



a KSA business to business publication . published for October 2004

trade & industry *Xtra* DOZENS OF LEADS TO KIT ACTIVE MINDS



Malaguti opens the throttle



Bikers shop late in Milan



CamelBak hits the snow slopes

AUTUMN NEW. exploit the synergies & grow your business AUTUMN NEWS



Swizzbizz goes for the brainy ride



Helly Hansen make it a silver base-layer celebration with Lifa



car-free shopping street for Milan bicycle celebration

A CLOSED ROAD. Here was a dream come true for Milan bicycle expo boss Costantino Ruggiero - motorised traffic didn't get a look-in on one Europe's busiest shopping streets in September. The press and tv enthusiastically raved about a Friday evening on Corso Buenos Aires when for over four hours shoppers mingled with riders of all ages in true carnival spirit on a street that usually resembles a noisy race-track. The occasion celebrated the opening of the 62nd International Bicycle Exhibition in Milan and it sets a challenge for other show cities to get more bikes onto the streets. Costantino Ruggiero is pictured catching up with the story!



when it comes to E-commerce then just who are the brainy ones then?

BROADBAND BOFFINS. Cybertill are winners ahead of over eight hundred companies competing for the the 'Best Use of Broadband Technology' category in the North West Regional Final of the National E-commerce Awards 2004.

Cybertill has established itself as a progressive company who has developed a highly innovative system that integrates EPoS and E-commerce solutions delivered on an Application Service Provider (ASP) platform. The highly innovative use of Broadband technology has positively influenced its customers businesses.

The judges singled out Cybertill's delivery of time-critical business information, and its user-friendly provision of complex business services through an ASP, previously available only to large enterprises, as the solutions core strengths.

Pictured at right: left-right: Peter Connor (General Manager - BT Regions), John Harris (Incubator Services General Manager - Business Link), Richard Morgan-Green (Product and Services Director - Cybertill) and Ian Tomlinson (Managing Director, Cybertill)



Barrus offer some long-term rewards

Malaguti are back with a vengeance at this year's International Motorcycle & Scooter Show, the Trade days are November 4-5. Under its new importer E. P. Barrus Ltd, the Italian brand shows four new models including a flagship 500cc grand tourer the Spidermax 500GT and the radical Drakon 50 street fighter.

Jamie Masterman, divisional manager for Barrus' Vehicle division said, "We want and need profitable dealers who can reinvest for the long-term rewards of a well-known brand such as Malaguti. Dealers such as Street Machine in Aylesbury have taken on and prospered with Malaguti when they could no longer function on Japanese margins and dictatorial policies"

Incentives include average trade margins over 20%, no cost stocking plans (up to 180 days subject to status), nationwide show and website leads, co-operative advertising and regional show support, subsidised insurance scheme, electronic parts identification and 24/7 ordering facility.

Dealers that retail over 25 units between now and September 2005 will qualify for a two-day trip to Italy, visiting the home of Malaguti in Bologna.

Barrus are also showing at the Trade Expo, Stoneleigh Park

home from home has what you need plus lifting power

TWO WHEEL TRANSPORTER. Ideal for carrying Classic scooters or a race machine to meetings is the new Majestic Starmist motorhome that gives a real touch of comfort to travel. Power comes from a 2.8 HDI turbo diesel engine, there's a large floor-to-ceiling external locker garage even, plus a 'type approved' scooter rack.

The new motorhome is also no slouch when it comes to carrying bicycles on the rear rack and would be a place to come home to after a good day on the hill.

Marquis Motorhomes exhibits this and other models at the Caravan and Outdoor Leisure Show, Earls Court, London, from November 2-7.

click on www.marquismotorhomes.co.uk for more information



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product: when you stock it you can sell it!



ready to eat packaged meals

THEY ALL NEED TO EAT! Convenience food finds ready customers among people on the move. The high calorific value ready cooked meals from Wayfayrer (above) have undergone an eye-catching package uplift plus additions to the menu.

Wayfayrer contact details: 01653 693 971

Meals that are heated by an encapsulated device which is part of the package you buy can be obtained from Rosker. Quick Cuisine's Beef Stew is one of these - making a meal on the move possible for everyone.

Rosker contact details: 023 9252 8711



dry feet no matter what the footwear

TURNING TRAINERS INTO WELLIES. The Amphibian Gore-Tex sock is a new product that has been developed to meet the increasing demand by consumers to be able to travel with non waterproof footwear, but be able to keep dry feet when needed with any type of footwear worn. The socks have been designed for everyday use when travelling on two wheels and a wide range of sports from backpacking, walking, mountaineering, cycling, canoeing, fell running, golfing, to wherever you need to keep dry. The Gore-Tex socks are constructed from 3 layer Gore-Tex Taslan but have a central panel made from Gore-Tex Viper, this is a stretch fabric to allow excellent fit over varying thickness socks depending on the climate and footwear choice. They are highly breathable, durable and are guaranteed to keep you dry in a whole range of activities.



Amphibian Gore-Tex Sock RRP £24.99

Trekmates - 0115 956 8616

all-in-one stove makes news and gains award

A QUICK CUPPA. Just weeks after a European launch the aptly named JetBoil personal cooking system has warmed the opinion of outdoor writers and is to receive the OWG Crystal Award.

The November presentation will be made to Lyon Equipment, who market the one-litre capacity unit that packs into a compact, lightweight unit with its own insulated cooking and drinking cup. JetBoil's unique heat exchanger boils fast and doubles fuel efficiency.

Lyon Equipment: phone 01539 625 493

getting more bites at the cherry

I guess being spoilt for choice is no great hardship, and there is nothing disappointing about having so many chances to see product that's going to end up being used by people who just want to be out there and doing it.

Ok, so 4a.m. flight check-ins do extend your day - but at least you are getting an early start.

That's what going to shows is about for me, but it's not always the proudly placed new product which is exciting, it's getting to hear what's keeping back-room boy up late at night in brainstorming sessions that flags trends.

A developing trend leads to spend, and it's no secret that people will follow a fashion and are ready to try something that's new. *Trade & Industry Xtra* this month is about the product needed by people like that, people spending time in the fresh-air, people travelling and doing things they like. Our main aim is to highlight the alternatives retailers can stock to entice their customers to try something new and different.

We network hard while we practice being outdoors and doing things, so we meet a lot of the public at their playtime. Campers and caravanners, for instance, enjoy a lot of their spare time being bikers and hikers. In the Camping & Caravanning Club, *aka the Friendly Club*, they've got a boating section, there's a mountaineering section, a lightweight section, a music section - and they rally hard, many for the full twelve month year!

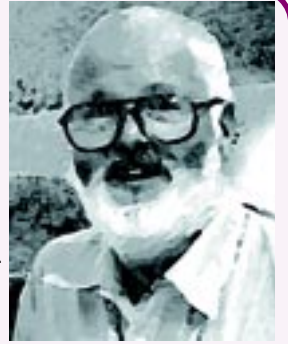
Then there's the guy or gal with a scooter to get them to their workplace who are just as likely to be keen on the outdoors life and on leisure and travel - try counting the tents at a weekend scooter rally and you'll see the size of this market.

The cold weather two-wheel rider needs base layers and warmers and customers like these all need to be fed, clothed and watered. They want to keep dry, snug and be safe, for a lot of the time they want some excitement too - and retailers are their link between the dream and the out of doors activity.

People walking through your shop doorway are looking to spend money on their pet hobby. They may be looking to discover a new hobby even. They certainly want answers and they want help to discover new ways that will rack up their enthusiasm for being out there. Above all they want someone to show them what's going to break the mould.

That's where you come in - it's about opening the mind and grabbing the opportunity to cater for dreams. We all are pleased to be spoilt for choice - but then doesn't everyone deserve it!

Peter Lumley . editor



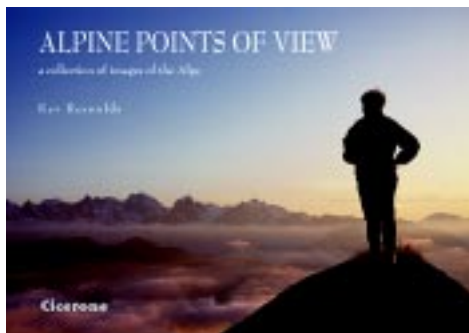
to help them give a book for Christmas . . . order now!

The latest crop of books will make the perfect gift this Christmas. Among the prolific publishers is Cicerone Pres, who have a list as long as your arm - with plenty for tourists, bikies, hillwalkers and the stroller, too.

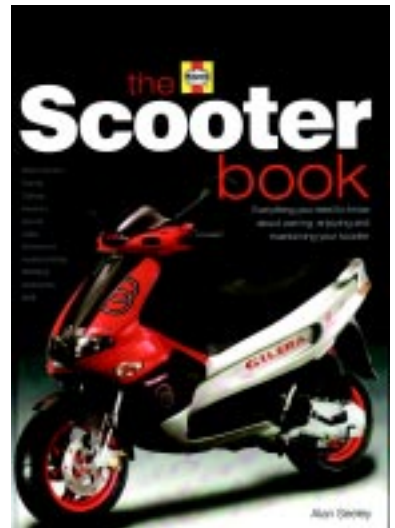
One recent title is a guide to visiting Hadrian's Wall - where a just-announced tourism initiative will keep visitor levels high right through the winter months, a sure-fire help for sales! Get Cicerone info by calling 01539 562 069.



This is the cover of *Alpine Points of View*, from Cicerone which sells at £22. The book is going to be a hit in the Christmas market.



A scooter book for all scooter riders. The manual is more a source of advice on the driving test, the CBT, on maintenance, clothing, MOT's, insurance. It's an excellent reference point for those who are new to scooter riding, whilst also providing the more experienced scooter rider with up to date information they need to check. Now available: VE (UK) Tel 0115 946 2991



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Helly Hansen 25 years warmer



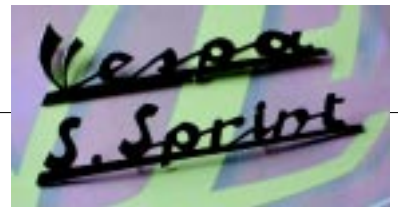
The introduction of *Lifa* base layers from the Norwegian company Helly Hansen for the 1979 selling season changed how people felt in cold conditions. Now as part of their silver anniversary celebrations, comes new technical clothing and other leisure accessories for outdoors wear.

time to MOT paperwork

The Driver and Vehicle Licensing Agency (DVLA) is launching a national campaign to encourage drivers to MOT their paperwork at the same time they MOT their vehicles.

DVLA has teamed up with the Vehicle and Operator Services Agency (VOSA), The Society of Motor Manufacturers and Traders, the Vehicle Builders and Repairers Association, British Car Auctions and Manheim Auctions to produce a poster (*"Is your paperwork roadworthy?"*) which has been sent to all MOT testing stations, and many auction houses across the UK to remind people to change their driving licence and registration documents/certificates when they get married or move house.

Across the UK, 25% of drivers have one or more inaccuracies on their driving licences and this figure rises to one in two in Scotland. People may not be aware that it is a legal obligation to update their driving licence and more than that, it is free and simple to do. A significant proportion of inaccuracies are created by people not changing their driving licence when their name or address changes.



special bits for 90SS

Vespa 90SS scooter owners will soon be getting the new remade badge sets, 90SS exhaust in chrome and the remade 16mm centre stand. First off are fine replica badges which are being supplied by VE (UK). Part numbers and prices are to be confirmed

Pre-orders are advisable as demand is expected to be high since quality replacement parts such as these introductions have not been available for some time.

VE (UK) on 0115 946 2991 or e-mail them on sales@ve-uk.com

from the same source - Lambretta badges too





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a tent with bike space

Fans of the already popular Aztec Merida were impressed to see the new improved version at this years Tent Show held at Stoneleigh. Not only has it been upgraded using new Tuf-flex pvc/fibreglass composite poles but it also now has a massive front door with window and canopy poles. Even more impressive was the fact that prices stay the same as 2004.

The Merida has proved popular with motorcyclists as the compact two-person design is easy to transport yet roomy enough for storage of most motorbikes. The Aztec Merida has a SRP of £139.95
Burton McCall: 0116 234 4611 email outdoor@burton-mccall.co.uk

kit for comfort

Beacon Products give you almost every mat you need for those times when you want to lay or kneel down outdoors.

Not only for camping, their waterproof closed cell foam mats can also be used in the shower - more hygienic and a lot warmer than cold tiles underfoot!

Self-inflating mats are also in the Beacon multimat range.

For more details contact then on 01685 350 011.



kit that's not only for campers



Go Outdoors - attendance static but orders up

"much interest in traditional British made lines"

Snugpak are still spinning from the unexpected demand from their busiest Go Outdoors for years. The combination of new product and increased margins for retailers seemed irresistible with queues often forming off the stand.

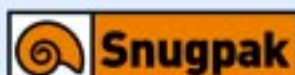
"The attendance figures did nothing to reflect the quality of visitor to the show, everyone that came on the stand had some relevance to our sales activity." commented Mick Dobson, managing director, "it was pleasing to note that there was still as much interest in our traditional British made lines as the new imported Softie Chrysalis and Travelpak ranges.

The good attendance and retailer's enthusiasm to do business will ensure that Snugpak will be supporting the OIA and the Go Outdoors show whenever it takes place in the future. It goes to show if you have the right product the location and timing of the show become less important.

Mick Dobson, managing director of Snugpak



Snugpak is the label of Brett Harris Ltd.
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e-mail: info@snugpak.com



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rider roundabout demonstrates the electric way

Germany's Energy Group feature at IFMA gave visitors the low-down on electric power

A whole raft of opportunities came to IFMA visitors when a big stable of electric bicycles was assembled for indoors riding. The Energy Group's commitment to Trade and public aware-

ness and knowledge brought together international businesses who are at the leading edge of electric propulsion for two wheels. Our picture (right) shows the Swizzbee model under scrutiny.



The parts which make up BionX as shown at IFMA. The battery unit can be located in almost any preferred position on the bike. On a carrier (as above) or on the downtube (pictured right) The actual drive motor is built into a rear wheel (below) but plans indicate a front wheel option later.



take one bicycle + an electric kit

you can now go EPS BionX biking!

The BionX system centres on a wheel-mounted motor, plus a battery pack, the command console, and the wiring needed to install it. The Canadian makers say it's the most sophisticated and well integrated electric kit available today.

A truly silent, brushless motor is powered from advanced chemistry NiMH batteries making it lightweight and quite unassuming. In pedal activated mode, the power is applied seamlessly and intuitively, and the addition of a throttle also allows the BionX to be used without pedaling on flat terrain.

The BionX motor comes built into a rear wheel, so that it can easily be fitted to the host bicycle. The result is a pedelec or pedal-assist machine. It's reckoned that the BionX motor is easy to install and runs maintenance-free.

The makers have integrated a thermal protection system to prevent motor burn-out or the battery being damaged. It's an all-weather unit with the motor and all components are sealed and waterproof.

There's a two year manufacturer's warranty for the BionX motor and testing has seen durability proved with the motor run a distance that's close to lapping the Equator twice - some test ride! As to the battery the manufacturers have opted for an advanced chemistry nickel metal-hydride (NiMH) battery pack that is rated 24 volts, 8 Ah. The battery slides easily into the bracket on the machine.

When ready to travel, the user switches on and chooses the riding mode. There are four assistance modes - rated at 25, 50, 100, or 200 percent. Another four 'G'modes are described as energy regeneration options, you are recharging the unit, and these G-modes means the bike can also be used as a trainer. The

higher the resistance, the more energy is then generated to recharge the battery.

The BionX total system weighs 6.6 kg, made up with with the motor, controller, cables and display at 2.5 kg, and the battery 4.1 kg. This makes the BionX the most compact power sensor system for pedelecs, which does not origi-

We were there when Canadian Electric Power Systems manufacturer EPS presented the pedelec hub drive system BionX for the first time in Europe. You can contact them at info@bionx.ca



nate in Japan. An estimate of the battery durability suggests 30 to 70 km (20 to 50 miles) range on one battery charge.

In the pipeline for the European market is a front hub motor, Li-Ion battery and a throttle version to accelerate from 0-6 km/h. This could allow a BionX bike to be classed as as low-performance moped, one requiring type approval and insurance plate, and using it as a pedelec without speed limit.

the next move

Swiss electrical bike manufacturer Swizzbee has signed an agreement with Gelsenkirchen-based fuel cell developers Masterflex. Together they will work towards delivering a special fuel cell system for bikes.

Typically, electric bikes powered by fuel cells travel substantially further than conventional electric bikes. In the move Masterflex and Swizzbee both hope their clean power solutions for the electric bike sector would give them the upper hand in a young marketplace where the development potential is challenging.



Urban Mover - Urban MTB

motorised

along with six speed tw

From November 1 there's the UK based operator Urban Mover in Holland, Luxembourg and Belgium the new stock.

Some of the models have paten

The Glider - UM33



comes complete with integrated alloy frame and folding mechanism, pump and tool kit, and the choice though the LA model is currently the petitive price.

The Cruiser UM50, Terrain UM2 folder - Glider UM33 and the Urban Shimano 6 speed twist shift derailer to power direct, for off road use, but ing hub motors fully conform to the recent PEDLEC European regulations on their own.

All models are in stock now and are ready for distribution to dealers across the UK ready for the launch. Urban Mover's Keith Chamberlain is confident there is a bike in their range which will suit all age groups will meet the needs of mixed abilities.

The company have discontinued these models have been replaced and Urban Aviator UM90, a pedal



UrbanMover Tel: 0870 766 5
www.urbanmover.com

ION - Sparta's electric bicycle

An electric bicycle that looks like an ordinary bicycle and rides like one too. The electric parts are less conspicuous - although the rear hub does resemble others of this ilk. The batteries - plural note - are contained with the sweeping downtube of the frame. The ION functions with a control unit, as with a computer. Sparta is an ACCELL company in Holland.



ing from fun things to essentials. Here we look at transport.



pedalling

ist grip Shimano gearing

a roll-out of new electrics from
ver. Simultaneously with distributors
m, the UK retailer network will have

ents pending for the overall design
along with the locking
mechanism on their fold-
ers - the suburban UM80
pat. pending since 2003.

Most models come
with both LA and NmH
options and all but two of
them come equipped
with front and rear lights
that work from the main
battery.

The suburban UM80
front and rear lights, patented cast
n, full set of side and top panniers,
e of either LA or NmH variants, al-
ne most popular, due to a very com-

2, Terrain UM21 - an all alloy pedal
urban MTB all come equipped with
urs. All bikes have switchable modes
ut the new pedal assist torque sens-



roups from 14 years and above and
ies.
d the original UM30 and UM31 glid-
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Bath's arm of the law goes electric

Police officers who have been zipping through Bath's streets on Powabykes say that the trial is proving a success.

Bath police have been trialling the Powabyke 24 Speed Commuter made by the city company for Avon & Somerset Constabulary. For the last four months, Pc Roger Parker has been covering his city beat on this Powabyke. Pc Parker claimed that the bike had been able to cut minutes off his journey times and the green machine has gone down extremely well with the public "Police officers in Bath have always used bikes, which enable officers to move about quickly and effectively while at the same time allowing easy access to other locations such as canal and riverside. The reaction I have had from the public has been very positive and has gone a long way to re-enforcing links with the community I serve"

Managing Director, Powabyke, Nick Child "We are delighted to team up with Bath Police and are pleased to know that the trials have been a success. We have several police forces using our bikes up and down the country and are hoping to bring more on board over the coming months" Powabyke - telephone 01225 443 737 www.powabyke.com



now more SRAM power

The Roo EL, claimed to be the world's lightest electric bike, is reckoned to ride like a full size bike. For 2005 there's a customised Sparc motor from SRAM, which has a range of 50 km, gives 20% more power, is 70% quieter and features a lighter NiMH battery.

The Roo EL folds in 15 seconds and weighs in at 17 kilos (37.4 lbs.), the SRAM power is an intuitive motion controlled system which adds power only when you pedal. The battery can be removed, which means the Roo EL then rides exactly like a standard Dahon bike.

in the Uk Dahon are distributed by Fisher Outdoor Leisure plc

it comes with pedals

A Nottingham operation known for their wide-ranging leisure products are offering an electric scooter - which also has pedals - which will retail at around £550.

Pyramid Products were at Go Outdoors, Harrogate, and the special show offer for buying the scooter in numbers was at just £260. For full details, and for offer sheets of the regular product lines call Pyramid Products on 01623 421 277.



every battery needs some loving care & attention

the Battery Tender works for everyone - and in the wet!

All Battery Tender battery chargers are designed to fully charge and maintain a wide range of styles of lead acid batteries in ways that avoid the potential damaging effects that can be caused by most trickle chargers. All Battery Tender battery chargers are fully automatic which means that at the end of the regular charge cycle, every Battery Tender charger automatically switches its output voltage to a safe, storage or float level that eliminates the need to constantly check on the conditions of the battery. There is also full output power at low AC line conditions and the Battery Tender battery charger will deliver full output power with input AC line voltages as low as 90 VAC. That does exclude chargers with output current of 2 amps or less.

There is zero to a minimal current draw from batteries - when the AAC power is disconnected, most Battery Tender battery chargers will draw zero current from the battery. A few of the higher power models draw less than 1 milliamp from the battery. What you get is a compact unit of lightweight construction but with, at any given power level, some of the highest charging power density in the industry.

As you'd expect on a quality product there is a visual indication of the charge state, with a combination of coloured lights to indicate the progress of charging.

Battery Tender battery chargers offer a variety of power levels: 7.5, 15, 70, 300 & 600 watts, maximum charge currents: 0.75, 1.25, 2, 3 amps, Various charging algorithms are available to accommodate the wide range of lead acid battery styles: Flooded, Sealed, VRLA, GEL & AGM.

For a full safety back-up most of the chargers are equipped with a variety of interconnect options, and these include spark free operation, reverse polarity protection and continuous short circuit protection. Interconnection options include: alligator clips, fused ring terminals and quick disconnect DC output cable harness. A variety of AC input power options is also available.

Waterproof International Deltran Battery Tender

Deltran lead the way in innovation and convenience, having introduced the new for 2004 waterproof Battery Tender. This is a compact 800 mA battery charger has all the charge characteristics of its cousin the Battery Tender Junior. The new unit incorporates surface mounted circuit board componentry along with total epoxy encapsulation.

The new charger is no larger than a standard computer mouse yet packs 800 millamps of pure constant current charging power. Coupled with a brain (IC chip), the charger will constantly monitor, charge, and then maintain the battery — even while totally submersed under water! This makes it perfect for all outdoor types of ATV's, watercraft, motorcycles, boats, or anywhere water is a threat. International universal input voltage works anywhere in the world 100-240 AC Volts 50/60 Hz.

With "Supersmart" Technology, the Waterproof Battery Tender is spark proof, short circuit protected, reverse polarity protected it weighs just 1lb.

The Battery Tender battery chargers are recommended for motorhomes, caravans and anywhere that poor battery performance may let you down.



two Moore specials

at Cycle '04 Moore Large showed off more of their Schwinn bicycles

The Schwinn philosophy of quality and value is giving the brand a lot of following, and that was the reaction of visitors to the public launch in London.

From the collection the Mesa GSD (above) is featured first, this being in a copper / black frame, with N'Litened Gold Label custom drawn aluminium alloy and off-road ride-tuned geometry. It has Hayes MX-2 mechanical discs, 24 speed Shimano EZ-fire and a rrp of £379.95

The Fastback Comp 18 Speed (below) comes with a brilliant silver frame, Schwinn super butted 'N'Litened' Gold label smooth welded aluminium with Reflex carbon fibre seat stays and race geometry fork. Gearing is Shimano 105 STI black (9 speed) with a Gipiemme wheelset. RRP - £1,049.95.

call Moore Large on 01332 274 252



tireless development by Schwalbe team

News from Schwalbe is that the famed Marathon XR Expedition tyre is completely revamped and now becomes part of Schwalbe's Evolution Series. Working in collaboration with Warwick Mills, the USA specialist in the production of hi-tech fabrics used extensively by NASA, has produced a new Puncture Protection belt, TravelGuard. This is made with a product called Aramid a patented technology that allows the Aramid threads to be woven into a very dense yet light and flexible fabric.

The sidewalls feature a new chafer strip for even greater protection from sidewall wear when riding with heavy loads and there is a new and versatile tread design and compound for even more durability.

To fill the gap between full-on Downhill and Cross Country the freeriders get the new Evolution series Big Betty. In size 26 x 2.40 it features a tread design focused on braking and cornering, a reinforced carcass that's not too heavy to ride uphill and available with a choice of either regular Off Road Compound or the super soft Gooley Gluey. (see pic)

The continued partnership with the Gerolsteiner Professional Road Race Team in Germany

- they placed 7th overall in the '04 Tour de France - is paying off.

A full-on tubular tyre with a completely new construction technique is introduced, here the tube is not just inserted, but vulcanised directly into the tyre, this eliminates the seam and creates a truly round structure. There is then also Schwalbe's flexible Puncture Protection belt yet a weight down to just 240 grms for the 700 x 22 size.



your chance to get ahead in fashion & style

It's not a big company but their business is being strong on innovation, and developing lines you don't get from other suppliers has helped the White Rock team build their trade both in the UK and abroad.

Their leisure headwear is just one example of the way White Rock go about selling their wares - ask about the new instore video.

They have portable rechargers, solar lighting, wind-up radios, lanterns. For the customer who is shortly heading out to warmer climes then stock and sell products with the White Rock Hydra Cool system. It's a smart idea.



WHITE ROCK

call Chris, Justin or John on 01753 888 411

SKS have the tools for the job

Made in Germany and presented in a way that helps sell-through, the SKS product range of inflators, mud deflectors and palm toolkits is a high profile brand.

Their Toolbox system, with a dozen and a half different size keys to an engineering solution has universal appeal. There are 20 separate tools in the GT-Worx palm sized set - and that's just two of the five item hand they play. Your local wholesaler can deal you the options, so ask away.

the UK office for SKS: 01788 536 285



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a sit-on bike trailer

Seen at IFMA on the Koga-Miyata stand - a bike trailer with the added facilities of a chair and a worktop. This makes all those refreshment stops a little more comfortable. Soft luggage with solar panels offer another facility that will really come in handy wherever you are touring.

ablinking safety aid

that can be stuck onto clothing, luggage or anything that needs to be seen in the dark comes from Moore Large & Co. Ask about the Indicator Strip, or their other safety lines, by calling 01332 274 252



Ideal for Christmas

it's not just in the name - company boss Eddie Eccleston has an experienced eye when it comes to selecting stock. Their Quest range is a good line in entry level models that start at around £50 for adult sizes. Your call will receive all the information & help you need - contact Ideal Bikes on tel: 01744 733330 or e-mail: info@ideal-cycles.co.uk

r: Ideal models - new for 2005. below The Quest Flyer, £70 Trade.



it's all thirsty work

No matter where you are at - indoors or out, on two-wheels or four, you can only absorb about 1-litre of water an hour. By not replacing water you lose, means you become dehydrated. The symptoms can include light-headedness, loss of endurance, fatigue, and reduced perspiration.

Call Zyro for the answers offered by CamelBak: 01423 325 325



Salsa have released the all new Scandium frames, developed from years of experience with understanding what works and what doesn't and applied it to this new material.

You get the quick and responsive ride of aluminium, lighter weight than Ti and the all day comfort you have come to expect from a Salsa Steel frame. Ison will tell you more - 0123 213800.

The Campeon 2



www.professionalcycles.co.uk

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polished without hours of arm-ache. Their new Bike Cleaner comes in to-use strength or concentrated. call your helpline: 01270 524 111



showing outdoors

An outdoors consumer show offering an interactive environment in the countryside takes place June 17-19, '05. The Urban Escapes event will carry the interests of activities on mountain, land and water in zones right by cycle paths, good walking trails, riverside and lots of trees. The show concept has the backing of TGO magazine and Camping & Caravanning Club. To exhibit call Andrew Price, on 01823 250 930



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scooter footage from the Isle of Man

A new Duke dvd is just in time for the Christmas stockings of scooterists. The dvd features archive from the 40/50/60's, current road tests with the latest models, the LCGB at the Isle of Man for the 50th anniversary of the club. More footage of the history on the scooter from Italy, and a visit to the NEC for the Motorcycle and Scooter show.

This is simply a great piece of Scooter history, running time is 60 min, in stereo and colour. Scooter - The Ultimate Guide has a trade price £13.50 + vat and is obtainable now from VE (UK) on tel 0115 946 2991. email: sales@ve-uk.com



champion ride

To celebrate James Toseland being crowned World Superbike Champion, Malaguti, the official team supplier of paddock scooters to the Ducati Corse team, are launching a limited edition F15 scooter. The stylish, distinctive FireFox F15 has factory Ducati Corse Fila livery complete with race number '52', it will retail at £2149.00 and will be premiered at the International Motorcycle & Scooter Show, NEC.



darkness sidelined

Two new see in the dark light sources are introduced by H3 (UK) Ltd to help people make light of the lack of daylight in the months ahead.

The Nitepalm Palm4 is a leading edge lighting tool that uses a high intensity white LED to throw a beam of light some 90 feet through a fish eye lens system. There is also an 'always on' soft glow which helps locate the lamp in the dark, and a bright flashing emergency system that can reach up to two miles. Retail price is around £14.

The Nite GlowRing safety marker is made of an unbreakable, vibrantly tinted polycarbonate casing which encapsulates a permanent light - termed a Gaseous Tritium Light Source (GTLS). The little device is less than two inches long and is reckoned to have a glow life of up to 10 years and beyond. It will sell at just under £10. There are three colour choices.

full details: 01202 487 757 or e-mail: sian@niteproducts.com



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ask Suppliers can receive our schedule & guide to the editorial features to be covered by Trade & Industry. Contact us by e-mail: ksa@ksa-partnership.com or telephone 0191 488 1947

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when it comes to securing your property here's one mean lock that'll do more than the one job!



these ones can't be opened with a biro!

On Guard is a collection of real mean locks introduced by Moore Large & Co mainly for use across the two-wheel trade - but we've found they can do a job for caravanners too.

In the pictures here the Beast 5016 chain lock has been looped through the alloy rim on a Bessacar Elan. It makes more than an obvious deterrent to would-be tow-away toe-rags that hang around motorway parking lots. The fabric sleeve stops metal to metal contact and this neat bit of additional security takes just a short time to loop into place. Each lock comes with five keys, there are over a million variations to offer the security that brings peace of mind.

Moore Large & Co are on 01332 274 200



some 2005 dates for your diary

JANUARY

7-9 National Motorcycle Show, G-Mex, Manchester
16-18 Motorcycle Expo, Stoneleigh, Coventry
22 Scooter Champions Awards Dinner, BSSO agm
29-1st Feb Outdoor Retailer, Salt Lake City

FEBRUARY

6-9 ISPO Winter, Munich, Germany
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

MARCH

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

APRIL

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
21-24 Outdoor, Friedrichshafen

AUGUST

11-14 Outdoor Retailer, Salt Lake City

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.

Please check before making travel arrangements. 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 as by e-mail to: ksa@ksa-partnership.com (put in subject line: Diary)



incentive for 50 outlets

The new Cyclaire Bicycle Pump - it works on scooter tyres as well as for bicycles - could be yours to stock if you take up the offer from the producers.

Julian Peck, md at Innoverce, explains: "The Cyclaire Pump is selling well on the internet, and we're now seeking retailers throughout the UK to distribute it, currently we're just starting to offer Cyclaire to mainstream retailers in the UK and elsewhere and as we don't want to over-stretch production we will offer preferential supply to just fifty retailers in the UK."

The compact Cyclaire pump is operated by pulling on a pull-cord handle, making it much easier for everyone to inflate their tyres to the correct pressure. It is currently available only from www.cyclaire.com.

You can contact Julian Peck at Innoverce on 0191 275 5027 or at: jcp@innoverce.com



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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.

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drivers told:
on rural
roads - think

A new advertising campaign to remind people to drive carefully on rural roads - even though they may be quieter than urban roads - has been launched by the Government.

The new campaign is the first to be aimed at rural drivers. It seeks to remind motorists to drive sensibly for the conditions on all roads and highlight that rural roads can present unforeseen hazards, such as blind bends or animals in the road.

The radio advert highlights the potentially fatal consequences of driving too fast and is aimed primarily at younger drivers.

The majority of all fatalities (63%) occur on rural roads (DfT 2003), and over 16,000 people were killed or seriously injured last year on these kinds of roads. Younger (17-28 year olds) and inexperienced drivers, those driving for less than a year, are taking the most risks with almost 1 in 10 of those surveyed admitting they think it's safer to break the speed limit on rural roads due to the lack of cars around.

A third (33%) of all younger drivers are also confident that fewer crashes take place on rural roads because they are quieter. But a recent survey revealed that drivers on rural roads are driving with less care than on urban roads.

Road Safety Minister, David Jamieson said: "We are committed to improving road safety on every road in the country - but too many accidents are happening on quiet country roads. It's only right we highlight the dangers and urge motorists to take the same care as they do when driving in urban areas to avoid crashes."

Other findings from the research told that 13% of men questioned agreed that it was safer to break the speed limit on rural roads due to the lack of cars around as opposed to only 2% of women. Almost double (40%) the amount of men than women (24%) thought that fewer crashes take place on rural roads because they are quieter. Over twice (21%) as many men as women (10%) think it's safe to drive faster on rural roads late at night because they believe you'll see headlights coming the other way as well as almost a quarter (22%) of younger drivers.

Advice from the THINK! road safety campaign on rural driving warned that it isn't safe to break the speed limit on rural roads just because there is less traffic. There are unforeseen hazards, such as blind bends or animals in the road, that could lead to crashes. At slower speeds, you would be able to react to these unforeseen hazards more quickly.

Additional road safety information and advice is available from www.thinkroadsafety.gov.uk

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because the feature on this page appears across the centre fold of the issue it 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

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a note from the publisher

why Xtra?

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



Urban Mover - Urban MTB

motorised pedalling

along with six speed twist grip Shimano gearing

From November 1 there's a roll-out of new electrics from the UK based operator Urban Mover. Simultaneously with distributors in Holland, Luxembourg and Belgium, the UK retailer network will have the new stock.

Some of the models have patents pending for the overall design



The Glider - UM33

along with the locking mechanism on their folders - the suburban UM80 pat. pending since 2003.

Most models come with both LA and NmH options and all but two of them come equipped with front and rear lights that work from the main battery.

The suburban UM80 comes complete with integrated front and rear lights, patented cast alloy frame and folding mechanism, full set of side and top panniers, pump and tool kit, and the choice of either LA or NmH variants, although the LA model is currently the most popular, due to a very competitive price.

The Cruiser UM50, Terrain UM22, Terrain UM21 - an all alloy pedal folder - Glider UM33 and the Urban MTB all come equipped with Shimano 6 speed twist shift derailleurs. All bikes have switchable modes to power direct, for off road use, but the new pedal assist torque sensing hub motors fully conform to the recent PEDLEC European regulations on their own.

All models are in stock now and are ready for distribution to dealers across the UK ready for the launch. Urban Mover's Keith Chamberlain is confident there is a bike in their range which will suit all age groups from 14 years and above and will meet the needs of mixed abilities.



Urban Mover - UM80 Silver

The company have discontinued the original UM30 and UM31 gliders. These models have been replaced by the Urban Glider UM33 and Urban Aviator UM90, a pedal folder.



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