

# BICYCLE trade & industry



a KSA business to business publication telephone : 0191 488 1947 e-mail: ksa@ksa-partnership.com

## motorised road users to be automatically liable in accidents with a cyclist protection promise

*cyclists in Belgium, Denmark, Finland, Holland and Sweden - plus Swizerland - already have it*

In some European member states, vulnerable road users such as cyclists have special protection and it's on it's way here. In January, the European Parliament adopted a compromise package on insurance against civil liability in respect of the use of motor vehicles. With that, the European Parliament has accepted the provision as a result of which motorised road users will be automatically liable in the event of an accident with a cyclist.

The legislation is a victory for the whole bicycle and cycling community, say ETRA. A victory that means in after an accident with a motorised user, the insurance of the motor vehicle must compensate the damage incurred by the vulnerable road user.

The European authorities are now very close to an agreement as a result of which all member states will have to apply this provision. First, the European Council must adopt the amended

Common Position not later than 12 April 2005, if not the Common Position will be referred to the Conciliation Committee. If the Council adopts the amended Common Position all member states that do not have the provision guaranteeing cyclists compensation in the event of an accident with a motor vehicle, will have to introduce such a provision in their national legislation.

ETRA, in close co-operation with its national members, has actively lobbied for this provision.

The European trade association for two-wheel retailers argued

that the non-motorised road user deserved special consideration, since they are clearly more exposed to road danger than motorised users. Motor vehicles cause

most accidents involving non-motorised road users. Moreover, in the event of such an accident, it is the soft target which comes off worse, and suffers most.

Assuring the motorist that they will face automatic cost penalties when they cause damage to non-motorised road users gives a clear signal, say ETRA. "Many accidents happen because of the dominant attitude of such road users, as a result of which they seriously lack attention for other people. This attitude needs to change in order to get priorities right, and according to ETRA, in those countries where the legislation is already applicable, the provision has not resulted in the excessive claims or enormous price increases of motor insurance or in huge losses for the insurers, originally claimed.

At the same time, with the regulations in force the relationship between cyclists and the motorist, itself contributing to road safety, has improved. One of the major deterrents for people to cycle is their not feeling so safe when riding on the road, safer travelling conditions will also encourage people to swap the car for a more environmentally friendly means of transport

such as the bicycle, say ETRA.

Remarkably enough, it was the European Parliament who found the extra protection for vulnerable road users hard to take. In their first reading, the MEP's even decided to delete the provision from the new Directive. It was reintroduced by the Council in the following wording: "The insurance referred to in Article 3(1) of Directive 72/166/EEC shall cover personal injuries suffered by pedestrians, cyclists and other non-motorised users of the road, as a consequence of an accident in which a motor

vehicle is involved, are entitled to compensation in accordance with national civil law. This Article shall be without prejudice either to civil liability or to

the amount of damages." That Article was approved by European Parliament last January. Following the current proposal, the member states will have to implement the Directive in their national legislation within two years of the publication.

Today, the provision is already effective in Belgium, Denmark, Finland, Holland and Sweden. Outside the EU, Swiss and South African cyclists also enjoy the commonsense protection.

**ETRA is the European professional association for bicycle, moped and motorcycle retailers. The aim is to group these retailers in Europe and to defend and further their interests. ETRA represent 6,000 companies, which employ approximately 14,000 people, in Belgium, Denmark, France, Germany, Great Britain, Holland, Luxemburg, Sweden and Swizerland. www.etra-eu.com**



Register!

**This year's Bike Week** is being promoted to IBDs as an opportunity to attract new customers, especially those getting bikes back on the road and requiring parts, workshop services, accessories and clothing.

More than 90% of the anticipated 2,000 local events will be for novice, occasional or lapsed cyclists - at least 250,000 participants - most of whom will need the advice and products that IBDs are best placed to provide.

How to register - inside.



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there's a whole lot happening

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**Big news for 2005** is that Ison have successfully launched their DB driven website, which offers consumers access to an on-line "shop window", with dealer locators, availability, ETAs and RRP's for thousands of items. Dealers additionally have access to a log-in area with Trade prices - plus a shopping cart facility.

Their IT manager Lewis Harvey will be on hand at the Core Bike in Birmingham to show visitors how to make the most from the Ison website and discuss ways that Ison could help integrate with your own IT systems. Ison Distribution are at Core Bike in company with Windwave, Extra, Raw, Hope, Upgrade, Silverfish and MMA.



## attract new customers

### retailers can benefit from bike week

**Busy dealers do not have to organise special events to benefit from Bike Week, or the associated Bike2Work promotion. But they are being asked to actively promote the UK's annual 'celebration of cycling' using free posters, stickers, balloons, PR, and the like. ACT members are also being asked to contact their local Bike Week event organisers to offer practical support. In return all event organisers will be asked to make contact with their local ACT members.**

Thanks to increased sponsorship from the bicycle industry's Bike Hub fund and most UK governments, Bike Week HQ will again be providing £5M public liability insurance for event organisers who have no other cover. IBDs running promotional events can apply for this only if they register at [www.bikeweek.org.uk](http://www.bikeweek.org.uk)

Bike Week national co-ordinator Nick Harvey commented: 'Many cycling event organisers welcome the peace of mind provided by our free insurance. This year we will also insure events taking place from 11 April, such as skills training and bike safety checks, if they are intended to increase participation in Bike Week.'

Retailers seeking more information on free opportunities to increase sales provided by Bike Week and Bike2Work

should visit [www.bikeweek.org.uk](http://www.bikeweek.org.uk), email [HQ@bikeweek.org.uk](mailto:HQ@bikeweek.org.uk) or phone 01243 527444.



### for warmer workshops

**The Helios Heaters electric infrared appliances may just look like the heaters used in the outdoor areas of Celebrity Big Brother but they can end the blues in your workshop or storage areas. They heat people and objects but not the ambient air while at the same time producing an imaginary sunset glow. Helios units are silent, odourless, instant, safe and highly efficient because they do not heat the ceiling void and are not affected by draughts.**

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The outdoor version of Helios can be supplied as a free-standing heater, ready-wired, complete with tripod stand, 10m of cable and an RCD safety plug. price to buy is about £140 for a 1.3kW wall-mounted model guaranteed for two years.

Scott Products Ltd. are on 01606 837787 or e-mail [sales@scottmail.co.uk](mailto:sales@scottmail.co.uk)

### conference on Windermere

**The 2005 OIA Conference** is being held on March 10 at The Low Wood Hotel, Windermere. The title *Opportunities for Growth, Overcoming the Obstacles* promises a stimulating day from a quality team of speakers and presenters.

What does the future hold? Major trends that will affect the industry by Rohit Talwar, Fast Futures. Putting money and energy into regenerating the rural economy, Ed Beard, DEFRA. Bringing in more customers, presented by Katy Rodda of Visit Britain. Removing the barriers: getting world class efficiency into our businesses, by Dale Williams, SA Partners. Employment Update: the ins and outs of the latest employment legislation, given by Jill Barlow, Croner Consulting. Insuring the risks of the Outdoors, James Willis, CTBS Insurance Solutions.

Young people: the future for the industry? Martin Hudson, PGL Ltd. And finally - Making strategy and marketing bear fruit In Store by Colin Foreman, Inside Out Training.

The conference costs £375 + vat and includes conference registration, lunch and refreshments, evening awards reception with three-course dinner, single occupancy room with breakfast.

call Pat Edwards at OIA on 020 8842 1111



to get further info on product & services or to locate a business that is featured in this journal. send an e-mail to [help@ksa-partnership.com](mailto:help@ksa-partnership.com)



## has laptop and travels

*an answer for people who need to communicate*

**After launching** their BT Mobile service to corporates, the company has been encouraging customers to become truly mobile in the way they work and live with the BT Openzone wireless broadband system. This sees customers experiencing the benefits of wireless broadband technology when out of the office.

The special offer that gave up to 500 minutes of access to BT Openzone public wireless broadband came with a very significant introductory discount for new business customers and it's worth watching for news of any repeat of this cost-cutting offer.

Of what you get with the service, Chris Clark, ceo of BT Wireless Broadband, said: "Our business mobile customers are realising the need of being able to work anywhere, any time. At BT, we are continually looking at ways to offer our customers a completely flexible way of working and living. Being able to take advantage of the benefits of both the broadband connection speeds of Wi-Fi technology and the mobile phone network gives business workers comprehensive mobile access when they're out of the office".

BT Openzone customers have access to over 20,000 hotspots globally and by specifically tailoring a wireless broadband package for their mobile customers, BT say they are fuelling the growth of the Wi-Fi market and broadening the appeal of the technology. "This is certainly

towards providing customers with truly converged services." Chris Clark added.

Further to the recent Wireless Broadband Alliance roaming announcement, BT customers can log on to the Openzone service via their Wi-Fi enabled laptop or PDA when within range of over 20,000 hotspot locations across the world, from North America to Asia-Pacific to Europe. Within the UK itself, BT Openzone is one of the most accessible public wireless broadband services with thousands of hotspots in locations including British Airways customer lounges around the world, BAA Airports, Hilton Hotels, Ramada Jarvis Hotels, major UK railway stations, McDonald's flagship and drive-thru restaurants, PC World stores, and service stations.

Want to know more - then visit [www.btopenzone.com/locations](http://www.btopenzone.com/locations) for a full list of hotspot locations or SMS 81041 with your nearest town or postcode to find your nearest hotspot

### be a ranger

**Over 1500 Rangers** help to look after the Sustrans engineered biking and hiking routes.

Now volunteer rangers are being sought to help look after National Cycle Network Route 3 between Tiverton and Barnstaple. The team is needed to take on a few miles of the path between the Devon towns.

e-mail: [rangersuk@sustrans.org.uk](mailto:rangersuk@sustrans.org.uk)

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## Dahon open up for action in China

*"more top end sales in China than in any other market"*

The China bicycle distribution business of Dahon was launched just three years ago, and they are now chasing Giant to be the number one foreign-owned brand in the country. Dahon presently has a sales network of over 2000 dealers and 70 Dahon branded shops which in 2004 brought them a sales lift that doubled the previous years figures. "Our bikes are expensive compared to the average bike sold in China so we never expected such rapid progress," says Dr. David Hon, the Dahon president. "But what we found was that Chinese consumers are tired of all the really cheap Dahon clones on the market and are ready to pay more for quality. It's interesting because China has always been viewed as a manufacturing base but it is rapidly developing a cash-rich middle class with a thirst for quality products.

"We were surprised when we brought over a few of our premium US \$2000 bikes and our dealers were literally fighting for the bikes. We ended up selling more of our top end model in China than in any other market. Building a distribution network from ground zero in China is not easy. It is an immense country and there are so many dealers out there. It's very difficult to separate the good from the bad but we've developed some pretty innovative ways to sift through the daunting number of dealers and find the ones that are the most entrepreneurial and successful. We insist on cash payment in advance - 30% deposit at the time of order and 70% before shipment. Those are tough terms we realise but payment collection is critically important in China and only the best dealers can meet these terms."

Today Dahon sells just their own product through their China sales network but will sell other bicycle and component brands in the year ahead.

*Dahon display in a Chinese bike shop*



## more carrying space on four wheels

Have the roof rack full and need more luggage space? Then turn to Thule's new Back-Up Box. It sits at the back of the car to give the extra luggage capacity needed for away times.

Thule, the world's largest manufacturer of car rack systems, has taken the concept of the roof box one stage further with an additional 420 litres of capacity of box that sits on the platform provided by existing tow bar mounted bike carriers.

This box solution is ideal for those who need additional capacity when the car roof is already being used for bikes, or aids those who cannot lift luggage high into a roof box. The extra space of the Back-Up Box, which has interior straps to hold all luggage in place, will easily swallow the wet and dirty kit that mountainbikers often need to carry home after a trail foray. And that helps keep the car interior clean, too.

Secured quickly and easily using four U Bolts, the box will sit on the platform provided by existing tow bar mounted bike carriers, such as the Euroclassic and the Thule BackPac. These bike carriers have a tilt function that also enables the box to be tilted, for easy access to the luggage compartment.

The Thule Back-Up, with an rrp of £195.00 is supplied into the bicycle trade by Saddleback - reach them on tele/fax 01454 324 587 or mobile 07795 511234. e-mail: info@saddlebackltd.com



*the Back-up Box easily swallows the wet and dirty kit that mountainbikers often need to carry home after a trail foray*



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### Coming up from Zeal Optics is new eyewear called The Driver.

It's a versatile metal framed sunglass with Swap-Out Zeal Blend polarised lenses, perfect for low impact sports and everyday use. Suitable for all conditions, they cut out glare and give excellent visual clarity. Retail price is around £90. Zeal Optics are on 01761 410208

## Stelvio Evolution goes for wins

Schwalbe looks to the road with their Stelvio Evolution tyres for 2005! After a very successful season in 2004 with the German based Gerolsteiner Team, having won three of the major Tours back to back by team captain Davide Rebellin and a very creditable 7th place overall in the Tour de France by a fellow team member. The season could not have ended better for Schwalbe with Normann Stadler winning the Hawaii Ironman Triathlon.


With 3 UK based UCI ranked teams being formed for this season, Schwalbe tyres will be used by two of them - Team DFL and Team Rochelle. Both of these squads have some of

the top racers in the UK along with riders from Scotland, Ireland, Australia, South Africa, and the USA. They will be joined by a third and revamped Stilton Racing Team, based in Peterborough, who are celebrating their 10th anniversary of top flight racing in the UK. All of these teams will be contesting all of the major UK Premier Calendar races including the Tour of Britain and some trips into Europe as well. They will be using a selection of both the Stelvio Evolution and the new Stelvio tubulars.

Off-Road, Schwalbe continues their support for the fourth year running of the Scott Team, who have taken on board for 2005 the recently crowned National Cyclo Cross champion Nick Craig. Nick along with team captain Oli Beckingsale will be pretty hard to beat in both the NPS XC and the Marathon off-road events.

*left: Davide Rebellin, placed 7th overall in the Tour de France.  
below: Normann Stadler won the Hawaii Ironman Triathlon*





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## improving traction on the bike "Rotor delivers a healthier pedalling motion"

**When Britain's Mick Ives** won the UCI World Masters Cyclo Cross Champs in Belgium, winning his age category race by almost 2 minutes, he was on his special Fuji Cyclo Cross bike fitted with the new Rotor RS4X Crankset. The cranks are designed to eliminate the 'top dead centre' condition and Mick Ives' bike has one of the few RS4x Rotors being used at present. But UK distributor for the Rotor cranks, Robin Corder, expects that'll soon change as race results show just how well they help riders achieve success.

In the championship race for the World jersey he won, Mick Ives' race time would have placed him in top 10 in the race for riders 10 years younger, and that across the five very technical laps. Mick had led from the start, and after dropping all of his rivals on the first road section was never challenged again.

The smooth pedalling rotation of Rotor Cranks improves the traction of the bike especially on the mud and in the rough and this allows the cyclocross rider a more constant and uniform push, avoiding the loss of energy of the dead spots which are critical in hard weather conditions.

Rotor isn't just for offroad though, and the triathlon market is a prime example of how effectively the mechanics of the system help out and out performance. They are used in long distance performance events such as Audax and even to the heights of the Race Across America event. Come June the British rider Chris Hopkinson will be doing the RAM west to east marathon on a bike kitted with Rotor.

The product is making a mark among professional riders too. For the 2005 season the Rotor Cranks USA Team themselves have two new Ironman professional racers, Olaf Sabatschus and Bjvrn Andersson, who was fastest bike split at the 2004 Florida Half Ironman at Walt Disney world.

So how does Rotor work? The cranks are designed to eliminate the 'top dead centre' condition, and this is attained by adjusting alignment offset between 7 and 12 degrees from the flat. It works well enough for there to be an impressive following among people who need to extend and expand their physical output. People such as triathlon competitors seem to love Rotors - and that also goes for Robin Corder who rode to 11th place in Lanzarote Ironman. That's one of the famed triathlon marathons of swim, bike and run events and here the Rotor makes a mark among professionals. For the 2005 season the Rotor Cranks USA Team themselves have new Ironman professional racers, Olaf Sabatschus and Bjvrn

Andersson, who was fastest bike split at the 2004 Florida Half Ironman at Walt Disney world.

Rotor cranks strengthen the quadriceps of the cyclist's muscles and delivers a healthier pedalling motion to allow faster and easier recovery after the effort, and is reputed to



### RS4 Road

Versions: Titanium & CrMo  
Chainrings default: 53-39, 52-39, 52-36. Crank lengths (mm): 165, 170, 172.5, 175 & 180. Bottom bracket types: BSA & Italian  
Chainrings & Cranks Material: ALU 7075. Approximate weight: 1.230 or 1310 grs (Ti / CrMo versions) Other Chainrings: Outer Ch: 50, 52, 53, 54(TT), 55(TT), 56(TT) Inner Ch: 36, 39, 40, 42, 44, 46

keep riders free of knee sores.

Robin Corder, the UK distributor for Rotor, is keen to expand awareness of the system, reckoning that it's now the perfect time for riders to try a Rotor and by doing that on an indoor trainer in the shop a good way to convince the buyer.

Retailers are supplied through his Velotech operation, which was first involved with Rotor last October. "There's a good margin for dealers and territories are available, especially in the northern part of Britain" he says.

contact details: Velotech  
fax: 01789 268570

e-mail: robin.corder@lineone.net  
www.velotechservices.co.uk

## carrying luggage and kiddies

**Recently appointed as the distributor** for the Bob range of bicycle trailers, Amba Marketing is very keen to establish the range properly within the retail sector. The Bob brand is celebrating ten years of manufacturing, and is still based in California. Bobs come in two main options: Bob Yaks without suspension, 26in and 28in size with or without Bob bag.

Constructed of 4130 chromoly steel tubing for strength, durability and stability with a capacity of 70 lbs or 32 kg. Weight 6.1 kg or 13.5 lbs. The Bob Ibx comes with adjustable 3in. suspension to dampen down the bumps in any terrain. Also available in 26 and 28in. size and made in 4130 chromoly steel tubing for strength, durability and stability.



## new customer service on offer

**Venturing into the printing business** sees M&J purchasing a pad printing machine which enables us to print onto various products they stock such as cycle bells, lights and pumps. This is a great opportunity for the IBD to advertise their shop on the accessories they sell. Mike Townsend, M&J boss, says this type of printing is ideal as it allows for small print runs. "Our customers do not have to commit to large quantities of stock. Obviously the larger the quantity the cost per item becomes lower".

An initial set up fee of £10 covers the cost of artwork and the making of a printing plate. Each plate can have two logos or addresses that give the option of printing on different products. As an example you could have a round logo design which would be used for printing on a bell or light and a longer thinner design which could be used for a pump. For later, the plates can be re-used so for re-ordering there would be no set up fee. Logo designs can simply be the shop name and phone number or address or if the dealer has an existing logo for his business this can also be used.

The pad printing process is very versatile allowing for printing on non-flat surfaces such as a bicycle pump, coffee mug or even golf balls!

Any dealer interested in promoting their shop in this way should contact Mike Townsend on 0161 337 9600



**Is there anyone** who loves winged nasties? This impulse-buy counter top merchandiser comes with Mosi-guard stick, cream or spray to rid your customers of them! Call Gelert on 01766 510 300 for details. or - www.gelert.com

## cyclists win the right to roam

**Scotland's new laws** on access giving the country the most progressive access arrangements in the UK. Under the new act, cyclists get lawful access to almost all open areas under a user code that sets out responsibilities for all parties from landowners to visitors.

This means cyclists may pass almost anywhere for the purposes of 'recreation or passage', it is hoped the law will encourage even more people to take up cycling for both leisure and utility purposes.

Much work was done by bodies such as the Cyclists' Touring Club, and CTC Scotland's national access campaigner, John Taylor, says that implementation of these access rights marks the end of an 11-year process, with CTC leading the representation for cycling from the beginning.

Cyclists have now, for the first time, a right in law to cycle freely off road in Scotland and John Taylor says "I used to envy the English system with its bridleway network, now I know everyone will envy us in Scotland."

CTC Director Kevin Mayne says there is an extraordinary debt owed by cyclists who live in and visit Scotland to the tireless voluntary work of John Taylor on the access bill and the rights established under the Act: "CTC Scotland should be very proud".

Another benefit of the legislation will be the creation of a national network of 'core paths' open to bike riders.

Guidance on behaviour by all parties is given in a Scottish Outdoor Access Code, whose key phrases are "personal responsibility" and "respect to others".

www.outdooraccess-scotland.com



## adding more to the Moore Large

**A future development** for the launch of a range of 18" and 24" hard tail, 20" and 24" dual slalom models. Moore Large will also have two range of Dual Slalom models. Sh

Available from early March new models have been shown to dealers, and in line with the improvement this product is being given has a reputation for delivering the best to the market, says sales director.

Key specification features for the Shimano / RPM transmission and price points are between £169.95 for the 24spd Argon.

After another marque awareness campaign at the Schwinns Expo, Schwinn's Stingray continues to appeal that will impact on the following early summer. There has been a new 18" / 24" version launched onto the market. A selection of new models in 12" and 24" eagerly anticipated arrival of the price points range from £129.95 to £169.95.

## Schwinn on the road

Fastback road models are a major range with five models and a franchise of price points and specifications.



cranks and Richie finishing kit. A Model range and price points: £449.95, Blue Streak; Fastback 24" £399.95, Blue Streak; Fastback 20" £349.95, Blue Streak; Fastback Comp 18spd £299.95, Blue Streak; Fastback Pro 20spd £1599.95, LTD 20 spd £2999.95, Black / Navy.

There is also the Sierra and A Frontiers and Mesa A.T.B. Rocket Line attractive BMX models.

Want a Schwinn agency? Then contact us for an interest or make contact with our sales managers. Paul Angel, South East 07717 6000, 07971991646. Dieter Pullan, North East 07717 6000, 07971991646. Drew Wilson, for Scotland 07717 6000, 07971991646.





Kiddy choice - the Stingray Pink

ge mix

**the Barracuda brand** will include aluminium juniors including 16" 20" dual suspension. Brand suppliers freestyle BMX bikes and a small shipping will be from June onwards. Hard tail Barracuda models have a policy of consistent range made at a factory in Taiwan that the highest level of quality available Gary Mather.

2005 include aluminium frames, Kronos finishing kits. Retail price the Xenon Gents and Ladies and

ess campaign at the Stonesleigh es to show customers with an low-on Stingray juniors, launching very successful take-up of the 20" market in 2004, and there will be a and 16" wheel together with the Spoiler dual disc model. Retail for the 12" and £149.95 for the

major focus of the Schwinn 2005 meset offering a complete line up s. The Sport models kicks off the range at £449.95 retail for N'litened gold label super butted Aluminium frame, Tiagra / Sora 24 speed transmission with Truvative

available in 47, 50 and 54cm. show Fastback Sport 24 spd at 7 spd £699.95, Red Streak / Carbon; 999.95, Silver Streak / Carbon; Pearl Black / Carbon; Fastback natural Carbon.

adventurer Comfort and Trekking, Dual Suspension, alongside some

call Moore Large to register your ne of the company's five bicycle outh West 07971 991630. Craig 34945. Paul Ratcliffe, Midlands n East & Northwest 07971 991630. and on 07971 991647

### Accessories too

Moore Large have a deep reserve of quality brands that meet the needs of commuter riding to racing man. The On Guard range of locks covers chains through to heavy shackles, all are real mean customers to the would-be thief.

Details from 01332 274 200

## suspension their art industry leaders in the development of magnesium technology

### The very name SR Suntour

is a combination of two brands that have a long history. Suntour were the first to introduce index shifting some 20 years ago and before that the Superbe Pro Groupsets were regularly ridden by pro riders in the Tour de France and other races.

SR are known for an extensive range of components, and seatposts will be best remembered. But times move on and over the last fifteen years SR Suntour have opened new production facilities in Taiwan and China, with a second facility in China now in development.

There have been times when the brand slipped from prominence, at one time there were even rumours Suntour had gone bust. Let's put the record straight - Suntour never went bust, though the UK distributor at the time did have distinct problems.

The SR Suntour group continues to innovate, being industry leaders in the development of magnesium technology. Complete production is carried out on one site with huge ingots of raw magnesium going in at one end and finished suspension forks coming out the other. It's all under the control of their Japanese managers, where of course the roots of the company lie.

SR Suntour produce really light-weight, high performance suspension forks that are just unbeatable value for money. It's a worst kept secret that several top image brands seen on the street are actually produced in SR Suntour's Taiwan factory. That's confidential so don't tell!

Suspension forks are probably the most high profile product associated with SR Suntour these days, with hundreds of thousands fitted as original equipment on many well known brands. Look around the showroom and see how many you can spot!

But it's not just suspension forks that come out of their factories. There's a good chance that the your showroom will have bikes kitted out with part of the transmission system showing the famous SR Suntour logo. Chainsets, derailleurs, cassettes plus suspension seatposts and folding pedals are all part of the extensive range.

The Suntour range is constantly growing and developing and the innovative Ice Control Shifting System is an excellent example of how SR Suntour have combined technical expertise with the requirements of the modern cycling consumer. The group is extremely keen to promote their own brand in the aftermarket rather than just produce for others or have fitted as OE. Look what that decision did for Giant!

Greyville Enterprises can be contacted on 0845 1661983, sales@greyville.com www.srsuntour-cycling.com

## increasing the Lyon share

**It's a success story for Lyon Equipment** with their new T-Zip Shuttle bike and travel luggage which is selling through well. It's the only lightweight polycarbonate moulded waterproof wheeled luggage on the market, and as it moves off the shelf it is helping retailers make good margins.

Lyon also have other kit that tourists and cyclecampers will find right up their street. The Ortlieb waterproof luggage and carrying systems, so very necessary for peace of mind when on the move in the weather conditions that prevail in Britain, is getting a product awareness boost. Lyon are adding to the marketing support a separate cycle catalogue for the growing cycle range.



The company say that cycle Ortlieb sales have well exceeded expectations of the sales forecast on the year to date from a strong base and the added publicity will push the product even harder. Lyon have the ability to hold big stocks of all Ortlieb items with fast delivery from their warehouse.

There's a success story, too, with Jetboil, a compact and very efficient all-in-one gas stove that

boasts an integral pot. Picking up the Crystal Award, from Outdoor Writers' Guild last autumn, has been followed with a BrandNew recognition award at Ispo (pictured). It saw the Jetboil highlighted at the Messe Munich event as most innovative product. Lyon Equipment are on 015396 25493.

## Le Roi wins . . . in the lab too

**Wilier Triestina's top-of-the-class model** has been certified at the highest level also after tests at Efbe (Engineering For Bikes). Especially mentioned is the stability of the bottom bracket and of the head tube which makes it the very machine that is now Team Cofidis' official bike.

The multi-monocoque carbon frame, which is Wilier Triestina top-of-the-class model, has been qualified as a Top Performance Frame by the German engineering society EFBe, which ranks as a new and important award.

The latest tests, made in special laboratories in Germany, concern the stiffness of the bottom bracket (108 newton/meter), the stiffness and the stability of the head tube (81 newton/meter) and the overall weight of the frame with the fork (1434 grams). These results give Le Roi an outstanding reference as far as lightness and rigidity are concerned.

As for endurance, the bicycle came out of the hardest fatigue test with 100,000 loads of 1,300 N (approx. 130 kg) without any crack or break. Since the weight of the frame was only 950 grams, the result looks extraordinary: statistics of racing frames show that only 40 per cent of all EFBe tests were passed successfully. So Le Roi acquired the highest label of those assigned by EFBe.

Le Roi is a full carbon frame built with MMS (Multi Monocoque System), a revolutionary procedure that uses monocoque technology in each tube of the frame. This method allows a reduction in the weight of the frame to levels previously thought impossible (950 grams) while maintaining superior characteristics over lugged and monocoque carbon frames.

The distributor for UK sales is Bill Nichols. Contact him on 01926 624 031



## Cytech Japan

**ACT has sold one of its CyTech Distance Learning courses** to an ex-pat living in Japan! Charles Besford is based in Urayasu-shi and discovered the course through the ACT website. Charles has now bought a course folder which is on its way to Japan!

The distance learning course is available to both the trade and public and is intended as an introduction to the fundamentals of bicycle maintenance, providing the basic skills and a solid platform for ongoing professional training through the full range of CyTech courses.



## pushing the boundaries

### The fulcrum wheels project

is significant step in the development of the racing wheel. Market leader Campagnolo teamed up with a group of aerospace engineers with a passion for cycling to develop a truly exciting product - very modern, very sexy, and in keeping with the needs of the race game.

Endowed with genuine innovation, like all good designs the race wheels are the result of extensive research and development and feature many technological developments with no less than seven new patents.

At present there are three models in the range and all Fulcrum wheels are dynamically balanced and made with oversize sealed cartridge hubs.

Meeting all UCI technical requirements they still push the boundaries of technological development. The wheels have technical advances such as lightweight triple faced and balanced rims; no spoke holes meaning no rim tape and much more torsional stiffness yet with vertical elasticity. Used for the build is alloy for axle and cassette bodies, with aerodynamic aluminium spokes and a new spoking method and pattern.

contact Jim Walker on 08707 528 777

## new from Buff

**Dainty accessories and kit that's cool** is all part of the new offering from Buffwear. Now is the time to order - call 01707 852 244.





## at Ison for you . . . some people in the company

**Matt Andrews** assists in making sure that Ison's advertising and marketing campaigns develop the demand that you need to help drive your business forward. Coming to Ison after several successful years heading up sales and marketing in another action sports industry, Matt maintains a personal passion for bicycles which helps bring you the information you need to service your customers with the hottest, fastest moving and newest products in the market place - all from Ison of course!

**Andy Diss** is general manager, responsible for warehousing, stock holding, pricing, logistics and general management of all day to day operations. He'll shortly become a director of Ison Distribution Ltd. Andy also manages to become the technical expert in regard to tools, Rohloff hubs and anything else that isn't straight forward to figure.

**Lewis Harvey** is the IT manager dealing with websites and integration of our systems to yours. Contact him for advice on all IT related issues. As for bicycles Lewis also has a developing knowledge in tools!

**Kay Mead** handles the Ison accounts operations. Nice as pie if you treat her right, Kay also bakes better cakes than "Mr Kipling".

**Stuart Barnham** is our Jump and BMX expert. Amongst ensuring that your parcels have the correct goods inside. Stu is also the face behind the evolving Gusset product image.

**Richard Rowland** is also the main man in the handling of your goods out of the door, and also heads the Ison workshop service area and assists with product development and testing. Bike builder extraordinaire!

**Lloyd Townsend**, MD and responsible for ? - whoever said anything about being responsible?

Ison Distribution has served the UK IBD sector with top-end products and tools & service lines for over a decade. Universally renowned for offering solutions to trade headaches, Ison gives serious dealers a whole lot more than being just another supplier of parts & accessories.

## they're rooted in a shop like yours

**Lloyd Townsend has lived with bicycles all his life.** Now MD at Ison Distribution, he spent many years getting grubby in the workshop of his family's bicycle business, after 25 years of being right where customers bring their wants, needs and bent bits, he has that enviable understanding of the problems and solutions that is daily fodder in a bike business like yours. Not satisfied with run of the mill answers, the Lloyd Townsend psyche is to search for products that do the better job for your customers.

Ison Distribution Ltd. is the wholesale company supplying independent cycle dealers right across the United Kingdom with over 6,000 peer-brand product lines. Founded in 1994 as an offshoot to a hundred year old cycle shop in Cambridge, Ison - who now employ seven full time staff - became a separate limited company in 1999.

**Tools & Service:** The foundation for Ison Distribution, who continue to bring you the most comprehensive selection of bicycle tools available in the UK. Associated products include lubricants and solvents.

**Small Parts:** Ison bring you the answers to the technicalities of bicycles - with advice on the large selection of adapters, spacers, shims, bolts etc. that are in stock.

**BMX:** Ison handle a large selection of parts and accessories from leading BMX companies including Dia Compe, ODI, KHE, SST, Gusset, 4-Jeri, Maxxis, DNA, TSG, as well as emerging companies like Inertia Bikes. Ison handle the complete BMX bike range from KHE.

**MTB:** Ison offer a large selection of parts and accessories from leading MTB companies including: Diatech, ODI, including Yeti and Intense, Grips, Rook, Salsa, Surly, Gusset, Halo, Total Air, White Brothers, Fibrax, Rohloff, TSG, Tuffy Tape, Identiti and several other smaller brands. Additionally, Ison also distribute complete bikes from Identiti.

**Road & Lightweight:** This is an emerging product area for the company with several top flight products for the Road and Lightweight markets from brands such as Scandium Salsa frames, Surly track, touring and other frames, for Dia Compe brakes, Halo & Salsa rims - plus more...

**What's Identiti got to do with Ison:** In 1998, Ison Distribution wanted to develop complete DS bikes, and so, using their industry connections to the likes of HT and Schuaff, Identiti bikes was born. Ison Distribution is also known as ID, and therefore, Identiti as a stand alone brand was a natural evolution of the shortened Ison Distribution name. At the same time Halo rims and Gusset MTB parts were also developed along with Identiti products.

By 2001, after a lot of time and integrity had been built into the effort of developing and refining their own frames and parts for the slalom market, Ison began shipping their own high pedigree product. Since then In export markets have opened, with global success for their innovative lines from Identiti, Gusset and Halo.

The company is continuing to develop cutting edge Hard Tail frames and bikes for the DS, Trails and Freeride markets, and are likely to expand into other sectors of the sport, with the same levels of rider developed designs.

**Support and dealer base:** With ibd help and support, Ison Distribution grew it's business again last year, that performance coming from what is still an independent micro company - which ID hopes is seen as one of the company's real strengths. Says md Lloyd Townsend, "ID can move faster than many, and are always very much right on the cutting edge of new products and trends. As regular dealers have found to their advantage, our first pick availability for our customer orders improved, and we continue to invest heavily in stock holding and brand marketing".

Ison Distribution Ltd are on 01223 213800  
Fax: 01223 568361 e-mail: sales@ison-distribution.com  
visit their website at: www.ison-distribution.com



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Halo Spin Doctor Disc hub - Direct axle gear mounting option available. right: Problem Solvers Centre Lock to I.S. 6 bolt Disc adaptor.



Identiti Dr Jekyll BSX

Salsa Las Cruces Scandium CX frameset



Inertia Unit 853 BMX frame - Sub 4.7lbs

Dia Compe 9000Ti Road brake - 125g.



one of the four big hits



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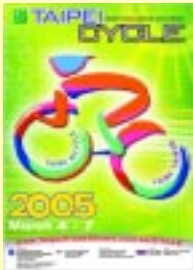
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## 2005 diary dates



The big one for the month ahead - the Taipei International Cycle Show, Taipei, Taiwan.

### MARCH

- 4-7 Taipei International Cycle Show, Taipei, Taiwan
- 10 OIA Conference, Windermere.
- 14-17 ISPO, China, Shanghai, China
- 18-20 O.S. Outdoors Show, NEC

### APRIL

- 1-3 The Bike Show, Stoneleigh Park
- 15-18 Taipei International Sporting Goods Show, Taipei,

### MAY

- 4-7 China Cycle Show, Shanghai, China
- 31-3rd June VeloCity, Dublin, Ireland

### JUNE

- 11-19 National Bike Week
- 17-19 Urban Escapes Show, Lee Valley, London

### JULY

- 3-5 ISPO SUMMER, Munich, Germany
- 6-8 Outdoor preview, nec
- 21-24 Outdoor, Friedrichshafen

### AUGUST

- 11-14 Outdoor Retailer, Salt Lake City
- 17-19 KORS Outdoors, Kendal

### SEPTEMBER

- 1-4 Eurobike, Friedrichshafen, Germany
- 4-6 SPOGA, Cologne
- 16-19 EICMA Bicycle Show, Milan, Italy
- 15-18 IFMA, Cologne, Germany
- 18-20 Glee, NEC
- 25-27 OIA Show, Harrogate, N. Yorks
- 28-30 Interbike International Bike Expo, Las Vegas, USA
- 30-3rd Oct Salon International du Cycle, Paris, France
- 30-9th Oct Salon International de la Moto, Paris, France

### OCTOBER

- 12-16 Cycle 2005, ExCel, Docklands, London

You may wish to suggest other events for this Trade listing and we'd certainly be pleased to hear of amendments or alterations. Please contact us by e-mail to: [ksa@ksa-partnership.com](mailto:ksa@ksa-partnership.com) (put in subject line: Diary)

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so the world is going to change?

**Our front page story this month** is about the European Parliament's backing of cycling as a means of transport. It's hoped - nay, expected - that commonsense will prevail and the planned legislation that is already the norm among several of our continental partners will see the weight of law handed out to help cycling in Britain. Will it help?

I come from a line of cyclists and the time where we weren't intimidated by today's mechanised morons, who care little about other motorists let alone a bicycle rider. "Who doesn't pay road tax" they like to voice as if that old chestnut gave them a God sent right to act silly. They won't do that and get away scot free after April 12. Or will they?

Country people aren't the only ones who recognise you can take a horse to water, but you can't make it drink. So what is going to be the message after Government, or the European Parliament, decrees that the motorised traveller must be nice to cyclists or pay the penalty after any transgression. Will the hit and run, or quickly out of sight perpetrator, be any less inclined to, err, hit and run?

Perhaps there's a message of hope with the news that Shimano's Cycling Concept Award 2005 has been won by the organisers of a bicycle practice course for adults in Córdoba, Spain. The Plataforma Carril-Bici de Córdoba (Bicycle Lane Promotion Platform) will receive prize money of 12.500 Euros to allow them to carry out ten bicycle practice courses, each containing eight lessons. The courses will be attended by adults who do not know how or do not have the courage to ride a bicycle in the city.

Using that as an example, perhaps worthies of the automotive trade will put some of their promotional resources into similar practice courses. The lessons will each take an educational slant and the courses will be attended by adults who do not know how, or do not have the knowledge to be fit to be on the road. Any takers?



Peter Lumley - editor

## saddle SELLE SMP collection

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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](http://www.ksa-partnership.com) / editors desk for the reading matter

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## three wins out of three

**Fort William, Nevis Range ski area and the Forestry Commission** have won the award for the best Downhill and 4 Cross Mountain Bike World Cup events of the 2004 UCI Mountain Bike World Cup series. It is the third successive year that Fort William has been presented with this prestigious annual award and yet again reflects the huge success of this international mountain biking event, watched by more than 17,000 spectators over two days of intense and thrilling competition.

This autumn Fort William is to host the UCI Mountain Bike World Cup Finals - a first for the United Kingdom, when the overall World Cup Winners will be crowned in a big, end of season celebration of mountain biking action. It all adds up to bike racing becoming a big tourism earner in an area that has missed out on traditional winter snow-scene bonanzas for several years now.

Fort William's win comes from the votes of competitors, officials and media from all over the world who had attended events in Scotland, Spain, Belgium, Italy, Austria and Canada on the 2004 UCI Mountain Bike World Cup circuit. Patricia Ferguson, MSP, Minister for Tourism, Culture and Sport, said: 'The announcement by the UCI is a tremendous boost to the country. Last year the competitions brought global media coverage and spectators to the Highlands. The Scottish Executive recognises the economic benefits of staging world-class events in Scotland and is delighted to be supporting the mountain bike World Cup races through EventScotland and VisitScotland.'

The Nevis Range ski area and Leanachan Forest, Fort William, has successfully hosted rounds of the UCI Mountain Bike World Cup in 2002, 2003 and 2004, and has established itself as one of the best competition venues in the world. Mike Jardine from Rare Management, the organisers of the World Cup events at Fort William said: 'Three awards in three years is an amazing endorsement for Fort William and everyone involved. We're all looking forward to the challenge of continuous improvement in

"it dries them quickly."

**Scotland's Anatom** have an exclusive bit of kit that dries wet and soggy footwear.

Dampness Deterrent of The Year is the Dryguy Circulator selling at £20, it's has been selected by *Runner's World* magazine in their Products of the Year article. "While you can get used to squishing your feet into soaking trainers you don't have to. Stick a Circulator in each shoe and warm air circulates and dries them quickly."

get all the lowdown from Anatom: phone - 0131 221 2200

the build-up to the World Championships in 2007 - and we've already got some new ideas for the World Cup Finals this September.

"As everyone says - you really have got to be there!"

This year Fort William is to host the UCI Mountain Bike World Cup Finals from Friday 9 to Sunday 11 September 2005. This will be a key event in the build-up to 2007 UCI Mountain Bike & Trials World Championships, coming to Fort William.

[www.fortwilliamworldcup.co.uk](http://www.fortwilliamworldcup.co.uk)

**The European** made chainset range from Dilliglove is getting a marketing boost - check your local wholesaler. Or call 0121 308 4127



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a note from the publisher

## why Xtra?

When KSA produce a Trade journal it is to bring together market intelligence that will put people in danger of doing business. We have a Bicycle title, one for Outdoors and another for Scooters and lightweight urban transport. A long time ago we found that mixing Trade specifics alongside the credible alternatives gave readers the chance to broaden product awareness and open up the new market opportunities. That's what this composite Xtra is about.



Kiddy choice - the Stingray Pink

## adding more to the Moore Large mix

**A future development for the Barracuda brand** will see the launch of a range of aluminium juniors including 16" 20" and 24" hard tail, 20" and 24" dual suspension. Brand suppliers Moore Large will also have two freestyle BMX bikes and a small range of Dual Slalom models. Shipping will be from June onwards.

Available from early March new hard tail Barracuda models have been shown to dealers, and in line with a policy of consistent range improvement this product is being made at a factory in Taiwan that has a reputation for delivering the highest level of quality available to the market, says sales director Gary Mather.

Key specification features for 2005 include aluminium frames, Shimano / RPM transmission and Kronos finishing kits. Retail price points are between £169.95 for the Xenon Gents and Ladies and £229.95 for the 24spd Argon.

After another marquee awareness campaign at the Stonesleigh Expo, Schwinn's Stingray continues to wow customers with an appeal that will impact on the follow-on Stingray juniors, launching early summer. There has been a very successful take-up of the 20" / 24" version launched onto the market in 2004, and there will be a selection of new models in 12" and 16" wheel together with the eagerly anticipated arrival of the Spoiler dual disc model. Retail price points range from £129.95 for the 12" and £149.95 for the 16".

## Schwinn on the road

Fastback road models are a major focus of the Schwinn 2005 range with five models and a frameset offering a complete line up of price points and specifications. The Sport models kicks off the

range at £449.95 retail for N'litened gold label super butted Aluminium frame, Tiagra / Sora 24 speed transmission with Truvative cranks and Richie finishing kit. Available in 47, 50 and 54cm.

Model range and price points show Fastback Sport 24 spd at £449.95, Blue Streak; Fastback 27 spd £699.95, Red Streak / Carbon; Fastback Comp 18spd £999.95, Silver Streak / Carbon; Fastback Pro 20spd £1599.95, Pearl Black / Carbon; Fastback LTD 20 spd £2999.95, Black / Natural Carbon.

There is also the Sierra and Adventurer Comfort and Trekking, Frontier and Mesa A.T.B. Rocket Dual Suspension, alongside some attractive BMX models.

Want a Schwinn agency? Then call Moore Large to register your interest or make contact with one of the company's five bicycle sales managers. Paul Angel, South West 07971 991630. Craig Thompson, South East 07717 684945. Paul Ratcliffe, Midlands 07971991646. Dieter Pullan, North East & Northwest 07971 991630. Drew Wilson, for Scotland on 07971 991647



Fastback



Stuntrider

## Accessories too

Moore Large have a deep reserve of quality brands that meet the needs of commuter riding to racing man. The On Guard range of locks covers chains through to heavy shackles, all are real mean customers to the would-be thief.

Details from 01332 274 200