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BICYCLE TRADE & INDUSTRY
SCOOTER TRADE & INDUSTRY
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trade & industry *Xtra*

POWER & PEDAL ISSUE

featured:
 a SCOOTER
 in MONACO

BIKES for
 on BUSES



TWO WHEEL
 EXHIBITIONS
 have TRANSPORT
 SOLUTIONS.

news of the shows

catch the bus shuttle

Three times in the morning and three times in the evening, the Eurobike visitor can now travel from Zürich Airport to the Exhibition Centre on a free bus shuttle service. Zürich Airport, 70 km from Lake Constance, is one of the European turnstile points for budget airlines and low-cost flights can be booked to most big cities in Europe, including the UK. Book bus tickets via the website.

Free shuttle buses on nine routes connect hotels with the Exhibition Centre from surrounding towns and almost 200 hotels in the Friedrichshafen region. find further details at www.eurobike-exhibition.com.



Sorry, but this lake isn't Bodensee. This picture comes courtesy of Dahon and their bike riders on a trip round Lake Lucerne.

welcome to the lakeside bike show

A total of 775 exhibitors will be in Friedrichshafen this year. The exhibitors come from all five continents – a total of 36 countries. Eurobike is a show that marks the start of the world-wide carousel of bike fairs, and it's where just about everything new in the industry can be seen. Lots of new products, innovations and premieres the trade will present for the 2006 bike season. A high international percentage - around 67% - and wide range of product underlines Eurobike's position among the world's largest bicycle trade fairs.

Along with bicycles and accessories, bike fashions also play an important part at Eurobike, and in attendance you'll find the well-known industry names resident in Hall A4, presenting the latest cycling wear. Showcasing the leading collections, the Eurobike Fashion Show is Friedrichshafen's well-established and popular attraction. The 35 minute long fashion show will present the 2006 collections from Gonso, Gore, intercycle, Löffler, mavic-adidas, New Wave, Scott, Shimano Cycling Wear, Sugoi, Type 20 SRL-Briko, Vaude and Ziener. On the first three fair days the shows will be at 11 a.m., 2 p.m. and 4 p.m., and on Sunday there's an additional show at 12.30.

Hall A1 is again home to the Italian Pavilion and with official support from the Italian trade association ANCMA, the pavilion in A1 will be presenting more than 50 manufacturers of the finest bicycles and accessories, including of course the crème de la crème of racing and street bicycles.

There's an open-air cycling opportunity, a part of the programme at Eurobike is to let Trade visitors test the bikes in action – from downhill-MTB to recumbent. Trade visitors can take a brief test ride and get their own impression of the bikes on offer, or try out the new developments in accessories. Of course, there's also something for the more ambitious sportsmen and women. There will be a few decent-sized hills to negotiate, and various shows and stunts are also planned.

Then there's the Saturday evening party in the open air right at the heart of the show complex. That's when the whole "Bike Family" gets together at the Eurobike Party after the show has closed on Saturday, September 3. With a start time of 6pm, manufacturers, traders, media people and bike experts begin to gather in the open air arena between the exhibition halls for a relaxed chat and some serious networking.

the Mini Bike

A special stem and pedals on Dahon's new HammerHead means the bicycle folds flat in only 20 seconds. Hang it in a closet or get 2 or 3 bikes into a car boot.

See it at Eurobike.



a special fitting

Specialist tyre company Schwalbe has developed a unique folding tyre for Shimano's Smover.

The 50 millimetre wide balloon tyres effectively assist the automatic suspension and make the Smover even more comfortable. This is because the broad, folding tyres absorb the high frequency bumps encountered in everyday cycling much better than frame suspension.

Its silver side wall and graphics have been colour co-ordinated with Shimano components and Shimano specially developed a new fork in order to create sufficient clearance for the voluminous tyre.

EUROBIKE
STAND 300 / HALLA5
UK representation is by Bohle UK, who will be on the Schwalbe stand in Friedrichshafen.



Koga thinking

It was just a year ago that a prototype bicycle trailer was given an airing by Koga Miyata, now it's the reality which will impress the camping and touring biker who wants just about everything except the kitchen sink in a towable unit. The fold out seat and an umbrella - as much a necessary sun-beater as against the drizzle - shows the depth of thinking from the company's designers.

It's the same with their bicycles, pictured here is one of the 2006 models that'll be on Koga's stand at Eurobike. It's probably going to have a name such as Light Runner, and it'll certainly come with lights, prop stand, rear rack and 27 gears - check Stand 302 in Hall A6 to see it.



voted a seal of excellence

The first-ever Eurobike Awards is being organised at the Friedrichshafen show. This seal of excellence is awarded for particularly innovative design, for products and accessories that reveal new directions in design. Bicycles, clothing, components, accessories plus tools and workshop equipment is being judged.

The panel includes Erik Zabel, of Team T-Mobile; Hans van Vliet, Shimano Europe B.V.; Fritz Frenkler, f/p design; Peter van der Veer, Van der Veer Designers; Uwe Rehbein, W.L. Gore & Associates; Prof. Ingo Froböse, Deutsche Sporthochschule in Köln; and journalists Markus Fritsch, of saz bike magazine; Uwe Geissler, Tour and Olaf Beck, Mountain Bike. The awards ceremony will take place during the Eurobike on the opening day, September 1



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www.eurobike-exhibition.com

www.trade-woerbung.de



Bobby Julich goes for hands-free drinking

On the fourth day of the 2005 Tour de France, Bobby Julich led Team CSC to capture second place in the Team Time Trial, less than 2 seconds behind Lance Armstrong's Discovery Team. In one of the most exciting and fastest Team Time Trials in Tour de France history, Julich wore the latest version of CamelBak's RaceVest.

The product has been developed in conjunction with the American rider and in an interview after the stage Bobby Julich (pictured above) revealed that the CamelBak RaceVest held the equivalent of two water bottles, so he felt good and finished strong. "It's really convenient to have the bite valve close to my mouth, and extremely important not only to stay hydrated, but also to be well hydrated moving into the next day" he said.

"Once dehydration happens, you're not only suffering during that stage, but you feel the consequences next day".

Bobby Julich is confident most of his teammates will use it in the future, adding that keeping your hands on the bars saves seconds as does being able to take on liquid without worrying about altering your riding position.

A couple of the Gerolsteiner team racers have been spotted wearing the RaceVest, which is becoming popular in road cycling and Bobby Julich believes it will be catching on more and more because, as he describes it, the RaceVest is "a perfect system".

The Team CSC rider is one of the first road cyclists to move beyond the traditional water bottle and rely upon a hydration system. In this year's race, as well as both the 2004 Tour de France and Olympic Time Trial, Bobby Julich has had the CamelBak product under his skin suit. When asked about why he would make this switch from a water bottle for such critical races, he replied, "Anything that causes you to sit up, out of your most aerodynamic position, could cost you the race. Being able to simply sip from the hose just under my chin, keeps me in the most efficient position, and keeps me energised to ride my best."

the new Fiera Milano

bicycles show is first tenant

Designed by one of the most renowned living architects, Massimiliano Fuksass, built in record time and officially opened by Italian Prime Minister Berlusconi, the new exhibition centre is said to be the most important work built in Europe in the last few decades. On its own, it deserves a trip to Milan.

Located approximately 8 km from the old Fair premises, the complex lies in the direction of Malpensa Airport, just 15 minutes away by car. The visitor can conveniently move right through to downtown Milan by tube - there's a stop directly inside the fair - in no more than 25 minutes.

First in through the doors, this year the Eicma show will take up Pavilions 14, 18 and 16. Each pavilion has a net surface area of 10,000 sq.m, and has been built according to ultra-modern criteria. The pavilions are almost entirely devoid of pillars and this ensures excellent locations to all the exhibitors. There is a big number of facilities and amenities, meeting rooms, bars and restaurants.

This year the net exhibition area of the International Bicycle Show widely exceeds 21,000 sqm, which is an absolute record for Milan. Pavilions 14 and 18 were not sufficient to host all the applicants, as was initially planned so Pavilion 16 has been added. The exhibition has two reception halls and two entrances, one through pavilion 16 and the other at 14 - 18.

All the major international bicycle brands are there with stands: Bianchi, Bottecchia, Campagnolo, Cannondale, Carrera, Casati, Colnago, Columbus, Deda, De Rosa, FIB, Giant, KTM, Look, Masciagli, Merida, Moser, Nalini, Olmo, Pinarello, SAB, Santini, Scott, Shimano, Specialized, Trek, Vittoria, and the list continues.

OPENING Friday 16 September through to Sunday 18th, open from 10.00 am to 6.30 pm. Monday, 19 September from 10.00 am to 5.30 pm.



Spot the police car! For four hours the busy Corso Buenos Aires thoroughfare is banned to motorised traffic, it's only a police patrol that dares sit at a junction.

more than a show - it's an event

The new Fair has large outdoor spaces that will be used to enrich the Exhibition with countless entertainment and sports initiatives: free styling, dirt jumping, flatland, fitness race, MTB school. Among others, Felt, Acerbis Scott, Stardue Lee Cougan, and Francesco Moser will be contributing to the success of these activities.

A whole day will also be dedicated to races (for children, beginners, women, professionals, etcetera) and a fun three-team challenge between the team of members of parliament-cyclists, the team of great champions of the past and the team of major entrepreneurs.

On Sunday 18th September, the Pedalata Azzurra - this year in its 10th edition - will start out from the outdoor area of the Fair and will be run on a totally new route, with 1,500 cyclists taking part.

shop windows of the Corso Buenos Aires are dedicated to bicycles



for bicycle people

The "Eicma District" is located around Corso Buenos Aires, a mile-long avenue with 400 shops and many hotels offering very special rates to Show visitors. Along Corso Buenos Aires there are three tube stations: by tube you can get to the fair directly in just 25 minutes.

In the days when the exhibition is running, the shop windows of the Corso are dedicated to bicycles, while the entire avenue is decorated with large luminous bicycles, hanging like Christmas lights.

On the evening of September 16 - the day show opens - Corso Buenos Aires hosts an extraordinary event called "the great bicycle night." The road is closed to motorised traffic and will be invaded by cyclists and pedestrians; the shops remain open through until midnight and offer special discounts. The bars will be offering Coppi and Bartali cocktails at special prices and shows and attractions will be scattered along the entire length of the avenue.

Visitors Club and travel packages

At the Milan Bicycle Exhibition the show organisers invite international guests to the Visitors' Club, a place where they may catch up with news on the tv, catch up with things on the computer, take a break even. There are is space to relax, or have a coffee, drinks and snack will be available.

To reach Milan there are excellent opportunities to travel with Alitalia and to stay in hotels of all the categories at special rates.

To make use of this Eicma-exclusive service visit the website www.eicma.it

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cold beer and hot music

"The Interbike event is looking to be the best event in my eight year tenure", says Lance Camisasca, talking about the American show that kicks off from 26 September and runs to the 30th in Las Vegas.

"Pre-registration is at an all time high, we are nearly sold-out of all exhibit space. Additionally and maybe most importantly, enthusiasm for this year's event is very strong. The European Village is fully booked with a large number of first time exhibitors like the Derby Group's Focus brand, Lapiere from Accel, BH Bikes from Spain, and many more. UK exhibitors include Pashley, Carradice, Brompton, Airnimal, Hope, ProCycling.

"IB is hosting a large party at this year's OutDoor Demo called the "Desert Dust-Off", which will be held at 4pm till 6.30pm on the first evening of the demo. The party will have plenty of cold beer, refreshments, food and recording artist, Willie Porter for an hour long set of his great music".

"Beforehand, we are launching an industry hill climb, via the fire road that winds to the top of the 1,100 meter summit. We will crown winners of approximately 10 rider profile categories from the party stage. It should be quite a lot of fun. We anticipate there being around 1,000 attendees at the party and we are shooting for over 100 riders in the hill climb".

Friday, September 9 to Sunday September 11, 2005



they're running a trial for The Trial

Right in the heart of World Cup country and during the 2005 event at Fort William, there's a test event for the World Trials Championships which are to take place there in 2007.

This year the Scottish One Day Trial will be held from 11am on Saturday, 10th September. The competition is open to all riders and will feature around seven sections throughout the World Cup Village, and this will include some artificial sections and classic natural sections, that also feature in the engine powered Scottish Six Days Trial that uses these grounds.

The action kicks off from 11am on Saturday and will finish around 4pm. Spectators will watch competitors battle to reach the top three in each of four classes. The four entry classes are Rookie, Intermediate, Pro and Stock - the Stock category is open to riders on bikes that are obviously not trials bikes, for instance cross country.

Sign on will be from 9am at Nevis Range and entry is £20 per competitor. There will be prizes for the top three in each of the classes.

further information from: ucitrial@hotmail.co.uk



Reward for CamelBak's growth in Europe sees Vincent Lamoureux (pictured) appointed general manager of the company's international operations for recreational products. In this new role, he will be responsible for all markets outside USA, for the further development and introduction of superior, innovative products based on in-depth strategic planning and market research. With the CamelBak operation since 2002, Vincent Lamoureux will lead his sales and marketing team in integrated marketing efforts and all aspects of product launches.

fitting sales to the enthusiast

CamelBak have launched newShop in Shop and pos features that will help sell-through with their range of rehydration product. First seen at OutDoor in Friedrichshafen there will be another display of the new systems when the company exhibit at Eurobike.

The Shop in Shop concept features convertible displays for enhanced shop design and effective product presentation. Free standing displays can be either used as a single and a double tower. A new modular wall offers a variety of combinations, with sizes varying from 1.4 metres up to 4 metres or more.

The CamelBak kit for the cycling market fits sales to all outdoor enthusiasts and at OutDoor in Friedrichshafen the company presented a special, double-sided, display for FlashFlo, Alterra and more.

For retailers who can't fit a full display in their shops, there is a pos Dealer Box called Hydration Station which gives CamelBak news and explains the product functions. Available too are Authorised Dealer window stickers, posters for the displays, counter posters and promotional stickers.

In the UK CamelBak products are distributed by Zyro plc. visit www.camelbak.com. Eurobike: Stand No.: A3-101

new, fresh and Retro from Ison

Just recently arrived at Ison Distribution are the Retro styled new Salsa Cr-Mo frames; Ala Carte (MTB) and La Raza.

Salsa Ala Carte Retro or contemporary, the new Ala Carte remains a sanctuary for lovers of steel. It's Tig-welded True Temper OX Platinum frame continues to do all those things that steel frames do so well. The balanced Salsa geometry lends itself equally to climbing and descending. ISO disc tabs and

removable Cantilever bosses let you set it up your way. Pure and simple, the Ala Carte is built for enjoyment. It will sell well.

It gives a classic ride with classic looks.

Features: True Temper OX Platinum main triangle Butted CroMoly rear triangle TIG-welded construction Downtube gusset and reinforced one-piece headtube ring Includes 30.6mm Salsa Flip-Lock seat collar 1-1/8" headtube, 27.2mm seatpost, a 68mm English bottom bracket shell, 135mm rear spacing, 28.6mm front derailleur clamp 18.5" frame weight: 4.48 lbs Color: Tang Orange ISO disc tabs/removable canti bosses. 13.5-21" sizes RRP is £425.

Contact Ison on 01223 213800 for more details on the complete Salsa product range or visit www.ison-distribution.co



role models needed

women more likely than men to seek training

What makes more women want to cycle? Safety in numbers is a key factor and women in the UK are currently half as likely as men to cycle.

Research conducted independently by London Analytics has found that a greater proportion of women will go cycle if other people are also cycling. This could swell even more the recently increased number of cyclists seen in London and could also be encouraging a larger proportion of women to cycle, suggests CTC – the UK's national cyclists' organisation.

CTC Campaigns & Policy Manager, Roger Geffen, said: "We have known for some time that cyclists gain from a 'safety in numbers' effect – the more people cycle, the safer it gets.

This new research suggests that at least in London, women recognise this, taking up cycling and thereby accelerating this healthy trend. We also know that, whilst cycle training for teenagers is more popular among boys than girls, in adulthood it is women who are far more likely than men to seek training. Just a couple of hours' training to the National Standard makes a huge difference to people's willingness to cycle and their confidence while doing so."

However, it is possible that cultural factors might also help explain the apparent link between high cycle use and the proportion of cyclists who are women.

Alix Stredwick recently completed a Cycling for Women project for the Women's Design Service, helping women from diverse backgrounds and racial groups to take up cycling. Alix commented: "We found that one of the key elements that would attract women to cycling who are already thinking about it is the existence of 'role models' who visibly demonstrate that cycling is for women too.

More and more people promoting

appealing to the fans

Silverfish are selling the latest weight loss diet for bikes with stock of the revolutionary SDG I-Beam saddles and seat post, all in a variety of colour options. With 2.2" – 3.2" of actual fore and aft travel and 130 degrees of tilt, SDG's new post offer unrivalled adjustability, coupled with a weight of only 230 grams (for 27.2) and a 350mm long 2014 aluminium shaft.

It's not just the new I-Beam saddles in stock, either. The popular Bel-Air RL saddle has had a reworking with more colour options and a 'comfort cleavage' added.

Rock 'n' Roll grease wins riders over when ever they put it near their bikes. The line up of lubes and greases for all occasions continues to offer riders the kind of performance that sees other fail to meet.

If you want to get involved then call Silverfish who are appointing dealers for the 'king' of lubes, with a stock in of £100 free POS and a dealer listing on www.silverfish-uk.com.

Silverfish UK - 01752 313253
website www.silverfish-uk.com

be an urban warrior just to go to the shops."

CTC believes that there are two crucial tips for anyone, whether male or female, looking to discover or rediscover cycling in adulthood: The first is good quality cycle training to boost their skills and confidence and the second is a specialist insurance policy offering support and cover.

further information

The research data is contained in the paper "Gender and Critical Mass: do high cycle flows correlate with a high proportion of female cyclists?", published by Andrew Smith of London Analytics. It can be viewed at:
www.londonanalytics.info/research-journal/issue?i=001s.

Research on cycle training conducted by the London-based co-operative Cycle Training UK (CTUK), shows that trainees make significantly more and longer cycle trips after typically about two hours cycle training to the National Standard, and that they feel a lot more confident while doing so.
www.cycletraining.co.uk

EXPERIENCE THAT SETS THE WHEELS IN MOTION.

Labels in the advertisement include: Low gear change load, Rotary changer inside frame, 70mm drum brake, Allows use of smaller chainwheels, Wide range: 305%, Logical gear ratio steps (28% - 5x, 13% - 28%), Easy maintenance, Natural alloy finish, Compact design, Modular construction, Great durability.

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DILLOGLOVE

Crank Brothers focus on the unique new flat pedal design

The mould breaking product that has been in the works for the past 9 months or so is the Crank Brothers reply to the questions posed by their sponsored athletes for the ultimate in flat pedal performance. The 50-50 reaches new levels in both tuneability and toughness previously not seen in this segment of the market. It's a pedal design arrived at with extensive feedback from pro riders, dealers and distributors.

The target rider is a downhill or freerider that wants to dial-in the pedal to their specific style and for the riding conditions that they intend to meet that day. Some riders like long pins, some like short pins and some prefer no pins, it goes on like that, just as some riders like loud, neon colors and others prefer the subdued, possibly even drab colors. Everyone has their own personal choice. One thing for sure, there is no particular set-up, riders are individuals - which is why there are Mallet pedals for World Cup riders in racing red, orange, blue, silver, black, blood red, white and pink - for Cedric Gracia.

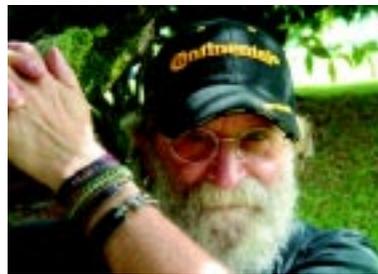
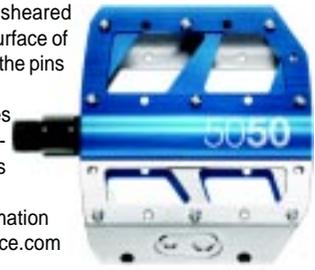
The 50-50 is designed from the ground up, like all Crank Brothers products. Two versions are available one (50:50 x) for £45 retail and the sealed-bearing version (50:50 xx) for £65 retail. Each model is available in 2 colour options and the more expensive version comes complete with spare plates and additional long pins to allow the rider to tune their level of pedal traction.

The plates slide off the pedal, the pins can be accessed from the back side of the pedal - critical because the riders reported that the pins can be bent or sheared off. When pins must be accessed from the surface of the pedal, the tools don't work very well after the pins have impact damage.



The pins come in two colours and the plates in ten colors so that riders really can customise. Actually there's 80 colour combinations shared between pins, bodies and plates.

contact Raw Experience for further information
phone 0131 440 2010 info@rawexperience.com



starting all-over

Mega mile-eater Tilmann Waldthaler, has moved his working base to the other side of the world and has set up home in Cairns, Australia. But he'll be at Eurobike, discussing the touring and travel scene on the Koga Miyata stand - Hall 6, stand 302.

Already having opened up contacts through his audio visual touring shows on the Gold Coast, in Cairns and Sydney, Tilmann is confident he's found himself in a place where he will really enjoy himself.

"I am doing some promotional work at certain retail shops, shows and exhibitions. It is something I have done in Europe during the last 15 years and I am quite curious to see how my ideas will be accepted here in Australia. It is an exciting challenge."



meet Knog's Frog

Since winning the Advansa overall first prize in this summer's ispo Dupont BrandNew Award, and on the heels of success in International markets, the Knog Frog has been joined by Tadpole and Toad. Between them they are becoming quite an appealing accessory in the lamps branch of cycling.

Knog's Frog is a flexible and ultra bright "be seen" micro-light for front and rear, the translucent silicone body allowing him to hold onto a range of handlebar and seat post diameters. The little rubber body stretches around diameters spanning 10-32mm, and because he's a frog, he has no problems with water.

There are no moving parts, no screws, bolts or brackets - you just wrap Frog around your bars and shed some light on your urban trip

saloon to an estate

Thule's latest roof box is the new Atlantis, designed for maximum space efficiency it gives you 650 litres of extra capacity to a car, effectively transforming it from a saloon to an estate.



853

Identifi 666R

Lightweight, Dirt Jump/Trail/Street bomb-proof MTB frame.

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September 15 - 18

busy Thursday and Friday for the Trade for the first time two days opening to the public

IFMA Cologne offers many new highlights for exhibitors and Trade visitors. The halls are designed in such a way that the trade fair will present an even more intensive bicycling experience, and getting there on a bicycle has also been thought through with cycle paths leading through the main entrances, to guide visitors through IFMA City.

A special exhibition of the coolest cruisers is at IFMA and a special area devoted to customised bikes, under the motto "Personalise your bike". "Taking part and trying it out" is the key for visitors, this year the trade fair will offer for the first time a test track for recumbent and special bikes, and for city and trekking bikes.

information on IFMA Cologne 2005 is available at: www.ifma-cologne.de

for that breakfast meeting - and more

At IFMA Cologne the Trade visitor can arrange to meet their colleagues in the specialist trade centre, right next to the eastern Halls. In the comfortable Europasaal where breakfast will be served in a quiet atmosphere and with the space to unhurriedly negotiate with business partners.

Stressed? Then take time to have a session on one of the massage chairs - it's all free to the Trade visitor.



adding capacity - but no weight increase

The evolution of an outstanding mountain bike classic reaches another step with a complete redesign of the famed M.U.L.E. from CamelBak. The company have made it an even better trail buddy with around a quarter more carrying capacity but with no more weight. In addition to the insulated, 3-litre capacity Omega Reservoir, the zippered compartments take lunch, tools, outerwear and other kit in the increased nine litres cargo capacity.

An easy-to-access MP3 pocket with weather resistant zip and a durable splash guard protects the pack from mud and abrasion. The Dynamic Suspension Harness is designed to automatically adjust to the shoulder's width and maximizes load stability when the going gets tough. The Hypalon splash guard and the anchors of the compression straps give the M.U.L.E. extra strength and a clear technical look.

mondial deux roues

The Paris International Two-Wheel Show is an every two years expo for scooters and motorcycles plus a shorter term bicycle show, both are held at Paris Expo Porte de Versailles.

Motorcycle & Scooters: from October 1-9.
The Cycle Show: from October 1 to 4.
Trade & General Public
visit: www.mondial-deuxroues.com



quality packaging contains product, batteries and fittings

lighting up time

Stylish packaging is a feature of the Dillglove distributed selection of Adder and Zero bike lamps, and hidden inside the boxes are batteries and tool free quick release brackets. With Halogens, re-chargeables, twin



STL01, 5 red LEDs. 2 x AAA batteries

packs, front white leds and rear red leds, the dozen or so different items will appeal to people who want a neat and trendy looking bike lamp. New additions have just arrived.

Retailers should ask at their local wholesaler. for more info Dillglove are on 0121 308 0314



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Winchester *on the move*

9th Winchester 'Alternative Transport Day'

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a pedal and green power mix

Winchester's 9th Alternative Transport Day coincides with the 'autumnal equinox' which marks the first day of autumn; when night and day are almost of the same

length and the sun crosses the celestial equator moving southwards.

The event aims to raise awareness of more sustainable forms of transport and ways in which we can help to reduce our own impact on the environment, leading to a reduction of traffic congestion, air pollution and noise.

Supported by Winchester City Council, residents and visitors will find out about cheaper, cleaner and more energy efficient ways of getting around. The line up in the High Street includes the Vectrix electric scooter, set to challenge people's perceptions of electric-powered vehicles in terms of high perfor-

mance, reliability and running costs. An array of LPG, electric and hybrid vehicles as well as electric bikes will be on display as well.

Taking part in booth presentations along the High Street are companies such as CTC Hampshire, for Cycling in the Winchester District. Portswood Cycles, folding bikes and electric bikes. Powabyke, electric bikes. Sustrans for their local routes and Vectrix UK with their electric scooter.

more information on the website:
www.winchester.gov.uk/onthemove



Deuter do it for safety

A new backpack with protective instincts is tweaked for safety and aimed at adrenaline seeking freeride and downhill mountain bikers. Features include, TUV tested and CE certified PSA back system, snug fit due to extra wide fins on waist belt, arched back system for a comfortable fit when in riding position, hyperlon attachment straps and a detachable full-face helmet holder. Hydration system compatible, front pocket and chest strap. details on more of the Deuter selections from Kieron McKenzie on 01539 733 842



The ExCeL exhibition complex in the London Docklands is home to the 2005 Cycle Show, having moved there from the show site that has been the venue for three years at the Business Design Centre.

The companies new to the show include BH Bikes, BMC, Cem Bisiklet, Colnago, Cotic, Fibrax, Titus, and Zed. And following the success of last year's show, many exhibitors have significantly increased their stand size, including Chicken and Sons, Condor, Evans, Extra, HED, Foska, Scott, Specialized, Trek and Rapha.

Cycle 2005 takes place at ExCeL, East London. The trade day is on Thursday 13 October and the show is open to the public from Friday 14-Sunday 16 October.



Ortlieb have a hard act to follow

Shuttle-Bike, Tour-Box, these are two of the Ortlieb kit that marks the new generation of waterproof and robust hardshell bags for bike and travel made of polycarbonate. The versatile Shuttle-Bike has been modified and now comes in silver, ice blue or black colours. It can be slid onto the optional harness carry system for when you don't wish to trail it along on the wheels. This comfortable carrying system fits to all Shuttle models with fast and simple mounting to take the hassle out of travel.

Tour-Box has been modified, whilst Office-Bag 2 is a new hardshell office bag for mounting onto the bike rack. There's a luxurious inner to this lightweight polycarbonate luggage set which has been designed for carrying a laptop. Bike-Box 2 comes with much the same thought-through features, and like the other items comes with an Ortlieb rack adaptor to open up all the carrying options



Ultimate 4 from Ortlieb is supplied with a lockable handlebar adaptor, rigid lid and either a GPS cover or map case as standard. New, so check the Ortlieb stand in Hall B1 - 202 at Eurobike.

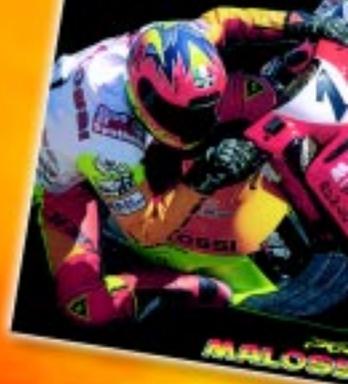
All the photos here are from OutDoor, where Ortlieb showed their comprehensive waterproof luggage collection



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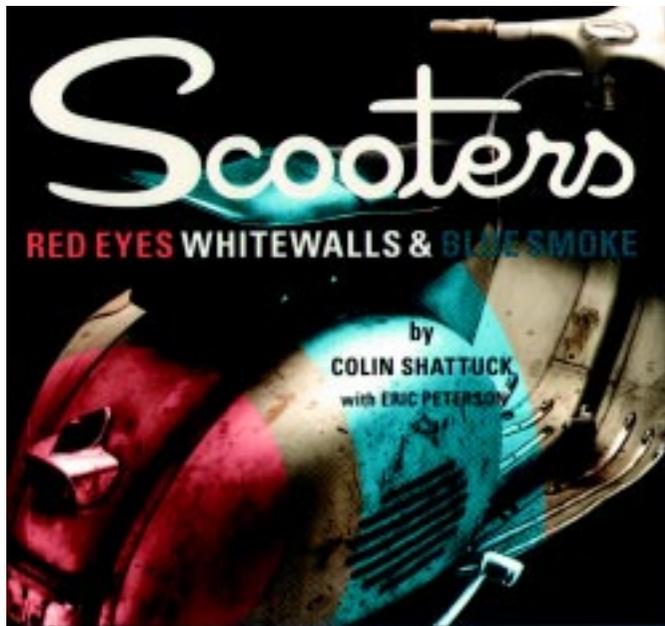
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the good life, or - a way to do things in America

this new book lifts the lid on scootering on the other side of the pond



The first ever Scooter rage, The Kings Classic they are the typical American way of life for scooter riders and rally-goers. Colin Shattuck is Denver based, an active and well traveled scootering, and this book is a collaboration with local writer Eric Peterson that opens the door on how the American scooter scene is progressing.

I like the way they admit to there being a healthy dose of obsession in being a scooter enthusiast, and it's easy to recognise that the Americans are far from being unique in taking a quirky delight in trying to get a scooter back into its original factory condition.

Does the restoration effort come with a warranty, you wonder - they restore with vigour in America, it seems. And when they've tweaked, tuned, fidgeted, altered, tested and re-tested will there still be that new-metal-burning smell that is the mark of a pristine motor and body that has never been throttled up and down before?

One thing is certain, the Americans go all the way with their love for the scooter. In the book, Ryan Basile is pictured with his Lambretta (above) and the sidecar that carries his son - christened Gauge Innocent Basile. It isn't established whether his family originally emigrated from a suburb of Milan, it's enough to know he's enjoying his Italian bred scooter, which is what life is about.

A glimpse of history, some little known facts about rallies and an insight into what makes American scooter lovers rev - that's *Scooters, Red Eyes, Whitewalls & Blue Smoke*. 120pp. Publisher: Speck Press ISBN 0 9725776 3 7 £14.99 to obtain the book call Turnaround, on 020 8829 3000 orders@turnaround-uk.com



body armour - the new protection product based on nature itself

Derby based Moore Large & Co have a new line to help save riders



A radically unique product, Armadillo once again shows how the best ideas come from mother nature with its ultra flexible design modeled on the plates of an armadillo. The elbow and knee pads are the most flexible protection on the market without compromising on protection. Already well established in the USA for the extreme sports market, especially within skate-boarding and snow-boarding circles, Moore Large will target the BMX and downhill genres of the UK bicycle market along with other extreme sports including skate-boarding and kite-boarding.



Moore Large say they look forward to building the brand big in the UK. What makes the Armadillo system so different from existing protective products is that it is extremely lightweight, comfortable to wear and is totally flexible. The design leaves it able to follow the natural shape and curvature of the body and limbs and offers natural ventilation to reduce excessive perspiration even though Armadillo fits closely and uniformly to the body to provide a personalised fit and feel. An unexpected feature is that the Armadillo armour plating is detachable, giving protection without restricting the natural movement of muscles, enabling the wearer to customise or replace the protective outer shell. It can also be worn both over and underneath clothing as required.



The makers say Armadillo kit is ergonomically correct, enabling complete freedom of movement. The armour is extremely effective in the diffusion of impact energy, helped by the design where the armour comprises of a series of overlapping plates that dissipate impacts by colliding with each other in very quick succession. The result is the force of impacts are distributed evenly throughout the entire structure of the outer shell and subsequently nearly

all the harmful force of impact is diffused before it reaches the body.

An inner layer of memory foam that lies immediately underneath the protective outer shell offers cushioning to provide an additional diffusion zone between the skin and the outer layer of armour.

Armadillo armour itself is made up of individual plates that are interconnected by internal ligaments. This assembly enables complete freedom of movement throughout the whole structure, ensuring that all moving body parts are protected without restriction. The armour is affixed to the carrier sleeve using sections of Velcro that hold it firmly in place during use. Afterwards the outer shell can be removed from the supporting garment enabling the wearer to wash the unit separately.



the pictures here show the way Armadillo is worn - and how it will protect the wearer against abrasions and hard thumps

Having the facility of being able to detach sections means that the wearer can customise the product by selecting various grades, thickness and colours of armour to suit individual preferences or requirements.



Full details on availability, price structure and in-store pos materials by calling Moore Large & Co on 01332 274 200

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the more power for less money deal

Peugeot's limited edition model of the 100cc Speedfight scooter sells for the same price as the 50cc version and £200 less than the standard Speedfight 100P.

The French factory have produced the Speedfight 100 Advantage specifically for the UK market, where the Speedfight remains the best selling scooter of the modern era.

Peugeot have made the savings by manufacturing a one-off batch in limited colour options of red/silver or yellow/silver. The wheels and engine casings are painted black and the rear spoiler is re-

placed with a simple grab handle and the rear brake is a drum rather than disc type.

Underneath it all is the same Speedfight, with single sided front suspension, powerful 180mm front disc brake and sporty 2-stroke motor, which produces twice as much power as the basic 50cc model. An engine immobiliser is fitted as standard.

further information call 01202 823344 or visit www.peugeotmoto.co.uk

Could the scuffed and sloping kerbs be a giveaway? For this picture, courtesy of Peugeot, the Speedfight is being ridden against the backdrop of speed flighty Monaco.



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insurance offer

The Ludix scooter sells for around £799 otr making it attractively affordable, and with Peugeot's Speedfight making it two in the top three of the 50cc sales charts at present, Peugeot sales figures could get even better. The company's bespoke insurance scheme is offering reduced premiums.

The 15% or so reduction that is on offer for scooter riders could also be an incentive for young riders buying a geared moped. These 50cc machines attract 16-year-olds who like to ride bikes with big-cc looks and handling but which have historically been more expensive to insure than twist-and-go scooters.

Subject to status, the revised Peugeot scheme sees 16 year-olds getting basic third party insurance from £195, with third party, fire & theft rates from £298.

Peugeot Insurance 0870 0101125

anniversary promotion

Just a year after joining the company as national sales manager, Piaggio UK Ltd have appointed Tony Campbell their general manager.

With over fourteen years experience in the motor and motorcycle retail trade he replaces Martin Marshall.

Massimo Miroso, vice president of Piaggio for Europe, says: "We are delighted to appoint Tony as general manager. Since he joined Piaggio UK Ltd he has brought a new impetus and exciting ideas that will be key in driving the company forward."

less weight, more miles from Powabyke

The e-bikes from Powabyke reflect design and technological advances from a company who have deeply penetrated the public awareness in the marketplace. Now they have introduced all-aluminium frames on their Eurobikes - plus battery options to give more miles per electric charge and about 1kg off the weight of the battery.

Overall, Powabyke reckon they have brought in a weight reduction of 4kg for the new Euro 6 speed and their 24 speed bikes. They've also added front suspension.

The advanced battery and charging system that comes with it is being offered as an upgrade for current models already on the road, and as nickel metal hydride batteries give more miles with each charge, here's a sales lead that's a no brainer.

The new 24 speed commuter Powabyke sells at £845, it's ideal for the rider wanting to pop to the shops or for commuting or rides in the country. In power assist mode tests have seen the bike ridden for over 34 miles before the pedals had to take over.

The Powabyke range includes trikes and small wheel models, giving a broad rider choice.

find out more at www.powabyke.com

let's have some fairness!

draconian discrimination planned against riders

The Government should use its Presidency of the European Union to bring fairness to the European proposals for motorcycle licences says the The Motor Cycle Industry Association. They are concerned that the EU proposals look set to make it much more difficult for people to take up riding scooters and motorcycles after the year 2011.

The European plans are contained in their published 'Third Directive on Driving Licences', a complex paper which covers many aspects of vehicle driving and riding licences.

Proposals for motorcycling are among the most draconian ever seen and discriminate particularly badly against people who wish to take up motorcycling either for commuting purposes or for leisure and touring.

Key proposals include: "Minimum age for riding bikes larger than 125cc likely to rise from 17 to 19. The Direct Access to larger bikes not allowed until 24 (currently 21). A new categories of motorcycle riding licences that creates several two-year 'steps' between bikes of different engine size and riders will be required to complete extra riding tests between 'steps'.

Europe has proposed these wide-ranging changes in the name of road safety, but has ignored road safety evidence which shows that the experience gained while riding — and not the age of access to motorcycles — is a key factor. A second test of basic skills is also viewed as largely worthless to a motorcyclist who has already gained riding experience.

The European institutions have also ignored the key fact that well over half of all motorcycle accidents are caused by other road users - people will still be legally allowed to drive any car of any power or size that they can afford after passing a single driving test at age 17. The proposals are set to become UK law in 2011.

MCI's Craig Carey-Clinch said: "Once again Brussels is ignoring road safety evidence so that it can simply blame ptw riders for accidents, while ignoring the deficiencies of other road users. New car drivers will not face such heavy-handed treatment despite their frequent involvement in road accidents".

"These new proposals are unfair, unjustified, discriminatory and simply not acceptable to the UK motorcycle community. The motorcycle industry and rider groups in Europe have proposed a set of amendments to the Directive and MCI strongly urges to the UK Government to table these and put an end to this Euro madness".

"We hear a lot these days about how the Government is using its influence to ensure a fair deal for UK citizens as part of its EU Presidency. It's time that ministers put their money where their mouths are and make sure that we get a fair deal for motorcycling, which allows biking to develop as an alternative to the car - as promised by the Government in their recently published motorcycling strategy."

Editor's note: Write to your MP!

back to their roots - back to the annual event

and a first time at the new exhibition centre too

The International Motorcycle Exhibition in Milan has now reached its 63rd edition. Originally held yearly until 1957, when it became a biennial event, changes followed in 1998, with the show's annual frequency enjoyed by the bicycle sector, but the motorcycle show being every other year. Now, in 2005 the show begins the annual sequence again.

It's being held at the new Fiera Milano (pictured here) which was designed by the renowned architect Massimiliano Fuksas. It is a huge complex that EICMA describes as representing the absolute best in international trade fair venues. "It is a perfect marriage of large and flexible structures, functional space, very efficient logistics and quality services".

The new Fiera Milano is located only 8 kilometres from the old fairground that was closed last year. Built close to Malpensa Airport, the complex may easily be reached from the centre of Milan by the Underground in less than 25 minutes - and from every part of Italy or Europe by train or by car.



travel & accommodation

There are special fares on scheduled Alitalia operated international direct flights for the 63rd International Motorcycle Exhibition. The tickets are not valid before November 12, nor valid after November 23, 2005. For any further information you should contact the nearest Alitalia office. In order to obtain the discount, the Identity Code "KM" must be communicated: this will allow you to receive the best quotation when you make the reservation.

This year, the EICMA Travel Package offers some interesting changes thanks to the creation of the "Show District" that will be located in the Corso Buenos Aires. This area of Milan is the fourth largest shopping district in the world, and lies just five minutes from the subway making it easy to get the New Exhibition Center - Rho Pero.

As part of the special package, the hotels located in that area will be offering up to 40% discount during the Motorcycle Show this year. You can send us a request for your hotel accommodation by email to: eicmamotohotel@eicma.it

Scooter fair days in Milan

DAYS WITH LIMITED OPENING:

Exhibitors can always access the fair 1 hour before opening time and exit 30 minutes after closing time.

Tuesday, 15 November from 10.00 am to 6.30 pm

Show access reserved for the press and trade visitors from abroad

Wednesday, 16 November from 10.00 am to 6.30 pm

open to the press & trade visitors

DAYS WITH PUBLIC OPENING:

On Friday, 18 November: all women enter free of charge.

Thursday & Friday, 17/18 November from 10.00 am to 10.00 pm

Saturday & Sunday, 19/20 November from 10.00 am to 6.30 pm

TICKETS FOR VISITORS

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new lines - well promoted

As the UK exclusive importer of Laser Scooter Exhausts, VE-UK are holding big stocks of new Laser models in stainless steel or chrome.

The perfect replacement for a huge range of scooters, Laser products are made from high quality materials, right down to the galvanised moveable mounting brackets.

In the X Pro collection, for instance, you find evidence that Laser is a top brand from a manufacturer dedicated to making the very best products. Designed to perform, as with the whole Laser range, here are great looks and fine finish, the muffler materials even come from the world of high speed motorcycle racing - a sure-win feature that'll help sell-through. Sales support comes with the VE website - great for full information!



Laser - the right product at the right price and right when you want it



dedicated Laser Scooter Exhaust pages:
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some new reading



There's an all new A4 sized Parts Catalogue that shows over 20,000 product lines that fit 75,000 applications, and it's going out now from VE (UK) now. The catalogue has some 280 pages that help marry models and product with a layout that is designed to speed up your search. VE (UK) mdD Norrie Kerr says "the size of the new catalogue is huge but the task of locating spares is made easier by the breakdown into eight sections and then by brand and then model, is key to it's importance as a working tool for retailers and work-shops alike".

As a company we put a lot of effort into our cd and e-mail service, as well as on the VE (UK) websites but many people still like to have, or even prefer, the printed version. That's what this catalogue is all about"

The new catalogue is being circulated to all VE dealers nationwide with their current orders, otherwise you can also ensure your copy by calling them on 0115 946 2991.

e-mail: sales@ve-uk.com.

Retailers can register for access to the exclusive VE Trade website at www.ve-trade.com - Ask!

Malossi sure

The reputation for Malossi Kevlar Drive belts makes them a best seller - they have a terrific reputation for reliability and will fit a huge range of machines from 50cc to 650cc.

Just recently there have been more additions to the selection held by VE for take-up by retailers. New items cover the needs of scooters such as Piaggio and Gilera, Peugeot (but not for the Zenith) and a whole raft of quads and motorcycles.

check it out with VE (UK) today



to make it neat again

BCD supply custom bodywork parts to VE (UK) and they have just launched a range of items for the Peugeot Ludix. The range encompasses four sets of items at cost conscious prices that will encourage sell-through.

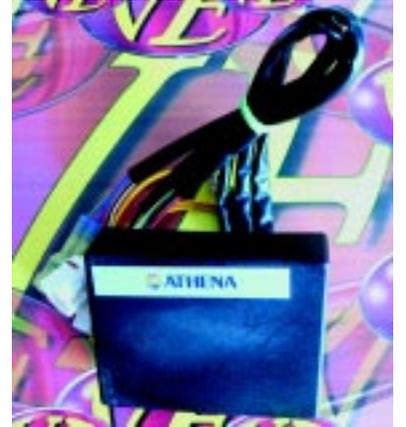
The list of items includes the BCD front panel with double headlamps (£46.12), set of three black rear panels (£55), black upper legshield deflectors (£11.65) and black legshield airscoop trims (£24.78) - all Trade and ex-vat.

further details on 0115 946 2991 or e-mail sales@ve-uk.com.



An update on Athena Performance parts reveals there are new items which include a selection of derestricted CDI units for both scooters and lightweight motorcycles. Catered for are the Gilera Runner, Piaggio Typhoon, Aprilia SR 125, the Italjet Millenium 125 and their Dragster 125/180. Prices range from £35 to £50.

the VE Trade website gives you more Athena news.



2006 IS THE NEW BEGINNING FOR THE TRADE SHOW CALENDAR



A three day trade-only exhibition catering for the needs of independent retailers opens in Harrogate in 2006. This new show, promoted by the established and accomplished team at Leisure Expo, will put the excitement back into doing business. The cycle industry hasn't seen a major national Trade show for almost three years, and, after over thirty years at the same Harrogate venue the traditional September exhibition for the outdoor trade will close its doors for the last time this year. That event moves to a much earlier time slot and with a different emphasis. This may all suit the larger multiple groups but it leaves a huge gap for the independent retailer, the sector that needs the mid autumn show slot to help them complete their product range and stocking plans for the coming year.

As well as appealing to the widest spectrum of professionals, the show will be aimed primarily at those it will help most; the independent retailers, wholesalers and distributors in both the cycle and the outdoor leisure industries. The new show is a buying and networking opportunity that links a great many aspects of the leisure and sports trade. It comes at a time when the cycling and the outdoors business are appreciating just how much they have in common.

No longer will independent retailers have to chase after roadshows and invitation only events.



1-3 October 2006
HARROGATE

These may once have seemed the answer, but with so many similar events they have lost the necessary impetus and appeal. One major national show will put that right

There was a time when people in both the industries were left wondering if there would ever be a regular and universal event in the show calendar. After 25 years in the show business, Exhibition Action Ltd, the organising arm of Leisure Expo, has the skills and energy to present a show which will have a very significant effect on all aspects of the Cycle and the Outdoor scene. This time of year is especially appealing for home based producers and for those distributors who have only just confirmed product deals with their principals.

The October 1-3 event helps ensure that



product and trend highlights developed at the major Trade shows in Europe can be shown to the British market. It is also an ideal time to introduce new stock lines for the Christmas market.

As with all Exhibition Action promotions there will be a full programme of publicity and awareness to promote the show, aiming to attract the widest support for and from the retail sector. Exhibition Action will appoint trade media partners to work alongside the Leisure Expo team to ensure everyone knows that the new Harrogate show is the place where they go to do real business.

For further information:
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www.exhibitions-uk.com

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for professionals, by professionals

Driven by passion and understanding, the KSA journals put product news and information in front of a core readership stretching across interlinking business sectors. Each of the three titles is the longest running UK Trade journal in the sector - our *Bicycle* title is now in its 26th year, the *Scooter* title was launched after approaches by key ptw companies. The *Outdoor* title has been run by KSA for 16 years.

The KSA publishing team has its roots in the heritage of the titles' activities, demonstrated with a long involvement and close interest in the Trades that are served. Reporting from events on a home & international front, the Team is ready and able to help exhibitors, suppliers, distributors and agents to capitalise on product launches and company developments. *Trade & Industry Xtra* is the effective brand builder where Suppliers see an enlarged reader community over the trade specific KSA title - without any premium on your cost.

delivered into the marketplace as printed journals.

The *Trade & Industry* titles are also mailed to personal e-mail addresses. Archived issues can be viewed in pdf form at: www.ksa-partnership.com

Journal publication sequence is monthly, and it is so easy to involve us. KSA will always take an interest in your news & your ideas, so please get in touch. We'll give your personal service & quite unequalled coverage.

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trade&industry

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SCOOTER
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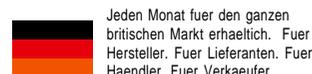
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publications schedule

KSA journals are published towards the end of the month of issue. All editorial materials should reach us in the first week of the month - and the early bird is most likely to catch the worm. A comprehensive Media Pack covers full information to help businesses generate Trade and the publisher will be pleased to help you achieve broad coverage and market awareness.

Most recent issues can be found in the journal archives at www.ksa-partnership.com / editors desk for the reading matter

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two locks in one

New to the market is Alia, used as a lock to secure both the bicycle and the seatpost in a low risk crime area. Alternatively when used in conjunction with a Sold Secure approved U-Lock, it will offer total security in those places considered a high-risk crime area.

For the aftermarket the product is supplied in blister packaging including the lock, extender cable and 3 lengths of seatbolts. Alia will also be available to OEM customers as the lock unit only or complete with extender cable.

The first part of the system is the locking quick release unit, which replaces a standard quick release unit fastening the seatpost to the frame. It works in exactly the same way as a conventional quick release unit permitting quick seatpost height adjustment.



the extender cable locks securely into the body of Alia

The difference is that Alia can be locked to prevent the theft of both the saddle and seatpost when the bicycle is left unattended.

Then there is the compatible extender cable, 120cm long (by 10mm thick) which locks securely into the body of Alia. Passing the cable through

the integrated loop ensures that there is sufficient cable length to secure the bicycle to a fixed immovable object and also through the frame and wheels. This offers the same versatility as a longer conventional 185cm cable lock.

Alia is a design patented by Luma Industrias SA, Spain, and distributed through Wildoo Limited, e-mail: andy@wildoo.co.uk



Alia locking quick release unit

delivered home

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Salcano NG Master

Mega oversize Aluminium 7005 Cantilever dual suspension frame with RST Omega T5 suspension forks. Full Shimano Deore LX Groupset. 16 spoke Shimano high profile rims with W/H-540 Q/R Hubs. Zoom alloy A-Head. Micro adjust Q/R zoom seat post. Lookin gel saddle.

Size: 26" Wheel - Colour: Black.



Salcano DH203

Monocoque dual suspension frame with zoom 327 suspension forks. Shimano 6 speed index gears with Revo shift. 'V' Type brakes with alloy levers. A-Head handlebar stem. Q/R seat post. Plastic covered chainset with dual protector. Alloy rims.

Size: 20" Wheels - Colours: Mat Yellow and Mat Blue.

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M&J changes

In what can be described as a management buy out, changes have taken place at M & J Distributors Ltd the Manchester based wholesaler.

Mike and Jane Townsend (the 'M' and the 'J') have relinquished control of the company and the new owners are Mark & Steve Henshaw, who have been employees of the bicycles and accessories supply business.

Mike Townsend would like to thank all his friends, customers and product suppliers alike, for the support shown since opening the business 18 months ago. Asked whether early retirement was an option Mike replied "definitely not, I now am going to pursue other business ideas".

The M&J name remains unchanged and Mark and Steve say "it's business as usual" at the moment. They intend to expand the company by introducing new products and ranges over coming months. They can be contacted on 0161 337 9600 for the latest offers and next day delivery.

this is a composite issue of



published August 2005

NOTE: because the advertisement on the right appears across the centre fold of the printed issue, on an earlier page in this pdf version it does not read as it should.

We have repeated it here as it appears in the printed journal.

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