

# SCOOTER Trade & Industry

**SCOOTER  
SPARES & ACCESSORIES**  
THE ULTIMATE SELECTION FROM  
THE UK'S NO.1 WHOLESALER

**VE**  
U.K.

Tel: 0115 946 2991  
Fax: 0115 946 9292  
www.ve-uk.com

a KSA business to business publication telephone: 0191 488 1947 e-mail: ksa@ksa-partnership.com published January.2005

## two wheels so good

*more Government recognition for road-going motorbikes and scooters*

**The p2w brigade should be smiling** as the Government moves to keep traffic flowing and announces proposals to introduce High Occupancy Vehicle lanes on the M1. The M1 is the first motorway that will have a lane dedicated to car drivers carrying passengers. Bikers, however, will be allowed to use these lanes with or without a pillion passenger.

The Government has announced this scheme, which is an attempt to reduce the congestion that is clogging up many British roads. Initially, lone drivers will not be allowed to use the HOV lanes, which will stretch between Junction 7 and 10 on the M1 during rush hour.

The Motor Cycle Industry Association are delighted that the Government have recognised the importance of motorbikes and scooters as a form of everyday transport. Following the success of the MCI's congestion charge campaign in London, this policy announcement is another step down the road to making biking more accessible and easier for those who ride.

Since the congestion charge was introduced in London there has been a reduction in the number of casualties even though there has been a significant increase in the number of bikes and scooters riding round the capital.

Statistics also show that it is getting safer to ride on two wheels and with an active rider population of 1.5 million this announcement is good news all round.

Craig Carey-Clinch MCI's Director of Public Affairs at The Motor Cycle Industry Association said, "the sector is playing an increasingly important role as an alternative to the car and access to the proposed HOV lane will help riders to avoid having to filter through congestion, making their journeys safer, with the added benefit of reduced journey times."



The congestion that is clogging up many British roads isn't such a problem for shoppers who use a scooter for their in-town excursions. Now the High Occupancy Vehicle lanes, announced for the M1, will be open to p2w riders in the rush hour. Two wheel commuting is about to get a lot more popular.



### a charity drives for funding

**BEN - otherwise known as the heart of the industry** - gained a fair boost to their funds when a Malaguti Firefox F15 was raffled at the nec Motorcycle & Scooter Show in November. The limited edition scooter was donated to help raise money for the Motor & Allied Trades Benevolent Fund by Malaguti distributor EP Barrus Ltd. Adding to the appeal the prize scooter was autographed by World Superbike Champion James Toseland (pictured) and on the final day of the show the winner was announced as John Bartlett, of Waterlooville, Hampshire. Around 18,500 people from all over the UK currently benefit from the charity, which was founded in 1905.

## Stoneleigh Expo: bigger, better. Be there

*the best part of 200 companies on show, 11,000 sq metres indoors, 25% more to see than last time - what more do you want!*

**This is the big one**, more ideas and product for the scooter retailer than you'll see anywhere else in Britain. Motorcycle Trade Expo has been ten years in the growing and now it's eclipsed every Expo that has gone before. The show is strictly Trade-only at a location that's smack in the middle of the road, rail and air-traffic network. Opening at 9.30 on Sunday, 10am on Monday and Tuesday. Free entry.

For those arriving by car the event is well signed, and is only minutes from the motorway network. Parking is free and all visitors get free refreshments.

**STONELIGH PARK EXHIBITION CENTRE**  
Sunday, January 16 to Tuesday, January 18  
**THREE TRADE-ONLY SHOW DAYS**





DON'T JUST BIN IT - GIFT IT  
help the environment  
and help families more

support this fundraising scheme for Marie Curie Cancer Care

**Not throwing out your empty** printer cartridges or a discarded mobile phone can significantly help both your near neighbour along with the health of the environment at the same time.

There can be barely a family in the land who has not been touched by the scourge of cancer, and so many of these have been blessed with help from the Marie Curie Cancer Care operation. They provide high quality nursing, to-

**Mobile Phone Recycling**

In the next four years, Europe could recycle 50,000 tons of mobile phones, the same weight as the Forth Rail Bridge. Nicad batteries contain Cadmium, a dangerous toxic and carcinogenic substance. The quantity going to landfill sites is significant, and very considerable toxic contamination can be caused by Cadmium leaking into the soil. That can cause kidney failure in humans.

**Printer Cartridge Recycling**

Printer Ink costs more than champagne, manufacturers charge consumers around £1.70 per millilitre of printer ink compared to 23p per millilitre for 1985 Dom Perignon.

However, if you purchase remanufactured printer cartridges you can pay as little as 10% of the printer ink price.

An inkjet cartridge takes hundreds of years to biodegrade. The 17 million laser cartridges recycled in Europe in 2002 resulted in the saving of 6 million litres of virgin oil, that would fill more than three Olympic-sized swimming pools.

"Phones can be worth up to £30 and cartridges can be worth up to £7.50 for Marie Curie Cancer Care."

tally free, to give those who are terminally ill the choice of dying at home supported by their families.

There are thousands of Marie Curie Nurses nationwide who care for patients in their own homes for a full working day or night shift. The presence of a Marie Curie Nurse allows patients to remain at home when they might otherwise have gone into a hospital or hospice.

Eurosource is a recycling company who is now helping all 180 Marie Curie

Cancer Care shops with freepost bags in order to help the charity raise money through the donations of recyclable goods. All that is needed is for you to join the link - and it's as easy as throwing things in the trash bin.

Marie Curie Cancer Care hopes that this new fundraising initiative will receive your full support and help raise funds for the people who are terminally ill with cancer and at the same time raise awareness of the value of these items which are often discarded as rubbish.

Tom Weller, Marie Curie Cancer Care's Corporate Development Executive, said: "An estimated 75 million redundant mobile phones are in cupboards and drawers across the UK - enough to stretch along the Great Wall of China almost five times! "If yours is one of them, please drop into one of our stores and donate it to our appeal. If you use a printer with your home computer, or even in the office, we would gratefully accept your old cartridges too. "Phones can be worth up to £30 and cartridges can be worth up to £7.50 for the Marie Curie Cancer Care appeal."

**For more information:**  
visit [www.mariecurie.org.uk](http://www.mariecurie.org.uk)  
when you click on SHOPS you'll get a list of shops across the land or call Lesley McIvor on 01324 678 907.

If you don't have a Marie Curie shop near you, please call the number to request a Marie Curie bag.

Eurosource, the company providing all 180 Marie Curie Cancer Care shops with freepost bags, is five years old, has an annual turnover of £3 million and employs 100 staff in the UK, Ireland, France and Spain. The company has recycled over 1 million kg of mobile phone and printer cartridges since 1999.



the facts worldwide:  
an electric read

special money-saving reader offer to buy now

The seventh edition of *Electric Bikes Worldwide Reports*

is as complete on fact and figures as it comes. Frank Jamerson with Ed Benjamin have produced a 150 page read that fully illustrates and defines the world market and the products. The pertinent information covers the technological developments of the past year, electric bike regulations worldwide, with scooter related and vehicle related intelligence. The content brings the reader closer to understanding just where and how the electric bike market could open up to bring really significant sales levels.

The book is not just about the two wheel market either because the world at large is looking for simple and easy to use urban transportation systems, and the authors have identified emerging models and concepts that will interest the commercially minded buyer looking to have an edge in the moves to be first in the market on their home ground.

The publication is well illustrated in colour with machines from right across the light transport spectrum and the allied components. There is masses of other things such as information on Lilion power batteries, models in the market, the law, the recycling issues, motor technology and fuel cell updates. The information to be gleaned here on how battery development is signing some of the product evolution is an aspect that you can study. Frank Jamerson with Ed Benjamin have delved deep, and the reader gets full reward from their investigations.

**To buy it:** Scooter *Trade & Industry* readers can buy the report for US \$350, which is a significant discount on the normal cover price. You can obtain the *Electric Bikes Worldwide Reports* book direct from the publisher Frank Jamerson through PayPal on the internet.

Buyers pay by credit card on PayPal at no extra cost, simply go to [www.paypal.com](http://www.paypal.com) and register then use [reports@ebwr.com](mailto:reports@ebwr.com) as the address for your remittance. It's a very safe system, you will be contacted direct by Frank Jamerson.

If you encounter any difficulty or have a query then please contact KSA by e-mail: [ksa@ksa-partnership.com](mailto:ksa@ksa-partnership.com) In the subject line please put "EB reports".

Here are some pages from the report - on the right are pictured authors Ed Benjamin and Frank Jamerson



congestion charges  
for Scotland?

The implementation of the London congestion charging system has shown that such an approach can work in the UK. But can congestion charging work in Scotland?

A conference in Edinburgh this month will touch on environmental, transport, economic, social, financial and political issues and will examine all the key considerations in the debate.



**ask** e-mail us to get further info on product & services or to locate a business featured in this journal. [help@ksa-partnership.com](mailto:help@ksa-partnership.com) or fax 0870 131 7924 **ASK**

**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

HAS LAPTOP and TRAVELS

an answer for people who need to communicate

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 a step 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 RoadChef 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.





## 225 years of developing effective security

### Ground and Wall Anchors

**GA1 Ground Anchor.** Hardened steel, Gold Sold Secure motorcycle approved. A formidable product that is concreted into the ground and can be used with locks and chain, 'D' locks or cablelocks. Recommended retail price is £34.03 excluding VAT.

**BWA2 Wall Anchor.** Hardened steel construction, complete with security screws. It can be used with locks and chain, cablelocks and 'D' locks. Recommended price £5.10 excluding VAT.

**BWA1 Wall Anchor.** Hardened steel, smaller anchor with security screws. It can be used with 'D' locks and up to 12mm diameter cablelocks. The recommended retail price is £4.25 excluding VAT.

**Security is a significant problem** for those involved in two wheel and outdoor activity. And every house, lock-up and business also needs the means to keep things safe. Squire is a household names from Willenhall, itself the cradle of lockmaking that goes back centuries.

Theft is a problem when in outdoor locations where the leisure activity is being undertaken, but the home, the garden shed or garage can be just as vulnerable. It is a fact that the majority of bicycle and two wheel thefts are from the home - which is where a ground anchor comes in handy. Outside it is always advisable to secure valuable items to a fixed point, street furniture and gateposts come in handy - and there's a Squire product that will make this easier and more convenient.

for further information contact Squire on 01922 476 711 e-mail: [info@henry-squire.co.uk](mailto:info@henry-squire.co.uk)

## Watertight sales at SealSkinz

**Porvair International Ltd, owners of SealSkinz** water-proof socks and gloves, have announced a 36% increase in sales, year on year, for the brand. The company, which added another lamination line to their King's Lynn production facility in July, are delighted with this performance as it closes their first year of trading as a private company on a high.

Much of this growth can be attributed to the Winter Range, launched for the first time this year, but sales of their core socks and gloves have also been extremely strong with demand, yet again outstripping supply.

Giles Polito, Business Unit Manager said, "The profile of the SealSkinz brand continues to grow in all our market sectors. We are particularly pleased with the reaction to our new Winter Range and the uplift in sales that our new point of sale has generated. We look forward to similar levels of growth for next year."

## clothing with seamless performance

**The new range of All Active performance clothing** from Sub Zero Technology are designed specifically to perform day in, day out during warm to tropical temperatures, during times of high activity and workload, on extreme endurance rides - and even for the most sweaty bikers!

These garments induce the body's own cooling system to kick in and that allows perspiration to be quickly transported to the outer surface of the garment where it is able to disperse, evaporate and keep you cool.

Sub Zero products are manufactured from an exclusive dual texture super light-weight polyamide fabric; highly breathable, anti-bacterial and durable, yet ultra soft to the touch just like a second skin. Distinctive styling in the shape of oval and circular fine knit mesh zones strategically placed on the chest, underarms and down the spine accelerates the dispersal of perspiration and excess body heat. All this is aided by the tops unique and technically superior seamless construction.

Distinctively styled knitted stretch rib is employed to maximum effect in the undershorts to support the groin, side and rear thigh muscles while a fine knit mesh back panel accelerates the dispersal of sweat and excess body heat.

Sub Zero Technology - phone 0116 240 2634 Stand B65, Expo



### from their extensive range Squire recommends

**'SS65CS/MC4' maximum security lock and chain.** This product is *Ride magazine* recommended and is Sold Secure Gold motorcycle approved. The lock is made from solid hardened steel with a 13mm diameter hardened boron steel shackle. The chain is 13mm diameter hardened alloy steel. It'll sell at around £140 + vat.

At a lower cost there is Squire's HS3CS/J4 lock and chain. The steel padlock has a hardened steel shackle, and the chain is 8mm diameter hardened alloy steel. The recommended retail price is £34.03 excluding VAT



THE OFFICIAL WHOLESALE IMPORTER FOR POLINI SCOOTER & MOTORCYCLE PERFORMANCE PARTS

20% DISCOUNT ON OUR WHOLESALE PRICES ON POLINI PRODUCTS



AUTOMATIC/CLASSIC SCOOTERS  
Gear Kits, Clutch/Gear Kits



AUTOMATIC SCOOTERS  
Reed Rubbers, Reed Petals, Reed Blocks



AUTOMATIC SCOOTERS  
Exhausts, Carb Kits



AUTOMATIC SCOOTERS  
Variators, Clutches



Motorcycle kits for  
Aprilia, Bata,  
Benelli, Capve,  
Ducati, Gilera,  
Husqvarna, Malaguti,  
MBK, Morini,  
Peugeot, Rieju,  
Yamaha.

CYLINDER KITS for Scooter & Lightweight Motorcycle

[www.polini-uk.com](http://www.polini-uk.com) [www.ve-uk.com](http://www.ve-uk.com)  
tel. 0115 946 2991 fax. 0115 946 9292

polini®  
motori



## Generic launch for Expo

*innovation, design, detail and image are highlights of new scooter brand*

**More value for the consumer**, that's what Moore Large are promising as they introduce Generic. There's plenty in it for dealers, too, and Steve Oliver promises the brand will attract new dealers with 'unheard of' dealer margins. "We are looking for a quality dealer network and will vet applicants accordingly" he tells *Scooter Trade & Industry*.

Generic will take a strong position in comparison to its competitors in terms of value, he adds. After some years of research in the Asia-Pacific market, Generic has built up a production facility there that enables Moore Large to offer the consumer a new dimension in high-end equipment and components. The marque promises the consumer a value-added product by using only high quality components such as aluminium rims, stainless steel exhausts and halogen headlights.

Steve Oliver reckons Generic will bring some new spirit to a stagnant and sluggish scooter market. On the one hand with solid technology, on the other with extraordinary eye-catching design. "All models will be very competitively priced to better the competitor price points and will include free or well subsidised insurance or a dealer registration bonus". Added to that there's the renowned Moore Large service and back-up.

Steven Oliver says it is expected there will be short life cycles, with the Generic production advantages being used to introduce new products to the consumers at a higher frequency. "And probably by breaking some established conventions on the market Generic will keep the market pulsing!"

The XOR and the IDEO are the first models from the Generic range, and are launched at Expo. The XOR will be released to the market with 50cc and 125cc powerplants. The XOR is the sporty generic scooter. Special equipment and details such as halogen headlights, spacious helmet storage, stainless steel exhausts, disc brakes and aluminium rims will put the XOR - not only due to his extraordinary design - into an outstanding position on the market. The XOR will be for sale coloured black (picture top right), silver or blue.



Steven Oliver - "we're looking for a quality dealer network"

IDEO (50cc, 125cc) is the counterpart to the XOR and should attract those customers which may think that the XOR could be too sporty. The IDEO is eye-catching because of its calm and round but cool shape. Some lovely details like stowable footrests make the IDEO different to its competitors. The model will be for sale coloured olive (picture on the right) and navy blue.



## W2W goes West Lindsey-wide

**Market Rasen's successful Wheels2Work** scooter loan scheme is to be expanded after receiving crucial extra funding. Following negotiations with Gainsborough Development Trust, which will now take on the role of lead partner for Wheels2Work, the enhanced scheme will operate across the district of West Lindsey. Scooting commuting is about to get a real boost.

The Wheels2Work project also receives funding from Regeneration Across Communities of Lincolnshire (RACoL) and The Rural Tourism Development Area Partnership (RTDAP). The latest round of funding represents an investment for the area of over £150,000. This amount will allow 25 more machines to be purchased and that creates a 35-bike scheme.

Eligibility for the scooters has not changed. Applicants must be at least 16-years-old, have no alternative means of transport and have the offer of, or already be in, employment or training. Successful applicants must also live in West Lindsey and live or work in a rural area.

As well as a scooter, all necessary safety equipment, insurance and maintenance continue to be provided. Compulsory Basic Training (CBT), which includes basic riding training and on-road assessment, is also included in the overall cost. This works out at only £3 per week.

Transport Initiatives Officer Ben Rushby has worked hard to ensure that the scheme progressed and received the recognition it deserved. "Over the last year the response to W2W has been excellent," he said.



Spanish designer Josep Mora designed the Fenix 0.9 concept car with a motorcycle engine. Plus a Dahon folding bicycle.

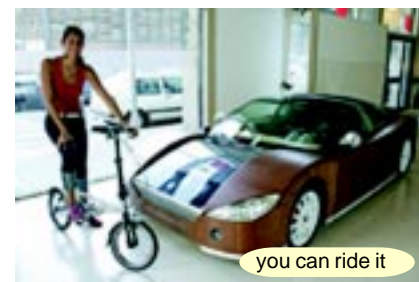
## Fenix 0.9 - the

**Josep Mora designed and made** the Fenix 0.9 Concept Car using 100% recycled material - plus a folding bicycle tucked away inside. Ask the Spanish prince and princess when you see it.

Thinking there's no end in sight to rising fuel costs, Josep Mora has come up with an alternative and hybrid transportation system. The Fenix 0.9 Concept Car uses a recycled Honda CBR 900cc 150 hp or a 15 hp electric engine to power it along. As well as running on both gas and electricity there is also a folding bicycle tucked away into its structure. That's the Dahon, and there's nothing to say you can't switch pedals-only for their Roo EL electric bike that has a 50 kilometer range.

The Fenix 0.9 Concept Car is made from 100% recycled materials. "We use recycled materials directly from other companies such as Ikea to reduce the energy and emissions required for development. To achieve this, in part, he uses materials as strong as fiberglass," says Mora. The car also has solar panels to help power the car. The strength is the car's stainless steel multi-tubed frame.

Interior components are noteworthy as well. "The interior of the Fenix," says Mora. "Only



you can ride it

useful in areas like a city center where parking a bicycle has long been included in Mora's plans.

Who's going to buy The Fenix and what? Leticia of Spain looked at one recently in Barcelona. She made the purchase, but if they did, they would be sold commercially. The Fenix is currently being shown at conventions and fairs throughout Europe. For a closer look, log onto [www.josepmora.com](http://www.josepmora.com).

The Dahon Presto Lite is based on a frame made from Puro™ U6 aluminum tubing. Its 3 speed internal gear hub makes it versatile for commuting as much as a mobility extension by car. The Presto Lite is ultra light in weight (9,2kg), comfortable to ride, and folds in under fifteen seconds to fit almost anywhere. The Roo EL is based on similar manufacturing principles and comes with a lightweight NiMH battery.

## SolarTrack intro

**New this month** is a low cost digital DIY alarm for motorcycles and scooters, it's designated Model number SLA-815.

The alarm will have many new features including a waterproof design, built-in two stage shock sensor, a built-in tilt sensor, multi function 4 button transmitter, built-in immobilisation, low current consumption and digital surface mount technology.

Phone 0208 859 1218 for details







Royal lookers pictured at a Barcelona showroom where the Fenix 0.9 was on display.

...ra has developed his hybrid engine and a 15 hp electric motor that can be pedalled

## ...e petrol saver

...his eco-friendly and sporty looking Dahon folding bike! And guess who was in the form of transport in Barcelona last month? You see them next!

...g petrol prices, and seeing the growth for the cars, Josep Mora combined three forms of



...you can stow it

...d car body parts and obtain components from Artemide, and Mobles 114. This reduces the development," says Josep Mora. As part of his project the weight of the car low, totaling 550 kg. Wooden outer body panels. "Plywood is as good, also wood, includes embedded photovoltaic. Also winning points for weight-saving tubular frame.

...well. "There is zero percent plastic used in the renewable materials are used." The seats are made of wicker, the floor panels from bamboo, and the dashboard from wood. "We decorated it like a small apartment," he says.

...Tucked in the rear of this elegant automobile—beneath the large hatchback window and in between the seats and engine—is a Dahon Presto Lite folding bike. "This is for added mobility after the car is parked," says Mora. "And it's very compact can be far away." The energy-efficient projects. "I used to design bikes," he says. "What does it cost? Prince Felipe and Princess Letizia of Barcelona. No word on whether or not they would be the rare few as it is not yet available for display in design and technical schools, or Europe. For a schedule of exhibits and for a



...electric powered Dahon Roo EL

The Moto-roma from Barrus

## range has been extended to include the Grand Prix 125

**Here's a selling feature for the cool times :** Moto-roma remains the only scooter to fit heated handle grips as standard. The heated handle grips work on a choice of two settings: 'warm' or 'really warm' and provide the ultimate in comfort and safety all year round. This comes courtesy of the Barrus company's move to see that Moto-roma scooters carry adaptations built into the specification to ensure they offer the UK scooter user the best possible product at the best possible price.

From the fun and affordable Wasp 50cc at £895.00 inc. vat, to the top of the range Grand Prix 125 at £1395.00 inc. vat, Moto-roma has a wide range of transport options to suit all tastes and pockets.

All Moto-roma scooters have full 12 months parts and labour warranty and free 12-month roadside assistance cover for breakdown, accident or puncture problems.

For full product specifications and details of the Moto-roma scooter range visit the Moto-roma website on [www.moto-roma.co.uk](http://www.moto-roma.co.uk)

or the Barrus website on [www.barrus.co.uk](http://www.barrus.co.uk)



economical, 4-stroke, 125cc single cylinder



## Team Buff celebrates

**Whether riding two wheels or four,** the boys from Team Buff will give it a go! They are all pictured at the Buff Christmas party Karting event, getting their adrenalin rush prior to the inevitable consumption of vast quantities of calming liquid. Members of the team then went about congratulating Iain Watson the overall winner. As well as champion on four wheels Iain had thrashed the leathers off his colleagues riding a Suzuki GSXR750 at a previous track day encounter. All team members were Buffed up for the event using Original Buff as helmet liners.

See the full range of Buff products on stand B100 at Motorcycle Trade Expo.

# Baglux UK

01745 823333  
sales@baglux.co.uk  
www.baglux.co.uk

New - Scooter Screens  
over 360 models

Aprons & Muffs

Warm & Cosy

See us at the Expo 2005 - Stand A43



"We are wholesalers - and everything on our shelves is there to help retailers profit"

It's taken 15 years to establish the VE (UK) operation, a company with a huge investment in technical knowledge and with the awareness of what makes a scooter business tick.

## IN GEAR, AND HERE.

"What a year it was, and now as we reach 2005 we are in a rarified mood, bringing right into gear the company's new marketing infrastructure that's been devised to help retailers" - that's the New Year message from VE (UK) boss Norrie Kerr. He's looking forward to the upcoming Motorcycle Trade Expo in Stoneleigh.

"The move of our VE headquarters premises - we're still at Harrington Mills - was completed without any disruption to the service we give customers, and that was helped by the understanding and co-operation of peer suppliers. The move has brought more capacity to handle product throughput and we have also worked to enhance the selection of quality components that mean so much to you at the retailer end"

"Being the biggest in the scooter wholesale and import business means you have to make the biggest efforts to stay on top, but customers tell us we really are well ahead in that race. It isn't enough to know we are winning, though, we want to make sure that you - the retailer - gets an advantage when dealing with VE (UK). To cement that intention means we carry big stocks of the product from the peer continental suppliers we represent in the UK. We work hardest of all at promoting them widely - just look at all the press coverage in all the magazines".

"Our depth of knowledge and the VE Team who know scooters from the inside out, work closely with our continental suppliers to deliver the goods and give genuine service to our clients. We have dedicated our efforts to supplying only the Trade, so we do not sell to the public. Yes, we maintain very close communications with the end-user and in that exercise we have developed and fine-tuned an internet presence that puts so much product information into the marketplace".

"Our retailers are right there in the loop too, on the websites they can see what is new and what is shipping. By logging in with their own password they can check prices and place an order at any time that pleases them. That's freeing up time when the shop is open and the customers are at the counter. Our phone lines are the other source of direct contact to help solve technical queries - and we've the experts on hand to help that happen".

"It's comforting to be told we have earned such strong street credibility with our dealers, they appreciate we deliver the opportunity to buy from a company that fully understands their market. We are continually evolving, and it's important to have plans that will ensure we can help all our retail customers develop their businesses too. We work to emphasise the quality of the brands we represent and the product itself. It's quality first and factory support as the vital second line".

As official importers we are able to give retailers the guarantees that come from acting as an extension of the manufacturer's very own operation. That's how we come to hold a million pounds worth of product on our shelves".

You can find out much more about the VE operation on well-honed web sites - they are a professional dedication to helping retailers do business on a 24/7 basis. The Trade website is a fine example - visit: [www.ve-trade.com](http://www.ve-trade.com) and register now.

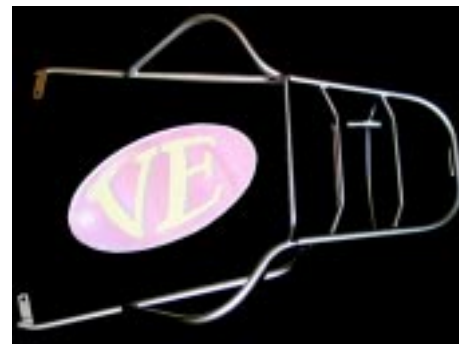
Everything that makes it quicker and easier for the retailer is encapsulated in the systems employed at VE (UK). The e-mail contact point that ensure you get the best advice and help available on the UK scooter scene: [sales@ve-uk.com](mailto:sales@ve-uk.com).

To talk to those friendly people in the VE Team call 0115 946 2991.



Without doubt one of the most popular Giannelli Exhausts sold in the UK is the Extra and on the back of that success Giannelli have now introduced the Extra in Chrome. It will fit most of the popular machines on the market. Ask! The systems are available ex-stock at £59.99.

**logoscooter**



2005 sees yet another exclusive product added to the extensive VE exclusive brand range in the "Logoscooter" line of chromework for scooter models. The ET2/4, Vespa GT and PX, Peugeot Speedfight, and Gilera Runner and much more is available.



Malossi Power Cam Part Number VM591962 fits models from Aprilia, Piaggio, Gilera, Malaguti and Vespa. Ask for specific details.

**Meet some of the VE Team.  
Visit us at EXPO Stand B28 for  
some superb show offers.  
Have a chat and grab  
light refreshment and nibbles.**



Polini cylinders are now in stock for the Peugeot 100 and BWS 100 machines. Both kits fit the air cooled version of the popular 100cc machine and give 120cc.

Polini product details available at the VE (UK) website at [www.polini-uk.com](http://www.polini-uk.com)

FOR NOW! NOT ONLY DISCOUNT BUT EXTRA DISCOUNT INTO THE BARGAIN Example: The Peugeot kit (shown) VP420151 Trade Price £97.30 + Vat - less an extra 20% discount making it £77.84 and it's Carriage FREE. And when you buy over £100 of DISCOUNTED value Polini parts we'll give you an extra 5% discount - and we get it to you for FREE. That's what you call a superb offer!

Polini have a full and comprehensive range of products and VE (UK) as the official UK wholesale importer can offer you Polini products as follows: Cylinder Kits, Carb kits, Exhausts, Variators, Clutches, Reed valves, Petals, Rollers and so much more.

SEE US AT EXPO TO ORDER



one of four KSA publications serving three Trade sectors.

This is the print version - you're reading it

and hundreds more will catch it on our website

go to [www.ksa-partnership.com](http://www.ksa-partnership.com) / editors desk for the pdf version



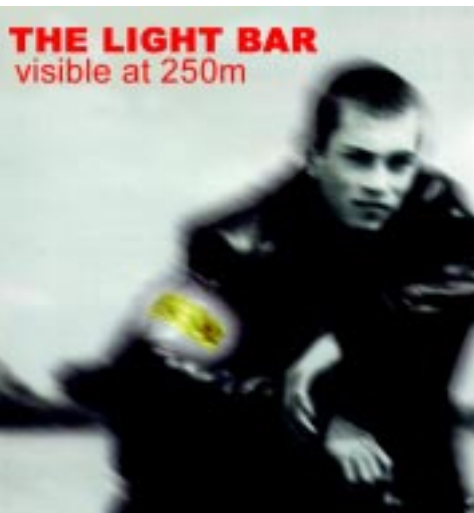
## for the dark side of the day

**A long established Midlands** operation is offering wholesalers a high quality range of be-seen accessories and clothing. Dillglove is an import and supply company who have strong connections in the European two wheel business, they hold significant stocks of the brands they represent at a Sutton Coldfield base for distribution through the wholesaler network and on to retailers.

Neat snap-on reflective strips are one of the items that have very high impulse sale value. The device is almost alive, acting as a spring coil to wrap onto the arm or leg, or luggage on the machine. Other products cover the robust safety garments that are produced with high quality 3M reflectives and range from bibs to overtrousers and jackets.

Dillglove director Richard Cross says that the company's big strength lies in having good stocks of the brands they represent in their warehouse - "we have built our reputation on being here to help the wholesaler streamline the marketing function. We'll also take enquiries from the retail sector and pass on the contact details to their nearest stockist".

More details by contacting  
Dillglove Ltd on telephone:  
0121 354 4127  
fax: 0121 308 0315



BEING NOTICED MATTERS. All these products conform to European Standards



**THE LIGHT BAR**  
visible at 250m

## 2005 diary dates

### FEBRUARY

6-9 ISPO Winter, Munich, Germany  
10-13 Bicycle leadership Course, Phoenix, USA  
12-13 Bike Market. Future Congress, Bremen, Germany  
19-23 Euroshop, Dusseldorf  
19-27 National Boat & Caravan Show, NEC  
20-22 Beta, NEC  
20-23 Soltex, G-Mex Manchester  
27-28 CORE, Moat House, Birmingham

### MARCH

4-7 Taipei International Cycle Show, Taipei, Taiwan  
10 OIA Conference, Windermere.  
14-16 Cycle & Leisure Show, venues tba  
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 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

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)

## distributors sought

**An Italian supplier** with brands that sell across the two-wheel and the motor trade on their home market are looking to expand across Europe. The range is extensive, with separate branding that is specific to several leisure interest sectors.

At the EICMA show they demonstrated an electric bicycle alongside the broadest selection of packaged components, plenty of accessories and spares for the bicycle market and urban transport businesses.

enquiries & details of their range:  
Barbara Traversa phone: +39 0362 265704  
[barbara.traversa@colzanircambi.it](mailto:barbara.traversa@colzanircambi.it)

illustrated: some of the Colzani branding



trade&industry

KSA business to business publications

office phone: 0191 488 1947

e.mail: [ksa@ksa-partnership.com](mailto:ksa@ksa-partnership.com)

internet:

[www.ksa-partnership.com](http://www.ksa-partnership.com)

advertisements & administration:

**Kate Spencer**

phone: 0191 488 1947

e.mail: [ksa@ksa-partnership.com](mailto:ksa@ksa-partnership.com)

publisher & editor:

**Peter Lumley**

e.mail: [peter@ksa-partnership.com](mailto:peter@ksa-partnership.com)

phone: 07769 588 247

office:

The KSA Partnership  
97 Front Street,  
WHICKHAM,  
Tyne & Wear NE16 4JL

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 2005

the KSA publications

BICYCLE  
trade&industry

twenty five years ago *Bicycle Trade & Industry* became Britain's first bicycles-only Trade magazine.

OUTDOOR  
trade&industry

*Outdoor Trade & Industry* derives from the original outdoor business magazine *Camping & Outdoor Leisure Trader* - COLT.

SCOOTER  
trade&industry

The first issue of *Scooter Trade & Industry* was published by KSA at the suggestion of leading Suppliers in that market.

trade&industry Xtra

During the year *Trade & Industry* titles are also combined as *Xtra* - a successful business builder for both the Supplier and the Retailer. Used to exploit existing synergies in the leisure, pleasure and the urban transport market.

## schedules

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. The publisher will be pleased to help you achieve broad coverage and market awareness - a comprehensive Media Pack is available on request.

if you are reading someone else's copy please contact us to register for your personal mailing

e-mail:

[ksa@ksa-partnership.com](mailto:ksa@ksa-partnership.com)

office telephone:

0191 488 1947





## getting cold weather protection

**It's like pulling a glove on** - scooter riders can stay snug by fitting the latest in aprons from Baglux. The Winstar strapless apron gives super cover on super scooters - that's the personal viewpoint of Chris Hawley who? He'll tell you how warm he is on his Burgmann.

In scooter screens Baglux can also offer a set to fit almost every scooter - there are over a hundred variations on the theme.

call Baglux UK on 01745 823 333  
See them at Motorcycle Trade Expo, Stand A43



## GCHQ wins the two wheels to work contest

**The Ride to Work 2004** competition to find the 'Most Motorcycle Friendly Company' has been won by GCHQ in Cheltenham. The lucky winners will be rewarded with a new covered, secure motorcycle parking bay.

The Motorcycle Industry Association held the competition as part of the National Motorcycle Week campaign to encourage companies to persuade their employees to get on their bikes and ride to work.

Almost 200 people travelled by bike or scooter on 28th July and a few pillion passengers joined in too. Employees arrived on many assorted bikes ranging from Aprilia Habana scooters



to a Honda Blackbird. Almost every motorcycle and scooter manufacturer was represented in the procession to GCHQ.

A GCHQ spokesperson said "This really is the icing on the cake. We already have a high percentage of cyclists compared to the norm - about 15% of all staff - and earlier this year we won a commendation from the Association for Commuter Transport for the many initiatives we have taken to reduce the number of staff driving solo to work.

"These include special facilities for motorcyclists and cyclists such as showers, lockers and preferential parking. We have also introduced an interest-free motorcycle/cycle loan scheme to make it easier for staff to purchase reliable machines and equipment."

The runners up were the Newcastle Estates Sports and Social Association (NESSA) who work for a government site in Newcastle. They were delighted to be joined by a colleague, Brenda aged 64 years. Brenda had not been on a bike for over 40 years but was keen to join in and took up the offer of a pillion ride to work.

Samantha Tyson-Evans MCI Press and PR Officer said, "The support shown for this event was inspiring. It demonstrates that there are companies and associations who recognise the benefits of the p2w and are keen to provide an infrastructure that will help employees wanting to ride to work. "We look forward to seeing the secure covered parking installed and trust that it will keep up their enthusiasm for riding to work on two wheels".

**VE**

**WHOLESALE SCOOTER PARTS & ACCESSORIES**

GIANNELLI MALOSSI BGD POLINI KUNDO ATHENA TOP RACING

tel 0115 946 2991 fax 0115 946 9292

**QUALITY BRAND NAMES**

[www.ve-uk.com](http://www.ve-uk.com) [www.polini.com](http://www.polini.com)  
[www.giannelli-uk.com](http://www.giannelli-uk.com) [www.malossiuk.com](http://www.malossiuk.com)  
 email: [sales@ve-uk.com](mailto:sales@ve-uk.com)



the feature on this page appears across the centre fold of the issue and does not read easily in the pdf web presentation. We have repeated here as it appears on the printed page.

**the next issue-**

**Clients & Suppliers are reminded that our next issue is already under starting orders. Materials to help us build the issue should be sent as early as they are ready, to the editors desk:**

**peter@ksa-partnership.com**

to book advertisements or to request further information:

ksa@ksa-partnership.com

01 91 488 1947

*three of a kind to help you sell-in*

BICYCLE  
trade&industry

OUTDOOR  
trade&industry

SCOOTER  
trade&industry

*plus the unique & additional*

trade&industry **Xtra**

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.



Royal lookers pictured at a Barcelona showroom where the Fenix 0.9 was on display.

*Spanish designer Josep Mora has developed his hybrid concept car with a motorcycle engine and a 15 hp electric motor. Plus a Dahon folder that can be pedalled*

## Fenix 0.9 - the petrol saver

**Josep Mora designed and made his eco-friendly** and sporty looking car using 100% recycled material - plus a Dahon folding bike! And guess who was spotted taking a peek at this innovative form of transport in Barcelona last month? Ask the Spanish prince and princess when you see them next!

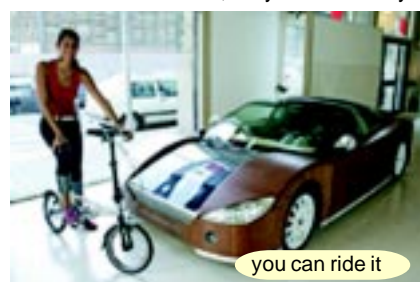
Thinking there's no end in sight to rising petrol prices, and seeing the growth for alternative and hybrid transportation systems, Josep Mora combined three forms of power in this latest eco-friendly design.

The sporty looking vehicle uses a recycled Honda CBR 900cc 150 hp or a 15 hp electric engine to power it along. As well as running on both gas and electricity there is also a folding bicycle tucked away into its structure. That's the Dahon, and there's nothing to say you can't switch pedals-only for their Roo EL electric bike that has a 50 kilometer range.



The Fenix 0.9 Concept Car is made from 100% recycled materials. "We use recycled car body parts and obtain components directly from other companies such as Ikea, Artemide, and Mobles 114. This reduces the energy and emissions required for development," says Josep Mora. As part of his goal to reduce fuel consumption, he has kept the weight of the car low, totaling 550 kilograms. To achieve this, in part, he uses wooden outer body panels. "Plywood is as strong as fiberglass," says Mora. The hood, also wood, includes embedded photovoltaic (solar) panels to help power the car. Also winning points for weight-saving strength is the car's stainless steel multi-tubular frame.

Interior components are noteworthy as well. "There is zero percent plastic used in the interior of the Fenix," says Mora. "Only renewable materials are used." The seats



are made of wicker, the floor panels from bamboo, and the dashboard from wood. "We decorated it like a small apartment," he says.

Tucked in the rear of this elegant automobile—beneath the large hatchback window and in between the seats and engine—is a Dahon Presto Lite folding bike. "This is for added mobility after the car is parked," says Mora. "And it's very useful in areas like a city center where parking can be far away." The energy-efficient bicycle has long been included in Mora's projects. "I used to design bikes," he says.

Who's going to buy The Fenix and what does it cost? Prince Felipe and Princess Leticia of Spain looked at one recently in Barcelona. No word on whether or not they made the purchase, but if they did, they would be the rare few as it is not yet available commercially. The Fenix is currently being displayed in design and technical schools, and at conventions and fairs throughout Europe. For a schedule of exhibits and for a closer look, log onto [www.josepmora.com](http://www.josepmora.com).

The Dahon Presto Lite is based on a frame made from Puro™ U6 aluminum tubing. It's 3 speed internal gear hub makes it versatile for commuting as much as a mobility extension by car. The Presto Lite is ultra light in weight (9,2kg), comfortable to ride, and folds in under fifteen seconds to fit almost anywhere. The Roo EL is based on similar manufacturing principles and comes with a lightweight NiMh battery.

electric powered  
Dahon Roo EL

