months of 2008 you'd like to mention?**

We've not yet had a good run of weather. When we do I think a lot more bikes will be dug out of sheds and garages and we'll see a US-style explosion in commuter cycling. London is already leading the way. Once London has a Velib scheme, cycling will really be on the map and that will filter out to the rest of the UK.

Carlton Reid is editor of *BikeBiz.com*, *Bikeforall.net*, and *Quickrelease.tv*. Along with Tim Grahl of *CommuteByBike.com* of the US, he's producing *The Bike to Work Book*, a print book for cycle commuter newbies. This will also be available in e-book format and a promotional version will be downloadable as a PDF from [www.biketoworkbook.com](http://www.biketoworkbook.com).



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## Bicycle Evangelist Hans van Vliet: Lobbying for bike mobility

# 'TIME FOR CHANGE'

**T**HE NETHERLANDS - Back when Eurobike first appeared on the scene, Hans van Vliet was prominent as the marketing manager at Shimano Europe. From a typical Dutch IBD family, van Vliet is now an evangelist for bicycle mobility. He represents the bicycle not only in the name of Shimano but for the entire industry and is one of the major VIPs lobbying in all political fields for bicycle mobility.

The mountain bike boom provided the springboard for Shimano's growth and your company clearly supported the Eurobike show. In those days there was no real platform for this bike category. Can you briefly describe the mood back then?

*In those days the motorbike industry dominated IFMA in Cologne, and the off-road concept in the bike industry was not being taken seriously. Therefore we needed to create our own platform and the Eurobike shared this vision with us.*

Was it also a battle between "old" established traditional European bike manufacturers and young importers handling US mountain bike brands?

*That surely played a part in the discussions - don't forget traditional bike manufacturers did NOT see potential in this bike concept from the US in those days! There was a lot of skepticism about this trend.*

Shimano became the market leader through its sales of mountain bike components. But you were the first to put forward the theory that "the mountain bike is dead". This provocative statement led to an immediate collective outcry at Eurobike. How long ago was this?

*Yes, that's true - I remember it was in a presentation I held in 1995 and it was based on the fact that the mountain bike was being introduced as a Olympic discipline from 1996.*



Hans van Vliet, Working to ensure the bicycle's place in mobility solutions. (Photo: Hans van Vliet)

*At that time, we were seeing a large oversupply situation in the market. We started the Shimano European Bicycle Design Contest in 1993, and I think it helped to establish the "city cycling" concept in Brussels in 1996.*

Looking back we can say that you were right but perhaps a couple of years early. The mobility segment is definitely one with huge potential. Today this bicycle category is becoming trendy. Eurobike is the leading European bike show and it seems to be very hip to exhibit and visit this show. Is the mobility segment a good fit for Friedrichshafen?

*Today's concerns about climate change and the interest in short distance mobility (under 6km) will inevitably lead to a mindset change and a search for alternatives.*

*The European bike culture of recreational and urban cycling are a perfect fit for the show's surroundings and the Friedrichshafen region. As last year's Velo City in Munich showed, "Cycling is a smart way of moving"!*

The latest trends from sports bicycles (road/MTB) are often transferred to the mobility category.

But this also means that it always takes a while before the latest bicycle material and design trends hit the mobility bicycle market. Isn't it time for independent R&D in the mobility segment?

*The problem here is the fragmentation in the industry, for many of our partners the scale of operation is mainly selecting products on the global market and putting things together.*

*On top of that, there are regional conditions and regulations that made it difficult to create efficient marketing.*

*Take a look at the rental concepts around Europe and you can see what I mean.*

We know your perspective is a long-term one. Nevertheless we'd like to ask you for your short-term point of view ... What should the industry be doing?

*To link the bicycle and cycling with other interest groups in the mobility segment. This can be public transport, tour operators, car industry, and cities. Make them aware riding a bicycle is part of a solution and not a problem! Look for those who are NOT riding a bicycle and try to find out why. Study the intangible values of the bicycle in more detail and sell the sympathy factor.*

A final question about the future of the bicycle. What will the average 'cool' mobility bike look like in say ten years time? Will it be very different to the ones we'll see in season 2009?

*Don't forget that 10 years from now the decision makers of today will have retired, and the generation taking over our heritage has to cope with other problems. Soon it will be time to integrate the bike into our daily lives. Storage, and safety, inter modality with other transport and more emotional values need to become an integrated part of the daily cycling concept."*

When talking about the bicycle's future we can't ignore the topic of urban infrastructure and the politics behind it. Are you confident that the bicycle will play a larger role within the world's urban soft mobility future?

*If you read the scientific reports about the changes in the environment and you take a serious critical look at your own consumption pattern, and even if you (and also me) are not 100 percent sure about all this, than still you must admit something has to be changed soon! Micro mobility and the potential of the bicycle in this environment are without doubt playing a significant role in creating better living surroundings in our cities. It's time for change.*

Some major trends in the sports segment, carbon for example, are unlikely to transfer to mobility bikes. "Plug & Play" is said to be important for the mobility segment but it seems that some industry members forget the mantra of "KISS" ("keep it simple, stupid"). Do you see any trend against very technical and difficult to handle features?

*Recently I was in discussion with designers and asked them to make an iPod bicycle.*

*Today lots of industrial design is focused on 'need'. I think the critical consumer will ask whether certain things are really needed - there are too many products or features we don't need! My PC's feature list is overkill. Make it simple and understandable, so that I don't feel stupid using your product.*

STAND NO.  
A3-100

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# Movie inspires boom in cycling circuits of Taiwan

## TAIWAN MARKET ENJOYS BOOMING SALES OF MOBILITY BIKES

**T**AICHUNG, TAIWAN - This year's Taipei International Cycle Show made it clear that Taiwan could become a valuable bicycle consumer market as well as a bicycle production center. The government is supporting bicycling with an infrastructure that is planned to change the image of Taiwan from an industrial one to an island for cycling and cycling tourism.

We talked with Greg Chang, a former bike pro whose company, Bikeman, publishes Taiwan's "Bicycle & Life" magazine.

As a frequent Taipei Cycle Show visitor, it seems that cycling in Taiwan is really picking up. We see bicycle lanes as part of larger pedestrian walkways in downtown Taipei as well as wide bike lanes along the city rivers. What's going on?

The Taiwan government started to collect an air pollution tax in 1998. After this, they have been building many bike lanes. That gave Taiwan a very good foundation for cycling development.

What was the initial spark that ignited the interest in cycling?

There was a movie called "Island Etude" sponsored by Giant in 2007.

It tells the story of a university student who rides a bicycle around the island of Taiwan. The movie shows the island's very beautiful scenery and made the challenge very appealing. Cycling around Taiwan (1100km) became the dream of every Taiwanese. After the movie, King Liu, the 73 year-old boss of Giant bicycles, also fulfilled his own dream of riding a bicycle around the island. This trip made really big news in all the media in Taiwan.

Do you have any figures for the numbers of cyclists and bicycle tourists in Taiwan? How many people want to explore their home country on a bicycle every year?

It's difficult to give a precise number, but Giant sold 220,000 bicycles at 2007. (Merida will probably sell 60,000 bicycles in 2008.) Taiwan has a population of 23 million people.

Is the government, from your point of view, doing enough in terms of infrastructure to make cycling in Taiwan more attractive?

Not really, cycling is still a new concept for the government's older brains. We can say cycling is still difficult to combine with transport such as buses, subways and trains... But the government is trying to do something for cyclists now. I am looking forward to the future.

How do you see the future of the Taiwanese bicycle consumer market?

The Taiwan consumer market is on two parallel tracks.

The first one is for recreational cycling, the other one is for transportation, because the gasoline price is almost 30% higher than last year. The recreational part is still steadily going up. The transportation side is having a big impact on the city, mini, folding bikes market. Maybe some transportation riders are also turning to cycling for recreation as well.

What bicycle segments are in the spotlight?

The spotlight is on mobility bikes now. There are big shortages at most bicycle shops. But this situation also has its dangers. When consumers realize riding a bicycle for transportation is not so fun during the Taiwan summer, many mobility bikes could end up on eBay. Just like scooter bikes in the past. The road bike segment is going up steadily, because MTB riders are getting interested in road cycling. MTBs are beginner-friendly because you can use an entry level MTB at a cost of less than 300 euro to cycle around Taiwan Island. The only going declining market is high-end MTBs, like dual suspension and lightweight XC MTB bikes. Because it's not easy to get to mountain trails and high gasoline prices are making car trips to trails expensive.

- JB

Greg Chang with his Life-Bikeman Team.  
(Photo: Jo Beckendorff)





The new Elmoto e-Bike. (Photo: BikeEurope)

## ELMOTO E-BIKES LAUNCHED

**E**lectric bicycles are in the spotlight throughout Europe and are widely seen as the Next Big Thing for the bike industry after the mountain bike.

This year's Eurobike is seeing a wider offering than ever before, in not only pedelecs but also e-Bikes which are able to reach higher speeds than the 25 km/h and 250-watt limits on pedelecs. The new Elmoto e-Bike launched at Eurobike is an example of such an e-Bike. With its 500-watt front hubmotor, the Elmoto is capable of speeds of up to 45 km/h and, thanks to its lithium-ion battery, a range of 70 kilometers.

- JO

## FIRST ANNUAL MEETING OF ECOMOBILITY ALLIANCE

**E**urobike was the venue yesterday for an important gathering of the global bike industry: the first annual assembly meeting of the Global Alliance for EcoMobility.

The meeting came exactly one year after the first steps were taken to found the Alliance at Eurobike 2007. The Global Alliance for EcoMobility aims to make politicians conscious of bikes and the fact that wider usage of bicycles in cities will bring down CO2 emissions: a highly effective tool in the fight against climate change.

The meeting was attended by associations including ECF, ETRA, ITDP, COLIPED and COLIBI. Particularly interesting was that a representative from the United Nations Environment Program (UNEP) travelled all the way to Friedrichshafen to attend this meeting.

The delegates of the various associations discussed the activities of the Global Alliance for EcoMobility since its official founding which took place last December in Bali during the United Nations Climate Conference. At the 1st annual assembly meeting the strategy for the next five years was the main topic while also the work plan for the rest of 2008 and 2009 was discussed.

At the meeting Dr. David Hon, CEO of the Dahon Group (the company recently joined the Alliance), stressed the fact that funding through a wide participation from the bike industry is urgently needed in order to get effective advocacy activities going.



The delegates of the various associations discussed the activities of the Global Alliance for EcoMobility since its founding which took place last December in Bali during the UN Climate Conference. (Photo: BikeEurope)

Other delegates as well as secretary-general Konrad Otto-Zimmermann of the Global Alliance for EcoMobility agreed to the points made by Dr. Hon.

The work plan for 2008 and 2009 will include fund raising as well as getting a wider participation from the bike industry. At this moment, next to the bike industry associations COLIBI/COLIPED there are only a few individual companies listed as a member of the Alliance. These companies are: Accell Group, Giant, Trek and Shimano.

- JO



The Gatorbrake Duo has a monoblock caliper. (Photo: Jan-Willem van Schaijk)

## ALLIGATOR & GATORBRAKE IMPROVE EUROPEAN SERVICE

STAND NO. A5-216

**G**atorbrake and Alligator have improved their service and distribution in Europe by opening a new 1500 square metre warehouse. This warehouse is located in Landsberg am Lech in the south of Germany.

"This warehouse gives us the opportunity to assist our customers who do not or can't do business with our company in Taiwan directly", tells Marko Brekelo, Europe Service Point Representative of Gatorbrake. "In our new facility in Landsberg am Lech we have a large warehouse and we can give technical training here as well. In spring we have organized a local show here for all our customers who did not attend the Taipei Cycle Show."

"We have started the warehouse with our Alligator Cable program and next year we will also store the Gatorbrake product line." At Eurobike Gatorbrake presents the Duo, a new set with a monoblock caliper and lever. The after-market version of the lever has an adjustable ball bearing while the OEM version is not adjustable.

- JWS

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# Urban bikes appeal to both sides of the Atlantic SPECIALIZED SPANS THE GLOBE

**S**pecialized is going global to promote its line of city bikes. To be precise, Specialized has created the Globe "sub-brand" to showcase its line of commuting, urban and trekking bikes to people who are not traditional customers.

"The opportunity was to speak to a whole new customer base that is outside of the Specialized community," said Deacon James, with the company's bike research and development.

While Specialized has to contend with a number of long-established urban and trekking brands in Europe, Globe gives it an opportunity to appeal to a growing market in the United States, James said. Specialized downplays its role in the bikes, with the Specialized name appearing only in a small decal on the inside of the chainstay.

"In the European market, we're about getting people on our bikes. In the home market, it's about getting people on bikes," James said. Specialized hired Swiss designer Marco Sonderegger, who has worked on development of the Globe for four years.

The Globe line is divided into four families ranging from the entry-level Vienna and Carmel bikes (starting at 349 euro) to the decked-out Vienna Deluxe, which tops out at a retail price of 1,499 euro.

All bikes share a distinctive design philosophy that incorporates an unusually long headtube, which allows for handlebars to be mounted high, and a sloping top tube, which allows riders to comfortably straddle the bike with both feet on the ground.

"My personal feeling is that the geometry needs to be as perfect as possible," Sonderegger said. For a city or commuting bike, that means allowing the rider to sit as upright as possible.



Specialized's Deacon James (left) and Marco Sonderegger show off some of the new models of the company's Globe line of urban bikes. (Photo: Doug McClellan)

By using a different brand name, Globe has the flexibility to move in some directions that Specialized has decided not to, James said.

For example, the parent company "has drawn a line in the sand where Specialized is pedal-powered," James said. But as a separate brand, he said, Globe is considering adding an electric bike or pedelec option to the line. "It's on the radar screen," he said. Specialized has become a major accessories company, and Globe may also consider a line of Globe-branded accessories for its bikes, he said.

The Globe line has been shipping since May. Most of the bikes on display at Eurobike also will be available in the United States, with the exception of some high-end trekking models.

While Globe works to catch up in the European market, it is hoping to get ahead of the small but growing movement towards urban and commuting bikes in the United States. High gas prices, combined with fitness and environmental concerns, are encouraging more Americans to turn to bicycles for transportation and not just sport.

"It's a really great time to get more people on bikes for utilitarian purposes," said Ben Capron, who handles global marketing for Specialized. The Globe line is intended for riders who wear street clothes but want to ride in style. "It's not sport as much as its transport," he said.

Specialized divides its Globe offerings into four "families", each of which targets a different customer.

The San Francisco line, inspired by bike messengers, is a stripped-down, streamlined bike that appeals to younger urban riders. The line features Shimano internal hubs for an uncluttered look, 26-inch wheels and disc brakes.

The Vienna and Vienna Deluxe incorporate 700c wheels and more of a classical urban bike look, with Shimano derailleurs.

The Vienna Deluxe adds a range of features to the Vienna, such as rear racks and headlights. The Globe line uses muted frame colors but adds coordinated color highlights to the saddles, grips and pedals for an aesthetically coordinated look.

Globe is important for Specialized's plans in Europe because urban bikes are such a key part of the market.

"Half of our sales are outside of the United States," James said. "We want to make sure we are relevant to our dealers. We weren't complete as it related to this market."

But he said the company also sees the potential of bringing a European bike to its home market, as more Americans turn to bikes for commuting. "It's a great opportunity now to see that style of bike being translated into the U.S. market," he said.

- DM

STAND NO.  
A3-205



## MANAGER FOR WINDOSE GERMANY WANTED

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# Gallery by Anja Köhler



Tragically Hip: Eurobike's Fashion Show takes a fun approach to next season's must-haves



Brakes? Who needs brakes?



Rolling on: Checking out Shimano's newest wheels



Hubbub: Searching for the most beautiful hubs



A Roll of the Dice: It can't all be just about the technology



Cute Cube: Checking out a Cube mountain bike



Fit for a Fitting: Serotta offers hands-on (and legs-up) demonstrations on customizing bike fit at 11 a.m. and 3 p.m. daily. Check it out at booth A2-407



Don't Even Ask: A caveman, a ukelele, and the Eurobike fashion show



*A Real Pounding: After you've been pounding the aisles to see all the new bike gear, the masseuses at "Neck Attack" (yes, that's their name) will help you recover with a five- to 10-minute massage. They're at the Graubünden booth, second floor foyer.*



*Lazy Jacks (and Jill's): A perfect place to chill out during Eurobike*



*I Can't Decide: The downhill bomber ride or the technical single track?*

## BASSO A NO-SHOW, BUT FSA ANNOUNCES BB30 RANGE FOR 2009

**T**hey came for Ivan Basso, but they got a technical presentation on FSA's BB30 oversized bottom bracket concept. Basso apologized for being unable to attend a press conference organized yesterday by FSA, which is promoting its plan for a new bottom bracket standard for the industry.

Instead, Claudio Marra, FSA Europe's general manager, held a microphone to his cell phone so the audience, consisting mostly of Italian cycling journalists, could listen as Basso expressed his regrets. But all was forgiven—the assembled reporters applauded the Italian cycling icon when he finished speaking.

Marra and other officials explained the reasoning behind the proposed standard, which other companies including Cannondale, SRAM, Specialized also are using.

Although companies have given their support for the BB30 standard since 2000, few suppliers have produced frames that could accommodate the new size.

But FSA says that is changing for the 2009 model year so much so that the company has designed a complete range of cranksets for BB30.

*"It goes without saying that the BB30 system depends on the participation of frame makers who must redesign the bottom brackets of their frames based on the new dimensions,"* FSA said in press materials.

*"Initial contact with top builders has created significant interest, so much so that a portion of our 2009 catalogue will be dedicated to the new system characteristics."*

Compatible cranksets include FSA's flagship K-Force Light in road and MTB versions along with the SL-K Light and Gossamer for road use and the Afterburner, V-Drive and Gravity Light for mountain bikes.

FSA and other BB30 supporters say the shift from steel frames to aluminum and other lighter, less dense materials requires a change in the bottom bracket design.

While frames have gotten lighter, frame makers have had to continue using steel for their bottom brackets because it is the only material strong enough to handle the forces within the bottom bracket's traditional dimensions.

The heart of the BB30 concept is a large, 30-mm bottom bracket axle that allows crank makers to switch to aluminum or carbon fiber.



*FSA European GM Claudio Marra holds the microphone with Ivan Basso is on the phone. (Photo: Jo Beckendorf)*

The larger axle also boosts stiffness because the axle diameter is greater and the bonding surface between the crankarm and the axle is larger.

FSA says the BB30 concept provides a number of other benefits. In addition to shaving a significant amount of weight from a frame, an oversized bottom bracket will last longer because the bearing races are larger and can be used with more balls.

BB30 bottom brackets are also easier to install and maintain because bearings are pressed directly into the bottom bracket shell. That means no more threads to clean or repair.

STAND NO. A3-303



## The Bike Boutique: pioneering international franchise concept

# MAKING LIFE BETTER TWO WHEELS AT A TIME

**S**INGAPORE – Concept stores by bicycle suppliers such as Specialized, so-called metro stores by suppliers such as Cannondale – what’s next? In Singapore we found the first franchise bicycle store concept that, according to its creator Alex Bok, intends first to conquer further Asian cities and then western metropolises.



Spin doctor, founder and managing director of the young franchise concept The Bike Boutique (TBB): Former banker Alex Bok. (Photo: TBB)



TBB pilot store in Singapore's Chinatown. (Photo: Jo Beckendorff)

Bok believes in downtown store locations close to business areas. Since people use their bike to go to work, they can park their bike at the store, take a shower (or in Kuala Lumpur even a swim in the pool on the roof), grab a juice, and even avail of a laundry service before heading out to their office.

At the end of 2006, former banker Alex Bok opened a bike store in Singapore together with a local IBD.

Named “The Bike Boutique” (TBB), the store moved to the busy Chinatown area in October 2007. This was the seed for what Bok now calls his idea of an individual bicycle specialty store and innovative franchise IBD concept. Dutch-born Bok has lived in Asia for many years. Like many Dutch people, he is an avid cyclist. When a bike dealer friend asked him to create a “real” bicycle specialty store, it piqued his interest. Looking back, Bok sees the opening of the first store as a good learning experience.

With the move to Chinatown the entire concept became clear: “As a small bike store our ‘bicycle lifestyle store’ has to offer much more than bicycle product sales, sales advisory service and repairs. We have to offer parking lodges or parking garages. Lockers and showers should also be a must so that cyclists can refresh after riding to work and before entering their offices. Moreover they should have a chance to sit down for a while and have a coffee or juice in our lounge area.”

Today’s TBB service is even offering laundry service.

To create a brand awareness Bok and his team worked on a corporate identity that would be successful not only in Singapore but also internationally: “That’s why we had the idea of a franchise concept.” Bok’s role model was the Starbucks coffee franchise. With the slogan “I want 2 bike 2 work” (see [www.iwant2bike2work.org](http://www.iwant2bike2work.org)) TBB created a forum for bicycle mobility: “That’s how we build up our own community.”

TBB-stores should also act as community centers of their city cyclist scene. Here business manager Caroline Tan chats with a customer. (Photo: Jo Beckendorff)

### “WE ARE NOT CHEAP”

Bok and his team focus on triathlon, road, mountain and city bikes. “The mobility bicycle segments didn’t work that well here. Seen from a European perspective, Asia has a long way to go.” Mobility bikes are not seen as cool. “But this doesn’t mean that we’ve given up completely on them,” adds Bok.



The typical TBB customer is career-oriented, time-poor, and brand-oriented. (Photo: Jo Beckendorff)

TBB serves its customers with medium- to high-priced products: “We are not cheap”. The major complete bicycle brands at TBB are Cervélo from Canada and PlanetX from UK. For both brands TBB is the exclusive distributor in Singapore.

Moreover TBB is also the exclusive distributor for Cervélo and some other parts and accessory brands in other Asian countries.

“As well as Singapore we have, for example, the exclusive distribution rights for Cervélo in Hongkong, Vietnam, Philippines, Thailand, Malaysia, Indonesia and Brunei.”

Sooner or later TBB will step into these markets. Why is a top brand as Cervélo counting on a newcomer such as TBB?

“We only sell only 250 units per year in Singapore, but these are all high-end high-priced bicycles,” says Bok.

### BIKELODGING

TBB overall service isn’t cheap either. Bicycle parking named “Bikelodging” (a trademark of TBB) costs 80 SING\$ (about 37 Euro) a month and a quarter year package 220 SING\$ (101 Euro), says TBB business manager Caroline Tan. The locker costs an additional 11 SING\$ (35 Euro) and a quarterly 325 SING\$ (150 Euro).



## Near & Far



The TBB store in Chinatown houses 30 parking units and a service section. During our visit they were almost fully occupied. Therefore Tan is already working on further service concepts.

She is talking about area-wide stationary bicycle parking garages that will be organized by TBB and should be located close to fitness studios: "Because they have shower rooms." TBB already has design plans for these units.

### TRIATHLON TEAM

40 percent of TBB customers are native Singaporeans. 60 percent are expats. This financially wealthy customer group is also TBB's target in other Asian cities. A franchise store is already open in Kuala Lumpur. This Malaysian store even has a swimming pool on its roof, says Tan. Further franchisers should open this year in Hongkong, Melbourne/Australia, Manila/Philippines and Tokyo/Japan.

"There are enough investors from Asia interested in our franchise concept." Bok is even talking about going public one day: "Going public is also one possibility we are talking about".

### FRANCHISE CONCEPT

How does the TBB franchise concept work in detail?

According to Tan, Alex Bok owns 90% of the holding company. The remaining 10% is in the hands of Bok's friend Ben Distel who will soon open the first TBB franchise outlet in Tokyo.

"TBB franchisers are buying a complete business in the box. Five percent of the monthly sales are going directly to the The Bike Boutique Holding as the franchisor. We invest three percent of this amount for further international buildup of the TBB brand as well as sponsoring events and providing POS support," explains Tan.



TBB's franchise store in Kuala Lumpur. The store has a rooftop swimming pool. (Photo: TBB)

TBB's triathlon team ([www.teamtbb.com](http://www.teamtbb.com)) is also part of the company's community, offering training camps and other services. 60 percent of the team is held by Alex Bok, with the remaining 40 percent held by the team coach.

### FUTURE VISION

Bok is very confident about TBB's future: "In the next five years we want to have 65 franchise stores.

Not only in Asia but worldwide. About 30 outlets are planned to be installed within this time period in USA, about 20 in Europe and 15 in Asian and the Asia-Pacific region."

He is in discussions with a potential US investor, but says that it "doesn't matter if it works out with him or not - we'll still do it.

Confident Alex Bok is promising franchisees "yearly sales of US\$ one million and more".

How did he calculate this in details?

"We guarantee exclusive distribution rights for our high-end premium brands such as Cervélo and HED Cycling. We guarantee the best support from our franchise management, backed by serious investors. For each country's franchise store we give a one-time start capital of US\$50,000. We count on the proven capability of our existing stores in Singapore and Malaysia and we are participating in the success of a very attractive, environmentally friendly and healthy product. Don't forget that this market is growing by 25% annually in Asia!"

- JB



(Photo: Anja Köhler)

## PRIVATE BEER MUGS FOR BIONICON DEALERS

STAND NO. FG-A7/4

**B**ionicon dealers received a coin they can bring to the company booth at FG A7/4 and get their own beer mug to use at during show time. The reserved dealer mugs are lined up in the back of the bar.

- JB



(Photo: Anja Köhler)

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## X-Technology shows optimized range of cycling wear

# 'WHEN YOUR PRODUCT WORKS, YOU WILL SUCCEED'

**W**OLLERAU, SWITZERLAND – Eurobike is the first bicycle show worldwide to give the advanced bicycle apparel world a larger platform, with Hall A4 devoted to bikewear and featuring the Eurobike Fashion Show. One leading company in the technical sports apparel world is X-Technology Research + Development Swiss GmbH. We talked with Rainer Bommas, head of communications at the Swiss supplier, about the latest technologies in its bikewear segment and about functional apparel in general.



Rainer Bommas worked at German sporting goods retail magazine Sport+Mode for two decades. Earlier this year he became Head of Communication at X-Technology.  
(Photo: X-Technology)

We know that your company X-Technology Research + Development Swiss GmbH and its X-Bionic brand is well-known in the sporting and outdoor goods but at the present time not so much in the bicycle world. Can you give us some background info on the company?

X-Technology R+D Swiss GmbH specializes in research and development. We own two sports brands: X-SOCKS and X-BIONIC. All our products are developed in Switzerland and produced under license by Trerè in Italy. Our products are distributed in almost 30 countries worldwide. We are searching for natural solutions that have been optimized by evolution and from this we develop solutions that help human beings. We connect biology with technique.

Due to advances in technologies the functional apparel market has exploded in recent years.

It seems that consumers are willing to pay for premium branded products such as functional underwear. Which came first for the company, X-Undergear or X-Socks?

We started with X-SOCKS. The brand is very successful, because our products are so convincing. We offer real functions and no bullshit.

During the last few years we won more than 200 international tests and awards with the products of our two brands.

After socks we started with X-BIONIC functional underwear, meanwhile we also have midlayers, running and biking wear, outdoor and trekking wear and even jackets and trousers with our own bionic membrane symbionic™.

Today you are also offering running and bikewear. With bikewear you debuted on last year's Eurobike. What role is the bikewear segment playing in overall sales?

The first bike products came to the shops this spring. We are very happy with our initial success. The big German mail order bike retailer Rose offers our products on eight pages in his catalogue.

With our Fennec technology we have a unique and outstanding technology. We also got a lot of attention with our innovative bike pants with a patent pending pad construction.

On your bike show debut in Friedrichshafen last year, X-Bionic Bikewear received a Eurobike Silver and Bronze Award. Did these Awards have any effect on your cycling apparel debut?

Yes, of course. We got great attention for our products.

X-Bionic is one of approximately 25 companies exhibiting at both OutDoor and Eurobike in Friedrichshafen. Are you able to keep your stand at the same spot or do you have to move?

We will move, because we have a smaller stand at Eurobike. We would like to have a bigger one, to present the company and our products in the right way. We have to show more products than last year and we expect more customers at our Eurobike booth.

Which show is more important for you: OutDoor or Eurobike?

Both are very important for us. We meet different target groups at each fair. With X-BIONIC we are rather new in the market and need these showcases to present our products and brands to the market.

We like the comparison aspect – not only at the fairs. So we can show that we have the best products with real solutions for the needs of people doing sports.

What do you expect from this year's Eurobike exhibition after last year's bicycle show debut?

We offer our customers a platform to become familiar with our products. We expect that even more retailers will come to our stand than last year to see what's new. They recognize our success and want to take part in it.



## Bike Wear



*In the first season many retailers are waiting and looking for what happens with a newcomer.*

**What are the latest technologies and products you are introducing for cyclists for sales season 2009?**

*We have optimized our range of cycling shirts and pants. And one of the highlights will be our new bike rain jacket. This features not only our very new bionic membrane symbionic, but also the SpaceFrame technology. Space Frame elements keep a defined distance between shirt and jacket. The effect is an airflow that takes vapor out of the jacket and brings in fresh air. There is a diffuser at the collar to let the wet air out."*

**Could you give us some info on your latest membrane technology product?**

**As far as we know it is produced by German membrane maker Sympatex, a branch of Ploucquet Group. Is it for your own private label use only or will you offer it also to OEM suppliers?**

*With this technology, customers will find that inside the jacket can be kept dry even after doing sports. Our bionic membrane symbionic is a great success. We tested the consumer acceptance at the bike festivals in Riva and Willingen, and got a great response. Hundreds of the testers wanted to buy the prototypes and were enthusiastic about the function of symbionic. It keeps you dry inside even when you are cycling very hard, and it is of course absolutely wind- and waterproof."*

*It's true that our patent-pending membrane is produced by Sympatex. The company has a lot of experience in polyester. So we choose this partner.*

*At the moment symbionic is exclusively reserved for our high-tech label X-BIONIC. But there is already a great interest from other sports brands. We have no pressure and will choose our partners for symbionic.*

STAND NO.  
A4-110



X-Socks.  
(Photo: X-Technology)

**In your view, what is the overall trend for functional apparel in 2009?**

*Nothing beats personal experience. We believe in real function. When your product works, you will succeed. The consumers are willing to pay for good products and they will get them from X-BIONIC and X-SOCKS.*

**How do you sell to the bicycle specialty distribution channel?**

*It depends on the different markets worldwide. But you are right. The bike market is different from the sports market and we keep this in mind with our distribution partners. For us it is very important that the retailers are trained very well regarding our products - because our main goal is function. And this advantage has to be communicated to the consumers. Therefore we spend a lot of money for clinics.*

**Some outdoor companies such as Vaude are successful in the field of bicycle apparel and accessories sales through the specialist bike retail channel but many other have failed.**

**Industry observers believe they failed because serving this distribution channel with the same sales reps as for the sporting goods and outdoor segment doesn't work. They are too different. Vaude's key to the bicycle specialty distribution channel seems to be its close cooperation with bicycle buyers group ZEG. Do you have any sales/distribution strategy for the specialist bike retail channel for the future?**

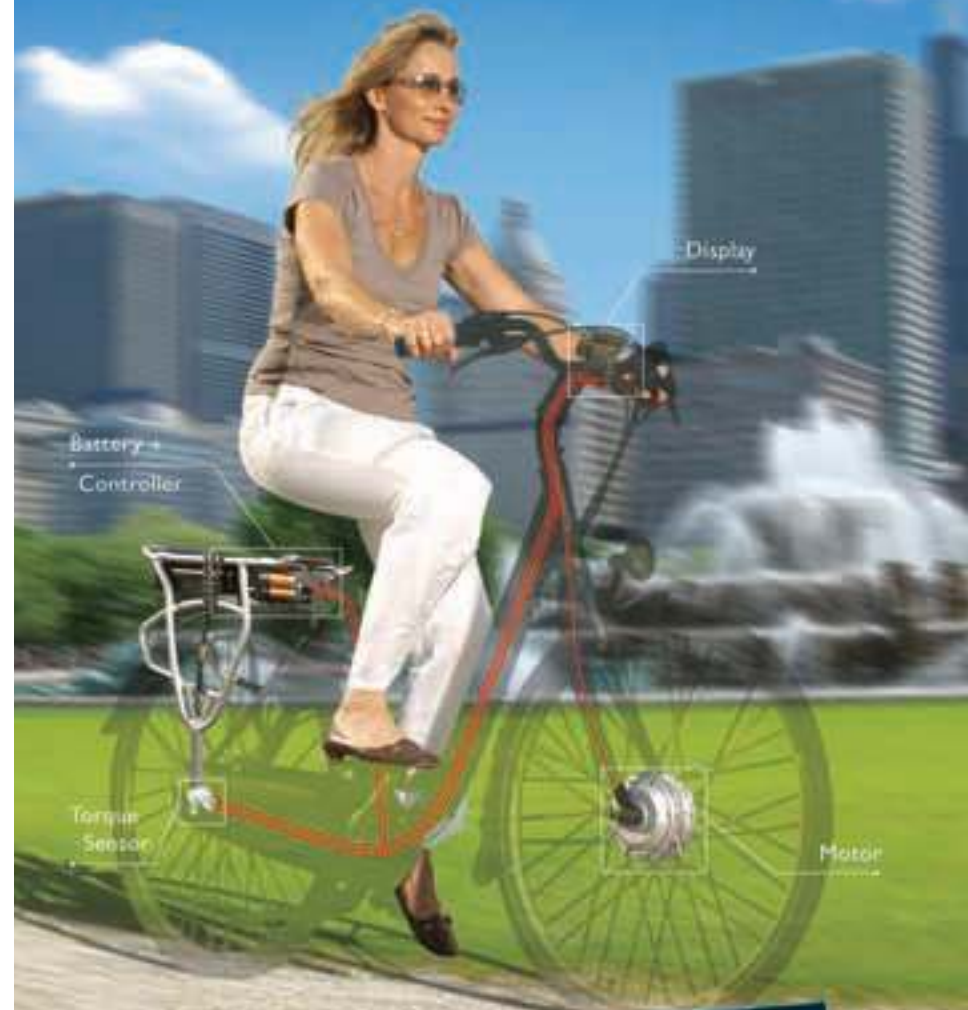
*We observe the market very carefully and are looking for the best solution in each market. We focus on the competence of the sales people and the retailers. That's the key to our success.*

- Jo Beckendorff

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## GIANT "XtC ADVANCED SL 0" BIKE

STAND NO.  
B3-206

Giant's "XtC Advanced SL 0" is light, fast, quick, and nimble - this is the ultimate hardtail racing machine, engineered with Advanced Composite Technology for trail-smoothing suppleness and absolute-power delivery.

Super light Rock Shox SID World Cup 100mm travel fork with Motion Control lock out, Shimano XTR hydraulic disc brakes. Light and stiff Race Face Next SL Carbon X-Type chain set and Mavic Crossmax SLR wheel set.



## FAHRER "MEINBAND REFLEX" LEGBANDS

First-time exhibitor MeinBand Reflex offer hand-made high-visibility legbands for cycling, made from recycled materials like truck or boat tarpaulins.

Each piece is unique and hand-made by Fahrer in cooperation with a disabled workshop in Berlin. MeinBand Reflex was founded in 2003 by two bike enthusiasts from Berlin. New for 2008: unique hand-made legstraps made from used bike tubes.

STAND NO.  
A2-308



## GORE BIKEWEAR "XENON" JERSEYS

Gore Bikewear's new Xenon Jerseys with Body Mapping combine five separate functional materials specially adapted to suit the body's climate zones.

The result is "significantly improved wearing comfort", says the bicycle apparel expert. The figure-hugging Xenon Jersey and Xenon Singlet offer ideal performance even in hot temperatures. Xenon Jersey and Singlets are also available for women with the same functions and a feminine cut.

STAND NO.  
A4-306

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STAND NO.  
A5-200

### SIGMA SPORT "PAVA" LED LIGHT

The latest LED front light from the Neustadt light experts, the PAVA's 25 LUX ensure the best possible visibility in traffic and on all trips.

Thanks to the latest LED technology from Lumileds and combined with pure lens technology, the bike light guarantees enormous lighting power as well as a very even beam. The watertight PAVA can be fastened to handlebars of 22-32 mm with just a click—no tools! It can be adjusted sideways, thus enabling the best light direction to be set even on curved handlebars.

### KTM "LYCAN" BIKE RANGE

With its new "Lycan" range Austria's KTM Bikes is targeting the Marathon/Touring segment.

According to KTM this is a category "with full-suspension bikes with 120 mm travel both front and rear, between our existing Race Marathon and All-Mountain bike ranges."

The seat position is more upright than in the Race-Marathon series.



STAND NO.  
B1-301

### SRAM "RIVAL" CRANK SETS

For 2009, SRAM Rival comes in a brand new black finish and features top technologies from the high end groupset SRAM Red.



Sleek carbon brake lever, Zero Loss shifting, multiple cable routing options, and reach adjust for both the shift and brake levers bring SRAM Rival to a new level.

SRAM Rival cranks lose 40 grams while gaining in stiffness. Available in 110 and 130 BCD and multiple crank lengths from 165 to 180 mm. The new SRAM RIVAL weighs in at only 2,200 grams.

STAND NO.  
A3-101

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## HERCULES "JUMP" BIKE

STAND NO.  
A6-202

In 2009 the "Jump" is once again the ideal training partner for newcomers, featuring an excellent price performance ratio. In addition the "Jump" presents itself with a new sporty design this year.

It comes equipped with a 24-gear Shimano Alivo with Shimano shift levers, Shimano compact inner bearing, Shimano hubs with quick release and XLC aluminium front brakes, featuring everything needed for recreational cycling.

As in previous years, the "Jump" is available in men's and ladies' editions for only €399.



## MET "KAOS ULTIMALITE" HELMET

With 195 grams, this is the lightest free ride helmet in the world, ensuring premium protection and comfort.

This extraordinary result was obtained by merging MET's UltimaLite fiber composite with the NOVA3 design process. This new technical virtual design concept maximizes all aspects of a helmet from the early development stages on, leading to reduced weight and volume for maximal comfort. For 2009, the KAOS comes in a new graphic version for €120, including a compatible, optional GEL02 pad kit.

STAND NO.  
A4-403

## FULLSPEEDAHEAD "GRAVITY MEGAEXO QUAD" CRANKSET

The 1352g (including BB) Gravity MegaExo Quad offers hollow forged AL7050/T6 crankarms and chromoly pedal inserts, both of which are patented.

A polycarbonate bashring and AL7075/T6 spider lends a distinctive look. The DH version weighs in at 1230g including BB.

STAND NO.  
A3-303



# BMD

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INLINE STABILISING (R), truing and stabilizing at the same time optimises truing time and wheel quality.

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**DAHON "FLEXIBILITY - VITESSE P18" FOLDING BIKE**

STAND NO. B4-501

Folding bicycles are all about adding flexibility to transportation options. Like Yoga, the Vitesse P18 is great for both improved health and increased flexibility!

A highly versatile bike designed for just about any kind of terrain. Think of it as a compact double road bike with faster, more nimble handling.

It's fast enough for hard training rides, yet it can also be loaded up with racks and panniers for touring. And of course it's incredibly portable so it can be a constant travelling companion. Price: €749.



STAND NO. A6-214

**KIND SHOCK "I SERIES" SEATPOSTS**

The "KS i series" is a revolutionary line of seatposts that offer on-the-fly adjustment without the need for tools.

The i series features a new patent-pending bushing design that self-adjusts, greatly improving function and virtually eliminating unwanted side-play. The design was a first place winner in the 2008 TBEA production innovation award competition.

**SCHWALBE "ULTREMO R" TYRE**

STAND NO. A5-300

Schwalbe has again improved the Ultremo through the application of three new innovations, including a patented protection belt with ceramic particles.

With 10% lower rolling resistance, reduced risk of punctures and at just 180g the lowest weight professional racing tire on the market, the Ultremo R is also available in a 'Double Defense' version: An additional fabric layer (SnakeSkin) which protects the shoulders and side wall – useful for the 'Spring Classic' races and tough courses.



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Mobile phone : 0032 472 329 770



## Product Guide



### GATES CARBON DRIVE SYSTEM

The carbon cords inside the patented Gates Poly Chain belt offer, for the first time, the necessary tensile strength to provide the smooth, clean, and long lasting ride advantage of a "belt"-driven system in a bicycle application.

The specially designed tooth pitch and meticulously engineered sprocket profile afford the belt efficiency equal to that of a standard chain, with the low tension necessary to prevent unnecessary bearing load on other components.

Gates Corporation and its patented Carbon Drive system is represented in the bicycle industry by CD Enterprises of North America and Universal Transmissions of Europe.

STAND NO. A2-202

### SPECIALIZED "S-WORKS EPIC" BIKE

STAND NO. A3-205

Specialized's legendary Epic models have always been the fastest XC trail bikes.

Through an integrated design approach to the FACT IS chassis and all critical components - FSR telemetry, Future Shock e100 fork (100mm travel) and AFR inertia rear shock (both with FlowControl Brain technology) the Californians have minimized the total weight of the Epic. Here we show the top weapon S-Works Epic Carbon.



STAND NO. A4-603

### SUGOI "RSX" SHORT

The new Culture Series applies Sugoi's evolved fabric and construction technologies to the creation of casually-shaped pieces that move seamlessly from bike to lifestyle and back again.

The RSX short has elite performance and stretch comfort with improved details and superb durability.

Mobil Carbon takes Sugoi's Mobil franchise to new levels of comfort and performance. RRP for the Sugoi RSX Short is €124.90 / 86.00 GBP.



### STEVENS "XENITH" & "SCF 105" BIKES

STAND NO. A3-307

After huge sales growth for its 'Trekking-Lite' bikes in 2008, Stevens is launching three new models in the range. The flagship model is the Xenith, which weighs under 10 kg.

A superlight anodized alloy frame - much more durable than carbon - is equipped with a full carbon fork that has previously been used in cyclocross racing. Stevens also offers traditional trekking bikes with suspension forks.

Stevens offers the successful SCF road frame in two new models. Priced very attractively, the SCF 105 features the stylish black Shimano 105 groupset with a compact drivetrain.

All Stevens road models have been given new designs and fresh colors, developed by an Italian design company. Excellent weight and stiffness, as well as high value spec, are typical for all road models. The SCF is also available with Ultegra SL spec and in the 'custom road program' as well.



### TOE CLIP



CK-005A

CK-005B

CK-006A

CK-005H

### STRAP



CK-001B

CK-001C with stainless buckles

CK-001E

### STREAMER



CK-1384

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Tel: 886-4-8813644 Fax: 886-4-8812804 skype: ckcckc





### HAIBIKE "HAI EDITION RX" BIKE

Looking for a great racing hardtail for under €1000? The Hai Edition RX offers full Shimano SLX drive, Magura Julie disc-brakes, as well as Conti Racestar tires.

Catering to every taste the Edition RX is available in white/caramel and black/white flat.



STAND NO. B1-407

### XLC COMPOSITE PRO

The XLC Composite Pro allows ambitious bikers to tune their bicycle, using sturdy carbon components with an aluminium core.



The Composite Pro Line features bar ends, handlebars, seat posts and stems made of aluminium-carbon-composite materials. This combination of materials unites aluminium's high resiliency, with outstanding dampening properties and carbon's high end finish, resulting in elegant and sturdy components.

STAND NO. B1-407

### POLISPORT "BLACK THUNDER" DOWNHILL HELMET

The new Polisport Black Thunder Downhill Helmet was designed and produced using high-level manufacturing technologies that make this product reliable, resistant and comfortable.



With a high impact injection molded shell, removable/washable liner, full faced design, full helmet venting system, EPS foam inner liner for maximum shock absorption and comfortable open-cell foam, Polisport provides you the maximum security for your rides.

STAND NO. A5-107

### COMMENCAL "SUPREME DH" BIKE

For 2009, two brand new Commencal frames: the Supreme DH and the Supreme. Both frames have been developed around the new Contact System, which offers more travel, more progressivity, reduced size and a lower centre of gravity.

The Supreme DH (pictured) has rear travel of 200mm and a new 3-position rear disc mount.



STAND NO. B4-303



## TAIWAN INDUSTRY LEADERS PLAN PRODUCT LAUNCH AT EUROBIKE

**Executives of some of the world's largest bicycle companies will preview the latest products and trends in the industry at the Taiwan Product Launch at Eurobike this afternoon.**

The presentations will take place from 2:30 to 3:30 p.m. at the "Switzerland" Conference Room in Messe Friedrichshafen. Executives from Giant Manufacturing Co., the world's largest bicycle maker, and Merida Industry Co., Taiwan's second-ranked bicycle maker, will speak at the presentation. The news media are cordially invited to attend and join a Q&A session at the end of the event.

The bike combines state-of-the-art carbon fiber manufacturing and nano-matrix material, which improves the impact resistance of the frames by about 40%.

Joy will display its Novatec-brand "Diablo" mountain bike wheel set that allows cyclists to easily modify their bikes for cross country, free riding, mountain biking and downhill uses.

During the first five months of 2008, Taiwan's bicycle exports to the EU rose more than 10 percent, according to the latest information available from the Taiwan Bicycle Exporters' Association (TBEA). During the same period, the value of Taiwan's bicycle exports to the EU jumped 23 percent, according to the TBEA.

Maxxis provides high-quality tires for every type of vehicle, including bikes for racing, mountain biking and urban biking. At the show, the company will present ultra-light and ultra-durable bicycle tires.

This afternoon, Giant will showcase its 2009 TCR Advanced SL Team, the company's lightest, stiffest, best-performing road bike yet. Merida will present its carbon fiber-frame Ninety Six mountain bike that won a gold Taiwan Excellence Award in May this year.

The Taiwan Product Launch will showcase prize-winning products from Taiwan bicycle makers. Taiwan's companies are winning accolades for product design. Giant won a red dot award this year for its City Storm bicycle, "a city bike that comes close to the ideal of an entirely integrated bicycle," according to red dot.

- JB

## SCHWINN SHOWS RENEWABLE FLAX FIBER CONCEPT BIKE

**Schwinn is showing a concept bike here made of organic and biodegradable flax fibers.**



(Photo: Megan Thompson)

"It is a renewable resource," said Tom Mount, director of product development for Schwinn IBD. "Everyone plays off the bike industry as a green industry, but carbon impregnated with resin doesn't degrade."

The bike is not in production, but Schwinn will test it to determine what type of ride characteristics the flax fiber offers. Mount said it could offer superior absorption and vibration damping properties. "We're exploring interest and demand in it," Mount said.

Schwinn sources the flax fibers from northern France. The fibers are woven into linen, which is then impregnated with resin. The manufacturing process is similar to the lay-up and mold process it uses with carbon fiber, though Mount said it would require more touch points.

Interest on the first day of the show was high. Mount said he received at least one offer from a dealer in the Czech Republic to buy the sample on the floor.

- MT

Bicycle Retailer

STAND NO. A6-300

## SCHWALBE RE-INVENTS AN OLD FAVORITE

**A**lthough now nearly 10 years old, the **Fat Albert** is still one of the most popular mountain bike tires and it was one of the first large-volume, light-weight tires. Now Schwalbe has created a whole new generation of all-rounders.



STAND NO.  
A5-300

Fat Albert 2009 front and in-the-box.  
(Photo: Rolf Bohle GmbH)

Fat Albert excels in Alpengross.

"Nothing is more important in alpine crossings than a fat tire. The Fat Albert grips and performs in any terrain – either dry or wet. Providing maximum safety with the greatest possible riding enjoyment," said Tom Bierl, who is both an Alp Biketours alpine guide and editor in chief of 'Trekkingbike' magazine.

Schwalbe has redesigned and developed every feature. Making the new Fat Albert front and rear tires noticeably grippier, much truer while cornering, quieter on hard surfaces and easier to ride at altitude - "like running on rails," promised Schwalbe technician Markus Hachmeyer. Freerider Johannes Fischbach admirably proved this: In May 2008 he became German 4Cross champion in Wilthen, Saxony, using the new Alberts.

Additional grip is generated by the U-Block tread design. Schwalbe technicians positioned these specially shaped lugs against the direction of rotation and so turned on its head the traditional thinking that lugs should always run with the wheel rotation. The U-Shape lugs and their positioning develops even more cornering grip i.e.: It is natural for the tire to want to wander out of curves. U-Blocks prevent this by lifting the tire by the nature of their forward-facing, half-open design. The surprising effect is less under-steer and more stability in cornering.

The tubeless tire variant of Fat Albert is somewhat heavier but much stronger. Air retention is not maintained by incorporating butyl in to the tread compound, but by applying an internal butyl layer to the tire. The resulting combination means that deep cuts in the tread cannot reduce air pressure and penetration punctures can be sealed by applying a conventional patch to the hole inside the tire. Outside the Snakeskin fabric protects the side walls.

Fat Albert Front and Rear are available from specialist dealers in sizes 2,25 and 2,40 inch from 2009. To celebrate its tenth birthday the Front & Rear twin pack comes in an 'Alpine' inspired display box.

## Tartaruga: All the way from Kawasaki JAPANESE DESIGN & BRANDING, TAIWANESE PRODUCTION

**K**AWASAKI, JAPAN – Naotaka Yoshimatsu, GM of semi recumbent and mini/folding bike supplier Tartaruga, is one of the bicycle exhibitors that travel farthest to get to Eurobike. We talked with him in his hometown of Kawasaki about the show.

Mr. Yoshimatsu, have you been to Eurobike before?

A couple of times. I started my company in the year 2001. Since then I visited a lot of national and international bicycle shows.

The name of your niche brand isn't in the exhibitor's list. How come?

I exhibit always under the roof of my Taiwanese bike producer Pacific Cycles. Pacific concentrates on high-end niche brand production. This company also produces Riese & Müller's folding bike "Birdy" as well as its own Reach private label.

I have a very close relationship with Pacific chairman George Lin and his team. He's the bicycle man. Without him my brand would have a much tougher time.

Why is that?

Actually, my background has nothing to do with bicycles. I'm a product designer and member of the so-called "super robot generation". As a child I always wanted to become a toy designer. I worked for years at the video game giant Namco and designed huge video cabinets for arcades before entering the bicycle field.

I came to it through design and not through cycling itself. To tell you the truth, I'm not a bicycle enthusiast personally. I like the design side and the creation of emotional products. I still concentrate on design.



Tartaruga Entertainment Works Product Designer Naotaka Yoshimatsu.  
(Photo: Jo Beckendorff)

George and his team are working on how to produce my ideas. They are real masters in this. I have no idea about manufacturing. Without Pacific I wouldn't make it in the bicycle biz.

Why are you visiting all these bicycle shows including Eurobike?

There are interesting people in this industry. My concern is that we have to keep our eye on people other than the bike enthusiasts coming to these bicycle shows. Nevertheless I can find other designers involved in bicycle design and selling niche products on their home market. It's great to meet others and discuss design ideas. Not only about bicycles but about design in general. Along with various other Japanese designers, I created the website [www.bikedesigners.com](http://www.bikedesigners.com). We want to discuss and chat about design.

That's Tartaruga Entertainment Works' world. Aside from bicycle design I still do some other stuff. If you have time, please check my website [www.tartaruga-ew.com](http://www.tartaruga-ew.com).

But there must also be also business reasons to visit Eurobike?

Sure. At the present time I am selling my brand only in Japan. All in all, Tartaruga offers four semi-recumbent and mini / folding bike models. It would be great to meet other international niche brand people with a focus on design.

Perhaps my brand would be a good fit in their home markets. We'll see. Most of the time I'll be at the Pacific booth, where my Tartaruga bicycles are on display.

- JB

STAND NO.  
B1-108

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# Messe Friedrichshafen GM Klaus Wellmann MOUNTAIN CLIMBS & 'BROTZEIT' BREAKS

**FRIEDRICHSHAFEN**  
- Meeting Messe  
Friedrichshafen GM Klaus  
Wellmann, you realize he's  
into sports.

As a former ski racer he was into road bikes. This is a popular summer activity for many ski racers to stay in shape. But since moving to the south of Germany and the end of his ski career we wanted to know: what's your favorite bike right now? Is Wellmann still into sports biking or is he using a mobility bike for leisure cycling?



Mr. Wellmann, what's your favorite kind of bicycle right now?

*Four to five years ago I discovered mountain biking. I have friends on the other side of the lake in Switzerland. I spent my holidays there and was impressed with the beauty of the Rhine Valley, where we explored off-road on mountain bikes. That's when I fell in love with the scenery around Lake Constance. And I bought a mountain bike for myself.*

Klaus Wellmann and his beloved Scott bike.  
(Photo: Klaus Wellmann)

What kind of mountain bike is it?

*It's a Scott Genius.*

What do you like most about your bike?

*On this bike I have the feeling that it was made for my proportions. It fits. Moreover I'm keen on technical stuff such as the damping system adjustment. Due to several injuries from my ski racing days I need full suspension. I can always adjust it to my needs and the terrain I'm cycling on. I also like the shifting. It works really smoothly.*

When do you use your bike?

*I try to ride to my office as often as possible. When it's not pouring down and I don't have any official meetings in suit and tie during the day I grab my bike and ride to work."*

How far is it from your home to your office?

*It's about a 17km ride when using the main road. But with my mountain bike I take some smaller farm roads that are sometimes paved and sometimes not. I like these off-road sections. That's what a mountain bike and especially the fat tires are made for. Nevertheless I guess it's about a 22 to 23 km ride to the fairground.*

What about weekend rides?

*Living here in this holiday region it's a kind of must to go out and enjoy the countryside. My favorite weekend ride is around the Pfänder Mountain just over the border in Austria. That's how we conquered Eichenberg, home of last year's Demo Day. Over there we created the idea of a European IBD festival as part of Eurobike. I like the scenery over there, the beautiful view of the Lake and the Alps on the Swiss side. And I'll tell you what's best when biking there: visiting one of the countless mountain cabins serving cheese, drinks and other stuff. Leaning back after a tough climb and having a "Brotzeit" [a German meal or snack of bread, cold cuts, cheese, etc., usually between breakfast and lunch or in the evening] is one of the most fabulous things in the world! You can enjoy the lake and mountain view, relax and get ready for some more good trails!*

What about road biking?

*I used to ride road bikes before I retired from ski racing. But since my first mountain bike rides in Switzerland and my move from Cologne to Friedrichshafen I prefer mountain biking. This region is so close to the mountains.*

- JB

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