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composite of BICYCLE TRADE & INDUSTRY - SCOOTER TRADE & INDUSTRY . August 2004

trade & industry *Xtra*



EUROBIKE
EUROPE'S
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YOUR BUSINESS!**

INTERMOT



MÜNCHEN



IFMA *Collegium* News
40 YEARS OF TWO-WHEEL DREAMS

EICMA 2004



**62nd
INTERNATIONAL
BICYCLE
EXHIBITION**
SEPTEMBER 17 - 20
MILAN, ITALY

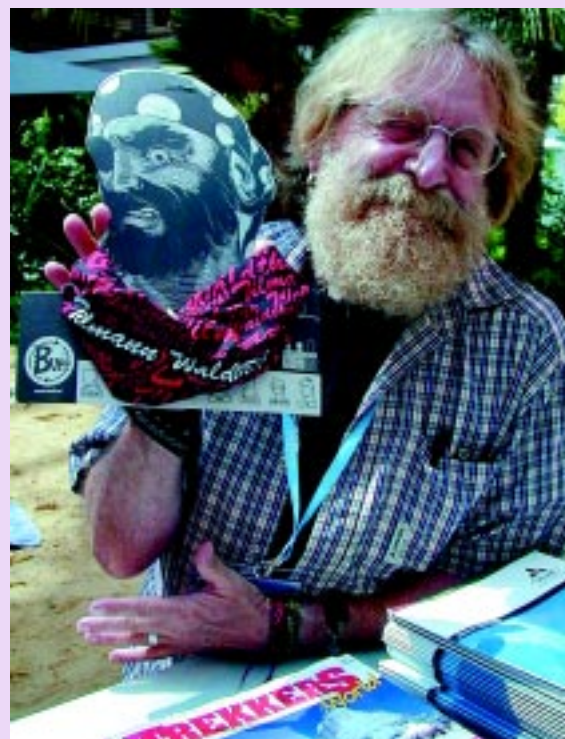
two wheels on show



showing a way to be seen in the dark

**INNOVATION & INSPIRATION,
IT'S ALL THERE FOR YOU**

on hand - the spirit of adventure



INFORMATION ON WHEN & WHERE YOU GO TO BE THERE

where adventure has become lifestyle

He's someone who loves the freedom to make tracks and then tell of the travelling. Over a dozen books, audio visual shows worldwide and sessions where the public is enthralled

Tilmann the Traveller

The dream is a reality accomplished for Tilmann Waldthaler. Visitors walking across the foyer into the Friedrichshafen halls at OutDoor and then Eurobike this year will have come face to face with the image of deserts, the mountains and the jungles. All there would grip you, artistic license perhaps on the part of the scene builders, but what an inspirational tableau with the very fabric of his travelling set in a place holding so much that is the fabric of travelling, writes Peter Lumley.

Illustrated here you see the trappings and images of an accomplished outdoors person who had taken the essentials from the gear makers and turned it into a thirty year living adventure. No weekend warrior, or a holidaymaker exploring territory just over the immediate horizon, but the fresh air seeker who has gone far beyond where the sun rises. He then has turned the day before him into travels that inspire us, those who wake and wonder what to do with the time we give to being out of doors.

It's about twenty years since I first met Tilmann Waldthaler, working in Germany at a Trade show supporting a supplier who had helped kit his trip. It's these suppliers and the Trade events which are the common link for us both, our paths have never crossed when on active service - and don't I wish otherwise. At one time he was in Britain visiting Karrimor and we got close to it but it's an 'if only' time that suffered a diary lapse.

This year the Friedrichshafen show organisers gave the ultimate accolade to this man who wheeled into Europe 27 years ago at the end of a bike ride that had started in Australia. His first ever, and longest bike trip, was from the Antarctic to the Arctic. Extreme temperature differences (-49?) and very high passes (5,200 m) as well as very dangerous encounters with animals. "Today I look back at this tour as a sort of apprenticeship on the bike" he says. That was 1977 to '81 and after eight major forays came Alaska to Patagonia, 2001 - 2003. Now a little break to tidy things here in Europe and it's on the bike and back to Ozz, starting soon.



visitors keep him busy - Tilmann entices them to dream, then travel

when asked about his travelling equipment, Tilmann Waldthaler replied:

"I remember in 1988 I stood fascinated in front of a Koga Miyata Touring bike at IFMA, dreaming about having enough money to purchase such a wonderful bike. Well my dream has come true. Today I am officially working as a Koga Miyata Test rider and have four Koga bikes and have travelled thousands of miles being paid by Koga riding their bikes to do my job as a cycling photographer, test rider and so much more. What more is there to say. I will finish my work next year as a test rider after a 450,000 km long cycling career with a company like Koga Miyata.

Rohloff is the best gear change system on the market today. One could compare it to a diesel motor, which needs little maintenance, and is in the long run extremely cheap and reliable. It is a solid sealed gearbox and the Rohloff speed hub is a technical marvel. Make your oilchange and change your Rohloff chain as recommended by the company and you will have no problems with it.

Cyclists become very detached from personal belongings because I have always seen the things I need during my trips as tools and not as toys and on a bicycle one is very limited carrying tools, so there is no place for toys. A small pump and a small shortwave radio have been very important tools and they have proven to be very useful.

I have used Continental tyres for the last five years and I have developed their Travel Contact with Continental. It is a very good tyre. I have cycled from Denver, Colorado to Ushuaia, Argentine with two sets and only two punctures. The distance - 24.000 kilometers.



scenes from the tableau at Friedrichshafen and a travel safely farewell wish from Vaude boss Albrecht von Dewitz



web pages that show his kit

www.koga.com
www.tilmann.com



booklets published by Koga Miyata and (below) Markill tells the reader how to get the best out of their equipment. There are stories about people working with Koga and it tells you also stories about Products made by Koga Miyata. The little Markill booklet tells of recipes and gives useful cooking tips for people on the move



a happy day at OutDoor with Tilmann Waldthaler in what he describes as his workshop. The big display attracted a constant stream of visitors and kept him busy - on this occasion it is KSA boss Kate Spencer with journal editor Peter Lumley.

for all the up to date info on Tilmann's travels log on to www.tilmann.com



On the Koga Miyata stand at IFMA Cologne (September 16-19) Tilmann Waldthaler will be presenting his equipment for the trip through the Balkans, Asia and China on the way down to Australia. The trip will get him there sometime during the first months in 2006.

step this way for your travel itinerary

Friedrichshafen
September 2 - 5

Eurobike

www.messe-friedrichshafen.de

Harrogate September 7 - 8
London September 12 - 13
Bristol September 15 - 16

Cycle & Leisure

www.exhibitions-uk.com

Munich July 22 - 25

Intermot

www.intermot-muenchen.de

Cologne
September 16 - 19

IFMA

www.koelnmesse.de

Milan
September 17 - 20

EICMA

www.eicma.it

London
September 23 - 25

Cycle 2004

www.cycleshow.co.uk



would you argue with this protection?

A powerful brand image comes with Oguard - the collection of security devices that'll stop two-wheelers going walkies. Available with an enticing array of pos support, the locks are from Moore Large - details by calling 01332 274 252. But don't ask for fido, someone might let him go!



PiaggioSpace - the new network image

In a move to strengthen Piaggio's their pan European image and develop the already extensive Piaggio sales network, PiaggioSpace is set to enhance the dealership as a focal point of contact, helping to increase consumer confidence and brand loyalty. The shop interior is designed to create an enticing atmosphere for dealerships and give customers the complete brand experience.

Piaggio's dealer network is being continually kept up to date through a comprehensive training programme, ensuring that Staff product knowledge and expertise is of the highest standard, meeting the demands of today's consumers of the Piaggio, Vespa and Gilera brands.

The first Piaggio Space showroom has opened at the J D Thompson dealership in St Albans and more are planned to follow by end of the year.

bike to school - a special 2005 week

More than 180,000 people took part in 1,406 local events run by 926 organisers in Bike Week this year. There were 1,210 events in England (including 208 in Greater London), 117 in Scotland, 47 in Wales and 26 in Northern Ireland.

Bike Week 2005 will be 11-19 June, 2005, when the increasingly popular Bike2Work promotion will again run for the whole week. The new Bike to School Week is provisionally April 18-22.

The website home page gives more information, says Nick Harvey, the National Co-ordinator of Bike Week. got to www.bikeweek.org.uk.



training for Powabyke

When leading electric bike manufacturer Powabyke organised ten training courses at its headquarters in Bristol last summer over eighty ibds took part. Now the company is going on the road north and will hold a full training session at Leeds on September 29.

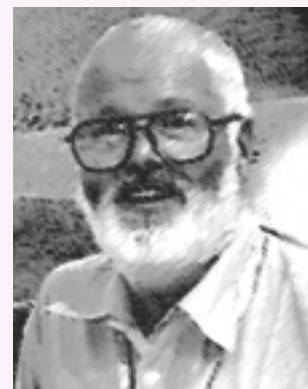
Keith Palmer, who is service & logistics manager at Powabyke told TRade & Industry "We were delighted with the turn out of the training courses last year. Not only could we demonstrate the full workings of our Powabyke range but also quick and easy fault finding maintenance and repair solutions were explained enabling dealers to offer the best possible back up service to our ever increasing number of Powabyke users."

"It also gave us the chance to meet many of our dealers face to face, enhancing the relationship between dealer and manufacturer. We noticed that many of those on the course were based in the south so we thought it would be important to hold the same course in the North of England".

The Powabyke Technical Training course is available free of charge to all ibds and will be held on September 29 at Quality Hotel, Leeds (Selby Fork). Training will begin at 10:30 am and finish at 4pm. Lunch will be included. For more information or to book your place contact Keith Palmer at Powabyke on 01225 443737.

build it for retailers and they will thank you

My job is about networking and communication, the task is to make sure my readers get a balanced view of opportunities. As networking helps me put people in danger of doing business, I spend a lot of my time at Trade events. It's an expanded diary nowadays, so many dates clash and events often fail to bring everyone who matters into the same place at the same time. Things were once a lot better for everyone.



Because there is no way I can do my job properly without being on the aisles at Trade events, I find it difficult to understand how my core readership - Retailers - can avoid supporting exhibition organisers who stage the shows. The accusation is they don't bother, so is it the fall-out from Trade politics which blocks their path, maybe it's a backlash from the multiples trying to rule the roost?

Of the three business sectors covered by KSA journals there is but one UK Trade-only show that can point to a 2005 event with the utmost confidence and support. Motorcycle Expo gets bigger year on year, Trade visitor levels are climbing. In January 2005 the show expands into another hall at Stoneleigh to show UK retailers what they will be selling in 2005. The public are excluded, there's not an industry association in sight and it's a sector where the multiples aren't kicking the independents.

Some years back the Bicycle Association presented very worthwhile shows, then politics got in the way. Over past decades there has been a successful outdoor show, and I won't hesitate to say that politics are the root cause of the dilemma that is Go Outdoors at Harrogate. One industry event gets it right, two have got it seriously wrong. Think about it.

I trust you can understand what I am saying here: Retailers get the blame for Trade shows not working. When they don't turn up in droves to see a depleted list of suppliers, they are damned. If they decline the opportunity to spend a day wandering aisles when the shop is at it's busiest, theirs is the wrong move. That is what's said anyway.

But consider those happy dealers who visit Motorcycle Expo. They go, knowing the supply chain has news for them and welcomes them, and they don't get confused by conflicting preview sessions in hotels all around the country. It's a Trade that works together, does business together. It's almost a religion, politics simply don't matter. Peter Lumley . editor

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Quick release QUICK RELEASE BRACKETS.
6 volt RECHARGEABLE BATTERY CHARGER
Made in Taiwan



phone: 01600 775449 fax: 01600 775459
sales@eurolight-marketing.ltd.uk

Eurolight Marketing Ltd, Unit 3, Mayhill Industrial Estate, Monmouth, Monmouthshire NP25 3LX

The International Motorcycle and Scooter Show, the largest annual consumer event held at the National Exhibition Centre, is a show representative of all main facets of the two-wheel business, including mopeds and scooters.



November 4 is for Press and Trade Visitors only, the next day is Preview day and then nec opens to all from November 6 until closing on November 14.
www.motorcycleshow.co.uk

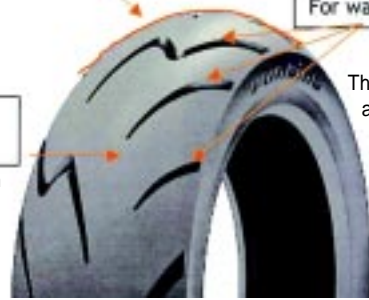
**FUNLINE
BY
BFGoodrich**

Semi Slick Tread Pattern :
Maximum grip in cornering

Scooter Tyres from B F Goodrich are a new line at VE (UK) from September 1. Available in selected sizes, the range includes 10", 12", and 13" sizes. That means 120/90 x 10, 130/90 x 10, 120/70 x 12 and 130/70 x 10. There are also tyres in 130/60 x 13 and 140/60 x 13 sizes. The 12" and 13" models available from September and the 10" in October.

Elliptical profiles:
Maniability and Stability

Laterales grooves :
For water draining guide



The Funline from B F Goodrich are a welcome addition to the range of tyres currently available from VE (UK) call on 0115 946 2991 or email them on sales@ve-uk.com

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child pillion ride safer

statistics show motor passengers and cyclists are more at risk

There have been calls to stop passengers under the age of 16 riding pillion following the tragic death of an eight year old while riding as pillion on a motorcycle in East Sussex.

The MCI believes that to legislate against child pillion would be a disproportionate reaction to an isolated, if dreadful, incident. The MCI director of public affairs Craig Carey-Clinch said: 'Child deaths as passengers on motorcycles are tragic for all concerned, but fortunately also extremely rare. Many young people are carried safely on the pillion and often for the family concerned it is the sole mode of transport'.

On the basis of the risk that different transport modes represent to under 16s, there is a far stronger case for banning children from riding as a passenger in a car, or from using bicycles.

Accident statistics show that in 2002 (the most recent year for detailed statistics) no young people aged under 16 were killed while being carried as a passenger on a motorcycle. In the same year 79 child pedestrians, 69 child car passengers and 22 child cyclists were killed.

MCI feels that current legislation is adequate. There are no age limits, but child passengers must be able to sit properly on the machine, with their feet firmly resting on the passenger footrests. Properly fitting safety helmets must also be worn. In addition, MCI feels that parental consent is essential and the child concerned should be clearly told how to behave while riding as a passenger.

'In order for any legislation to be equitable, accident statistics show that Government would also have to ban children from riding bicycles - clearly a preposterous proposition. MCI can only feel deep sympathy for the family of the child killed, but feels that the current calls for new laws are out of proportion to the road safety risks which exist.'

Craig Carey-Clinch said; 'Clearly the issue of young people riding and driving illegally on public roads is of concern. Laws against child pillion will not address this issue, instead MCI wishes to see specific road traffic education become a formalised part of the national curriculum, with young people required to learn about the rights and responsibilities of road use as part of basic life skills education.'



The latest products from Biondi are now in stock at VE (UK). These include an extra tall windscreen and hand guards for the Piaggio X9 Evolution. Biondi is a company producing a fantastic range of windscreens, sports screens and like styled accessories. The Biondi collection offers better protection and a quality fitment for the user, all at exceptional trade prices, offering good dealer margins. Biondi produce all types of screens in a variety of sizes for all types of scooters. Contact VE (UK) for details on 0115 946 2991. Fax is 0115 946 9292, e-mail: sales@ve-uk.com.

Italian helmet maker goes for gold in UK

The Nolan group, reckoned to be Europe's largest manufacturer of motorcycle helmets, has appointed Andy Wall to spearhead their campaign to provide a '1-Stop Profit Centre' for helmet retailers in the UK and Ireland. As sales consultant Andy Wall will be pro-active in the development of the three brands - X-Lite, Nolan and Grex -working closely with the UK Distributor, Tran-Am.

Brand awareness, product placement and the co-ordination of brand positioning will be chief amongst his first tasks, with the sole aim of providing a conduit between the Bergamo based factory and the UK and Irish market places. Nolan group Chief Executive, Gabrio Gnocchi was delighted to get their man; "With Andy Wall's extensive knowledge of the UK helmet industry, it's people and his progressive forward thinking approach, we are very happy and focused on the task ahead."

Keen to get started and looking forward, Andy Wall says the task will be to advance the group's market position through dealer incentives, with in-store marketing and innovative ideas that enhance the renowned reliability of service provided by Tran Am.

Nolan's Italian sales alone are close to 300,000 per year and they back their brands with leading edge production and research and development facilities, producing literally everything from visors, trims and screws to helmet shells on site in Bergamo, Italy. That gives the factory not only the ability to react quickly to the market but keep close enough to actually feel it.



Scoo Gear is the product developed for Rock Oil's Danish importer who wanted a high spec and handily packed product they knew would be popular with their customers.

Scoo Gear 75w90 comes in a handy to use 110ml bottle with spout, once used it can be re-sealed through its attached cap. The unique pack size is the exact amount required for a complete fill on a typical 100cc scooter gearbox. This new synthetic lubricant can be used in conjunction with all 2 stroke gearboxes and also for certain 4 stroke machines where the gearbox is separate from the engine.

Rock Oil are on 01925 636191. www.rockoil.co.uk e-mail sales@rockoil.co.uk



The Surelight Neon Glow Bike Kit



wheels & things from Ison

Halo Tornado wheels are optimised light & strong for BSX racing or light trails use. Both light and strong, they are made with angular style box section rims, with eyelets and a stable screw-pin joint. High specification sealed bearing Diotech Swinger hubs and Black ED finished spokes. The 32mm rim width is suitable for Vs or Disc brakes. Black anodised or Gold Ogydised finish. The anodised finish rims will accept V-brakes, but it's worth noting that, naturally, the braking surface colour finish will wear.

There is the race optimised 32h front, 36h rear spoking, with 'Swinger' Universal qr or 20mm sb front hub, sealed bearing disc rear hub. The approximate weights are - front, 24" 1225g; 26" 1320g. Rear 24" 1425g, 26" 1510g. The rrp with black anodised rims, front £80, rear £70. For the gold ogydised rim add £5 for each. Order from Ison Distribution - 01223 213800

ISON NEW! Halo branded Nylon rim tapes, packed in pairs with blister header card. High quality, high pressure suited non-rotting tapes, all the common sizes covered. There are great dealer margins with a rrp of £1.99.



Gusset super heavy duty

1/8" Tank chain for those who require super tough chains. Runs on most regular 1/8" BMX sprockets.



Pin Length 11.6mm, Pin riveting Power 300Kg - standard chain is 150Kg. Average Tensile strength 1500kg - standard chain is approx 1000kg. Plate width 1.4mm - standard chain is 0.8mm. 96 links. Weight 550g Rrp £ 9.99. Order from Ison Distribution - 01223 213800

unique and eye-catching

The Surelight Neon Glow Bike Kit is made from a unique and eye-catching luminescent wire, which really stands out from the crowd. Initially dismissed as a purely novelty item by serious cyclists and bikers, recent reviews of the product by teams at both the CLIC 24 and Mountain Mayhem events have raved about its merits. The kit is suitable for all ages and abilities of cyclists, in fact anyone wishing to add a unique and eye-catching feature to their bike.

Although professional and competitive cyclists were initially sceptical of the product, the aesthetic and safety benefits of the product have never failed to impress those trying it for the first time.

The kit was recently tested at the May 2004 CLIC 24 Mountain Bike Event, by NuBike Narcoleptics, who finished 3rd out of 43 teams. Team member Andy Robson claims "we had nothing but favourable impressions", describing the kit as their "party trick" and noting the positive responses not only of their own team but of the competitors and spectators of the event.

In his report he said: "We'd never used these kits before. Each bike was adorned with one of the Bike Neon Kits which run from a battery pack stored under the saddle. The kits kept us illuminated for the duration of the event, and although we couldn't turn the kits on and off very easily when the battery pack was in the pouch, this ended up not being an issue as the battery life was long enough for the kits to be left on for the whole event - in fact a few were still on 48 hours after the event as I discovered that I hadn't turned all of them off when we'd finished!"

The Surelight Neon Glow Bike kit retails at around £24.99, and is now attracting interest from retailers for autumn and winter selling.

Contact - info@surelight.com phone 0114 236 1606 carly@surelight.com



business is going from strength to strength

It's just five months since the doors opened on the new M&J Distributors venture in Denton, Manchester. The company name comes from the initials of the two directors of the company Mike and Jane Townsend.

The business is run by Mike Townsend with Mark and Steve Henshaw, all being well known by local dealers as having previously worked at the Manchester branch of H&J Supplies. It's been a good start and Mike Townsend says "a big thank you must go to those who were then our customers and friends, along with those in the trade who have shown great loyalty in supporting the new venture".

"Setting up any new business is always a risk but with a lot of hard work, M & J is quickly becoming a regular supplier to ibds in the North West".

The M&J's premises is the first warehouse unit to open on the newly refurbished site conveniently located near to junction 24 of the M60. The 7,000 sq.ft. warehouse (pictured above) is packed with more than 2,000 different cycle accessory product lines and a comprehensive range of bikes.

"Actually, the building contractors are still working on other units and indeed we are still waiting for the car park to be re-surfaced! Never trust a deadline that a builder gives you!" was Mike's response when asked about the development.

M&J have their own range of bicycles, the T range which comprises of 28 models from 12" wheel pavement to adult full suspension. A company website - www.t-bikes.co.uk - is clean looking and quickly responds to enquiry on any of the pages, shown are the models and a description. Any dealer stocking this range can be listed on the web free of charge as an authorised stockist.

Each model of bike has a name incorporating the unmistakable T-logo, a registered trademark and even though this range has only recently been launched there are two models which stand out as being best sellers, the boys 16" wheel "Ghost" with its eye-catching skull & ghoulish graphics and the girls 14" wheel "Sweet" which has stabilizers, doll seat and a water bottle.

Contact details: 0161 337 9600 www.t-bikes.co.uk



we're getting around the country to meet you

three venues, six days of buying opportunity



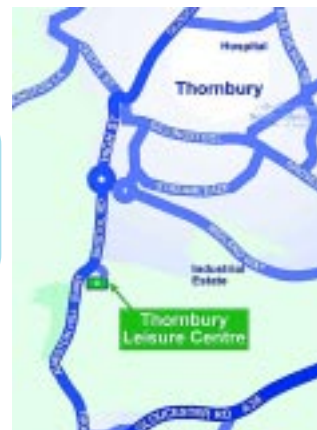
the exhibition centres are well sign-posted.

LONDON.
September 12-13



HARROGATE
September 7-8

BRISTOL
September 15-16



The September roadshow has become one of the most popular events in the trade exhibition calendar for retailers. It's an opportunity to view some of the finest new ranges which you will be selling to consumers next season, and also serves as a timely top up on products for the sell-out in the Christmas period.



When we first re-launched the September show, back in 1999, there were just five bike brands on display, but since then we have extended the event to include a number of exciting accessory companies. We've also added an extra venue to the busy schedule, making it much easier for people in the south west to visit. Don't miss out!



This autumn show forms part of the exhibition calendar formulated in conjunction with the Bicycle Association of Great Britain. These events provide low cost exhibiting for suppliers, while the countrywide roadshow format makes it far easier for visiting retailers.

For your diary, the 2005 programme starts at The Yorkshire Event Centre, Harrogate on Sunday, February 12 for two days followed by another two days at Sandown Exhibition Centre commencing Sunday February 20.



Our company, Leisure Expo Ltd, is committed to organising cost effective exhibitions for the cycle trade and industry. We work closely with the major associations, suppliers and retailers to ensure that the events we provide meet with industry needs.



If you are a first-time visitor you'll come away from our show with plenty of ideas and products designed to put more money into your tills, and in the end, that's what it's all about.

David Hyde . MD Leisure Expo



...travelling the **NATION**, ALL the way from the north to the south to the west, with the latest ranges of **CYCLES AND accessories** for you to view at your **LEISURE...**

HARROGATE 7-8 September LONDON 12-13 September BRISTOL 15-16 September



the product presentations to help you peddle pedalling

days that are a cycle of pleasure

plan your stocking at a place near you

When you come to one of our shows you'll be immediately struck by the warmth and the welcome. The exhibitors really want to do business and they have brought along the product and the marketing support materials to make your visit rewarding. You will spend your time being brought right up to date with the latest they have to offer. If no other reason than A comes at the front of the alphabet we'll start with Amba Marketing and their just-from-the-oven cookies. That's just how friendly you'll find the people at a Cycle & Leisure show!

Amba Marketing (UK) Ltd is a specialist wholesaler providing high end European sourced accessories for the family, commuting and touring markets. They'll offer you excellent margins with class service and have 95% stockholding. The exclusive brands include **Busch and Muller, Bobike, Puky, SL, Simpson, Sogrini, and Zwei + Zwei**. They also manufacture Amba custom printed water bottles and represent product from **Atran, Bibia, Brooks, Dillglove, Humpert, Trelock and Widek**.

It's not actually edible, but the totally new 05 HS33 rim brake from **Magura** is a peach of a product. On show too is the Julie 05 disc brake and the Magura Centre Lock adaptor for Shimano hubs. Then there is **Barclays Business Systems** who produce and support some of the most

comprehensive business management tools available for small businesses today and you'll find their **Cycletech** is the 'more than EPOS' software specifically designed for the cycle market. It'll turn the average PC or network into a powerful till and stock management system with built in business analysis and accounting as standard.

Raleigh UK are at all venues as they see Cycle Leisure being the ideal platform to launch the 2005 **Diamondback MTB range** and a number of new products available for Christmas to the ibd customer. In addition they will also be showcasing the recently launched 2005 **Diamondback BMX and Raleigh Play and Junior range** alongside a variety of accessories. Bikes, parts, accessories *et al!*

To help in the quest for greater-margin entry level bikes you have - **Quest**. This is the range you'll get from the Ideal people, and that's another word that sums up a Cycle & Leisure Show - the ideal place to make your stock selection for the run-in to Christmas and for all the seasons that follow.

Film buffs are probably aware that there are two **Giant EZB bikes and a Giant Prodigy** in the opening five minutes of the latest Hollywood blockbuster I-Robot. Giant are offering you the opportunity to screen some other models, too, at their Cycle & Leisure showing. If you are not already making good money selling their five speed single tube Twist then that's a good lift-off point for you.

Helping riders sit comfortably is the **Brooks** traditionally hand crafted range of saddles, bicycle bags and tool bags made from quality leather in a range of colours. Then for the people who prefer their pedalling to have an element of comfort about it then **Powabyke** are on hand at each venue to demonstrate there's more to life than heaving a bike uphill. Powabyke are getting ready for a technical training day in Leeds on September 29 - maybe you'll book to be there?

At the height of usefulness when there's a youngster in the family how about a bike trailer that's a buggy that's also just right for towing home the six-pack packs. There you are - you won't find any shortage on ideas from the companies who are on hand at a Cycle & Leisure Show - and although there are plenty of tread patterns to look at you'll not find people there are too tired to be nice!

The welcome is on the mat, so come and join us at one of the easy-to-reach Cycle & Leisure venues. There are a whole lot of people just waiting to make your day!



Synchrony from Cycle Citi



Ultimate's Kanaha



The Pilot is one of the new entry level models from Ideal Bikes



Saracen's Zen2



Xtort is from Saracen

a quick check on companies and some of the brands on show

exhibitors are at all venues except where noted

AMBA MARKETING	MICHELIN
BARCLAY BUSINESS SYSTEMS London & Bristol	PALIGAP LTD. KONA
BROOKS	POWABYKE
THE CHOPPER	PUKY GMBH
CYBERTILL LTD	DIAMONDBACK P&A
CYCLE CITI CORPORATION	RALEIGH INDUSTRIES
DIAMONDBACK	SARACAN CYCLES London & Bristol
ENDURA	SOLAR
FONDRIEST	TRELOC
GIANT	TRC EPOS LTD London & Bristol
IDEAL BICYCLE LTD	ULTIMATE PRODUCTS
LAKE	VIRUS
MAGURA BIKE PARTS UK London & Bristol	ZERO CYCLES Bristol
MAXXIS	ZWEI PLUS ZWEI
MONTEREY PACIFIC SPORTS	

E&OE . as at press time

at the Cycle & Leisure shows are Powabyke who have a big range and can do a big job for you. Talk to them about everything from model selection to training and service.



in PRINT + on THE INTERNET

have you been here lately?

the KSA Team will be pleased to help you get on the page! e-mail: ksa@ksa-partnership.com



pages from the KSA journals are in pdf form to print-out for internal distribution

www.ksa@ksa-partnership.com

Comets set to light the darkness for riders

Basta's new cycle lighting range covers four different model lights packed in five different packages. The list includes a Comet III Front 3 White LED Light, Comet III Rear 3 Red Led Light, Comet III Front and Rear Light Set, Comet VI Front 4 White LED Light and the Comet II Front Halogen/2 White LED Light.

All lights are blister packed with long life Duracell batteries included. The compact lights are water resistant and shock proof. With high quality finishing and a modern look the product carries a strong price/quality level giving the offer of a clear product family.

The complete range comes with a quick release bracket, which can be adapted to the size of the frame, due to the extra ring of the bracket. The



Comet can very easily be taken off the bracket and put back on the bracket again. Tools are not needed

Target market is average consumers, wanting to have a compact light that is user-friendly, lightweight, but with performance characteristics that embody the latest technology, in order they can see and be seen in the dark.

To facilitate in-store display and pick up impulse sales the Basta Comet lights are supported with a display stand with 4 Basta Comet Lights attached. Your preferred wholesaler will have details.

Products will be available during September from local wholesalers, including Arthur Neal and Co, Bob Elliot & Co, J Hartley Dawson, K & S Cycles, Mackadam Factors and Reece Cycles. For further information contact Willem Vlok, Basta UK on Tel: 01584 -841 051



Milan stops the traffic for cycling

fourth-largest shopping street in the world goes biking

Corso Buenos Aires is 1,600 metres long and has 400 shops - and is reckoned to be the fourth-largest shopping street in the world. On the evening September 17, starting from 7pm, the Corso will be closed to motor traffic and will welcome cyclists, cycling initiatives and shows around the bicycle theme.

The shops of this normally traffic busy street will remain open until midnight that day, whilst the all the hotels located on Corso Buenos Aires - just ten minutes by tube from the Fair district where the International Bicycle Exhibition takes place, are offering advantageous rates for Eicma visitors and exhibitors.

To take advantage of these offers, visit www.eicma.it and click on visitors. or send an email to eicmahotel@eicma.it



Terry men's Cite gel is also available in a womens option. The women's Zero (right) is also available in men's option.

for recreational riders and racers alike

Italian made Terry Precision saddles have been distributed in the UK by Zyro Plc since March and this six month old partnership has seen the provision of a wider range of their saddles into the UK than in the past. World renowned for the original "cut out" saddle, the range appeals to recreational riders and racers alike.

The company behind the brand was founded by Georgena Terry in 1986, when she realised that many of her friends were struggling to find bike frames that offered the perfect fit. Seeing a void in the market she designed some frames and took them to a trade show in the USA, they were a big hit at the show and that subsequently saw Terry Precision Bicycles for Women, Inc. founded.

It was from there that the original cut away saddle, the Liberator, was born and today Terry saddles are reckoned to offer the ultimate in comfort that's achieved through the seamless cut aways which eliminate chafing while the strategically placed gel inserts reduce pressure where it counts.

There is a wide selection of women's and men's models beginning with the Cite selling at £24.99, going up to the super sleek Zero at £79.99 rp.

for more information on the Terry range phone 01423 325 325 or go to www.zyro.eu.com.



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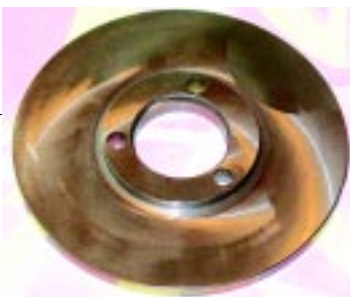
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Leeds made oils

A partnership launched in January at Motorcycle Expo sees the TranAm sales team now joined with Q8Oils' motorcycle products to dealers in the UK and the Republic of Ireland.

Gear oil and chain lube, plus a range of two and four-stroke engine oils specifically formulated for road bike, scooter and off-road motorcycle applications is produced in the UK at the Kuwait Petroleum international Lubricants' blending plant in Leeds.



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benefits of scooter riding missed in Government road plans

Recently announced transport policies and the guidance for Local Transport Plans need to give a clearer indication about the positive role that the powered two wheeler can play in the UK's transport system, says the Motor Cycle Industry Association.

As their campaign gets underway from

the MCI to gain local authority support for positive two-wheeler policies in the local authority transport plans, the MCI is arguing that transport planners are getting very mixed messages.

Publication by the Department for Transport (DfT) of the Final report of the Advisory Group for Motorcycling, does contain a wealth of information and the recommendations about how biking should be treated in policy terms. Yet unhappily, the DfT's guidance on local transport plans pays the sector only the merest mention and fails to outline how congestion and pollution targets can be beaten with two-wheel commuting.

'It's increasingly accepted that the motorcycle and scooter has a key role to play in pollution and congestion reduction' says Craig Carey-Clinch, MCI Director of Public Affairs.

'Bikes don't contribute to congestion in any way and pollution outputs are many times lower than car emissions for journeys where cars spend much of their time stuck in traffic. The public is increasingly appreciating this and are voting with their wheels by switching from four to two. Despite positive noises about motorcycling, it's time Government displayed some of the much vaunted 'joined up thinking' he reckons.



some time left!

The scheme for free Third Party Fire and Theft insurance on some of Yamaha's 50cc, 100cc and 125cc scooters has been extended to October 4, along with the subsidised insurance rates should the rider wish to upgrade to a Fully Comprehensive policy.

Additional benefits are that the Yamaha scooter insurance policy will also cover three additional family members, at no extra cost, so the whole family can take advantage of the convenience and freedom offered by owning a Yamaha scooter. All Yamaha 50cc moped scooters have an unlimited mileage warranty, 12 months Yamaha Assist RAC Breakdown Cover, roadside and at home, including lost keys, puncture or no petrol!

the scooter sport dinner

The annual general meeting and the Awards Dinner of BSSO takes place on Saturday, January 22, '05 at the Le Renaissance Hotel in South Normanton.

The hotel have held the price at the 2004 figure of £30 per person per night for bed and breakfast. This stands for both the Friday and Saturday nights. The hotel have also donated a raffle prize, to be drawn on the night, of a weekend break of one night dinner, bed and breakfast for two people at any of their UK hotels.



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rehydrate with Camelbak

There will be new product coming through for 2005 sales after a big drive at the continental shows puts Camelbak into position to enhance their reputation. With very considerable technical and back-up support the brand has been rigorously tested in all active sports sectors and now moves the market towards the lady user with small, neat and attractive street packs.

On the UK scene Zyro plc will continue their push to put Camelbak onto more retailer's shelves and will be on hand to talk to prospective stockists at the Go Outdoors show in Harrogate, September 26 to 28.

Zyro are on 01423 325 325

your views invited

test fees up

The Driving Standards Agency has announced proposals to increase the cost of the practical driving test and other test fees from 8 November. At the same time a consultation document entitled "Driving Standards Agency Fees and Charges for 2004-05" and DSA invites comments from interested parties, including driving instructor associations, other driver and rider training groups, road safety officers and motoring organisations.

The main proposals are to increase the fee for practical tests taken by car drivers to £42 whilst increasing the fee for practical tests taken by motorcycle/moped riders to £51.

The consultation period is open until 24 September and the full consultation paper can be viewed on DSA's website www.dsa.gov.uk. Copies can also be requested by e-mail to: policy@dsa.gsi.gov.uk

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the KSA publications

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

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

SCOOTER
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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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the value of plastic - £67m

Association of Cycle Traders

members using the association's preferential HSBC scheme have generated over £67m worth of card transactions in the past year - a further indication of how consumers are switching to plastic as their preferred payment method.

The latest figures for July 2003 - July 2004 show a rise of nearly 10% on the previous year's transactions.

The ACT card processing scheme from HSBC is currently used by over 300 members - a total of 409 outlets - and gives a strong sign that overall the IBD sector is generating considerable turnover from credit and debit cards.

Mark Brown from ACT said, "When the world's largest bank lets you know that your members are generating some serious turnover from credit and debit cards - and that turnover is growing - it's a signal of the power of plastic and also that retailers understand this and as a result are benefiting."

"What these figures also demonstrate is that all IBD's really need to be able to offer card processing facilities to their customers - and our data has shown quite a few still do not. It also reinforces that IBD's need to get the best deal they can on card rates and costs, to increase their savings in this critical area, Mark Brown added.

"ACT's deal with HSBC is highly competitive and this year we've seen more than 50 members switch to the scheme because it means they save money."

To find out more about ACT's HSBC scheme and their other commercial services call 01892 526081 or email act@act-bicycles.com

till switch

Figures that demonstrate the continued appeal of debit cards show Britons spent more than £33.5 billion on Switch/Maestro debit cards in the first half of 2004.

This is an increase of 20% compared to January to June 2003, when the figure was £28 billion. A rise of 14% was also recorded in the total number of transactions made - 834 million Switch/Maestro transactions in the first six months of 2004 compared to 731 million in 2003.

"It clearly demonstrates the continued appeal of debit cards," said Roger Alexander, Chief Executive of S2 Card Services, the UK management company for Switch/Maestro.

"The move from Switch to Maestro means that cardholders can use the same debit brand at home and abroad so over the summer, we expect to see a further increase in usage - especially with the appearance of the first Maestro-only cards."

Debit cards already account for two thirds of all plastic card payments in the UK, and more growth is anticipated.

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