



BICYCLE trade & industry

this is a KSA business to business publication

telephone : 0191 488 1947

e-mail: ksa@ksa-partnership.com

RIDER BENEFITS LAUNCHED IN-SHOP

will grow the relationship between the bike owner and their dealer

ACT - Association of Cycle Traders - is re-launching its cycle insurance replacement scheme with a new name, identity and industry backing as part of a renewed strategy to enable IBDs to become more competitive within the replacements market, estimated to be worth the equivalent of £35m to retailers each year.

The scheme - originally only available to members - is now opened up to all IBDs regardless of ACT membership and already over 230 IBDs have signed-up to join the scheme. The scheme enables riders to benefit from insurance replacements



*dedicated to helping the ibd
reinforce their role in their
cycling community*

and specialist legal services offered via participating cycle retailers. ACT estimates the scheme can achieve in excess of 10,000 cycle replacements via the IBD network within the first year of re-launch.

ACT's marketing manager Mark Brown says that depending on whose figures you believe there are between 100,000 and 400,000 cycles stolen each year, "and this makes cycle insurance replacements

big business that is currently confined to just a few specialists working direct with insurers. This often means IBDs lose the customer relationship and their business every time a bike is replaced direct via an insurance company, not to mention bike brands losing loyalty and consistency of delivery and customers missing out on the specialist service IBD provide in-store. This new scheme offers IBDs a cost effective way of regaining some of that business."

As well becoming available to any IBD who wants to offer it the scheme now also receives endorsement from Brompton, Giant, GT, Mongoose, Specialized and Trek which is intended to give both IBDs and consumers additional piece of mind and added incentive to use the service. ACT is actively inviting more brands to support the scheme.

Brompton's Marketing Director Edward Donald voiced his support, "The new scheme is a positive move to facilitate and grow the relationship between the bike owner and their local IBD. The combined benefits of the scheme will give IBDs a chance to promote a range of added value services and reinforce their role in their cycling community".

Trek's Nigel Roberts added, "Trek fully endorses this scheme and we would encourage our dealers to participate. We believe it enables them to provide a unique service for their customers and hence keep those customers."

The ACT scheme is run in conjunction with Cycle Claims Management Services which are a division of Law Shield UK. CCMS work direct with insurance companies and are specialists in managing cycle insurance claims.

Mark Brown continued, "What we hope to do is offer customers a viable choice in terms of how and where their bike is replaced. We want to get people back into IBDs where they can benefit from a new value-added service which perfectly complements the existing IBD offering. Enabling all of this through an IBD is a great service for customers and an excellent prospect for every IBD to develop their business."

to become a participating retailer contact Mark Brown at ACT
telephone 01892 526081 or e-mail: mark.brown@act-bicycles.com

COLIBI elects new Vice-President

Mr Davide Brambilla, ceo of F.I.V. Bianchi S.p.A. has been elected vice-president of COLIBI, the association representing the European Bicycle Industry.

Davide Brambilla was appointed at the COLIBI General Assembly in Brussels on 25 November 2004. He started his career at Bianchi in 1998 as sales manager for the Italian market. Later, he became responsible for the entire Bianchi market. In January 2003, Davide Brambilla was appointed vice-president of Bianchi and managing director of Cycleurope Italia. As from September 2004, he also holds the post of md of Bianchi.

"It's a true honour for me to be COLIBI's new Vice-President, said Davide Brambilla. I fully support COLIBI's objective to defend the interests of the European bicycle industry and am committed to participate in achieving this goal".

ten years on Britain's biggest bike show moves to Stoneleigh

THE BIKE SHOW MOVES FROM NEC

Haymarket Exhibitions Ltd are moving from nec and will present The Bike Show - aka the biggest UK bike show - to Stoneleigh Park, Coventry for 2005.

The organisers say the new venue will allow the show to grow both in size and depth - particularly with the added bonus of one million square metres of outdoor space providing visitors the opportunity to see the bikes in the environment they're built for. "Feedback has been positive," says Ayesha Daly, event presenter of The Bike Show 2005. "Stoneleigh Park offers us a lot more options, with two exhibition halls, a specialist building for some of the features, and the utilisation of outdoor space. It's an exciting move for the bike industry."

The Bike Show, taking place April 1 to 3, has grown in size and stature since it's conception 10 years ago, now attracting 28,000 people over 3 days and media partners including the market leading *MBUK*, *What Mountain Bike* and *Cycling Plus*. The organisers are promising that new and the current sponsors/exhibitors will benefit from the show now occupying two main indoor halls plus a dedicated building for the 4X racing, MTB dirt jumping and BMX - a hugely popular feature at The Bike Show that has attracted world-class athletes competing in a purpose built arena.

The Bike Show will also be accommodating a new show, King of Street, which was purchased by Haymarket from Board X three years ago. King of Street will incorporate the Bike Show contests in BMX, and as one of the best

competitions in the country will attract the top professionals from all over the world.

The Elite Cup - Britain's richest circuit race for road bikes returns in 2005 and will be longer, faster and more competitive than 2004.

Brands confirmed at the show include Commencal, Global, Goodridge, Haro, Hope Technology, Identiti, Intense, Longstaff Cycles, Michelin, Odyssey, Pace Cycles, Profile Racing, Redline BMX, Santa Cruz, Scott USA, Split Second Imports, Thorn Cycles, Titus, Tomac, Volo, plus some. Outdoor features are still in development but ideas are being focused on creating outdoor trails, racetracks and testing areas for participating brands across all bike genres.

**POSTMASTER
undelivered ?**

PLEASE RETURN TO
KSA Partnership,
97 Front Street,
WHICKHAM, NE16 4JL.



the moment that makes club history

There never has been a moment like this, The Pickwick Bicycle Club marked the 50 years continuous membership of trade stalwart Bob Chicken, on the left, by making a special presentation at their 134th Garden Party. His is the longest period of time served by any member since the club started well over a hundred years ago. Since joining in 1954 Bob Chicken has been a club captain and led the club as Mr Pickwick.

The London presentation was made by the 2004 Mr Pickwick, Stan Rose (centre) himself an erstwhile trade stalwart as owner at Alisian Products.

DON'T JUST BIN IT - GIFT IT

help the environment but help families more

support this fundraising scheme for Marie Curie Cancer Care

In the season of goodwill it's a good time to see how not throwing out your empty printer cartridges or that discarded mobile phone can significantly help your neighbour and 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

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 in landfill sites is significant, and considerable toxic contamination can be caused by Cadmium leaking into surrounding soil. Cadmium poisoning can cause kidney failure in humans.

Printer Cartridge Recycling

Printer Ink costs more than vintage 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 which 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."

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 Marie Curie Cancer Care."

**For more information:
visit www.mariecurie.org.uk**

when you click on SHOPS you'll get a list of shops across the land or call Lesley McIvoron 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.

working to attract the specialist retailer

Eight companies are pooling their efforts to win support from retailers with a two day, trade only show in the heart of Birmingham in February.

The eight are Ison Distribution, Windwave, Extra, Raw, Hope, Upgrade, Silverfish and MMA, who are setting out to make life easier for the specialist bicycle dealers in the UK



by coming together in one, compact and highly focussed Core products specialist dealer show called Core Bike.

Core Bike will facilitate the personal time and attention from suppliers that you might receive at a single supplier show, combined with an unprecedented selection of core bike products. Over 80 brands will be on offer to the specialist retailer - including Marzocchi, Halo Rims, Manitou, Hope, DMR, Race Face, Topeak and 661. Retailers will be able to spend quality time talking to the principle people involved with these products, and to network towards building on mutual strengths, say the sponsors.

The companies involved with the Core project are confident that no existing single UK trade supplier can come anywhere close to matching the impact that the Core Bike exhibitors have on the UK market place. By co-operating together the Core Bike exhibitors are committing to boost the knowledge stream to the specialist bicycle dealer, and enable them drive forwards harder and faster in today's competitive market place.

Moat House Hotel Birmingham Sunday February 27, Monday February 28, 2005

IFMA Cologne 2005 is proving popular large number of registrations already received

Only a few weeks after the close of the successful IFMA Cologne 2004, signals for the 2005 event are already very positive, with a large number of companies already having registered to take part. This year saw the 40th anniversary of IFMA Cologne and impressively confirmed the fair's key role as a European ordering platform, which was reason enough for many companies to decide at an early stage to exhibit next year. More than 130 exhibitors from the German and international bicycle sector have already submitted a binding registration for 2005.

Companies from Germany that have already confirmed their participation include Abus, Continental, Derby Cycle, Epple, Hercules, Heinz Kettler, Kreidler, Pantherwerke, Puky, Raleigh Univega, Sachs, Utopia Velo, Uvex Sports and Zwei plus zwei. IFMA Cologne 2005 has also generated a great deal of interest abroad. Registrations have already been received from exhibitors in around 20 countries, including Italy, France, the Netherlands, Switzerland, China and Taiwan.

In accordance with market distribution and current trends, the supporting programme and communication activities of IFMA Cologne 2005 will devote special attention to core issues such as urban mobility and cycling in inner cities as well as urban and suburban areas. Taking "Realize Your Two-Wheeled Dreams" as its slogan, IFMA aims to attract all target groups from the bicycle sector. The motto for 2005 - "Cycling Pleasure in the City and Countryside" - will have a positive effect on aspects concerning cycling and provide the entire sector with new momentum.

In 2005, IFMA Cologne will take place from Thursday, 15th to Sunday, 18th September. For the first time, the international bicycle trade show will be open to the public on two days, Saturday and Sunday, thus providing exhibitors with plenty of opportunities for direct contacts with end-consumers.

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

2005 diary dates

JANUARY

7-9 National Motorcycle Show, G-Mex, Manchester
16-18 Motorcycle Expo, Stoneleigh, Coventry
22 Scooter Champions Awards Dinner, BSSO agm
24 thru Feb 6 Moore Large Open Days, Derby
29-1st Feb Outdoor Retailer, Salt Lake City

FEBRUARY

6-9 ISPO Winter, Munich, Germany
10-13 Bicycle leadership Cpurse, 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

NOVEMBER

15-20 ANCMA Motorcycle Show, Milan, Italy
4-13 NEC Birmingham

DECEMBER

3-11 Bologna Motor Show, Bologna, Italy

THE DATES HERE ARE BASED ON INFORMATION GIVEN AND MAY BE SUBJECT TO AMENDMENT.

Urban Escapes is wheeling on

An interactive outdoors leisure show being staged in June at the Lee Valley Showground is being supported by high-profile partners such as EnjoyEngland, Camping and Caravanning Club, the British Waterways, London and the British Canoe Union.

Now Urgan Escapes' organisers are moving to see cycling put on the map at this new, fun in the outdoors family event.

Some of the organisations which have already secured their place at the event include Yeomans Outdoors, YHA, the Countryside Agency, Electric Bikes, HovPod Experience and Made on Earth.

Yeomans Outdoors, specialist camping retailers, celebrates its 100th anniversary this year, and will be showcasing latest models of tents and camping equipment there. Yeomans Outdoors md Peter Yeomans said: "Being at Urban Escapes helps us to create brand awareness and sales in new territories surrounding Lee Valley Showground.

TGO - The Great Outdoors, The Camping & Caravanning Club and Crafty Carper magazines are the main media partners giving full backing.

Online partner Outdoorsmagic.com together with its associate websites Bikemagic.com, Fishingmagic.com and Roadcyclinguk.com will boost the show's online presence to more than 400,000 unique users every month.

info from Andrew Price at TJW Events on 01823 250930, email andrew.price@tjw.co.uk or visit www.urban-escapes.co.uk



ACT agm reports another year of growth - Boost grows

ACT's annual general meeting was held in London early in November.

Those attending were able to hear of another strong year for the Association which included continued increases in IBD turnover and market share, ACT membership numbers up by 14% over the past 2 years, gross membership growth over the past 2 years now at 30% and strong signs that the IBD sector remains in good health in comparison to other independent retail sectors, confirmed by ACT's colleagues at the Independent Retail Consortium

The Association remains committed to ongoing development and structural reform, with IBDs being the beneficiaries of ACT's increasing power to add value through services and benefits alongside its more proactive efforts to increase partnerships and launch new initiatives to benefit the entire sector.

ACT's closer working relationship with BAGB was highlighted as an important step forward for the entire cycle trade in terms of supporting the future of cycling witnessed via the joint creation of Bike Hub. This initiative has increased Government support for the sector and alongside Phillip Darnton's efforts in bringing all stakeholders together, is viewed by the ACT Board as the most exciting opportunity in years to increase cycle usage and awareness.

The year ahead represents a significant year for the IBD sector and several notable initiatives were highlighted as particularly exciting opportunities. These include Cycle Insurance Replacements (see our story on the front page) alongside the backing of leading UK bike brands and investment in an exciting new identity and promotional campaign.

With the first few Boost schemes launching through IBDs shortly, ACT hopes exciting new opportunities will be created for IBDs by the Governments 'Green Travel Plans' in 2005. Participating IBDs will finally get genuine opportunities to realise the massive potential for new customers and increased sales offered through the schemes.

The CyTech standard remains an important area for the IBD sector in terms of service differentiation and benchmarking. Despite issues with provision of

courses the demand for CyTech training increased during 2004 and many more candidates are now qualified to industry recog-

nised standards. In seeking to move this forward for 2005, the Board of ACT has offered the exclusive rights to the CyTech brand and courses developed last year, to providers who can satisfy demand for Government funded and fast route training. CyTech courses are being extended into new fields and will

ultimately provide a visible rating of IBD service to consumers.

details of ACT activity, and to join contact Mark Brown, marketing manager
Tel: 01892 526081 Mob: 07876 558922 Fax: 01892 544278



TAIPEI Taipei International Cycle Show
CYCLE

2005
March 4 - 7

www.TaipeiTradeShows.com.tw/CYCLE

Organizers:
Taiwan External Trade Development Council (TAITRA)
www.taiwantrade.com.tw
www.taitra.org.tw
 5 Hsin-yi Rd., Sec. 5, Taipei 11002, Taiwan, R.O.C.
 Tel: 886-2-2725-1111 Fax: 886-2-2725-4374
 E-mail: cycle@taitra.org.tw

Co-organizers:
Taiwan Bicycle Exporters' Association (TBEA)
www.tbea.org
Taiwan Transportation Vehicle Manufacturers Association
Taiwan Rubber Industries Association

Sponsor:
Taipei World Trade Center

Host:
Taipei World Trade Center Exhibition Hall



show it well
and they'll buy it!

Greyville's BBB brand is a classic example

There have been many attempts to promote a brand with in-shop displays but surely one of the most successful in recent years is that provided by BBB. These free standing wall displays are extremely flexible and can range from a simple one metre unit for smaller shops to 6 or 7 metres in a larger retail environment. They can be added to at any time as consumer demand for the brand increases and the range of products offered grows.

Much consumer research and in depth study has gone into providing a complete marketing concept that has enabled the BBB brand to grow in just five years to a major international player distributed in 27 countries worldwide. In addition to shop displays the excellent packaging has found favour with dealers in UK presenting the steadily increasing product range in an attractive manner with that "touchy feely" factor playing an important part in promoting sales at the sharp end.

The concept of displaying all products of a brand together with uniform packaging has been taken to new levels by BBB. The enthusiastic response by the often fairly cynical UK bike dealer resembles something like Saul seeing the light on the road to Damascus. A couple of quotes....

"Very good display that looks after itself and is easy to stock.. Self serving it works for the customers and us" - Mel and Mal, Quinns Cycles, Liverpool.

"Over 50% of customers will make a secondary purchase additional to the one originally intended when buying from the BBB display" Paul, Harry Perry Cycles, London

"We're now on our third metre as we've reaped the benefits of these easy to manage stands that sell by themselves. Another, if not the best, advantage is that the rep. can come round, look at the stand and do the order whilst we carry on with our customers" Paul, City Cycle Centre, Ely

In addition to the shop displays provided free of charge to selected dealers there is a full supporting promotional campaign funded entirely by the distributor including excellent consumer brochures, lots of giveaways, consumer magazine advertising and sponsorship of professional cycling teams.

Of course the best marketing concept in the world will drift into the sand if the product's not right. But the BBB product range is right with up to date, well made and well researched accessories at price points offering good, stable dealer margins. Stable because BBB is not available from any multiple outlet.

Supported by next day delivery from the high levels of stock carried at the distributor's warehouse the BBB brand is set to make an increasing impact within the ibd market.

Greyville Enterprises Ltd phone: 0845 1661983

fax: 01543 256260 e-mail: sales@greyville.com



**Wholesaler to the
Independent Cycle Trade**

extensive range of spares and accessories including brands such as Shimano, Tioga, Weldtite, Michelin, Zefal, Clarks, Fibrax and many more.

Carriage free on orders over £85.

phone: 01473 464 206

fax: 01473 464 269



225 years of developing effective security

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 name 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.

From their ex-



above: Wall Anchor BWA2. here: Paramount Plus top of page: Viper



tensive range Squire recommends these products -

For bicycles: At the premium end there is the Urban Paramount 230 or 290 Gold Sold Secure approved 'D' lock. The recommended retail price is £42.54 excluding VAT (290mm version) and £38.29 excluding VAT (230mm) version. It comes with a carrying bracket to fit to the bike.

A lower cost product is the Viper VP 25/1200 which is Sold Secure Bronze approved (bicycle). It is a 25mm diameter cable lock, 1200mm length. The recommended retail price is £17.01 excluding VAT.

Outdoor activity: Premium end -

'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

for further information contact Squire on 01922 476711 or email info@henry-squire.co web site : www.squirelocks.co.uk

Ground and Wall Anchors. We recommend the following anchors for securing value items, using the locks defined above.

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.

No longer

After working together for over 30 years Squire Locks and Fisher Outdoor Leisure plc have decided to end the partnership by mutual consent. The ambitions of each company have not been met and, consequently, both have agreed to pursue different paths from 2005 onwards.

SQUIRE, a family owned independent lock company for 225 years, supply a comprehensive range of cyclelocks, including a large number of Sold Secure gold, silver and bronze approved locks.

For those dealers requiring further information on how to purchase Squire locks please contact the company on 01922 476711 or email info@henry-squire.co



bikes for all

There's a new brand from the Andy Wigmore. The bikes are Felt, a former motocross engineer for Yamaha turned to developing tube sets for Easton as a maker of tri frames.

In the late 1990s, Felt was joined by Bob of GT, and Michael Müllmann, president of Felt may still be in their infancy as a themselves as one of the most important Australia, with distribution now in almost

Andy Wigmore will give you more details mobile 07795 511234. e-mail: info@saddleback



Felt - at home offroad or with the race scene is new from Saddleback

Koga Miyata Worldtraveller



territories on offer

After a successful London launch support at retailer level. UK representative with most popular models being the Full Pro-C £825; Worldtraveller £1325; Randonneur

Worldtraveller is a 26" wheel trekking bike so flat roads, with a Triple Hardened Aluminium hill rim's for extra strength a full XT group and 2 kick stands one central and one on

Full Pro-C has an FM-1 ovalised steel rear triangle. This bike is part of the Custom can specify their selection of components ordered the bike is built and shipped - a

The Lightspeed is all about light weight set, continental sport contact tyres, rear extra comfort also lights and saddle bar available in 3 options, the standard style frame so the rider can get the right style contact Kevin Burton on 0144 2384





disciplines

Saddleback operation headed up by a company founded in 1991 by Jim Felt, a former Kawasaki, Suzuki and Honda. He had a reputation before establishing a name for himself

Bill Duehring, former chief operating officer of German cycle distributor Sport Import. In their company they have quickly established themselves at brands in the US, Germany, Spain and in over 30 countries.

Contact - call him on tele/fax 01454 324 587 or saddlebackltd.com



for classy Kogas

Kevin Burton says the interest in the Koga Miyata mix is gaining more varied. The Lightspeed carbon frame set, at £865; the Globetraveller £1375 and the Mavic down-tube set (dual control), Tubus carrier racks, Brooks saddle.

It comes with a Brooks saddle. The frame set, carbon aero fork, full carbon custom Order options, where the customer can choose from the group set - Shimano only. When adding just a few days to the order.

Light but still about quality with a LX group carrier, adjustable ITM stem from that bit of fitting as standard. The frame style is a mixed frame and a step through frame.

Contact - call him on tele/fax 01454 324 587 or e-mail: K.Burton@koga.com



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 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. It is well illustrated in colour with machines and components.

There are masses of other things such as information on Lilion power batteries, models in the market, the law, recycling issues, motor technology and fuel cell updates. Now, ahead of our full review next month bTi 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 and register then use 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 have any difficulty or query you please contact KSA by e-mail: ksa@ksa-partnership.com



DILLGLOVE

our strength is selling from stock
- ask for these at your local wholesaler now

BELLS FOR BICYCLES



WIDEK

for all ages and all bicycles - Bells with the Incredibles appeal



Lots of characters with super display packaging



NEW IN THE TYRE RANGE



part of a big range

City and Touring **Rubena** XC Racing, Training & Leisure



VISIBILITY ACCESSORIES

Whaw, it's a **WOWOW SNAPWRAP**

The range of Reflective wear products in 3M Quality extends to over twenty items that sell well all year round - but in the darker months will sell even better!

THE LIGHT BAR
visible at 250m



BEING NOTICED MATTERS. All these products conform to European Standards



Retailers may call Dillglove for further information or to locate a local wholesaler

WHO ARE WE **DILLGLOVE LTD** WHAT DO WE DO **Distribute bicycle components and accessories for OEM and to the Wholesale Trade**

telephone 0121 354 4127 fax 0121 308 0315 e-mail richard.cross@n.direct.co.uk Warehouse telephone 0121 354 4127 fax 0121 355 5784 e-mail bryan@dillglove118.fsnet.co.uk

Michelin presents its 2005 range

Pro2 range - the result of more than 600,000 kms of tests annually

With over 4.5% of sales invested in research, Michelin is able to introduce numerous technological innovations, they are constantly striving to further product-range development which means that for the field of road cycling there's a new Michelin range in 2005.

The Pro2 range has three new tyres reckoned to offer the best mileage performance on the market - Michelin Pro2 Race, Michelin Pro2 Grip and Michelin Pro2 Light. The tyres are the result of a whole year of testing and assessment by professionals and validated during the 2004 Tour de France. From January 2005, the Pro2 range will be available to all bicycle riders.

For mountain bikes, Michelin will be offering a new range segmented according to usage: Tribe/Expert/Country. A new advanced dual compound technology will be used for the Expert range. This was developed from Michelin's motocross tyres which have already won eight world championships. This technology combines two different rubber compounds: - soft rubber in direct contact with the road, providing maximum grip - harder rubber between the tread band and the casing, increasing the rigidity of the tread blocks and thus providing greater "bite" on mixed to muddy surfaces and better protection against punctures. Michelin also launches two new tread designs: All Mountain and XCR A/T.

For Michelin the essential testing ground where technical innovations can be validated in the most extreme conditions of use is in racing, and to do this effectively Michelin sends a unique assistance team out in the field. Throughout the major cycle races, their technicians act as an interface between the cyclists and the engineers, constantly analysing the tyre situation among the teams. Every morning and evening, he notes their opinions, advises them on which tyres to choose and the ideal pressure and answers their questions, before sending his analyses to the development team for immediate examination. Michelin is the only company that works this way in cycling, in motorcycling and Formula 1 and this research and development strategy helps Michelin to race victories, with the technological innovations later implemented on the commercial ranges that sell across the shop counter.

The Pro2 range is the result of more than 600,000 kms of tests annually, carried out during the last few years by amateur and professional riders in all types of weather and on all types of surfaces: flat asphalt, cobblestones in the Paris-Roubaix race, wet and searing hot roads. The new Michelin Pro2 Race is the racer's tyre, designed with dual-component, silica-based rubber compounds, the Michelin Pro2 Race tread provides less resistance to forward movement in the centre and is equipped with special high-grip rubber on the shoulders for cornering, it comes in six colours.

New Michelin Pro2 Grip is the professional's weapon for rainy conditions, offering 60 per cent more grip than the old Pro Race range. Michelin Pro2 Light is the reference tyre for competitors who are up against the clock. Light weight (approx. 190g) and exceptional performance are its two major advantages. It is worth remembering that Pro2 Race, Pro2 Light and Pro2 Grip achieve their best results when used with Michelin latex inner tubes.

Michelin Megamium II is the comfort tyre for cycle touring, an additional reinforcement ply guarantees better puncture resistance, while a raised, double-helical shoulder design guarantees safety in all conditions. Michelin Speedium is the flexible bead tyre for touring cyclists.

with the 2005 programme already coming on strong with shows we asked Mark Corliss to look back at his visit to Cycle 2004. Here's his report.

lycra, carbon and the sandwiches mix

The show in Islington can be remembered as a good mix of bikes, components, clothing, accessories and service with quite a few activities thrown in for good measure. There was the Tri UK duathlon with spin bikes and running machines, while Fisher showed off the new I-Magic turbo trainer. Linked to a massive plasma screen, this gave visitors the opportunity to try out turbo trainer riding with the added advantage of it being interactive where you are the rider on screen, sprinting up hills and racing down the other side or as I did, realising how unfit you still are, even after a good season!

One show sponsor, ProCycling, had a cinema feature showing some great road racing videos as well as a sample from a new I-Max movie featuring Tyler Hamilton during his heroic 2003 Tour de France ride. As with all I-Max films, the photography was stunning so keep an eye out for this when it comes to an I-Max near you.

All cycle show formats in recent years have a fashion show. Cycle 2004 was no exception, and it is just me - the audience is invariably made up of people looking for somewhere to sit and eat their smuggled-in sandwiches or comprises a load of blokes looking at the girls in their tight lycra kit. This one was a bit better, however - the audience, when I walked past, was entirely made up of Class 3 from the local primary school, and yes, they were eating their lunch!

Road bikes are again stretching into the significant position they had in the market in the late 80s and the resurgence appears to be full swing. Most of the major players were at this show with new bikes - Trek, Scott, Specialised and Saracen quickly come to mind. Trek, as would be expected, majored on the Lance Armstrong connection and had a TdeF replica bike on display. Fuji and Koga Miyata are other names to watch - they are both brands with heritage.

Frame builders demonstrated some beautiful looking product, and where we have all heard of Merlin and Litespeed there is now Brighton-based Omega - the chosen frame of Sean Yates - Canadian company Argon, and the Kinesis range available from Upgrade. This company was also showing off more of its Oval range of carbon components including forks, bars and stems. Noticed too were shaped bars from the likes of Oval and USE, all works of art in their own right, as are the bladed forks and matching stems. My 'wheels of the show' also fit into this category and are the fantastic looking Navigator wheels available from Terry Dolan's Italian Solutions.



the Schwinn heritage is about going fast
Moore Large have models that'll move for you, too

In 1899 and paced by a locomotive, Mile-a Minute Murphy is the first man to go... you guessed it... 60 mph. Then in 1941, tight in behind a race car, French ace Alfred Letourner sets the speed record of 108.92 mph on a Paramount bicycle with 255 gear inches. Now that's pushing a BIG gear. Things are getting even more exciting with Schwinn and their Fastback range of road bikes - with five new models for 2005.

The Ultimate model is the Fastback LTD in N'Litened Platinum Label frame, super butted smooth welded frame with Reflex Carbon 3 tube rear triangle and CF-1 carbon steerer fork. It's kitted with pro standard Dura Ace 10spd groupset, FSA Plasma one piece bar and stem, K-Force Mega Exo carbon fibre chainset with integrated bottom bracket and the FSA K-Force Lite seatpost. The wheelset is the race proven Mavic Ksyrium SSC SL's shod with Vittoria Diamante Pro tyres. "This really is a bike you can turn up to a race and ride without needing to change a single component." RRP £2999.95

The Fastback Pro topped the 2004 range, it's now equipped with the new Ultegra 10speed groupset with a Truvativ Carbon Rouleur Chainset. The bike is topped out with a Ritchey Pro Bar and stem, saddle is a Fizik Airborne. The rolling gear is a Gipiemme T-DUE 24 spoke wheelset with Vittoria Rubino Pro's. RRP £1599.95

Riders could turn up to a race on the Fastback Comp and not feel out of place or under tooled for the job in hand even with a triple chainset. N'Litened Platinum Label frame Super Butted smooth welded frame with Reflex Carbon rear triangle and CF-2 fork. Shimano 105's triple black groupset with a Truvative Elita Team forged chainset. Ritchey Comp br and stem are the handling gear with a WTB Shadow V Team saddle with Love Channel. Wheels are Gipiemme T-DUE 24 spoke wheelset with Vittoria Zaffiro Pro tyres. RRP £1499.95

call Moore Large on 01332 274 200



one of the try-outs in action

Deep section full carbon rims with black flat bladed spokes (16 front and 20 rear) and available for clinchers or tubulars, they weigh in at a shade over 1600 grams for the pair! It all opens a new market sector of 'must have' - soon Apple will build the iBike and we'll have the ultimate product!

Koga Miyata comes back to the UK with a full range of bikes for 2005 and fresh from its success at the Athens Olympics where the bikes were used by the very successful Dutch team.

Both Theo Bos and Leontien van Moorsel rode Koga bikes to win medals this summer and the company hopes to build on this publicity with its promotions in the UK next year. All the bikes are built in Holland, they have a sales team on the UK scene so supply won't be an issue and a full range is available - not just the Olympic bikes either!

Just when you think that a pedal is a pedal and can't be improved, along comes another good idea that makes you ask that if it is this obvious then why didn't someone think of it before? I mean the new Look Keo pedal, which weighs only 95 grams and looks stunning, but comes with a special feature that will prove to be a godsend to many a knee around the world. When replacing shoe cleats, every cyclist has the problem of realigning them to their previous optimum position. The Keo has an additional 'memory' component that screws into the sole of your shoe and remains there when the cleats is taken off. The new cleat simply fits over this in exactly the same position as the old one. The downside? You'll need new shoes with the additional screw hole but I am assured that most major shoe manufacturers will have this feature in their forthcoming 2005 ranges.

Cycle 2004 was a good show with most of what the average cyclist would want to see. Aspirational and motivational so lets hope the pounds in their pockets become pounds in your till.

Mark Corliss

distributor 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.

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

+39 0362 265704

barbara.traversa@colzaniricambi.it



Wildoo wheeling in a new agency

Rigida Group products that include light alloy bicycle rims and complete wheelsets for race, mtb and trekking bikes are being distributed in the UK through Wildoo. Their new UK sales agency is a specialist sales operation based primarily in the bicycle industry, and offering a wide range of bicycle components from leading international brands.

Founder of Wildoo is Andy Easterbrook, who has twenty years experience in the bicycle industry and over that time has gained a strong industry knowledge as well as thorough technical understanding of bicycles. Wildoo develops sales channels of represented brands and their products for distribution through a network of wholesalers and specialist retailers throughout the UK.

Rigida products are designed offer customers the very best price and performance ratios with a range that extends from an economic leisure range right through to premium quality professional products. Rigida rims feature many innovative technological features including Safety Line - the Wear Indicator System - Offset Rims and Carbide Supersonic Sidewall treatment. The Rigida wheelsets feature the Star Assembling Technology spoke pattern.

Andy Easterbrook says he is delighted to have secured such a prestigious agency and is looking forward to working closely with Rigida to develop sales with both existing and new customers. For more information from Wildoo call

01582 842305 or
info@wildoo.co.uk

pictured:
Zenith rim (left)
and the Prolin
package



Andy Easterbrook



new man

Ison Distribution appointed Matt Andrews recently to improve the company's trade and consumer communications interface. Having worked previously in another action sports industry, Matt joins as Ison's sales and marketing person.

Across several successful years heading up sales and marketing, Matt has maintained a personal passion for bicycles for many years, and is now in the enviable position of being able to successfully mix business with pleasure. He'll be responsible for making sure that dealers have the information they need to service their customers with the hottest, fastest moving and newest products in the market place - and all from Ison of course, says md Lloyd Townsend.

Matt Andrews will be tasking Ison's advertising and marketing campaigns to develop the demand that retailers need to help drive their business forward. There will also be plenty of help to develop business as Ison improve their relationships with the media to further enhance product reviews and our advertising impact. What is also on offer is the ability to provide marketing support and help by responding to requests and input.

Matt can be contacted at:
m.andrews@ison-distribution.com
or phone him on 01223 213800
mobile: 07854 063265



trade&industry
KSA business to business publications

office phone: 0191 488 1947

office fax: 0870 131 7924

e.mail: ksa@ksa-partnership.com

internet:

www.ksa-partnership.com

advertisements & administration:

Kate Spencer

phone: 0191 488 1947

e.mail: ksa@ksa-partnership.com

publisher & editor:

Peter Lumley

e.mail: 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 2004

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 - being 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

office telephone:

0191 488 1947

P&P
PELL & PARKER LTD
WHOLESALE TO THE
CYCLE TRADE

distributors of new cycles from



unridden Catalogue Return bikes also available

RECUMBENTS - TRIKES - UNICYCLES - TAG-A-LONGS

phone 01733 810 553 or 01733 810 554

fax 01733 810 540

Wheels - Rims - Tyres - Tubes - Locks - Saddles - Mudguards - Lights
Chains - Chainsets - Pumps - Lubricants - Helmets - Pedals - and much more
TIGOA MANGO CRUD PYRAMID CLARKS FIBRAX TRELOCK
SKS ZOOM FINESSE WELDTITE AIRFORCE SHIMANO

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

ask

send an e-mail to get further info on product & services or to locate a business that is featured in this journal.

help@ksa-partnership.com

or fax 0870 131 7924

KSA

KESTREL ENGINEERING

- * Cycle Repair Stands *
- * Wheel Truing Stands *
- * Cycle Display Equipment *
- * Slat Wall Fittings *
- * Cycle Parking Stands *

KESTREL ENGINEERING

Units 9-11 Dartmouth Buildings,
Fort Fareham Business Park,
Fareham, Hants PO14 1AH

phone: 01329 233 443 fax: 01329 284 148

e-mail: alan.s.walker@talk21.com

"well done Ken" says London Cycling Campaign

Legislation that would allow Councils to remove bikes chained to railings, ones that are neither abandoned nor are an obstruction, are opposed by the Mayor of London, Ken Livingstone.

The London Cycling Campaign welcomes the Mayor's opposition to the legislation and Tom Bogdanowicz, campaigns manager at LCC said: "The Mayor is right to say that there is a shortage of good cycle parking facilities in London. Councils should increase the amount of cycle parking instead of seeking more powers to remove bikes."

"We are firmly opposed to this damaging legislation and we are glad to have the Mayor's support as we campaign against it."

Cycling has soared in London in recent years (up 23% in spring 2004 according to TfL) and so has bicycle theft (up 22% in 2003/04 according to the Metropolitan Police). Many London boroughs acknowledge that they do not have enough cycle parking stands. In large parts of London street railings are the only objects to which a cycle can be attached.

Under the proposed London Local Authorities and Transport for London Bill, sponsored by London Boroughs and TfL, Councils will be able to remove any cycles in the vicinity of posted notices where, in their opinion, bikes are a 'nuisance' or offend against 'good management of the highway.'

Bike owners whose bikes are taken may think their bikes have been stolen and not claim them

it's the biggest cycling holiday guide

A guide featuring more cycling holidays than any other has been launched by CTC Cycling Holidays.

The *Cycling Holidays and Tour Guide 2005* draws on CTC's 126 years' experience of cycle touring and features over eighty holidays; from weekends in the UK to longer trips in Europe and beyond.

The guide caters for those new to cycling holidays and more experienced touring cyclists alike. Each holiday is rated from 'easy' to 'expedition', with details such as whether support vehicles are available presented in a clear way.

CTC's Allan Luxton said: "Cycling holidays are a unique way of experiencing the best a country has to offer; whether it's a long weekend in Somerset or a longer trip through rural Rajasthan."

back. Under the proposals Councils would not be liable for damaging locks which can cost up to a £100 each. But Councils would have to employ staff to re-

move bikes. Buying and installing a bike stand for two bikes costs just £100.

London's Mayor has a target of a 200% increase in cycling in London. Increased cycle use benefits all Londoners by reducing congestion and pollution and improving health.

Wales effort: simply too little

Sustrans has expressed alarm at the lack of emphasis placed on walking, cycling and public transport in the announced £8 billion package of transport spending from the Welsh Assembly.

Whilst £3.8 million has been allocated for Safe Routes to Schools, no other new money has been earmarked for walking or cycling measures, and little for public transport. The main focus of the package is on a number of road building schemes and expansion of internal flights.

TOTALLY

- UP TO THE MINUTE
- EXCLUSIVE
- PROFITABLE



Ammaco Road Cross Series

Aluminium 7005 trekking frame with oversize tubing and Unirown forks. Shimano 21 speed index gears with Revo shift. Promax alloy 'V' Type brakes and alloy levers. Alloy handlebars with adjustable A-Head stem. Prowheel alloy cranks. High profile alloy rims. Alloy micro-adjust seatpost with Q/R.

Sizes available:
Gents - 19/700, 21/700 & 23/700
Ladies - 18/700

ammaco

PROFESSIONAL

See all the new models including: Professional, Ammaco, LA, Salcano, Arden & Hawk Ranges.

HUGE STOCKS

AVAILABLE

Totally up-to-the minute models, styles and colours.

AREA

EXCLUSIVITY

Arranged for greatest profitability.

TRADE

SHOWROOM

The latest models always on display.

PROFESSIONAL CYCLE MARKETING

A PCM Group Company

- Dedicated to the Bicycle Industry since 1968

Professional Place, Hodgson Way,
Wickford, Essex SS11 8YX

TEL: 01268 574040 / FAX: 01268 573270

or visit our website at www.professionalcycles.co.uk



the feature on this page has appeared 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 issues-

**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



plus the unique & additional



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.



bikes for all disciplines

There's a new brand from the Saddleback operation headed up by Andy Wigmore. The bikes are Felt, a marque founded in 1991 by Jim Felt, a former motocross engineer for Yamaha, Kawasaki, Suzuki and Honda. He had turned to developing tube sets for Easton before establishing a name for himself as a maker of tri frames.

In the late 1990s, Felt was joined by Bill Duehring, former chief operating officer of GT, and Michael Müllmann, president of German cycle distributor Sport Import. Felt may still be in their infancy as a company they have quickly established themselves as one of the most important brands in the US, Germany, Spain and Australia, with distribution now in almost 30 countries.

Andy Wigmore will give you more details - call him on tele/fax 01454 324 587 or mobile 07795 511234. e-mail: info@saddlebackltd.com



Felt - at home offroad or with the race scene is new from Saddleback



Koga Miyata Worldtraveller



territories on offer for classy Kogas

After a successful London launch the Koga Miyata mix is gaining more support at retailer level. UK representative Kevin Burton says the interest is varied with most popular models being the FullPro-L carbon frame set, at £865; Lightspeed £825; Worldtraveller £1325; Randonneur £1175 and the Globetraveller £1375.

Worldtraveller is a 26" wheel trekking bike built to last the flat roads and the not so flat roads, with a Triple Hardened Aluminium oversized frame set, Mavic downhill rim's for extra strength a full XT group set (dual control), Tubus carrier racks, and 2 kick stands one central and one on the front. It comes with a Brooks saddle.

Full Pro-C has an FM-1 ovalised steel frameset, carbon aero fork, full carbon rear triangle. This bike is part of the Custom Order options, where the customer can specify their selection of components from the group set - Shimano only. When ordered the bike is built and shipped - adding just a few days to the order.

The Lightspeed is all about light weight but still about quality with a LX group set, continental sport contact tyres, rear carrier, adjustable ITM stem fro that bit of extra comfort also lights and saddle bag fitted as standard. The frame style is available in 3 options, the standard style frame a mixed frame and a step through frame so the rider can get the right style frame.

contact Kevin Burton on 0144 2384 014

e-mail: K.Burton@koga.com

