



# BICYCLE Trade & Industry

YEAR 29



a KSA business to business publication phone: 0191 488 1947 e-mail: ksa@tradeandindustry.net published August . 2008

## no age barrier with the green machine



### children in the picture

**Leaving the kids at home** is no way to bring up a cycling family, as Charles Gordon decided. He's designed "The Little Ones Come Too Bodyspace Child Saddle" and now takes his two year old son, Marcus, out on the bike.

Charles Gordon; "Unlike other fixed seats the LOCT is ideal for off-road biking as it allows total control over steering and focus on balance. Marcus adapted to it very quickly and as a family we can now enjoy long outdoor rides together, not hampered by the young ages of our children."

It has taken two years for Charles to bring this new seat to market, the time predominantly spent on the safety development of the design, and all the testing to ensure the CE marking. *<More inside>*



*carbon footprint fears and the cost of motoring pushes public awareness of cycling. It's now the "all-ages" activity for the press*

**You don't have to turn many magazine or newspaper pages** to find there's someone who has just discovered that biking is easy, and it's also good for you - and for the environment, too. Already a hundred years and more since *wheeling* became fashionable and healthy for the well heeled - who then turned to the joys of motoring - the cycling habit has turned full circle. In today's world the bicycle retailer is at the forefront of the move to travel healthily and green, no matter your age.

In America it is the high price of fuel that comes high on the list of reasons people are giving for joining the bike riding movement. Dan Strumpf, an Associated Press business writer describes how when Honora Wolfe and her husband wanted an environmentally friendly way to commute to her job as a bookshop owner in Boulder, Colorado. They discovered the electric bicycle gets her to work quickly, is easy on her arthritis - something the 60 year old suffers - and is better for the environment than a car.

"I'm not out to win any races," she says. "I want to get a little fresh air and exercise, cut my carbon footprint, and spend less money on gas. Where I live, I can ride my bike seven months out of the year."

It was wanting to ride more often with his children that brought British mountainbiker Charles Gordon to design the product to help that happen. It has taken two years to bring his LOCT seat to market, with much time spent on the safety development of the design, the products compliance of relevant clauses of existing Standards, Safety testing, the resulting CE marking and sourcing and setting up the ISO 9001 manufacturers for supply.

LOCT is the result that's now building sales, and not just in Britain, the Cranleigh, Surrey, based company is already exporting to Italy, Poland and Australia.

"We're looking for more business like that" Julia Hamblin tells *Bicycle Trade & Industry*. LOCT - it stands for The Little Ones Come Too - comes as a comfortable seat for two year Marcus, and the family to enjoy long outdoor rides together, not hampered by the young ages of the children.

In Germany the hopes for easier cycling ride strong on the shoulders of Stuttgart's Mayor Dr. Wolfgang Schuster. He intends to make the hilly local region more attractive for cycling and hopes to reach a 20% bicycle traffic share in the future. Help towards that initiative comes with the founding of a Pedelec leasing project where the customer buys the vehicle but not the battery and the charger. Customers exchange their drained battery for a charged one for a small fee at vending machines located in central spots around the city. The system is expected to cost the user 25-35 Euro a month says Hannes Neupert of ExtraEnergy. The timescale to turn this plan into reality has been set at 3 years.



### bringing e-power forward

**Stuttgart's Mayor Dr. Wolfgang Schuster**, is a man with a mission. Seen here experiencing the benefits of e-power during an ExtraEnergy display of electric bicycles, he is now working to see more bikes ridden in the hilly area of Stuttgart. The pioneering idea is battery hire and exchange stations.

ExtraEnergy will be demonstrating more of the same for visitors to Eurobike - giving an opportunity to ride current and new models on a track system they have successfully taken to other Trade fairs and cities.

It was in 1995 that ExtraEnergy organised the first electric bicycle exhibition at IFMA Cologne and these days it is virtually taken for granted that the popular ExtraEnergy Test It! obstacle course is part of the scene. Here, (*below*) they were at Eurobike 2007.



**When a customer walks into your shop all glassy eyed it could be they've not been drinking.**

That could especially apply if they have just climbed off a bike or walked in off the hill. It seems a lot of people go about their regular business without realising they just aren't drinking enough, and you can forget the idea that these guys should be joining The Binge Drinking Club.

A study from the USA, published after researching exercisers arriving at their gym, found that although many mistakenly believed they were drinking enough, many were inadequately hydrated. A bit like the customers mentioned at the be-

**be driven to drink  
"opt for a lightly flavoured beverage"**

ginning - and once into the red in a hydration state it takes some recovering to put right. It seems too many people even start their activities when they are inadequately hydrated.

"When exercisers arrive at the gym dehydrated, it's a challenge for them to catch up on their fluid intake, and their workout undoubtedly suffers," says Dixie Stanforth, M.S., Kinesiology lecturer at The University of Texas.

That parallels customer activists going about their happy hour, or two, in the fresh air: they need to drink.

They need to drink before they start, drinking early and often - and they also need to drink correctly if they are going to get maximum fun from the effort.

According to the report and other research, as little as a two percent dehydration can affect people workouts by dropping their physical abilities, especially where endurance requirement is a factor. Experts also say what people who are exercising choose to drink can affect the amount they're able to drink and ultimately, their ability to stay well hydrated.

A summary of hydration research states that when drinking plain water during activity, exercisers only replace about 50% of what they lose in sweat, which makes it even harder to achieve an optimal workout. Research also indicates that people will be happy to drink more of a lightly flavoured beverage than they will of plain water,

increasing the likelihood that they will consume the amount of fluids they need for proper hydration.

"I tell my clients, especially those that have a tough time drinking enough plain water, that one of the best ways to conquer dehydration is to opt for a lightly flavoured beverage, such as Gatorade, which contains electrolytes and helps promote drinking for optimal hydration," says Dixie Stanforth.

A visit to the website [www.gatorade.co.uk](http://www.gatorade.co.uk) will introduce you to how exercisers can learn more about hydration and the benefits of a sports drink. The recommendations are centred on actual sports involvement, gym exercising and the like, but spending some hours on the hill or riding the lanes still leaves a body needing plenty of juice. The Gatorade itself was first created in 1965 after the University of Florida's gridiron coach asked the medical faculty to help who were wilting in the Florida heat. Scientists developed a drink designed to replace the essential mineral salts and fluids being lost through sweat. The team was called the Florida Gators and the drink was christened 'Gator-ade'. Within two years the team had won their first Orange Bowl, the college equivalent of the Superbowl. When the coach of the opposing team, Georgia Tech, who had been the favourites to lift the trophy, was asked why his team had lost, he told reporters, "We didn't have Gatorade, and that made the difference."

*"men are more likely to be inadequately hydrated before they start exercise than women"*

www.ifma-cologne.com

IFMA

650+ exhibitors  
20,000 professional visitors  
30,000 public visitors

**I Bike Business**

IFMA COLOGNE  
18-21 September 2008  
international bicycle trade show

IFMA Cologne will get your bike business moving. Come to Cologne and discover the new and exciting IFMA. In spacious surroundings in the new exhibition halls with exemplary service, excellent travel connections, bike events, parties and the exciting outdoor adventure area. For four days in September IFMA 2008 will be the centre of attention for the bike world. Get moving. Experience "I love bikes".

OUTDOOR TRADE SHOW

**DON'T MISS  
OTS 2008**

**30TH SEPTEMBER  
- 2ND OCTOBER**

**STONELEIGH PARK  
(nr Coventry)**

**ENQUIRIES: 0161 980 7242  
info@outdoortradeshows.com**

**www.outdoortradeshows.com**

Koelnmesse Ltd., 4th Floor,  
205-207 City Road  
London EC1V 1JN  
Tel: +44 (0) 20 7566 6340  
Fax: +44 (0) 20 7566 6341  
E-Mail: info@koelnmesse.co.uk



## colourful days - purple haze hits the scene

wow factor with new Halo SAS wheelset

As the man who won the Qashqai London, Roof N' Slopestyle Avoriaz on a pair of Purple Haze wheels, the dirt jumping sensation Sam "Leopard Head" Pilgrim has no fear of saying just how well they've performed.

Sam has been using the same set of SAS wheels for quite a while now with absolutely no problems. On top of winning the Qashqai he's used them when filming his section in the new Kranked DVD.

Proof that they are built to last and perform at the highest level, he's ridden the Pro set that is available as the Wide Boy front hub 32H and DJD rear hub (36H) - with White spokes. Ison will be shipping these from mid-Sept.

The regular SAS wheels with Spin Doctor (and rear Spin Doctor Pro) hubs are available in Sam Pilgrim's special colourway, with the introduction of the Spin Doctor Pro hub onto rear wheels for 2009.

Ison also offer a choice between: 36 H with QR axle. (solid 10mm axle kits available) Or 48H with nutted Cr-Mo axle, which gives good choice for riders.

White Halo Spokes are on the way, too. A limited range of white powder coated spokes in the same Halo solid reliability and sensible pricing, make these 14g spokes a winner for the custom wheel riders.

Ison add that the SAS rims will still be available in White or Black as well as in New Anodised Purple. 24" or 26" - 32H, 36H & 48H versions.

no need to queue - just call or e-mail Ison Distribution on 01223 213800  
or go to: [www.ison-distribution.com](http://www.ison-distribution.com)



white spokes, purple rims and hubs - just like those ridden by Sam "Leopard Head" Pilgrim



photo: cliff@huckmonkey.com

Sam Pilgrim in action

bikes in an urban community

## helping pedal revolutions . .

A comment heard recently was that bike shop mechanics don't do wires. That was about servicing pedelecs, something to change, or the bicycle retailer network is going to lose a lot of the earning potential from e-bike travel.

To put that dialogue into context, the discussion centred on how easy it was to ride a bike when you call on electric assist. Hills matter less, headwinds don't hold you back so much. My original thinking, and the words that I shared with *Bicycle Trade & Industry* readers around six or seven years ago, leaned on the idea that something that helped your feet round on the pedals brings more chance of people riding two wheels. More of that habit and there's more profit!

Take the lovely pr story that Powabyke put around: one of their new customers was riding from his New Forest home to work in Southampton - and getting there more reliably, and cheaper - than with train journeys, that often failed to arrive.

This customer hopped the ferry from the mainland to Isle of Wight country, Powabyked it across the Island, and arrived off the ferry into Southampton pretty fresh for work. He then re-charged the battery during the day before going homewards.

Bike shops embracing the pedelec age will find they've got a new style of customer. Training for that is essential, I'd say.

Fuses, electric batteries, circuit wiring and the like are but a small part of pedelec servicing - no more complicated than suspension forks, disc brakes or the electric powered gear systems soon to be workshop fodder.

It's a changing world out there - and one certainty is that the old art of riding a bicycle to the shops or to work isn't going to go away. More people will look at two wheels as their way to beat the budget of travel. Not all of them will be super-fit, or so energetic that they don't need to pedelec about the place.

Servicing is going to be good for business. Yours?

Peter Lumley



## no more shop hours for this man

After years of getting his hands dirty with bike workshop jobs Christoph Allwang has turned to helping writers and techies understand more about the SRAM way of life. Christoph owned and managed a bicycle shop in the Bavarian city of Munich joining the company as Technical Road PR Coordinator for Marcom Europe.

For the last dozen or so years he has ridden, repaired and put together all the possible road and mountain bike components on the market, to become a clear technical expert in the bicycle field. Racing as a semi professional on both road and mountainbike, Christoph Allwang has travelled well and won well - "there is no small town in Germany I don't know because I was travelling to a race every weekend".

Now his favourite form of bike training is pulling a Chariot trailer with his two kids on board.

## The Little Ones Come Too Bodyspace Child Saddle - LOCT for short

Mountain bike rider come problem solver Charles Gordon has found the way for families to bike together. He's designed LOCT, and says "Unlike other fixed seats the LOCT is ideal for off-road biking as it allows total control over steering and a focus on balance. Children adapt to it very quickly and as a family we can now enjoy long outdoor rides together, not hampered by the young age of our children."



Built in line with General Product Safety Regulations 2005 directive, it is CE marked and complies with various clauses within British Standards - BSEN 14344:2004, BSEN 14765:2005, BSEN 14764:2005, EN71.

Reckoned to fit around 90% of bikes, the product comes with a detailed manual and all that is needed to put the LOCT on the bike is standard tools.

LOCT Bodyspace Child Saddle holds a worldwide patent, and is selling at £169.99 in the UK.

call LOCT on 01483 268962. [www.loct.co.uk](http://www.loct.co.uk)

**AN EXTENSIVE SELECTION OF WELL KNOWN BRAND NAMES FROM THOSE NICE PEOPLE AT GREYVILLE.**

**WHY NOT GET IN TOUCH?**



TELEPHONE: 01543 251328  
FAX: 01543 256260  
E-MAIL: [sales@greyville.com](mailto:sales@greyville.com)

customers should get to places their kit deserves

# it's not so much what you've got, it's what you do with it that counts

help inspire customers to go for that day in the country, or go even further

**You do sell the dream, right?** Years spent being involved alongside the activist end of the market has opened my eyes to the way almost every tyro believes they are just about to buy a product that will change their lives. Or they've just bought it, and want some advice. That the rest of us will have used a well tuned BS antenna to work out if it was *want* or *need* that drove our interest in the first place. It's always exciting to get your hands on the new stuff, the innovations. The chances are that we then become singularly inspired enthusiasts - dedicated to getting to do it.

Yet where to go with it, that's the dream, but one you can help become the reality. The Tourist Board networks publish

Trade & Industry editor Peter Lumley hasn't just dreamed the dream, he has been there, and puts the case from experience

more guides and more route suggestions than you could get around in a lifetime of holidays - that's a good source to inspire customers. The people like Cicerone and



Rucksack Reader have some of the best writers and the best travellers pointing the way. Cicerone are well tuned to bike related travel - and anyone who has ever wanted to prepare their food out in the open air - watch their space for a super new book about to be published. Book sales are a good earner, and that doubles chances of customer motivation.

When you put that Touring Topics bulletin board in the shop you will be helping customers dream - and it can also significantly add-value to your sales. Make it a feature - and if your window display is themed to holidays and travel just think how much more your till will ring as The Hat, the anti-midge treatments and the Wayfayrer already-cooked meals, pass over the counter. You'll sell bike bags for the bike, bike bags for the luggage. Bags of opportunity there!

In the issue of TGO about to be on the newsagent shelves is the annual invitation to be part

(left:) needing a lick of paint, or a window of opportunity for the night, bothy style? (right:) here's a real TGO stagpacker with points to prove it - you can see he's got sharp eyes for a trophy

all photographs by: Peter Lumley . KSA



In both cases the pictures here show it's not what you've got, but what you do with it. (above) Romantic Road traveller in Germany - the waggon master loaded with everything including a kitchen sink was following the family gaggle . . . six strong and wheely chatting as they headed south. (below) Weaving her way through a pile of willow, an artisan at the burgfest in Altenahr - just an hour away from Cologne. The annual happening is a road-closing, sing and dance, oompah celebration that ends in fireworks. Lots of local wine flows, wurst by the ton eaten.

"Cicerone are well tuned to travel - and for anyone who has ever wanted to prepare their food in the open air - watch their space for a super new book about to be published"



**CLIF SHOT BLOKS**  
ORGANIC ENERGY CHEWS

- CONTAINS PERFORMANCE-ENHANCING ELECTROLYTES
- SIMPLE-TO-HANDLE EASY-TO-CHEW
- EACH PACK EQUIVALENT TO 2 PACKS OF GEL

**£1.99 SRP**

CLIF SHOT BLOKS are the latest nutrition option for endurance athletes. BLOKS come in chewable, 33 calorie cubes, making it easy to customise and track caloric and electrolyte intake during long outings and races.

**THE NATURAL PERFORMANCE ENHANCER™**

of the coast to coast trek across Scotland. It's good for business, this coming 30 year old Challenge. The 300 or so trekkers buy well to go and then re-supply at shops along the way. A couple of years ago a TGO guy went shopping for new kit - he spent over £2,000 in a store just a fortnight before the off from the west coast. Rumour has it he also waved his plastic in Fort William, Kingussie and then Ballater. He was keeping up with a Mr Jones, probably.

The CTC Birthday Rides have just happened, a bike touring extravaganza of routes and togetherness.

This is the time when the latest touring gizmo does the rounds, prompting a visit to the local shop later. It's rather like being at The Feast of Lanterns with members of the Friendly Club, who will always have friendly help for tyros and trusteds. Just like dog-walkers, who go out in all weathers up to three or four times a day - and need reliable gear - a caravan rally throws up much in the way of ideas and equipment' it's no wonder retailers and other suppliers are ther with wares. It's often a seller's market, with a lot of networking among the campers giving additional emphasis to new lines.

The Trade shows have their Tourist appeal too, come Eurobike and IFMA in September there'll be plenty to set the mind thinking about riding over the horizon. Tilmann Waldthaler and other tanned legs travellers will be setting the scene for excursions and expeditions. They'll be there alongside the brands and the people who have the stock your shop will sell

through. For the outdoor Trade scene in Britain there's OTS in October, alongside several public outdoor and caravan-inclined events through the off-season months.

Off season? That doesn't exist for those in a well honed travelling circus that gets away on two wheels, four and more in a well established routine of people trundling their motorhomes to more sunny climes for a spell, to Iberian outposts and the like. Now there's an idea . . . every one of them needs a bike, walking boots and all the paraphernalia of home from home activities.

Stick a palm tree in your window display to remind



three-wheel tugs, towing camping site accommodation - you can bet these guys inspire people to follow their trikes to pitch up and dream

people there's a whole world beckoning . . . park a bike beside it, add a towel and parasol. Job done.

Selling the dream is what I have in mind here, not so much a product introduction as the territory where those people head to get their lives sorted.

You may reckon your shop is for stocking and selling product, but get your customers to see it as Aladdin's cave. Don't just rub your hands with glee after a sale, be the djinni, set your customers to go travel.

Show them you know where the kit needs to be used, and loved. In turn, they'll love You for it.

DRIVING GREEN? the City rules, ok



# rise of the LEZ

you can no longer go drive everywhere

**Pedestrianisation of city and town streets** is now a happily accepted way of calming nerves, it is also a pretty effective way of cleaning up the air. Banning vehicles means they are no longer there to pollute and clog in-town spaces, fine, yet it must happen that cars and delivery vehicles can gain access. The need to drive to the heart of a conurbation on occasions isn't so questionable - taxis can do a great job of delivering you to the hotel door!

It was a nearly missed note amongst a lot of information that alerted me to new traffic requirements introduced in January 2008, writes Peter Lumley. I realised there are restrictions and requirements for those wanting to drive to the Messe in Cologne, and even more so if you want to get close to the city centre. Such requirements exist in many other sites across Europe, too.

The new rules are based on the emission levels and category of your vehicle, and this is the system that is now gathering momentum around Europe. More than the problem car owners face, the vehicle you travel in or use for show materials delivery has to have a really clean act, or stay away. All LEZs, wherever they occur, affect heavy duty goods vehicles, usually over 3.5 tonnes gross vehicle weight. The zones are in play for the full 24 hours, except in Italy.

Assignment of foreign vehicles to pollutant groups

| Euro level  | Pollutant group | Sticker              | Automobile registration date                | truck registration date                      |
|---|-----------------|----------------------|---|--|
| Euro 4  | 4               | Green                | from 1st January 2000                       | from 1st October 2006                        |
| Euro 3  | 3               | Yellow               | from 1st January 2001 to 31st December 2005 | from 1st October 2001 to 30th September 2008 |
| Euro 2  | 2               | Red                  | from 1st January 1997 to 31st December 2000 | from 1st October 1996 to 30th September 2001 |
| Euro 1 or older   | 1               | No sticker available | before 1st January 1997                     | before 1st October 1996                      |
| Euro 1 and better before Euro 1 (without catalytic converter) | 4               | Green                | from 1st January 1993                       |  |
|   | 1               | no sticker available | before 1st January 1993                     |  |

**Low Emission Zones** -

the so-called LEZs - are areas where the most polluting vehicles are restricted from entering an area. The result is that vehicles are banned, or in some cases charged, if they enter the LEZ when their emissions are over a set level.



People also know them as Environment Zones, *Umweltzonen*, *Milieuzones*, *Lavutslippssone*, *Miljozone*, *Miljözón*. Watch out you don't miss the signing!

The LEZ happens as an effective measure cities can take to reduce air pollution problems. The emissions that are aimed to be reduced by LEZs are the mainly fine particles, nitrogen dioxide and indirectly ozone.

Vehicle emissions are classified by the so-called "Euro Standards" for the vehicles that they affect. In many cases another factor is whether or not the vehicle has a particulate filter.

Before you travel into a LEZ, you need to find out the emissions standard of your vehicle. All LEZs affect heavy duty goods vehicles (usually over 3.5 tonnes Gross Vehicle Weight (GVW)), and most buses and coaches (usually defined as over 5 tonnes GVW). Some LEZs affect vans, cars and also motorcycles.

Most LEZs operate 24 hours a day, 365 days a year, with the Italian LEZs currently the only exception to this rule.

Stickers - get yours earlier rather than later



**How is vehicle classification defined for foreign vehicles?**

The proof of the pollutant group for foreign vehicles, and with it the allocation of a sticker, is explicitly regulated by the certification regulations. If it is identifiable from the Permit I (number 14.1), which exhaust emission standard in Europe by which the vehicle has been approved, and the classification carried out according to the certification regulations.

apply for your stickers now!

The heaviest show programme in one city that affects Trade & Industry readers is Cologne - with Spoga, IFMA and Intermot happening.

Only motor vehicles showing with a red, yellow or green fine pollutant LEZ sticker are permitted to enter the City Centre and parts of the boroughs of Deutz and Mülheim. Car registrations are on the corresponding stickers.

You can easily apply for stickers by sending a formless application and a copy of your vehicle registration document to Stadt Köln Kfz - Zulassungsstelle Max-Glomsda-Str. 4 D - 51105 Köln. That costs a 5 Euro fee (in cash or as a crossed cheque) per sticker.

Low Emission Zone European Low Emission Zones  
[www.lowemissionzones.eu](http://www.lowemissionzones.eu)

There are bound to be more towns and cities coming into the LEZ scheme, so rather like spare bulb kits, the reflective red alert triangle and wearing high visibility clothing at a breakdown or accident location - it pays to be prepared.

The Munich LEZ is due to start in October 2008, when the expected Standard is Euro 2(PM) for diesel vehicles and Euro 1 for petrol vehicles. It may be tightened in 2010. For "may be" read expect it to be!

Amsterdam will be introducing a low emissions zone on the 1st October 2008. This will follow the pattern of the other Dutch LEZs.

In Greater London the LEZ came into force in February 2008. It is currently the only LEZ in the UK. For vehicles registered in the UK you can check your emissions standard online.

for on the bike & on the hill

The OMM operation continues on their path of bringing highly tuned gear to the market. This is the business that puts their product manuals on the internet, giving your customers the opportunity to study specifications and styling before coming to your counter.



OMM have now introduced Sportivo, a revolutionary new cycling and mountain activist hydration pack. Supplied complete with Liquid carry in bladder and bottles, the OMM-i-Drate. You have a visible liquid level check and a Hi-viz crud protector with secure pocket. All removable and washable.

Tip: put the pack into a pillowcase when washing. That you don't get straps frayed and other bits spooling the washing machine.

The new System Sportivo can be linked to most other OMM packs, piggybacked on the rear. Alternatively add a Trio Chest Pouch to the pack to enhance On The Move Accessibility - adds 4 litres of capacity.

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

9 - 12 Oct 08 Earls Court 1  
9 Oct Trade only, 10-12 Oct Open to Public

**FREE**  
Trade Registration now live at  
[www.cycleshow.co.uk/bti](http://www.cycleshow.co.uk/bti)

Supported by

## with a palace backdrop correctly-attired riders on Bromptons chase World Championship honours

**The birthplace of Sir Winston Churchill** is where a bicycle rider will be giving the V for Victory sign in September. The 3rd Brompton World Championship takes place there in front of the exquisite Baroque Palace, home to 11th Duke of Marlborough. At Blenheim Palace it's the bike race event with a difference: all competitors will be dressed as if for the office - Lycra is definitely out! On top of that it promises to be a day when some can monkey around.

The top prize for the fastest male and fastest female rider will be the 2009 S2L-X model. This is a superlight bike employing titanium componentry and coloured Sand, a new colour not due for launch before January 2009.

Brooks Saddles are sponsoring the team event and second-place prizes for the male and female categories. Riders will receive leather products that covers items such as the Brooks Barbican Messenger bag and the stylish leather ankle strap.

Powertraveller will be rewarding the winning veterans, juniors, best dressed and third-placed riders in the male and female categories. They'll get selected items from their Primate Power range. The winner of the best dressed category will receive the Powergorilla and Movietraveller.

With Brompton dealers all around the world receiving in-store materials publicising this World Championship event there's plenty of opportunity for window displays and in-store promotion for the brands and for the place too - it's one of Britain's top tourist attractions.

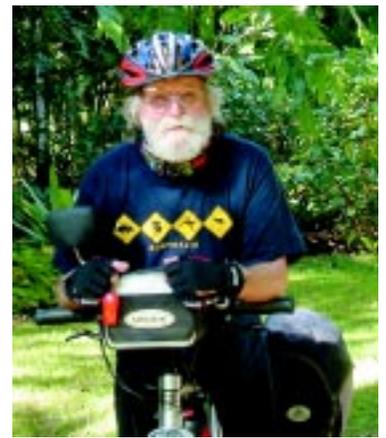
A place of real history as well as being a popular tourist destination, Blenheim Palace is set in over two thousand acres of parkland created and landscaped by 'Capability' Brown in the 1760s. The beauty and tranquility you find there comes with sweeping lawns, formal gardens and a magnificent lake and its Grand Bridge. If you don't get there earlier, all will be revealed at the Brompton World Championships on September 28.

for more information visit:  
[www.blenheimpalace.com](http://www.blenheimpalace.com)  
[www.brookssaddles.com](http://www.brookssaddles.com)  
[www.powertraveller.co.uk](http://www.powertraveller.co.uk)  
[www.brompton.co.uk](http://www.brompton.co.uk)

*some rapid Brompton jockeys - either very late for the office or possibly competing in a previous World Championship session?*



three Bromptons are used to show off the rider style for September's World Championship. Mighty Powergorilla, the hairy one (left!) was there on behalf of Powertraveller, promoting their prize for the Best Dressed Rider.



a show regular, Tilmann Waldthaler will jet from Australia for shows in Germany

## big mileages!

**Germany knows how to celebrate** touring by bike - just spend an hour or two by Lake Constance, or on the banks of the Rhine come to that, and you quickly see that here is a profit that's kilometres thick. Bike tourists, of the ilk you'll spot thereabouts, are in no way financially challenged!

Cologne IFMA holds the Long-Distance Bikers Convention, which will encompass a vote for the Long Distance Biker of 2008. Such happenings help focus visitor attention on the hardware, clothing and accessories and on people who take their bike travel quite seriously. Experienced touring bikers give tips and present their original equipment with highlights of their bicycle travels around the world through slide shows and presentations.

You can tune in to people like Dorothee Krezmar and Kurt Beutler, 160,000kms in ten years; Frank Bienewald rode from Dresden to India and back. Their tales will intrigue - as can those from people like Tilmann Waldthaler and Mark Beaumont.

Tilmann Waldthaler first hit our headlines with The Rolex Award, a golden result after massing the miles. On a bike he's toured, professionally just about the distance to the moon and back. Mark Beaumont has a different claim to fame.

Just seen on British tv has been the Guinness World Record ride. Completing an 18,000 miles circumnavigation of the globe by bicycle, Mark Beaumont arrived back at the Arc de Triomphe 194 days and 17 hours after leaving there in August a year ago. Total distance cycled was 18,297 miles through 20 countries.

**Cyclaire**  
award winning pumps

**Cyclaire + PLUS**

- Cyclaire Plus mini-pump ideal for road bikes
- Pump quickly and easily all the way to 120psi (8.3 bar)
- Tough and durable with high-precision gauge
- More air per stroke than any mini-pump
- Available with or without carry case

**Cyclaire RAPID**

- Cyclaire Rapid mini-pump ideal for mountain bikes
- Very fast inflation up to 80psi (5.5 bar)
- Pumps 50% quicker than Cyclaire Original
- Tough and durable with new easy-read gauge
- Available with or without carry case

with case £22.99 srp  
without case £19.99 srp

Cyclaire CYCLAIRE pumps are exclusively distributed in the UK by Cycle Ltd. T: 0944 611 2001 e: info@cycle.co.uk

## exporting their training schemes

**The UK Government body ASET** backs the professional bike mechanics' training courses delivered by Weldtech, in addition the programme is also fully backed by bike brands and the Bicycle Association of Great Britain.

The company operates from a riverside complex in the City of York, but has already stretched their territory as far as South Africa. Now, at Eurobike in Friedrichshafen, they hope to broaden their market reach by signing up other countries for their learning package.

"We deliver the training in-house all around the country here, and will be returning to South Africa in 2009" says Weldtech training officer Jeff Beech. "We have already had enquiries for our training courses from around Europe. It's our speciality to unravel the day to day problems that bike mechanics face - and as virtually



Jeff Beech (left) with a Weldtech training course student at York. Neil was there from a Government establishment, where the courses will later be integrated into their training sessions

every bicycle you come across has a quite international make-up then the problems are universal. We train people to solve them".

The Weldtech courses Jeff Beech heads up are delivered in a friendly and co-operative atmosphere, where learning is easy. At the course conclusion, participants can receive the ASET award - recognised in law as a non-academic, but very proper, Trade qualification.

**Eurobike stand no.: B2-205**



**Pell & Parker Ltd**  
**WHOLESALE TO THE CYCLE TRADE**

distributors of new cycles from

**Falcon**  
**claud butler**  
**DAWES**  
**FUJI**

TRIKES - UNICYCLES - TAG-A-LONGS  
Wheels - Rims - Tyres - Tubes - Locks - Saddles - Mudguards - Lights - Chains  
Chainsets - Pumps - Lubricants - Helmets - Pedals and much more  
MANGO CRUD PYRAMID WELDTITE SHIMANO

phone us on  
01733 810 553 or 01733 810 554  
fax 01733 810 540

Thorney Road, Milking Nook, Newborough, Peterborough, PE6 7PJ

## power from the sun - even on hazy days

### solar charging is your way to stop the battery drop green ways for green places

#### lead your customers to cutting edge solar technology

**Desk jockeys can plug into the mains**, the people who travel with their work or for their pleasure can often find there just isn't enough battery life to get the smart things enjoyed, or the essential message on its way. Clever people may ensure that their handheld, their camera, the safety torch or flashlight all run from AA cells and can switch and match - but sooner than expected, that play comes unstuck. You need a charger, and you need it quick! But no access to mains power?

An environmentally friendly way from that state of nervousness comes in a package put together by Gloucestershire operators Solar Technology International Ltd. They can deliver Superchargers, FreeLoaders and a whole batch of supporting gadgetry that will keep the wayfarer and the bike tourist in a state of readiness on the trail. No mains needed - they can

not only charge the favourite devices and office tools but do it all in a way that positively offsets carbon emissions.

The FreeLoader 8.0 Portable Solar Charger is a smart looking, versatile device that charges a multitude of the latest mobile gadgets for free.

Using Solar Energy, the FreeLoader can charge devices such as; digital cameras, iPods, PDAs, PSPs and mobile phones, and even supports a direct connection to two of the most recent mobile gadgets available on the market, the iPhone and the iTouch.

It is also conveniently mobile, has a durable case for hard-core mobility and the ability to fold into a stylish minimal device that takes little space. It is surprisingly light to carry, 124 grams is about it.

*The Globe Trotter bundle is supplied with 11 adapters to connect with a wide range of power needy gadgets*

*Phones, Qtek Phones, some Digital Cameras and devices that charge via a port. \* USB female for use that can be charged via USB*

*For example MP3 or MP4*

*players and some digital Cameras*



#### gadget friendly

The FreeLoader 8.0 has the ability to power an iPod for 18 hours, a mobile phone for 44 hours, a PSP for 2.5 hours and a PDA for 22 hours - maker's figures. It partners to a wide variety of gadgets, and eliminates the need to carry country specific adaptors when abroad, the ideal travel partner! So that batteries never run flat, the FreeLoader 8.0 can simultaneously charge its own internal battery and holds that for up to three months. The ultra sensitive solar panels are very efficient in absorbing light - even in a cloudy and dim Britain.

### hanging out to catch those rays

#### the Globe Trotter bundle is a Solar Technology solution

**It's reckoned to be the ultimate in traveller's power packs**, a package that's designed to provide all day power for those facing challenging climate conditions, tough terrain or long periods of time away from a mains power source.

You get the FreeLoader 8.0 Portable Solar Charger and the fully weather resistant Super Charger (shown right and on both the bike and the rucksack) The Globe Trotter bundle is a super fast, clean and green means to charge the latest gadgets whilst on the move. In the main that means cutting out carrying spare batteries on multi-day activities, so you can have a lighter load.

The Globe Trotter bundle brings into play leading edge technology that converts solar energy into electricity, and it will do it on those typical days when sunshine over Britain likes to hide its light under a bushel - or that cloud-ridden weather front.

There are a multitude of adaptors with this bundle - the connection for The FreeLoader includes ones for I-pod, I-pod nano, Iphone, the older style Nokia and their new 2mm jack and compatible N series phones, similarly you can plug into devices from Samsung, Sony Ericsson, Sony and the Tom Tom. Some digital cameras, PDA's and two way radios can also be connected with the FreeLoader adaptors.

As with all technical equipment, you can expect that even since this review was compiled there have been new bits of kit coming on stream. Solar technology International Ltd will keep customers posted on what is new and how it fits into the green world of solar energy. Retailers can order in x12 unit outers from them on phone: 01684 774 000 - sales@solartechnology.co.uk



think green! act green: does your Trade & Industry pdf really need to be printed out!



The longest running trade journal for your sector may have used up a lot of trees over the years - but the pdf version costs planet earth barely a twig!

readers viewing this Trade & Industry in the pdf version are helping reduce our carbon footprint - so we hope you'll not think it necessary to press the "print" button on your computer.

#### BUT WE CAN SUPPLY THE PRINT!

for far longer than anyone else in your sector, Trade & Industry has kept people in the picture. The printed journal is mailed free to UK operators, those abroad pay towards postage costs. To become a qualifying reader please e-mail us and we'll action: ksa@tradeandindustry.net. It's that easy!

the wide & green distribution: pdf, the Internet



office: Trade & Industry,  
97 Front Street, WHICKHAM,  
Tyne & Wear NE16 4JL  
office phone: 0191 488 1947  
e.mail: office@tradeandindustry.net  
internet: www.tradeandindustry.net  
publisher & editor: Peter Lumley  
e.mail: peter@tradeandindustry.net  
advertisements: Kate Spencer  
e.mail: kate@tradeandindustry.net



longest running trade journal for the sector, launched twenty nine years ago as the first UK bicycles-only Trade magazine.



Outdoor Trade & Industry derives from the original outdoor business magazine Camping & Outdoor Leisure Trader



dedicated to urban transport topics and to developing awareness of lightweight powered two wheelers & trikes



proven successful business builder for both the Supplier and the Retailer. Is used to exploit existing synergies that are recognised across the sectors

Jeden Monat fuer den ganzen britischen Markt erhaellich. Für Hersteller. Für Lieferanten. Für Haendler. Für Verkaufer.

distribuito ogni mese all'intero mercato britannico. Ai fabbricanti. Ai distributori. Agli agenti.

distribuido mensualmente por correo a todos los interesados en el mercado Britanico: fabricantes, agentes, distribuidores y tienda

expédié mensuellement par courrier à tous les intervenants du marché britannique: fabricants, agents, distributeurs, magasins.

#### publications schedule

Trade & Industry journals are published each month. Editorial pages close on given days in the month prior to issue date - and the early bird is most likely to catch the worm. The comprehensive Media Pack offers full information to help businesses generate Trade from their coverage and the publisher will be pleased to help you achieve the best timing to develop a growing market awareness.

Trade & Industry is published in print and as a pdf version mailed direct to personal e-mail Inboxes. Archived on the the internet. to ensure you receive your copy e-mail your name & company address to: office@tradeandindustry.net

copyright for some material appearing in this issue or on the company website may not be vested in KSA. It is advisable to request permission to copy, broadcast or hold in any form of retrieval system, any works from these journals. The infringement of copyright is unlawful and prosecution may follow.



© KSA 2008

## the biggest UK industry get-together

seven years old and mature with it - the Earls Court Show

For people who are aware of heritage and tradition, London's Earls Court is a real show arena for the bicycle trade. History has happened there, and there's a very good chance the 2008 opening in October will be remembered as a vintage year. The performance of Team Great Britain at the Olympics will draw crowds to the bike show - racers, fun riders, weekend warriors and even people just hoping to spot a famous face. The Trade-only day is Thursday, October 9 - and it's not a day you want to be gardening!

Earls Court has always been a place where magic happens, your dreams come alive. Stroking a cool tube of nano material that separates wheels and supports the skin thin saddle and aero-sleek 'bars, is the 2008 version of what it was like to press a finger to the all-Gold Claud Butler track bike. That was way back when?? ... come on, it wasn't that long ago. So the question is - what year was it a Golden Claud?

**cycle**

9 - 12 Oct 08 Earls Court 1  
9 Oct Trade only, 10-12 Oct Open to Public

This is the 7th time for Cycle. In October the Earls Court 1 in London is set to be the biggest industry get together in the UK. Seven years of growing and attracting exhibitors from across the globe means more for visitors. This year the organisers have squeezed in an additional 10% of exhibition space whilst maintaining the mix of interactive features that have helped the show increase its popularity with the public year on year.

Trade visitors get in free - so register now at [www.cycleshow.co.uk/bti](http://www.cycleshow.co.uk/bti)

The exhibitor line-up reflects many of the 'hot topics' in the industry at the moment, with the major drive train manufacturers out in force. Shimano, Campagnolo, SRAM and FSA all have a presence, whilst Mavic will take their own space at the show for the first time. This is a big year for the company, launching their own clothing and footwear range alongside wheels and componentry that have made the brand famous.

The Mountainbike Test Track is sponsored by Volvo and Tirol, it continues to be a focal point for the show giving trade and consumers their first chance to see and try what's new for 2009 from major manufacturers. They include GT, Mongoose, Canondale, Specialized and Trek, alongside component manufacturers Hope, so expect new and innovative product. Free entry for Traders: [www.cycleshow.co.uk/bti](http://www.cycleshow.co.uk/bti)



Electric  
Bikes  
Worldwide  
Reports

## e-bikes: the understanding

the eighth Report from Frank E. Jamerson with Ed Benjamin now updated - close to 200 pages of information tells so much

The EU is buying more and more and better and better pedelecs. This demand for high quality, high performance is helping move better technologies into all price points of e-bikes. The EU e-bike market appeared to be at a solid 250,000 units in 2007 with projected doubling, or higher, for 2008-2009. These are some of the facts reported in the eighth EB Worldwide Reports from the American based team who understand what is happening in the development of electric transportation on two wheels.

"Since the mid 90's, when Chinese Officials decided to "encourage" electric bicycles and motorcycles...observers of Chinese traffic and air pollution can see major benefits occurring. This success is creating government interest in many other parts of the world. Today, the Chinese electric bike industry has apparently reached a sales plateau of about 20 million pieces per year. This is a surprisingly large number as the Chinese bicycle industry used to be about 30 million" says the Report.

"To any observer of Chinese traffic in the major cities it is apparent that the e-bike is a major part of traffic mix. Chinese buyers of two wheelers are mostly now buying electric bikes"

How that situation will translate to the European, even British, way of commuting, depends on image and promotion. It is the distributors and the retailers who will be in the vanguard. To sell through, the product has to be stocked, sold, serviced - and that involves more than just hoping the e-bike will come good in the public eye. If you don't stock it, you won't sell it!

Decision making on available models and the trends to follow is clearly aided by the depth of information brought together in the *Electric Bikes: Worldwide Reports* publication. Coupled with a trawl of the booths at Trade expos in Friedrichshafen, Milan, Cologne and London, buyers and sellers alike will be impressed that the e-bike is moving on. Retailers can profit.

The Chinese model with the e-bike being a replacement or an upgrade for the bicycle and taking share from the bicycle industry will not work. There is much more development and thinking in the product. To match that there will need to be more change in attitude from the people who market and retail the e-bike. At the sharp end, *Electric Bikes: Worldwide Reports* is a significant contribution to dialogue and events happening in the market.

Peter Lumley

Electric Battery Bicycle Company Naples,  
Florida / Petoskey, Michigan  
[elecbike@aol.com](mailto:elecbike@aol.com) [www.ebwr.com](http://www.ebwr.com)

You can now buy the '07 edition with  
the 2008 Update for the website price of \$475.



## the showing presence

Cube bikes have attracted excellent test results in many magazines - now you can be touchy-feel with their new lines at Eurobike and then in London, at Cycle in Earls Court. Their range is all-encompassing and sells through well.

The company is stepping up their brand presence with '09 offerings at shows. For the London event, Cube have teamed-up with the tourist board of the Austrian Zillertal - which just happens to be their favourite testing ground.

The Zillertal tourist board will have their custom-built truck at the venue, an almost 14 meters long behemoth, which has a complete alpine chalet hidden behind it's sleek appearance. It's not just a great way of showing the new bikes, but a comfortable resting place for dealers and people to discover more about Cube. And yes, the truck is equipped with an ample supply of Austrian beer and bratwurst.

**Biking & hiking in the Zillertal Valley**  
Around 850 km of foot trails, 232 kilometers of mountain biking trails. There are lifts with free bike transport. All with a backdrop of big mountains.  
[www.austria.info](http://www.austria.info)

The Zillertal/Cube booth number is G3 at Earls Court

## Eurobike: biking & conservation

Cube has designed a completely new stand for the Friedrichshafen event. The theme is natural wood. From the tree-shaped supports for the first floor, to the use of woods for the flooring, the new stand tries to make the link clear between biking and conservation.

Photographs of the Zillertal adorn the walls, to give the visitor a sneak-preview of what biking there should be all about. Cube can be found at booth B1-200 at Eurobike. Among their news are the new super lightweight titanium frames, a breakthrough in carbon fibre pricing on road bikes, and an updated suspension system. Best visit one (or better still: both) shows to have a look yourself.

[www.cube-bikes.de](http://www.cube-bikes.de) visit booth B1-200 at Eurobike

**DIRTY**  
COMING SOON  
[WWW.DIRTY-BIKES.COM](http://WWW.DIRTY-BIKES.COM)

**PARENTAL  
ADVISORY  
EXPLICIT CONTENT**

**THE NEW HARDCORE  
RANGE FROM DIRTY**

Dirty Bikes Distributed by Davies Cycles Ltd. 35 Tarnside Drive, Castle Bromwich, Birmingham B35 7AG  
Telephone 0121 7488060 Fax 0121 7488090 [www.dirty-bikes.com](http://www.dirty-bikes.com)