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Government is still losing bike riders

traffic-free routes which currently carry around three quarters of all trips in urban areas are being missed from DoT statistics

Government figures now confirm an increase in the number of cyclists, which finally reflects the positive trend recorded by sustainable transport charity Sustrans

in their monitoring of usage of the National Cycle Network. The news that cycling levels are actually on the increase contrary to previous Government surveys, comes as no surprise to Sustrans. Its new Route User Monitoring Report for 2005 records 232 million trips made on the National Cycle Network in 2005, an increase of 15% on the previous year.

The National Cycle Network is a truly sustainable transport option, more commuters are using it to get to work every year and more people are choosing to walk or cycle rather than drive. Commuting cyclists on these sections are travelling nearly five miles on average - more than twice the average length of cycle trips recorded in the government's National Travel Survey.

Sustrans' John Grimshaw says "the Government's new, adjusted, figures (showing a 5.2% increase in cycling) are the result of changes made to its method of counting. We are pleased that those changes have been made, but continue to call on the Department for Transport to take account of traffic-free routes which currently carry around three quarters of all trips in urban areas. And, Sustrans' data for the number of bike trips made on road records a 5.7% increase from 2004 to 2005".

"Government statistics should show an accurate reflection of a cycling picture, that is, we believe, becoming increasingly positive. Without these how can the case be made for the appropriate levels of investment ever be made?"

when people like the product

a tandem tourist gives his praise, others win races

It is not very often that a customer returns a tyre because he is so well pleased with it! That's what happened at York Rally in June, when a customer visited the Schwalbe stand and presented Chris Hearn with one of the new Marathon XR Evolution tyres that had seen plenty of use. The rider was so proud of the product that he had even made a small poster to support it! The poster words said - "6005 miles on the tandem back wheel without a single puncture. This is about double any other make of tyre I have ever used"

Away from the touring scene where they enjoy such rapturous acclaim, Schwalbe continues to dominate the MTB scene this year with Team Scott riders Nick Craig, Dave Collins and Stu Bowers filling the top three places in the first three rounds of the Merida 100k off-road events. They've been riding the new for 2006 Nobby Nic tyre (pictured) which have coped extremely well with the very wet and muddy conditions for rounds 1 and 2. They swapped to the popular Racing Ralph, which proved to be as fast as ever in the very hot and dry conditions of round 3.

In the NPS cross country series, not only are the Scott riders filling the top placings but are having to share them with the new boys on the block, Team Kona, who are also using Schwalbe tyres. Then up popped Nick Craig, who is still the man to beat in the six hour Enduro event that follows the cross country race. They never get tired of it, do they!

There are no less than five UK road teams sponsored by Schwalbe tyres, between them using a mixture of both the Stelvio Evolution front and rear specific tyres and the Stelvio tubular that is proving to be "very fast" and "very reliable". It's all down to the RaceGuard puncture protection belt, they say, and still weighing in at 8 ozs. Team DFL who are based in Belgium,

just a few kilometres away from Team FBUK, the only UK UCI registered all girls team, are in winning form. The Downing brothers are also proving their worth and are now well into their preparation for the Tour of Britain.

Back at the ranch, Schwalbe technicians are continually looking at ways to improve their tyres and with the help of the Gerolsteiner Team have developed a new road tyre going under the name of Ultramo. Currently being tested by a number of pro racers and various test riders, the feed back is really quite remarkable - more on that later.

Nobby Nic is the tyre for wet and muddy conditions according to Team Scott. Marathon is the favourite for giving long service



a new web domain name



www.saddleback.co.uk

Demand is high for the updated Montare bike (left) that comes in 20in. and 24in. Since the introduction it has become Falcon's best seller. Prices are £89.99 and £109.99. The other illustration is of the 18in. Little Superstar, which is quite a favourite selling for just under the £100 mark. There are other additions to the Falcon bike collection for youngsters, with the new Junior range just coming on stream. Call Falcon on 01652 656000



Now is the time to think cold weather sales - ordering from the BBB winter shoes and glove range now will have you in gear and ready for when the thermometer reading starts to drop. Another good reason to think this way is that Greyville is offering the sort of special promotional deals that'll warm the cockles of your heart. call them on 01543 251328



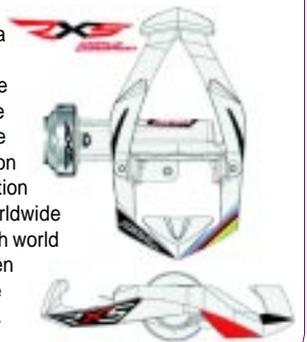
Muc-Off have introduced the Dirty Work scrubbing wipes which have what they call an 'ultimate scrubbing texture' reckoned to remove hard-to-shift dirt, grease and oil from hands, tools and also metal components. They are designed for workshop use or cleaning on the move - and there's no need for water! "Our wipes are dermatologically tested, they're tough on grime yet kind to hands and they'll even leave your hands clean and moisturised" say the makers!



Dirty Work wipes come in a tub containing 40 XXL pink (of course!!) wipes and have an SSP of £8.99. Each wipe contains lanolin to condition and moisturise skin to help prevent dryness or cracking. There is also a citric burst to banish grime and freshen hands without needing to rinse them afterwards. Muc-Off Dirty Work wipes are ideally suited to outdoor environments where maintenance work has to be carried out, particularly if there is no water supply.

For more information on how to get Dirty Work call 01202 307790

The Campagnolo Vento 2007 black wheelset is being offered by RJ Chicken on a first come first serve basis at what is a very good price for such a renowned product. This follows the Campagnolo Khamsin wheels which have been flying off the shelf at £99.99. More good news from RJC is that Time have released the Tom Boonen Limited Edition world champion RXS road pedal. Production has been limited to 3000 pairs for worldwide consumption. Cool white emblazoned with world champion stripes. Sure to appeal to Boonen fans and style seekers alike, the pedals are available from RJ Chicken now. SRP £69.99. call 01582 873329 for more details.



PCM are top advocates for the idea that cycling is fun, and especially where the young are concerned. Keeping that tradition alive sees them introducing a couple of Ammaco models to set pulses racing. The Ammaco Trails Bike and the Ammaco Hell Rider have been designed with just one intention in mind - give children hours of fun and enjoyment. The Trails Bike (seen right) is a dual suspension BMX, with downhill suspension forks, Shimano 6sp indexed with Grip Changer, 20x2.25 tyres, alloy rims.



The Hell Rider (left)* is a dual suspension BMX with a swing arm frame, downhill suspension forks, 6sp Falcon index gears with Grip Changer, 20 x 2.10 tyres on alloys.



Retailers wanting to see the PCM range of cycles please phone Tom Archer on 01268 574040

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HEART RATE



HEART RATE

CHEST STRAP

Weldtite branded products in over 40 countries worldwide

Weldtite, Cyclo and Adie are all firing on all cylinders. Sales are at record levels at home and abroad. With Chris Jenkinson successfully taking over sales on the export side he's pleased with the way Weldtite have continued to expand their export market in 2006. The company has opened new distribution outlets in Belgium, Portugal and Slovenia. That means currently Weldtite distribute their branded products to over 40 countries worldwide, and following the expansion of their Barton factory last year have now been able to develop parallel export market opportunities in the form of own label brands for a number of new major international customers.

Weldtite personnel travels well, too. They'll be promoting their brands extensively in the international bicycle arena, exhibiting at Eurobike, The Taipei International Cycle Show and Interbike. In addition to these three major shows, and following the success of their new Belgian distributor Weldtite will be exhibiting at the Expo Velo show to be held in Brussels in October.

The newest product to be added to the portfolio is the Weldtech training course, and having achieved success in the UK they have now exported the idea to South Africa. The South African courses are due to start in September and Weldtite training officer Jeff Beech is in Africa for two weeks to establish the programme and further promote the Weldtite brand.

The success that Weldtite has created within the international export market is attributed to the way the team works, with reliability and flexibility plus the passion to supply British made products into the marketplace abroad. On the home front Geoff Lee has for many years looked after UK sales which include cycle accessories to cycle wholesalers, motor cycle and scooter accessories to the wholesalers in that sector and also to general items to non food Cash and Carrys, the auto and the grocery trade. Geoff Lee has now added the full Irish territory to his portfolio and is currently

10% up on the 2006 budgets. Helping the pull-through exercise Geoff is also visiting retailers with wholesale representatives to promote Weldtite brands and products.

Hamish Stewart has stopped his export sales related travel but will be at Eurobike to meet the larger UK customers visiting that show. These days Hamish Stewart concentrates on the Adie Children's and other cycle accessory line, together with the major UK accounts. Weldtite are reporting their top three accounts as being between 20% and 40% up this year with further exciting prospects ahead. Adie has returned to its metal bashing roots and introduced a range of cycle baskets, the collection also includes wicker baskets so the company can offer the whole range of baskets.

In conjunction with the Bicycle Association Weldtite have set up a training scheme to train people in bicycle mechanics. These courses are at different levels to cover all abilities from school children to full bike mechanics in shops and cycle racing mechanics. The schemes are being run by Linda Burnett and Jeff Beach, Originally designed just to promote Weldtite products, their popularity has brought financial success in their first full year in their own right, and this is seen as an area offering real growth potential.

to find out more give Weldtite call on 01652 660 000

they're jet-setting with a purpose

The air miles have been rattling up at Greyville recently with trips by MD Alan Pritchard and product manager Paul Hinton to annual jamborees at SR Sountour and BBB. First it was to Bad Wiessee in the Bavarian Alps in early June, the venue and date for the annual get together of SR Sountour distributors. Same beautiful setting as last year with regulation trip to a beer cellar but the serious side of the visit was an in depth review of the exciting new products for 2007.

SR Sountour has developed way beyond a mid range OE supplier of chainsets and derailleurs and now offers some of the most technically advanced suspension forks on the market. Able to compete at the highest level and priced well below some of the more high profile brands SR Sountour has been a favourite of those "in the know" for some time.

A little over a week later it was the annual BBB gather

ing in Leiden, Netherlands for extensive product and marketing presentations, plus a beach bar-b-q.

Now represented in 28 countries with world wide sales exceeding 60 million US dollars the BBB brand has seen phenomenal growth since it's inception in 1998. The extensive product range continues to expand whilst still maintaining the successful concept incorporating informative packaging, high level sponsorship, in shop displays and extensive promotional support.

Greyville has represented BBB in the UK market since those early days in 1998 and has been part of that tremendous growth. This expansion has its downside in the limitations of the warehouse Greyville have occupied since 1989. This has entailed renting additional warehouse space nearby but as Alan was keen to point out - "it's a problem I'm happy to have".



it does what it says on the container, There's a big tub for workshop use.





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July 2006 is a landmark month in the short history of Derbyshire based Storm Waterproofing, both in product and Company development. Since acquiring their 12,000 sq. ft. premises last year it was always the plan to increase the office accommodation at the site. This month the new office block will be completed to include a showroom displaying the expanding ranges of products in the new Storm portfolio.

STORM SPORTS DISTRIBUTION LTD

The offices will now also house the headquarters of two newly formed companies, Storm Sports Distribution and Storm Solution Ltd. businesses. Storm Sports Distribution, or SSD for short, is specialising in the distribution of premium brands to the UK sports and outdoor trades.

The first premium brand to appoint SSD as exclusive sports distributor is Elastoplast Sport, widening the distribution of its fastest growing brand of elasticated sports injury supports. Endorsed by Leicester and England rugby player Martin Johnstone these two ranges of ankle, knee, elbow and wrist supports provide a quality alternative to rigid strappings.

Nivea are the second high street brand appointing SSD to develop their sales in the sports categories. Spotting the need for active sports people to travel light, Nivea have developed their ranges of products in a mini format. SSD will offer the Nivea brands Sun, Lip, Deo, Men, Shower, Soft and Hand in easy to carry lightweight packs.

The third brand to join the SSD portfolio is another market leader, Elastoplast. Included in the range of skin repair products are their latest clinically proven anti-microbial plasters containing silver. Also the most recent Elastoplast launch, a spray on plaster, particularly good for those awkward places where its difficult to attach plasters. This is complemented by a cool spray and particularly useful for campers and caravanners is the burn spray or alternatively a burn relief plaster.

As SSD develops its distribution more leading brands are expected to use it as a focused alternative for all sports retailers. During the coming months SSD is appointing a team of agents to sell these products in the Sports, Outdoor, Ski-ing, Equestrian, Golf, Motor Biking and other relevant industries.

STORM SOLUTION LTD.

Storm Solution represents the newest addition to the Storm portfolio of Companies. It offers brands a marketing and sales opportunity to personalise or re-pack stock or just organise promotions for their products without the headache and variable costs of trying to organise it.

Managing director Tim Wilson claims the development brings the expertise from an in house two and three dimensional design team offering pack and promotional design facilities. This, together with the appointment of an experienced blue chip brand sales director, that will be made public shortly, gives brands an in house one-stop promotional opportunity.

The support includes a full point of sale and promotional service including in-store stock promotions, re-pricing, re-packing, shelf ready packaging and the supply of corporate clothing and advertising material and in-store promotional teams.

Targeting the larger brands such as Unilever, Glaxo Smith Klyne, Johnson and Johnson and the like doesn't preclude smaller sports brands enjoying this professional support solution. Call!

STORM WATERPROOFING (UK)

Storm was established in 2004 now has its products sold in 27 countries and they represent an exciting high performance alternative to older more complex systems.

The Storm brand is being re-launched this summer to mirror the demands of retailers and consumers for products that are easy to self-select and to understand their uses.

Introduced this year is a re-formulated and totally re-branded range of high performance cleaning and waterproofing products for leathers and fabrics. These are complemented by the Storm fast wicking and silver deodorising technologies for underwear and boots and helmets. Using a sharp new easy to understand colour scheme, green products are cleaners, blue products waterproofers and purple ones conditioners and deodorisers.

Completely new for 2007 is a new range of care products for Caravan and Motorhomes. These include a Cleaner, Rinse and Shine, Black streak remover and an abrasive cream that removes light scratches from acrylic windows.

Storm plans to secure additional retail customers throughout the UK, locate and appoint new International Distributors and establish the new Storm Caravan range of products in the marketplace.

Tim Wilson, managing director of SSD sees this as a significant change of emphasis as more and more outdoor brands seek to sell into the high street, the worlds largest brands are now seeing the opportunity to bring household brands into the sports sector.

Elastoplast Sport has a superb range of sports support bandages as well as its brand leading skin repair products. The burn sprays and spray on plasters bring a welcome relief to all outdoor enthusiasts, especially because of their handy size. Nivea has also recognised this within its brand categories with mini packs of sun creams, lip, shave gels, deodorants and hand creams.

For SSD the objectives are quite clear, to appoint new Nivea and Elastoplast retailers.

All these handy and easy to carry products will be available from SSD via their sports sales teams, either as individual items or in the smart counter top display packs.

Call 01773 521309 or e-mail tim@stormsportsdistribution.com for more information.

IFMA, Cologne, September 14 to 17

getting there is easy

More than 50,000 visitors visited IFMA in 2005, including some 20,000 trade and other professional visitors from 60 countries. This time more than 750 companies from 36 countries will be marketing the latest products and innovation for the two-wheeler market on 65,000 sq. metres of hall space and 40,000 sq. metres of outdoor space. here will also be an extensive action-packed support programme.

The show will be in the new, state-of-the-art halls that were opened earlier this year and will have a new layout. The new northern entrance will be used for IFMA providing visitors with an optimal circuit and enhanced overview. Bikes of all types will be on display in Halls 6 and 7, high-end products, clothing and accessories are in Hall 7 and parts, components, electric bikes in Hall 9.

easy travel options

Flights to Cologne/Bonn airport are available from several low cost carriers. EasyJet (www.easyJet.com) fly from East Midlands, Liverpool and Gatwick. The Hapag Lloyd Express service (www.hlx.com) is from Manchester. GermanWings go from Stansted and Manchester. (www20.germanwings.com) Both British Airways and Lufthansa fly to Düsseldorf from several locations.

You could also fly to Frankfurt and get the hi-speed train from the airport there to the city of Cologne. It's just one hour on the train - and is an amazing experience.

For the show the entrance tickets are now bought on-line with a credit card at the e-shop on the show website at www.ifma-cologne.com

Alternatively you can visit the show website at www.ifma-cologne.com where you can find a list of exhibitors.

urban cycling: Cologne pattern is chased

Travel Survey statistics show that more men are inclined to hop on their bikes than women but a scheme by one of Cycling England's demonstration towns aims to change this with the introduction of women only cycle groups.

Darlington's travel survey found that 85% of trips by bicycle in the town were made by men compared to only 15% of women. In a cycle friendly Cologne the statistics are practically reversed, and Darlington hopes to match that figure.

On closer inspection it was discovered there were more enquiries regarding the town's cycle loan and training schemes from women looking to get on their bikes for a variety of reasons from health benefits to cost cutting exercises. However their reasons for not cycling were largely centred around safety and the male dominated cycle groups. In a bid to make a change for the better, Darlington's sustainable transport team, Local Motion, has trained several new female cycle guides to work with women looking to benefit from cycling.

In addition, women-only guided cycle groups have been put in place with evening and lunch time bike rides available. One of the riders is keen to keep the idea rolling, saying "I took part in my first guided group last week and it made such a difference. Cycling with like minded people, of your own ability just made me feel so relaxed".

The Local Motion team is confident that the groups will have significant impact on cycle and travel statistics in the town and it's hoped that other towns and cities in the UK will follow Darlington's footsteps.



the Futura is all yours!

It's the positive way of looking at things, one confidently demonstrated by the attitude of Deuter's distributors and by their product manager Kieron McKenzie. Put your product in high profile, get behind it and it will sell through. The results show it works.

In Britain recently from Deuter was Bernd Kullman (left) Deuter's sales & marketing manager, with Melvyn Jones, their export manager. They delivered the awareness that Deuter management is an involved team, which in the words of Bernd Kullmann gets results "through intelligent networking".

Such an attitude saw Deuter bring a specialist mountain bike rucksack to the marketplace well ahead of its time, (the actual model seen left) and the brand is still innovating - 2007 bike 'n hike kit will be shown at Eurobike.

Bradford's Pennine Cycles have celebrated the 60th anniversary of the business being founded - on July 7, 1946. Pictured are Sandra and Paul Corcoran, the owners, with Ken Russell who rode the first Whitaker & Mapplebeck frameset manufactured in 1947 - and won his race on it.



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HALO

What Mountain Bike Magazine Verdict: Performance 9/10, Value 9/10. "Super tough, great value double rubber for ruling the urban jungle" GOLD AWARD.

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The increasingly popular Freedom Disc rim in a 29 inch option is in stock at Ison. Built for use without rim brakes, the angular section of this disc rim provides huge strength and yet is surprisingly lightweight. In Auralite Nb-A super alloy and featuring a 'non-welded' sleeved joint and stainless steel spoke eyelets, this 28mm rim can hack the pace of just about any riding style.

Halo Freedom Disc features: Lightweight with 28mm width. Disc brake specific design. Angular Box section double wall. Auralite™ Nb-A heat treated superalloy. Stainless Steel spoke eyelets. Internally sleeved and bonded joint. 29er (also available in 26" option) 32 or 36 drillings. Weight guides 29er 32H – 575g. E.R.D. 29er – 590mm, available in black anodised finish and with a RRP of £34.99

DJD Rear hub.

MTB Dirt Jump Single Speed specific rear cassette disc hub is a super strong product, with ultra light heat treated Cr-Mo hollow tube 14mm axle, 5 sealed bearings, 2 main body and 3 Cassette body bearings, 4 double wide pawls to ensure positive drive. A lightweight forged alloy shell takes care of the main body. 11T x 1/8" drivers cog fitted standard. (10, 12 also available) 135mm O.L.D. 36 or 48h, its polished black anodised finish gives it the cool look.

Options: 14mm FS nutted Axle to fit 14mm dropouts (pegs optional) 3/8" Bolt-in axle - to fit 9.5mm dropouts (36H only) Weight tbc. RRP £ 79.99.

for full information contact Ison on 01223 213800
www.ison-distribution.com

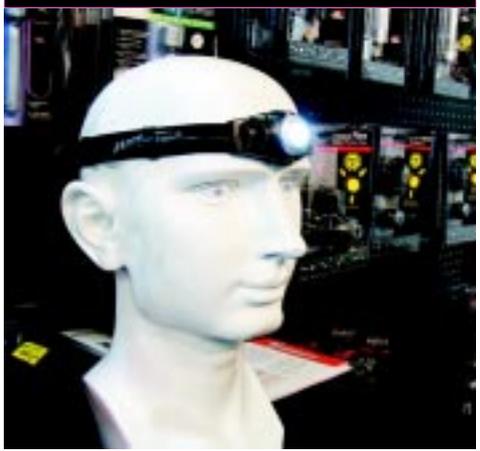



their new director

After being in the thick of it at Ison from the very first sale he made some 14 years ago, Andrew Diss has been appointed a director, effective from August 1st 2006. Andrew knows the business inside out, upside down and anyway you'd like to look at it. He has an uncanny memory for part numbers - as often has no need to use a computer to tell customers information about the 6000+ lines that Ison now handle - and that including stock availability, shipping dates and pricing.

Most dealers will have talked to Andy at some point - and especially if they have queries about technical parts issues or tools. Ison continues to go forward and Andy and crew will have exciting new products to show at the new and improved Core Bike show, happening in January 2007.

THE ONLY HEAD TORCH YOU'LL WANT WHEN THE LIGHTS GO DOWN



LED Lenser, leading experts in LED technology, has added a revolutionary new head torch to its extensive outdoor portfolio - the impressive Head Fire Revolution allows users to adjust its brightness with a flick of its hi-low beam switch.

The Head Fire Revolution is extremely lightweight, is compact and comfortable to wear, with its stylish stretch headband it's a must-have for people who need a hands-free light. Outdoors the users will be impressed with the powerful 1.25 watt LED light chip and the easy to use dimmer switch technology.

For high-beam reading road signs from a distance is a piece-of-cake and on low-beam this torch will last for hours - ideal for reading maps late at night.

In addition, the lamp on this torch can be swivelled a full 90° allowing users to focus the beam on specific spots, whether on the road or off the beaten track.

As with all Led Lenser products, users find the Head Fire Revolution is brilliantly economic with up to 50 hours of clean white light from just one set of three AAA batteries, the torch carries a lifetime guarantee.

Having withstood brutal product testing in Led Lenser's research labs in Germany this is a torch that can handle the most extreme wet and rugged outdoor conditions. The Head Fire Revolution is available in black and has a RRP of £39.95. It comes packaged in a 'Test It' blister pack that allows the consumer to test the product in store before purchase.

For further information on the LED Lenser range of products please call UK distributors Ledco on 01344 876 222 or visit www.ledco.co.uk



beating the suntrap

New out of Granger's, Sunshield provides up to UPF 50 to all kinds of clothing. Ultra Violet Protection Factor - UPF reflects the fabrics ability to protect the body from UVA and UVB. Measurement is made using either Spectrophotometer or Spectroradiometer. Generally thicker and denser fabrics will offer a higher level of sun protection while lighter and open weave fabrics will offer lower level.

Unhappily dense and heavy fabrics are not practical or comfortable to wear in the summer months. Avoiding sunburn is commonsense as it can prove very dangerous - when exposed to ultraviolet (UV) radiation the skin can become inflamed. As exposure continues, the UV radiation (both A and B) penetrates deeper and damages the skin's cells. UVA penetrates deep into the skin causing damage such as wrinkles, blotchiness, sagging, discoloration, it can contribute to the development of cancer.

UVB radiation penetrates the top layer of skin and is the main cause of sunburn. Repeated sunburn will increase the risk of melanoma, whilst all types of sunburn increase the risk of permanent and irreversible skin damage. further exposure increases the risk of skin cancer.

Granger's Sunshield has been developed to add the highest possible levels of protection (UPF 50) to all fabrics including lightweight weaves or knits that may be found in typical summer wear. Application helps even lightweight clothing protect the skin from harmful UVA and UVB rays, and the convenient, wash-in UPF treatment is suitable for all fabrics. Being heat activated, garments are tumble dried for optimal performance, and it's reckoned Sunshield prolongs the life of clothing as well as helping resist fading. Colourless and odourless it is durable lasting through several subsequent washes, say Granger's.

heart rate monitoring package

A top class bike computer that isn't affected by transmissions of data for other riders is introduced by Sigma. It's the BC 1706 HR DTS - and the HR in the name backs the claim for it being something special.

In addition to the trusted bike and time functions, the top model also provides heart rate monitoring that is as precise as an ECG and thus guarantees controlled, healthy training. In addition to the current heart rate, the clear, 3-line display with background lighting indicates the average pulse and maximum heart rate in an easily read form at any time.

The use of coded, digital radio transmission for speed and heart rate excludes interference from other transmitters, such as neighbouring riders. The BC 1706 HR DTS also provides valuable, additional functions. For example, the battery can be changed easily and without new programming or losing data. Cutely, the battery indicator informs the user when the battery needs to be changed.

The bike computer has 4-button operation that can be controlled easily even when wearing gloves. With the integrated receiver there is no need for a special handlebar holder and the bike computer retains its sporty, slim look. The "bike 2 transmitter" is also available as an option, used to automatically detect a second bike with different sized wheels.

The top BC 1706 HR DTS model is aimed at fitness-oriented bikers who want to keep an eye on their pulse as well as such trusted training parameters as time, speed and distance. The Sigma Sport is for demanding cyclist engaged in health-oriented and effective training, at the same time it provides the ideal combination of a reliable bike computer and heart rate monitor.



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tools listed

The Dillglove operation have produced a 16 page catalogue for the Super B tools collection distributed to the retail sector through their wholesale clients. The catalogue is eyeletted for keeping in a ringbinder.

The Super B tool range extends to over 40 separate items, with Euroslot carding or hard case presentation.

Dillglove are on 0121 308 0314

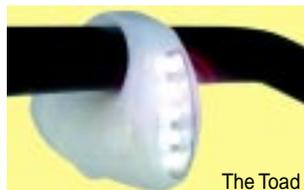


neat lights

They won the reputed Advansa overall prize in last summer's ispo Dupont BrandNew Award, then a Eurobike/iF Design Silver Award, but the Knog people didn't stop there. Now there's new bike lights from the Australian company, and weight-watchers can shed a lot more light at a lot less weight.

There's the power of five super bright LED's; nicely packaged in a silicon rubber water-proof moulded body; powered by 3x AAA batteries to give up to 220hrs nightlife action on flash mode, depending on battery quality. They'll be at Eurobike.

www.knog.com.au



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a traffic count to help our case

The news that cycling levels

are actually increasing contrary to previous government surveys, comes as no surprise to Sustrans. Their new Route User Monitoring Report for 2005 records 232 million trips made on the National Cycle Network in 2005, an increase of 15% on the previous year.

The National Cycle Network is a truly sustainable transport option, more commuters are using it to get to work every year and more people are choosing to walk or cycle rather than drive.

The government's new, adjusted, figures that shows a 5.2% increase in cycling are the result of changes made to its method of counting. Sustrans, although pleased that those changes have been made, rightly continue to call on the Department for Transport to take account of traffic-free routes which currently carry around three quarters of all trips in urban areas.

Sustrans' data for the number of trips made on road records a 5.7% increase from 2004 to 2005. "Government statistics should show an accurate reflection of a cycling picture we believe is becoming increasingly positive" says John Grimshaw.

"Without these how can the case be made for appropriate levels of investment ever be made?" he adds.

Who can argue with that?

Peter Lumley . editor

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more Bumper times ahead

Moore Large have geared up for more of the kiddy market with a dozen new Bumper pavement bikes. It's an already popular brand but the field sales force are moving to see more penetration of this important part of the market, says ML sales director Gary Mather.

There are three Fire Power models, the 12" selling for £64.95, with the Fire Power 14" (illustrated below) at £67.95 and a 16" model for £74.95.

The three Glitter models from Moore Large are 12" at £64.95 to the Bumper Glitter 16" selling for £79.95 and similarly three Stunt Rider bikes with the 14" retailing at £67.95, the 16" version at £77.95 and Stunt Rider 18" £87.95.

The pretty little Katz (illustrated top right) comes in a 14" size selling for £74.95 and the Katz 16" at £84.95.



Katz 14" £74.9



Vaude's construction process Ultra Seam Tech has been used to create a bike pannier where the use of ultrasonic welding on all of the main seams allows standard rucksack fabrics to be used. This gives high abrasion resistance yet the weight is dramatically reduced, through to the absence of threads and overlapping fabric. A pair of Vaude Roadmaster Professional panniers weigh a mere incredible 800gms!

sales@vaude-uk.com



Firepower and Stunt Rider by Bumper



Leading American brand Schwinn continues to attract the buyers and with the Mini Mesa alloy design frame having such adequate standover clearance then you can appreciate why parents like it as a purchase.

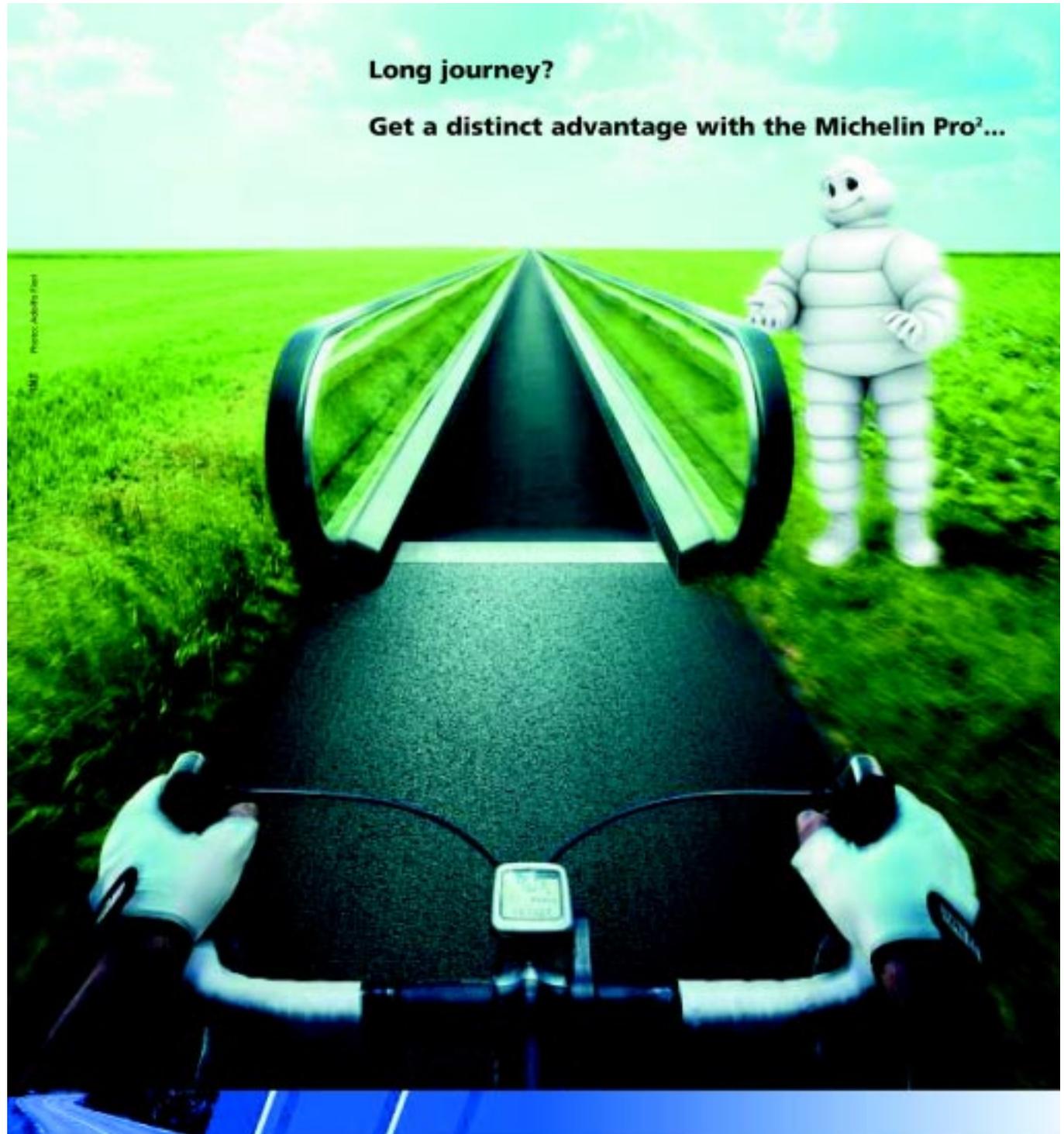
Specification of the Mini Mesa (rrp £149.95) includes RST Omni suspension fork, a 7 speed drivetrain a threadless melt forged alloy stem with 30mm rise bar, SRAM MRX shifter with Shimano FT-30 rear derailleur, Jalco 36 spoke alloy rims with alloy bolt on hubs. The bike comes with a Water bottle mount and derailleur guard.

The Moore Large brand that has been developed over many years now is Free Spirit, and to keep the models fresh and appealing there is an all new colour options on two of the most popular models in the current range. Loaded also comes with a transmission spec change to Sram, with the 20" model selling at £94.95 and Loaded 24" with a £99.95 price tag.

There's also a new style machine coming from Moore Large, the Barracuda CX 24V200 - a brand new electric kids bicycle from Barracuda that will sell at just under £300. The electric bike is reckoned to deliver 18 miles on a charge with up to 15mph from the 200w motor. Retailers will be able to get their hands on the machine from late September, with that the case so it'll pay to discuss an order with the ML sales managers.

call Moore Large
on 01332 274 252

or contact your local representative



Maximum grip with minimal rolling resistance: This is the technological challenge that the new Michelin Pro² range has met. The Pro² Race, Pro² Grip and Pro² Light tyres lead the peloton, with the lowest rolling resistance* in each of their respective tyre categories. Developed using the same advanced technology used for Michelin Formula 1 and Moto GP tyres, the new Michelin Pro² range puts absolute performance within your reach.

*Source: Michelin research and testing center. Tests of rolling resistance were conducted using tyres of 25 mm width and of comparable product positioning to the Pro² series, on a UDAC certified tyre machine. Test conditions: load of 50 daN, pressure of 8 bar, on a 134/22C wheel.

Pro² Race Pro² Grip Pro² Light

