

AN HDBA PRODUCTION

Bicycle Retailer

AND INDUSTRY NEWS

DAY 3

LAS VEGAS SEPTEMBER 16, 2011

Photo by Gary Newkirk



Dirty Girls: Women's pro cyclocross riders duke it out on the grass at Wednesday's CrossVegas.

interbike

SHOW DAILY

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HARD WORK,
BUT YOU CAN
WRITE OFF YOUR
MASCARA 43**

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Interbike Expo, Booth 19027

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GE Money is invested in Jack and Adam's Bicycles.



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Visit us at Interbike booth # 11052

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The ever-popular CrossVegas cyclocross event saw a strong turnout Wednesday night at the Desert Breeze Soccer Complex.



Industry's first visor shaped helmets.
(Moss, Lenox, Baker, Watts)

Trust the originators.
Give your customer the authentic Bern product.

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SHOTS FROM THE FLOOR

Photos by Gary Newkirk



Diane Lees of Hubbub Custom Bicycles leads a yoga class for attendees to unwind before the show.



Cateye's Liz Weiss takes a photo of Tim Phlypo as part of its show promotion to find the next model for Cateye's print ad campaign.



DJ Miss Dust spins some tunes for the crowds.



Andy Clarke, president of the League of American Bicyclists, takes the podium to recognize the Regional Transportation Commission of Southern Nevada as a Bicycle Friendly Business (BFB). The RTC also partnered with Interbike to bring a Gran Fondo to Vegas next year, Sept. 22, immediately following next year's Interbike show.



Specialized's Nic Sims gives an overview of the company's newest products.



We've heard of air guitar, but air trumpet? Derik Archibald showed us how it's done with Ritchey's dropbars.



Pro racer Freddie Rodriguez serves up some of his “Fast Freddie Turbo Blend” with donations for the cup of joe going toward youth cycling programs.



Kathleen King paints “Vegas or Bust,” a 6-by-5-foot acrylic on canvas that will be raffled off today at noon in the Urban Yard. All proceeds from the \$5 raffle tickets will benefit Kids on Bikes and 1,000 Bikes Foundation.



The 7-Eleven professional cycling team had its 30-year reunion at the industry party.



Ralph Juarez of Voler talks about the company’s custom jersey design options with Cameron Phillips of Bicycle Racing Ventures.



Nothing like a little pre-show workout to get ready for the show. Daniel Finn of Spirit Fitness breaks a little sweat in the Health+Fitness Demo Area.



Team RadioShack’s Chris Horner signs autographs at the SRAM booth.



Lauren Wilson of Footbalance explains the benefits of its custom-molded insoles to Laura Azoulay of South Padre Island Shirt Co.

Booth 5061



Apex™ Hitch Rack with Road

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SWEDEN

Dampening Technology (RDT)

Industry lobbying helps beat back attempt to cut funding

"We won," Tim Blumenthal said.

The Bikes Belong president celebrated an industry victory yesterday as Sen. Tom Coburn, R-Okla., withdrew an amendment that could have jeopardized at least \$200 million in federal funding for bicycle infrastructure projects.

Coburn sought to repeal a mandate in a highway funding bill that requires states to spend part of the funding they receive on so-called "Transportation Enhancement" projects, which include cycling



Tim Blumenthal

infrastructure projects. (An article in yesterday's *Show Daily* cited an incorrect

figure for the percentage of highway funds that dedicated for Transportation Enhancements. It is 1.5 percent.) "The key factor in making this happen, I think, was about 50,000 e-mails from people who support bicycling, and all the business phone calls that happened here," Blumenthal said. Bikes Belong and other advocacy groups mounted a campaign yesterday calling on supporters to call their senators and ask them to oppose the amendment.

Blumenthal said the industry can't claim all of the credit for defeating the amendment, because the highway bill was tied to several other critical measures

being considered by the Senate. But Blumenthal and Caron Whitaker, campaign director for America Bikes, said yesterday's lobbying campaign had an effect.

Whitaker, who is in Washington, said staffers at several Senate offices called her and said their senators wanted to support the cycling infrastructure programs.

"We can't thank the callers and the e-mailers enough," Whitaker said. "Definitely, the Senate offices were feeling a lot of pressure."

By withdrawing his amendment, Coburn cleared the way for the current level of highway spending to be extended for six months.

Advocates amass at IMBA breakfast

The International Mountain Biking Association drew its usual standing-room-only crowd for its yearly update on dirt projects, advocacy work and future initiatives.

for local residents and visitors.

"I suspect within two to three years, we'll no longer be able to say this is the only place like this in the world," van Abel said after showing video highlights



IMBA executive director Mike Van Abel updates the industry on IMBA's advocacy projects during a standing room only breakfast Thursday morning.

IMBA executive director Mike Van Abel, board of directors president Bob Winston and League of American Bicyclists president Andy Clarke spoke about the past year's progress as retailers and industry folks sipped coffee from IMBA reusable mugs and gobbled down fruit and egg sandwiches.

Backed by industry financial support totaling about half of IMBA's \$6 million annual budget, the nonprofit pushed the ball forward on key projects like protecting Colorado's roadless lands—wild places that still allow mountain biking—and the construction of trails in West Virginia's New River Gorge National Park, one result of more than a decade's work between IMBA and the National Park Service to allow trails in the nation's public parks.

"This is a really big deal," Van Abel said. "It's a big deal for access. It's a big deal for sustainability and the future of the sport."

Also this year, the IMBA-supported Valmont Bike Park opened in Boulder, Colorado, creating a model for other communities looking to integrate purpose-built trails and skills learning centers as an amenity

from the park, which opened June 11.

Van Abel introduced two of three new IMBA board members inducted this year—SRAM's David Zimmeroff and Yeti's Chris Conroy. A third, non-industry member, Jim Grover, also joined the board this year. IMBA has also created a new honorary board of directors designed to recognize well-known members of the industry whose association with IMBA will pull in new members, sponsors and donations. Founding members of the honorary board include Trek president John Burke, SRAM founder and president Stan Day, Specialized founder and president Mike Sinyard and high-profile racers Rebecca Rusch, Dave Wiens, Hans Rey, Levi Leipheimer, Lance Armstrong and Juliana Furtado.

Van Abel capped the fifth annual breakfast by announcing that the 2012 IMBA World Summit will be held Oct. 10 to 13 in Santa Fe, New Mexico. LAB's Clarke recognized new bicycle-friendly businesses and bicycle-friendly cities honored by the league this year, and promoted the National Bike Summit scheduled for March 20-22 next year in Washington, D.C.

Bell Sports files suit against Specialized over shoe competition

Bell Sports is suing Specialized Bicycle Components claiming that the Morgan Hill, California, company has engaged in unfair and unlawful business practices.

In the complaint, filed Sept. 9 in the Superior Court of California, Santa Clara County, Bell Sports alleges that Specialized is attempting to force dealers to agree to not sell its Giro cycling shoes.

"We received notice about this Friday and responded to the court on Wednesday," said Mike Sinyard, president of Specialized. "The court held a hearing and we are respectfully awaiting the judge's decision."

According to the court documents, Specialized issued an addendum to its dealer agreement asking dealers to agree to no longer purchase or sell Giro cycling shoes, and that Bell "suffered and continues to suffer an increasing decline in market share as a result."

"The dealer addendum has unlawfully restrained and will continue to unlawfully restrain the sale of Giro cycling shoes ... and will substantially prevent Giro cycling shoes from competing with Specialized's cycling shoes," the complaint stated.

Bell Sports alleges that Specialized threatened to withhold high-end bicycle inventory from dealers carrying Giro cycling shoes and that some dealers were told they would not receive their year-end purchase volume incentives or manufacturer rebates if they continued to sell Giro cycling shoes. As a result, Specialized dealers who carry Giro shoes have canceled existing orders, retracted on verbal product orders or asked Giro to take back inventory on their shelves, the suit documents stated.

"A line has been crossed," said Greg Shapleigh, senior vice president of Giro and Easton Cycling. "They've stopped simply providing financial incentives for retailers who support their brand and their business to telling them what they can and can't buy even if they've met the obligations of the agreement they signed with Specialized initially. Retailers can't buy the products they think are right for their business and consumers don't in many cases have all the choices that they should have. All we want is the ability to sell our footwear to dealers who want to carry it."

In addition to the lawsuit, Bell Sports filed for a temporary restraining order and preliminary injunctive relief asking that Specialized cease and desist from engaging in these practices.

As of press time, no ruling had been reached on the case. The next court date was scheduled for Feb. 14.



DIAMOND BACK

SORTIE29 BLACK

Weapons Grade Aluminum Sortie 29 4.5" Trail Frame w/ Knuckle Box Suspension Platform, Taper Head Tube, and 142x12mm Thru Axle Drop Outs
Fox 32 Float29 RLC FIT 120mm Fork, Taper, 15QR / Fox Float RP23 XV Rear Shock w/KASHIMA COAT
Easton EA90 29 Wheelset 15QR / 142x12 E-Thru rear axle
Shimano XTR DYNA-SYS Trail Triple Crank, XTR Shadow Plus rear Derailleur
Shimano XTR Hydraulic Disc Brakes

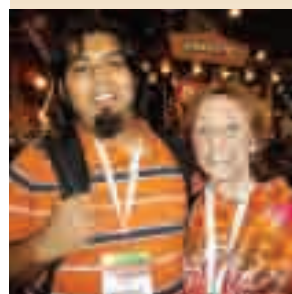
SHIMANO

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WORD ON THE FLOOR

Vegas: Thumbs up, or thumbs down?



Shaun and Dawn Bhajan
Hometown Bicycles, Brighton, Michigan

Shaun: "Definitely thumbs up for Vegas. I think for a lot of people this is not only an awesome show, but a great getaway. There's plenty else to do. It's a great escape from the shop—just the wildness of it." Dawn: "I've never been before. I saw Elvis on the corner. That made my entire day."



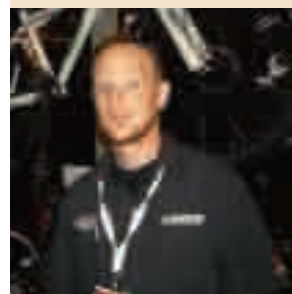
Lloyd Timlick
Bike & Beyond, Winnipeg, Manitoba

Thumbs up and thumbs down. Thumbs up because it's Vegas—there's lots to do. Thumbs down because it's difficult to get around if you don't have a car; lots and lots of walking involved. I had to walk a few miles to the show here. It's very difficult to take the bus. I've been coming to the show for about four years. My father-in-law lives here, too, and I'm here a few times a year, so I may be immune to Vegas.



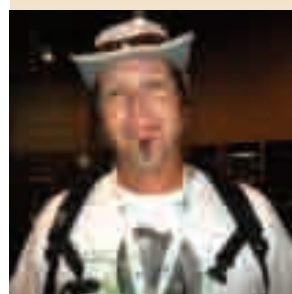
Gail Coensgen
North Rim Adventure Sports, Chico, California

I'm glad that it stayed in Vegas. Bootleg Canyon is great for Outdoor Demo, and it's easy to get around. It would be a drag if it moved to Anaheim. They have Outdoor Retailer in Salt Lake City and it's just too big, too spread out. So this is centralized, which is really nice. It's fast from the airport to the venue and they have a great shuttle system. You can walk everywhere.



Brad Weinmann
Jamis Bicycles, Ludlow, New Jersey

Thumbs up for me. It's my first time here. I've been in the industry 10 years and I've been to a lot of other shows but not Interbike. I'm not a Vegas-type person, but I love being here; it's a blast. I like how big and over the top it is. I like all the international people. We went to a pretty crazy nightclub last night in the Encore, and it was pretty over the top. It blew South Beach away.



Ardell Hollobaugh
Adventurebus, Moab, Utah

I like it being in Vegas because there's no shortage of reasonable hotel rooms and nice places to eat. Being from Utah and doing Outdoor Retailer there, Salt Lake does not have the infrastructure to support this magnitude of show. So, yeah, I like and enjoy the little vacation I get when coming to Vegas.



William Mulyodi
The Virtue Bike Co., San Diego, California

Thumbs up! When people come here they really get excited, so when they come see the bikes they still have that level of excitement. So I think Vegas is better than Anaheim, which last year they were thinking about. It's pretty centralized, as opposed to Southern California, where it's pretty spread out. Even though it's a longer drive for us, I think it's better.

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fig. III. JIDO

fig. II. BLITS AUTO



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Introducing Whispbar, the quietest, most elegant rack system on the planet. Whispbar's streamline aerofoil design will afford you a 70% decrease in drag, which translates to less money spent on gas as well as a quieter ride. And with Whispbar's proprietary SMARTFOOT technology, you'll get a pure fit customized to your vehicle's make — just purchase two components to get one incredible rack system and zero headaches. Adventure efficiently.
Interbike Booth # 20045

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INTERBIKE CALENDAR Day 3

EARLY BIRD ACTIVITIES

7:30 to 8:30 a.m.: Light Electric Vehicle Association breakfast. LEVA represents the strategic interests of light electric vehicle retailers, dealers, distributors, manufacturers and suppliers to promote the development, sale and use of LEVs worldwide. Sands 402.

8 to 9 a.m.: Yoga with Diane Lees. Free for attendees. Relax, unwind and stay in shape while in town for the show. Health and Fitness Demo Area on Street Level.

CONTESTS, GIVEAWAYS, DEMONSTRATIONS

All Day: Chat with the elite Electrolytes team about the new elite Citrilyte Add-In and learn about the event sponsorship program. Retailers can receive a free 24.6 ML pocket flask of Citrilyte Add-in. Booth 1066.

All Day: Win an original SPIbelt. Stop by Booth 1104.

All Day: Thule Scratch, Match and Win Contest. Match the code on the scratch card from registration to the code found on one of five Thule displays around the show. Booth 5061.

All Day: Breezer #1, considered to be one of the world's first modern mountain bikes, is on display at Booth 10109. Built in 1977 by Joe Breeze.

All Day: Free espresso at Detours Booth 24097. Morning jump-start and end-of-the-day perk-up.

All Day: Cateye is looking for its next model for its print ad campaign. Stop by Booth 22061 to take a head shot.

All Day: Win autographed DZnuts T-shirts and hats. Booth 7048.

All Day: Efficient Velo Tools Power Lift Electric workstand. Lifts bikes up to 100 pounds from the floor to any height with push-button ease. Demonstrated on the hour at Booth 2085.

All Day: Come by Cycle Dog Booth 23121 and show a picture of your trail dog to be entered to win the new Flat Tire Flyer & Trail Buddy Bowl made from reclaimed bike inner tubes. Winners picked at the end of the day.

All Day: Visit Commerce Solu-

tions for giveaways and a 15-day software trial. Booth 12030.

All Day: Visit Polar Booth 17027 to compete in the Polar Power Contest using the new Polar Look Kéo Power system.

All Day: Enter to win a Proskins Slim outfit made from micro-encapsulated yarn to help reduce cellulite. Booth 35090.

All Day: Drop off your business card at Booth 7093 to win free YMX apparel.

All Day: Get a free sample of Power Bar's new energy gel flavors Berry Blast and Kona Punch. Booth 9061.

All Day: Pick up a free energy pack trial from FRS Company. Visit Booth 4100 to take the FRS Challenge.

All Day: SockGuy Sales 4 Trails. Visit SockGuy Booth 24015 for great footwear. Twenty percent of proceeds from Fox Free the Trail socks goes to IMBA.

All Day: CamelBak/IMBA membership promotion. CamelBak has donated 250 hydration packs featuring the Antidote reservoir for attendees who join or renew IMBA membership during the show. Visit IMBA Booth L23.

All Day: Bani Bands Headbands daily giveaway. Stop by Booth 31091 for a free sample.

All Day: Free nylon bags. Bar Mitts Booth 4088.

All Day: Enter to win a daily cash giveaway, and order discount and free Chamois Butt'r merchandise. Paceline Products Booth 23078.

All Day: Stop by for NiteRider employee specials and daily light giveaways. Drop off your card to win a MiNewt Pro 750 or Pro 3000 LED at Booth 16095.

All Day: Drop off your business card at Abus Booth 17131 to enter to win one of 20 Abus Bordo locks.

All Day: Enter to win a Burley Travoy commuter bike trailer. Booth 18067. Drawing today.

All Day: Free Pedego "hello, fun..." glasses while supplies last. Booth 9135.

All Day: Pick up a free bike cap at Creative Catalog Concepts Booth 36105.

All Day: Cowbell story contest. Pick up entry form at Booth 38079.

All Day: Push 1,000 watts on the LeMond Fitness Revolution and join the exclusive KillaWatt Society. Winners get a commemorative T-shirt. LeMond Fitness Booth 14115.

All Day: Register to win \$500 of e-load sport nutrition at Booth 37109. Winners announced Friday at 11 a.m. on Facebook and Twitter.

All Day: Pour a jar of JTree's famous Healing Salve and be a part of Joshua Tree Skin Care's 10 Years of Healing collage. Booth 35104.

All Day: Stop by Booth 2088 to win a Swarmbuilder's bike and helmet-to-shoe gear.

All Day: Come by FSA Booth 16101 before 3 p.m. to pick up the free sixth annual headset top cap. Different one each day. Get the fourth cap in the series each day from 4 to 5 p.m.

9 to 11 a.m.: Footbalance provides dealers with a free foot analysis with custom-molded footbed. Comes with free pair of socks and a bike bell. Booth 37085.

11 a.m.: Drawing for a new Z150 at Wing Flyer Booth 30067.

11 a.m.: Catalyst Communication/Text Ripple join forces to offer text messaging. Check out the text demo at Booth 7109.

11 a.m.: Drawing for a new IZip Via Rapido-Mixte Frame to dealers who drop a business card in Booth 11103.

Noon: Join Creative Catalog Concepts for a raffle of a one-year free web catalog/website. Booth 36105.

1 to 3 p.m.: Test your folding skills with Montague at Booth 23095. Fastest folding time wins \$500.

1 p.m.: BikeFit's Paul Swift presents the Connection of Excellence Award for Foot/Pedal Connection. Booth 3094.

2 p.m.: Kinetic Koffee gives away two Kurt Kinetic trainers at Booth

24122. Must be present to win.

2 p.m.: Test ride Pure Fix Cycles' fixed-gear bicycles, get free T-shirts and stickers and enter a raffle for more prizes. Booth 28107.

3 p.m.: Drawing for a special-edition NuVinci-branded bike featuring the NuVinci N360 drivetrain. Stop by 22073 to enter.

3 p.m.: Drawings for two Purely Custom Soft Touch bash guards. Donate \$1 to IMBA to qualify. Booth 11089.

STARS & SIGNINGS

All Day: Stop by Sapim USA Booth 15079 to get an autograph or have a chat with trials world champion Kenny Belaey.

All Day: Meet BMX Freestyle riders Chester Blacksmith, Sam Lowe, Mike Brennan, Ashley Charles, Shane Weston and Darryl Tocco at We the People Booth 24007.

9 to 11 a.m.: Meet pro XC and endurance mountain bike racer Sarah Kaufmann. Elele Electrolytes Booth 1066.

10 a.m. to noon and 2 to 4 p.m.: Meet the Jelly Belly Cycling Team.

Scheduled to appear: Brad Huff, Bernard van Ulden, Alex Hagman and Ken Hanson. Sport Beans/Jelly Belly Booth 2111.

CLASSES, SEMINARS AND CONFERENCES

8:30 to 10 a.m.: NBDA Super Seminars: Growing Service Sales Through Creative Service Writing. Brett Fleming, The Bike Gallery and Efficient Velo Tools. Sands 303.

10:30 a.m. to noon: NBDA Super Seminars: Spending Your Training Time Wisely. Ray Keener, Founder, Growth Cycle. Sands 303.

TECH CLINICS

9:30 to 10:30 a.m.: Shimano T.E.C. Di2 Technology and Service Procedures. Learn all about the new wiring system, setup and trouble-shooting procedures that come with the new Ultegra Di2 system. Shimano Tech Clinic Area. Booth D3065.

Noon: Join BMC product managers for a technical presentation and Q&A on the new BMC Time-machine triathlon and TT bike. Booth 18131.

2 to 3 p.m.: Campagnolo Technical Clinic. Sands 106.

Club Ride apparel strives for comfort both on and off bike

Real cyclists wear plaid—real cyclists, at least, who want to walk into a pub without getting second looks.

That has been the mantra of Club Ride, which makes bikewear that plays down any connection with lycra or spandex.

"The inspiration was to keep it fun yet functional both on and off the bike," said Mike Herlinger, who created Club Ride three years ago after working in marketing and sales for an energy bar company.

The Club Ride line relies on plaids and stripes, shirt-like collars and zippered rear pockets that are discreet. Function is provided by quick-drying, lightweight fabrics with enough stretch for comfort.



Mike Herlinger of Club Ride

Club Ride is in Ketchum, Idaho, just down the road from Sun Valley. With its Western and mountain influence, Club Ride attracts retailers from Mountain West cities and suburbs, Herlinger said.

"Retailers are looking for something interesting to talk about with their customers, and there's been a lot of the same-old over the last ... forever," he said.

Club Ride's women's line accounts for about 30 percent of sales, but Herlinger expects that to climb significantly with the 2012 line.

Because the pieces are made in Oakland, California, they carry above-average retail prices. Tops sell for \$75 to \$110, while bottoms range from \$100 to \$110, Herlinger said.

Taiwan industry ups commitment to Interbike

The Taiwan industry stepped up its presence on the show floor this year with the new Taiwan Excellence Pavilion, a glass-walled booth displaying 49 products from 19 Taiwanese brands. The booth, 31077, was paid for by the Taiwan External Trade Development Council, or TAITRA, the same organization that puts on Taipei Cycle. This is TAITRA's first

showing at Interbike.

"In past years for the bike industry we always go to Eurobike and support Taipei Cycle. This time we noticed the American market is huge. More companies in Taiwan really want to get help in America," said Phoebe Itsang Hsieh, project manager for TAITRA's strategic marketing department based in Taipei, Taiwan. TAITRA selected 19 of about 200 brands that won its excellence

award to be at the show this year, including Podio, Joy Industrial, Ta Ya Chain, Tung Keng Enterprises and Pacific Cycles Inc.

Hsieh said TAITRA would like to return to Interbike next year, but is hoping for a larger booth space with better visibility on the second floor of the show, as opposed to this year's placement on the street level.

The Taiwan Excellence Pavilion joins the Taiwan Pavilion, a regular exhibitor at the show that is put together by Wheel Giant. Forty-five companies are represented in the Pavilion, most of which are set up in booths between 23065 and 25052 on the show's second floor. About 10 of those exhibitors are at Interbike for the first time.

Newcomer David Lu is here at Booth 25062a showing the Amxma folding bike with a small, grocery-cart-size wheel that swings down when the bike is folding, allowing the bike to be rolled instead of carried in the folding position. The crankset locks so the bike can move forward or backward without pedals spinning while it moves.



Pacific Cycles



Mark Hsu from Jet Set

"I can dance with it," Lu said as he twirled the Amxma around. The bike won Taiwan's innovation award in 2009. Lu is at Interbike gauging interest among U.S. retailers.

Taiwan has become an increasingly important piece of the global industry, particularly for high-end manufacturing. Last year the island's cycling-related manufacturers exported 5 million units worth \$1.5 billion. Nearly three-quarters of those went to Europe and the U.S., Taiwan's top two customers.

That represented a 20 percent increase from 2009.

This year, the imbalance in the global economy and rising unemployment rates have taken a toll on the number of imports, and the Taiwan Bicycle Exporters Association expects a no-growth year in 2011. The Taiwanese industry stands to maintain its top position in Europe, however, as the European Commission is expected to extend anti-dumping duties of 48.5 percent on Chinese bicycles and parts for another five years.



CycleOps Virtual Training software turns your GPS or Google™ map data into courses you can ride using the PowerBeam Pro trainer or 400 Pro indoor cycle. Upload and share your own videos and get access to an unlimited number of courses available online. Stop by the CycleOps booth (#20061) and find out how to make your next indoor workout your best ever. Find your power at www.cycleops.com

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TO ALL HONOREES



THE TOP 100 RETAILERS
FOR 2011 WERE SELECTED
BECAUSE
THEY EXCEL IN
THREE AREAS:
MARKET SHARE
COMMUNITY OUTREACH
AND
STORE APPEARANCE

BELMONT WHEEL WORKS
BELMONT, MA

BICYCLE HAUS
SCOTTSDALE, AZ

BICYCLE SPORT SHOP
AUSTIN, TX

BICYCLE VILLAGE
AURORA, CO

BICYCLES PLUS
FOLSOM, CA

BIG SHARK BICYCLE CO
ST. LOUIS, MO

BIKE GALLERY
PORTLAND, OR

BIKEBEAT
VIRGINIA BEACH, VA

BREAKAWAY BICYCLES
PORTAGE, MI

CENTER CYCLE
RENTON, WA

CENTURY CYCLES
ROCKY RIVER, OH

CONTENDER BICYCLES
SALT LAKE CITY, UT

EDDY'S BIKE SHOP
STOW, OH

ERIK'S BIKE & BOARD SHOP
BLOOMINGTON, MN

FREEWHEEL BIKE
MINNEAPOLIS, MN

GENEVA BICYCLE CENTER
GENEVA, NY

GOODALE'S BIKE SHOP
NASHUA, NH

GREGG'S CYCLE
SEATTLE, WA

HELEN'S CYCLES
SANTA MONICA, CA

KESWICK CYCLE CO.
GLENSIDE, PA

LANDIS CYCLERY
TEMPE, AZ

LANDRY'S BICYCLES
NATICK, MA

LIBERTY BICYCLES
ASHEVILLE, NC

MACK CYCLE & FITNESS
MIAMI, FL

MARTY'S RELIABLE CYCLE
RANDOLPH, NJ

MIKE'S BIKES
SAN RAFAEL, CA

MONTGOMERY CYCLERY
CINCINNATI, OH

NEWBURY PARK BICYCLE SHOP
NEWBURY PARK, CA

ORANGE CYCLE
ORLANDO, FL

PEDAL POWER
MIDDLETOWN, CT

PENN CYCLE AND FITNESS
BLOOMINGTON, MN

PLANO CYCLING
PLANO, TX

RICHARDSON BIKE MART
RICHARDSON, TX

RIVER CITY BICYCLES
PORTLAND, OR

ROSWELL BICYCLES
ROSWELL, GA

SID'S BIKES NYC
NEW YORK, NY

SKI RACK
BURLINGTON, VT

SPOKES ETC.
VIENNA, VA

THE OFF RAMP
SANTA CLARA, CA

TWO WHEEL TANGO
ANN ARBOR, MI

UNIVERSITY BICYCLES
BOULDER, CO

WHEAT RIDGE CYCLERY
WHEAT RIDGE, CO

WHEEL AND SPROCKET
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Gyrobikes uses gyroscopes to keep kid riders upright

Daniella Reichstetter was in an MBA program at Dartmouth when she needed a business project. Lucky for her she met an engineer, also at Dartmouth, looking to commercialize an invention.

Gyrobikes, Booth 13151, is the result of their collaboration. The company sells 12- and 16-inch front wheels with internal battery-powered gyroscopes.

"The wheels fit any kid's bike and help keep the bike upright no matter how slow they are going yet give the child the experience of riding much faster," said Reichstetter, Gyrobike's chief executive officer.

To demonstrate, Reichstetter pushes a riderless kid's bike down the exhibition floor and it stays as upright as if it were being ridden.

"The gyros allow just enough lean that

riders learn to lean through turns, but there is none of that painful falling," she said.

A rider turns the wheel gyros on by pushing a button in the wheel, also selecting one of the gyro's three speeds. The high speed keeps the rider upright and very stable, good for new learners. The lower speeds allow more real cycling feel.

The gyros are powered by rechargeable batteries that last one to four hours, depending on how fast the gyro is set.

Gyrobike will offer a complete bike soon, something its retailers have been requesting.

"And we will offer an adult bike for older riders who might be experiencing balance problems. It will allow them to continue to enjoy cycling but give them just the level of stability they need," Reichstetter said.



A children's bike with Gyrobike's gyroscopic front wheel rolls the show floor unassisted.

Gallery sells cycling-inspired original art to help advocacy

Bicycles have been stimulating artists since humans discovered the joy of pedals. Now, Interbike attendees can buy original works of bicycle-inspired artwork—created just for the show—and help People for Bikes while they're at it.

Artcrank, which hosts bicycle poster parties around the country, is selling 40 posters at the show. Five dollars of the \$50 purchase price goes to the Bikes Belong advocacy program.

Charles Youel, the director and curator of Artcrank, said the group chose the collection from more than 100 entries representing several countries.

"We pick the final group of artists and just tell them, 'Do a poster about what cycling means to you,'" Youel said.

While many applicants are professional graphic or fine artists, some are just enthusiasts. The artists are responsible for coming up with a final design and providing limited-edition prints for the show.

"It's a leap of faith for both of us. We never have a guarantee that they're going to deliver a certain thing, and we can't guarantee

Artcrank's Charles Youel with some of the original posters for sale at the Urban Yard



that we're going to sell them all," Youel said.

The posters, on display at the Urban Yard lounge on the top floor, range from classic images that would not look out of place in a 1920s Parisian bistro to tattoo-inspired designs.

Axel Geittman, who designed the "Vulture Born" poster on display, is working the show at the Smith Optics booth, where he's a full-time sales rep.

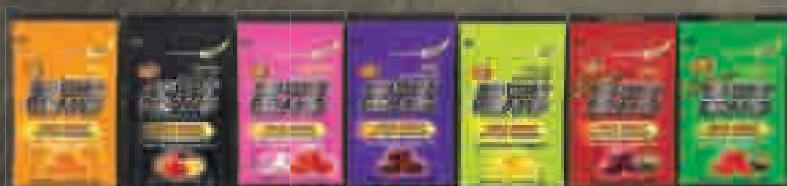
"It's challenging. I'm one of the few non-graphic artists who's in the show," he said, noting that he usually works with acrylic on canvas. "But I had a lot of fun doing it."

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Hydrapak Shape-Shift Reservoir makes for easy cleaning

Hydrapak is highlighting its new Shape-Shift Reservoir along with enhanced pack designs at Booth 17109.

The Shape-Shift is a baffled reservoir with the unique ability to unlock to reverse for easy cleaning and drying, according to Hydrapak director of sales Matt Patterson. The baffle gives the Shape-Shift motion control that reduces fluid jostling, creates a slimmer profile allowing for smoother loading, and provides increased weight distribution for

carrying comfort.

"The ability to reverse reservoirs has been a concept Hydrapak has championed for years," said Jim Vernon, brand manager for Hydrapak. "Incorporating this feature in a baffled system represents a major leap in reservoir technology and is truly revolutionary."

The Shape-Shift is available in several pack models, packaged individually, or within Hydrapak's new POP display tray. The Display Tray

offers a full assortment of 2- and 3-liter Shape-Shifts and other components for retailers looking for the most comprehensive hydration assortment in one display with components that are compatible with any hydration pack.

Augmenting the new Shape-Shift Reservoirs are redesigned packs built to represent the best in materials, construction and design. Of all the new packs, the Jolla (\$145) received the most dramatic update. Now transformed into a top-loading design, the Jolla has a ventilated foam harness, EVA back panel, unique tool organizer and an easy-access side zip to get the gear down low without the need to unload the entire pack. It is wrapped with lightweight Baby Rip-Stop. With updates based on user feedback over Hydrapak's two-year design cycle, the Jolla is now more functional.

"These are exciting times for Hydrapak," Patterson said. "We continue to excel as both a premium hydration pack and component brand as well as a supplier to other leading brands across several markets, including Scott USA, Dakine, Ergon, POC and The North Face."



Hydrapak Shape-Shift Reservoir

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In order to further potentialized its own products, which have been used and appreciated by hundreds of thousands of cyclists throughout the world, **TMF** has instituted its own **RESEARCH CENTER** inside the company with the aim of developing original and innovative solution to improve cyclists' comfort and performance, as well as furthering the endless task of perfecting its cycling pads.

The **TMF Research Center** relies on the highly qualified input of renowned sports medicine laboratories, as well as the essential collaboration of professional cyclists who provide invaluable feedback on the solutions designed by **TMF**.

In addition, the Center has developed avant-garde testing equipment and machinery designed and developed on the basis of technical specifications received from **TMF** technicians and the input of professional cyclists.

Finally, the Center relies on the expert collaboration of **Doctor Giuseppe Ridolfo** (sports physician and physiatrist).



www.tmfccyclingpad.com

Timbuk2 delivers new pack and pannier line

Messenger bag pioneer Timbuk2 unveils its latest line of cycling products at Booth 15115. The new pro bike series is dubbed Especial and offers two packs and a pannier developed with feedback from KBS OptumHealth, as well as bike messengers in Timbuk2's home base of San Francisco.

The Especial Dos pack retails for \$119 and includes a flexible cooling panel in the back, straps with built-in hydration or headphone routing and a reflective and detachable sternum strap, an internal pocket for laptops up to 13 inches or a hydration bladder and U-lock holster attachment point.

The next step up is the Especial Tres, which integrates many of the same features but also has a larger, waterproof laptop pocket, roll-top access and swing-around side access to the main body of the bag and compression straps with flexibility to compress or expand the pack's load. The Tres retails for \$209.

Rounding out the series is the Especial Viaje Pannier. The \$229 pannier converts to a backpack with straps that stow when not in use, stands upright for easy loading and unloading and includes a rain cover. It also has a fast-clip pannier attachment for easy on and off bike use. In the first year, all models come in two color options: black on black and algae/gunmetal.

The Especial line will be available to specialty retailers in February and is also sold on Timbuk2's website.



Especial Dos



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FACT OF THE DAY.

Kryptonite's New York Chain was the first bicycle security chain made for the bicycle market. (1996)

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Giro steps up its shoe program in second year

After dipping its toes in the shoe category last season, Giro stepped up its commitment this year from seven models to 22. The new products include the price-point Treble, a \$99 road shoe made with a nylon outsole, and the Privateer, a \$149 mountain bike shoe with microfiber upper, DuPont Zytel nylon outsole and a fastening combination of a micro-adjusting buckle with two straps.

Giro has also added a new top-level shoe for women, the Factress, which features an Easton EC90 unidirectional carbon sole, Tejin premium upper and SuperNatural Fit Kit with X-Static antimicrobial fibers.

Check out the entire line at Booth 22095.

Giro debuted its shoe program last year positioned at the high end with retail prices ranging from \$199 to \$349 sold in about 500 retailers.

Success in the first year fueled the company to expand its offering this season, said Mark Riedy, Giro spokesman.

“They sold in really well and sold through really well,” he said. “There were a bunch of models that were possibilities that, if it wasn’t going well, we weren’t going to do. But it went well.”



Giro has expanded its shoe lineup from seven models to 22.

Giro has seen early success with a new tri model, as well as a basic \$90 shoe with a walking sole.

“That’s the biggest seller in terms of units through REI,” Riedy said.

Look MTB integrates stem; Kéo power pedal on display

Look has taken integration to the next level with its new 920 full-suspension mountain bike spec’d with Look’s proprietary height-adjustable, integrated A-stem. The flip stem—in development for two years—allows for 5 millimeters of adjustability in either direction, and offers a seamless transition from frame to handlebars.

“It’s a cleaner look and more precise handling. It handles very well and it’s very responsive,” said Arthur Espos, Look’s PR and marketing manager.

The 920 is on display at Booth 22109. There is also a special version of the monocoque carbon fiber 695 to commemorate the 25th anniversary of Greg LeMond’s Tour de France win in 1986. The 900-gram matte black frame is built up with a ZED 2 crankset, new HSC 7 fork, C-Stem and E-Post seatpost and complemented with white wheels, grip tape and saddle. The bikes and frames, all of which are numbered, are available globally in November. Look honored LeMond with a special presentation of the 695 yesterday at the booth.

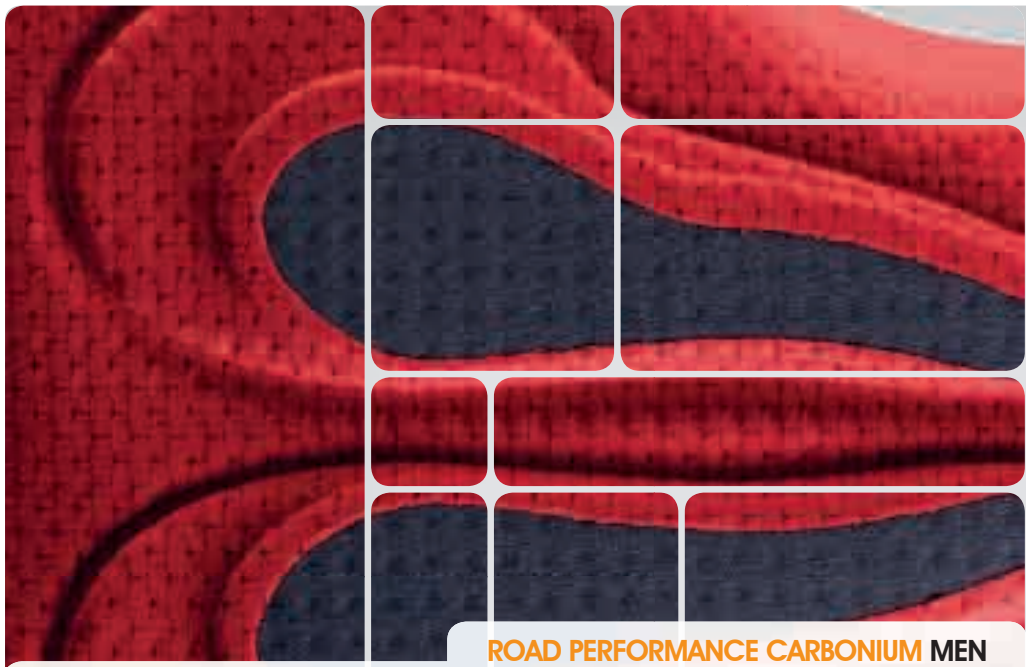
Look has also launched a line of special-order bikes to commemorate the Olympics next summer. The frames are handmade and hand painted with each



Look 920

country’s colors, and the wait is about two to three months for one of the premium bikes. Look will donate 10,000 yen (\$130) to the Japanese Red Cross for the sale of each bike painted with the Japanese flag.

Look’s biggest push this season is not a bike, but a pedal. After announcing a partnership with Polar last year, the two companies have produced the first clip-less pedal to measure power output with the Power Look Kéo. The Polar power transmitters work with Kéo pedals to measure power with a 2 percent accuracy variance. The power transmitters relay the data from the sensors wirelessly to a compatible Polar cycling computer on the handlebars. The system weighs 170 grams per pedal and retails for about \$2,200. It is available next month.



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It's often said that the whole is greater than the sum of its individual parts. This year, Gore Bike Wear is applying that philosophy to its apparel line.

The brand, exhibiting here at Booth 16057, is positioning its bike apparel as integrated skin-to-shell outfit systems based on a consumer's end use (road or off-road), level of motivation (high-performance, recreational, etc.) and weather conditions.

Kevin King, Gore Bike Wear's strategic marketing director for garments, said Gore has adapted its order book to highlight within product families different outfit systems to give dealers a suggested buy based on who their customer is.

"This is our brand strategy and how we're positioning our brand," said King. "We're committed to this. The goal is to help retailers sell apparel and make it easier for consumers to buy and understand what products they need based on riding and conditions. The expectation is that the consumers will probably not buy an entire system at one time, but they can continue to build on what they've bought."

King said Gore Bike Wear has always been focused on head-to-toe and skin-to-shell product offerings. But in the past it has put a bigger emphasis on individual products.

"Even though each product can stand on its own in terms of performance, now we're focusing on an outfit systems approach," King said.

"The best way to summarize it is we feel the best of the whole outfit is better than individual pieces. We have product families based on the type of rider out there. For example, our Xenon line is developed for the performance rider. What we're doing is taking that product family to the next level, meaning we're designing and constructing all of our products within a family to be worn together so they function more like a system."

The new brand strategy is supported with a full retail program including merchandising POP displays and in-store clinics that started in the summer and were conducted by Gore Bike Wear's sales teams and reps with key dealers across North America, King said.

One marquee introduction for autumn/winter that Gore is showing at the booth is its new Oxygen Gore-Tex Active Shell Jacket. It was developed with endurance sports in mind so it features the most breathable Gore-Tex membrane developed to date.

The jacket, which retails for \$249.99, is highly tailored, making it ideal for road riding, and it's lightweight at under 200 grams. Like other products that use Gore-Tex, it's waterproof and windproof and can easily be stowed in a jersey pocket. It comes in five sizes.



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105

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- Full Rack and Fender Mounts
- Massive Tire Clearance

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Kryptonite locks up 40 years, debuts 'mini' chains

It was in 1971 that Kryptonite introduced its first U-lock.

In addition to celebrating 40 years of keeping bikes secure, Kryptonite (Booth 18017) is introducing a new line of integrated chains to be added to both the Evolution series 4 and the KryptoLok series 2 security lines—including the first “mini” security chain ever offered by Kryptonite.

“We are very excited to expand our chain security offering with our new line of integrated chains,” said Karen Rizzo, general manager of Kryptonite. “With more and more cyclists using their bicycles for transportation—commuting, touring—we understand the need for serious security that is compact and easily

transported.”

Kryptonite’s Evolution series 4 security line now has three integrated chain products, including a 55-centimeter mini. Made from 3t manganese steel, the Evolution series 4 integrated chains are recommended for use in moderate- to high-crime areas. The KryptoLok series 2 line also now has three integrated chain products, including a 55-centimeter mini. The KryptoLok series 2 integrated chains are recommended for use in low- to moderate-crime areas.

“We are thrilled with the new product lineup this year that exemplifies the innovation and dedication to quality, which is such a key component of everything we do at Kryptonite,” Rizzo said. “We have been setting the standard in bicycle security for the last 40 years and are looking forward to doing the same for the next 40.”

Suggested retail prices for Kryptonite’s Evolution series 4 integrated chains are \$74.95-\$124.95. Suggested prices for Kryptonite’s KryptoLok series 2 integrated chains are \$49.95-\$98.95.



Bicycling

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Chrome introduces Cardiel Attack Series

Chrome has unveiled a completely new bag system in collaboration with skateboard legend, track bike rider John Cardiel called the Cardiel Attack Series.

The Cardiel Attack Series marks Chrome’s entry into the markets of travel and ultra-light-weight packs. The three-bag series, including Fortnight, ORP (Operation Readiness Pack) and Shank (hip pouch), work separately or in tandem.

The Fortnight (\$170) was designed for Cardiel to live out of for 14 days. It has a weather-proof outer and reinforced bottom panel, ergonomic shoulder straps with EVA foam back panel, large zip-around for easy access to cargo and zippered external flap pocket.

But the real kicker is how it works with the other two bags. An integrated pocket was designed to stow away the Shank, and an external compression flap with commercial-grade straps stores the rolled-down ORP when not in use.

The ORP (\$110) is Chrome’s first ultra-lightweight roll-top daypack and can be viewed at Booth 17073. Compression straps accommodate a large range of load sizes, and its tough diamond ripstop nylon material makes it easy to carry full or collapse and condense when empty.

The Shank (\$60) is a weatherproof hip pack with integrated belt. For riding comfort, Cardiel insisted on an adjustable 1-inch belt to avoid digging into his waist and that the bag provide easy stowage and accommodate wearing as a cross-chest sling. Shank has an easy-access U-lock holster, key loop and added organization for travel documents, tools and electronics.

“We’re really excited to be releasing the Cardiel Attack Series at Interbike,” said Matt Sharkey, Chrome’s director of marketing. “John’s journey is an inspiration to the Chrome brand and community. It’s been an honor to work so closely with him.”



Fortnight pack

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Abus looks to secure piece of U.S. lock market

Abus has the lock market locked down in Europe and is hoping to do the same in the U.S.

While American retailers may not be familiar with the German brand, it occupied one of the larger booths at the recent Eurobike show, where it showed not only its locks, but also bike bags and helmets.

In the U.S., however, the company is focusing on bike locks, a category that marketing manager Axel Rosler and general manager Fritz Bohl say is not sexy but could be highly profitable.

“Dealers can make money by appealing to different consumers with a wide range of locks, but they think locks are uncool so they don’t sell them,” Rosler said. “Outside of urban cities like New York, San Francisco, Chicago, and others, the category isn’t fully tapped.”

For 2012, Abus (Booth 17131) has expanded its line of foldable U-locks with two new models: the Bordo Granit X-Plus 6500 and the Bordo Big. The Bordo Granit X-Plus has 5.5-millimeter steel bars with soft coating to prevent damage to a bike’s paintwork. With its bars, links, case and supporting parts made of hardened steel, it’s quite hefty but easily mountable to a bike. It comes in red, black or white.

“People want the convenience of a foldable lock but they want them to be stronger and more flexible so they don’t scratch the surface of their bike,” Rosler said.

The Bordo Big, meanwhile, is a foldable lock that can secure up to two bikes. It’s the longest model in Abus’ Bordo product family with a full length of 120 centimeters. It’s also available in red, white and a classic black.

The Bordo locks range in price from \$80 to \$180 and offer keystone margins, Rosler said. All the locks are made in Germany.

To make its locks more aesthetically pleasing, Abus also is launching the new Steel-O-Chain Iven for \$80 to \$90, depending on the chain length. It has a synthetic fiber sleeve that doesn’t absorb humidity or water.

Last but not least is the new Key Combo lock that offers two ways to open it.

“If a customer forgets the combo, they can reset the combo with the key,” said Rosler, adding that aside from retailers, this lock is ideal for rental businesses that equip bikes with locks.

Abus recently established a U.S. office to provide more marketing, dealer and distributor support. Hawley, J&B and KHS distribute its locks in the U.S.

The family-owned company, named after founder August Bremicker und Sohne, got its start making padlocks in 1924. Aside from bike locks, it also makes security products for other markets including motorcycle, marine, industrial, airports and home use.



Bordo Granit X-Plus



Key Combo lock



Abus’ Fritz Bohl and Axel Rosler with the Steel-O-Chain Iven and the Bordo Big



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Vector and Edge 200 are power players for Garmin



Vector power meter

A powerhouse in mobile navigation for car and marine applications as well as handhelds, Garmin is relatively new to the fitness segment—a category it has only been in for five or so years, said Andy Silver, Garmin product manager for fitness.

But with its deeper expansion into cycling with the introduction of its Vector power meter and Edge 200, on display at Booth 13115, the company is clearly planting a deep stake in the bike market.

“Our view is that training with power is on the verge of exploding,” said Silver, referring to the company’s recent entry into the power meter market. “There’s a general awareness now on how important power wattage is in terms of training.”

Garmin’s move into the category is not surprising given its acquisition last fall of MetriGear, which developed the pedal spindle-based technology. Silver said Garmin aims to break down barriers that have long existed in the category, including high price, complex technology and difficulty of use.



Garmin Edge 200

The Vector is a pedal-based system that measures the force applied to a pedal and the rotation or cadence through sensors inside the pedal spindle. It then transmits this data in the form of power wattage to any ANT+ compatible computer, individually, for left and right pedals. The pedals are pre-calibrated at the factory and setup is easy, Silver said. Users only need to know how to change a pedal. No mechanical expertise is required.

“It’s also user serviceable,” Silver said, adding that the battery—no bigger than a watch battery—swaps easily.

The pedals are Look Kéo compatible. Silver said Garmin worked closely with Exustar on the Garmin-branded pedal.

“It’s a complex product, so we wanted to have control over the development process,” Silver said. “That’s the reason we went with a single pedal manufacturer. But in the future, we’ll look at other pedal platforms. For now we want to focus on the Garmin-branded pedal.”

Silver said production models will become available in March. Retail price will be \$1,495.

“We fully expect that people using our Edge 500, Edge 800 and Forerunner 310XT will embrace it since it will only require a software update on those computers,” Silver said, adding that globally, close to 1 million consumers own one of those products.

And while its Edge 500 and Edge 800 GPS-based bike computers have proved popular, Garmin’s new Edge 200 aims to bring navigation to the masses with its \$149 price point. The Edge 200 measures speed, distance, time, total ascend and calories, but forgoes higher-end features like heart rate, cadence, power output and on-board maps. The unit does have a GPS sensor, which eliminates the need for a separate wheel magnet or sensor to track speed and distance.

It also has what Silver calls a bread-crumbs trail map, allowing riders to record, download and share their rides. It also lets users race a specific mapped ride against a pace.

“It makes GPS tangible, affordable and understandable,” said Silver. “The focus is on the fun aspect of navigation.”

And at \$200 less than its 500 model, Silver said it will appeal to entry-level and recreational cyclists. It becomes available at the end of September.



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Sheila Moon adds pregnancy jerseys to product family

Sheila Moon lets mothers-to-be dress in style by releasing a new line of maternity jerseys at Booth 22120.

"Many women told me they rode our shorts through their pregnancy, so I decided to offer a jersey to match," said Sheila Moon, founder of Sheila

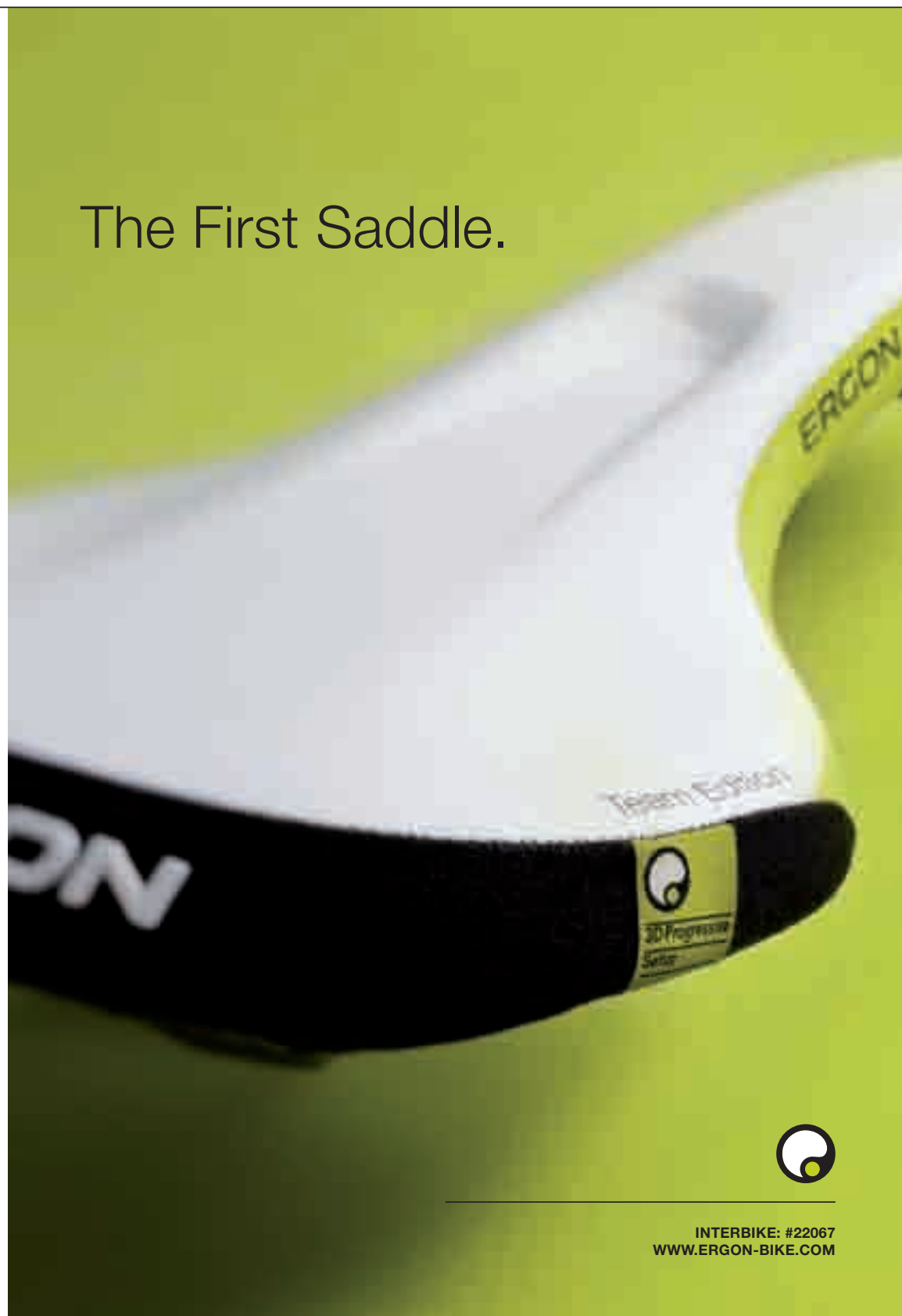
Moon Athletic Apparel.

"I don't make maternity shorts, but the 3-inch-wide yoga-style waistband on my regular shorts is very comfortable," she added.

Moon said women push their shorts below their baby bump as the pregnancy progresses, so the is-



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sue is providing enough jersey coverage to keep things well covered. Her maternity jerseys have longer-cut fronts, as well as gathered material from the side panels allowing expansion without binding. The maternity jerseys are \$80 to \$90.

Also new are Sheila Moon's \$139 bib shorts and \$149 bib knickers. Moon dislikes the feel of elastic waistbands on shorts, so when she raced she did so in guys' bib shorts.

"I always wanted to do a bib but it wasn't until seeing all the Velcro and buckle designs targeting women that I came up with something of my own," she said.

Moon's take is two-strap bib with a high-cut panel in back and 4-inch wide straps in front.

"The straps are wider to go over and around the bust; it's really a simple design," she added.

Moon's newest piece for urban riding is her Lingerie Liner, short and knicker length. It's basically a chamois-padded riding short meant to wear under skirts or pants, but it's made from elastic mesh so it feels light and cool, and has stretchy lace detailing on the leg openings.

"If the wind catches your skirt it's OK. It covers enough to look like a short. But showing a little lace is kind of nice too," Moon said.

Tubing maker KVA shows best of NAHBS

What better way to display your frame tubing than showing what some of America's best builders do with it. KVA Stainless, Booth 24155, is showing its pick of North American Handbuilt Bike Show (NAHBS) winners.

In addition to Ellis Cycles, best road bike, and Rosene Bicycles, best new builder, Sam Whittingham, of Naked Bicycles, is showing a prototype frame made from KVA's new MS2 tubing at the booth.

KVA's prototype thin-walled MS2 tubing targets female and lightweight male cyclists with not only lighter weight, but a better ride.

Also new is Exogrid, a result of the partnership between KVA and Vyatek Sports. It's a carbon/stainless steel composite tubing that has been built into a road bike by Dean Titanium Bicycles.

"The characteristics of the different materials in a multi-material tube structure allow for a tube lighter than the original stainless steel tube with stiffer bending and torsion performance," said Douglas Gore, KVA's vice president of sales.

"With this mix, we could achieve 1,110-gram, or sub-2.5 pound, frames," he added.

This is KVA's first time exhibiting at Interbike. The company launched MS2 tubing at NAHBS in February. Since then KVA has picked up business across the U.S., Europe and Asia.

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Northwave revamps shoes with light, seamless uppers



Northwave Extreme Tech

The Schleck brothers, Fabian Cancellara and other Northwave-sponsored riders have been putting the miles on the company's new top-of-the-line road shoes, now on display for the rest of us at Northwave, Booth 2033.

Billed as some of the lightest shoes on the market, Northwave's Extreme Tech shoes weigh in at a feathery 396 grams a pair in 42.

"The new shoes are more than 100 grams lighter than previous models, with the weight savings coming mostly from the seamless upper and taking weight out of the sole," said John McKone, Vittoria North America's road marketing manager. Vittoria North America distributes Northwave in the U.S.

The seamless molded upper cuts weight. And while the company took carbon out of the sole, the new sole is stiffer than

the thicker version it replaces.

"The seamless molded upper feels more like a sock than a shoe. And we worked with Speedplay to develop an extremely low stack height adapter," McKone said.

The \$299 Extreme and \$325 Extreme Tech share sole and upper; only their closure systems differ. The Extreme uses three straps, while the Extreme Tech uses a mechanical closure over the arch and a ratcheting cable closure in the toe. A variety of

pedal adapters are available, including the special Speedplay adapter.

The \$279 Extreme Tech MTB uses a closure similar to its road counterpart's mechanical ratchet and cable, and a seamless molded upper.

The upper has abrasion pads in key places but retains the sock-like fit.

McKone says the mountain shoe's lug layout is patterned on World Cup soccer cleats to shed mud better than other patterns.

10,000-lumen light tests Cygolite R&D

Cygolite is revealing a key tool that defines the Orange County, California-based company's culture for the past 20 years: the 10,000-lumen Superlight.

"The heart of all Cygolite lights are in R&D, and the Superlight was made for that very purpose," said head of engineering Norman Hamasaki.

The nonproduction Superlight is a CNC-machined aluminum prototype engineered to handle the various technologies Cygolite engineers try during test rides. The large size accommodates the heat generated from the various LEDs Cygolite tests, with outputs ranging from 50 lumens up to 10,000 lumens. The Superlight can be outfitted with different lenses, different PC boards and different software that can later end up on retail lighting systems. "Not all technologies tested on the Superlight make it to our products, but many do," Hamasaki said. This one-of-a-kind light is large, bulky and weighs more than 5 pounds with the battery, so why show it at Booth 8102?

"Every year riders get to see the end result of our innovations through our product line, but being able to see the Superlight as the beginning of our research and the new product line as the end result really tells a great story of all the R&D that goes into every lighting system we make," Hamasaki said.

The Superlight features Cygolite's exclusive OSP programmable technology that lets riders customize their light brightness settings directly to the light with no hardware or software needed. This technology is implemented on Cygolite's 2012 Premiere OSP series of lights.

The Premiere OSP series, which retails from \$199.95 to \$449.95, includes the Centauri-1000 OSP, TridenX 750 OSP and MityCross OSP.



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PRODUCT PICKS

LIGHT AND MOTION
BOOTH 19105

The Urban 500 has amber side emitters for 180 degrees of visibility, tool-less mounting for bar and helmet and an accurate battery gauge indicator. The single-cell Li-ion battery provides a 1.5-hour run time on high. **SUGGESTED RETAIL: \$159.99**



SIDI
BOOTH 16037

The Ergo 3 SP Carbon uses a new carbon sole for superior power transfer, 4-millimeter-reduced stack height, 62-gram-lighter installed weight, 6 millimeters of additional aft adjustment and simplified setup. **SUGGESTED RETAIL: \$499**

DARN TOUGH VERMONT
BOOTH 19008

The Galaxy one-quarter sock combines comfort, fit and durability with eye-catching designs and colorways by Isis co-founder and designer Poppy Gall. **SUGGESTED RETAIL: \$17** (available in spring)



OKOLE STUFF
BOOTH 3073 (BTI)

Okole Stuff Chamois Ointment's ingredients include lanolin, tea tree oil and aloe to help heal riders' skin and keep them in the saddle longer. **SUGGESTED RETAIL: \$20**



PROLOGO
BOOTH 2121
(SPORTS MULTIPLIED)

The Nago Evo Plus saddle is ergonomically designed with a full-length center channel that reduces perineal pressure, providing increased comfort and performance. It comes in 134-millimeter or 141-millimeter width. **SUGGESTED RETAIL: \$149.99**



BICYCLE LINE
BOOTH 34076

The Mamma+ short-sleeve jersey is Italian-designed and made in Europe. It stands out for its lightness, while the fabric is carefully designed to keep the body dry at a constant temperature. **SUGGESTED RETAIL: \$169**



HP VELOTECHNIK
BOOTH 6079

HP Velotechnik’s entry-level recumbent trike can be stowed in 60 seconds. It combines the comfortable recumbent posture with simple, elegant design. Its seat is breathable, angle adjustable and foldable.
SUGGESTED RETAIL: \$2,190 (available in January)



SPANK INDUSTRIES
BOOTH 5113

The Spike Race28 EVO wheelset uses a 28-millimeter outer width (23-millimeter inside) Dynamal alloy rim. It also has triple-buttressed Sandvik T302 spokes. Weight: 1,960 grams.
SUGGESTED RETAIL: \$499



MAGURA
BOOTH 11095

The 2012 Magura Durin R is a lightweight XC trail or race fork that boasts both national and World Cup credentials. It’s available in 80, 100 or 120 millimeters of fixed travel with RCL remote control option and 15-millimeter axle on the 120-millimeter version.
SUGGESTED RETAIL: \$839-\$879



PIVOTHEAD
BOOTH 29098

Moab eyewear, with Grilamid TR990 frames, records high-definition video and has a 5-megapixel photo capture.
SUGGESTED RETAIL: \$319



UVEX
BOOTH 11095

The Ultrasonic is developed for multisport athletes who value comfort and aerodynamics. It’s available in three shell sizes to fit every head shape. Weight: 235 grams. **SUGGESTED RETAIL: \$139**



FIZIK
BOOTH 11059

With Fizik’s new line of Kurve saddles, comfort comes from the base, not from the foam. The Reflex shell is a sensory receptor mirroring the body’s movement in the saddle and the Tuner nosepiece allows riders to customize their flex. Three shapes: Snake, Chameleon and Bull. All weigh 220 grams. **SUGGESTED RETAIL: \$279**

PRODUCT PICKS



YUBA BICYCLES BOOTH 36066

Based on the Mundo utility bike, elMundo uses the eZee front hub motor system for speeds up to 20 mph. ElMundo is the perfect marriage between the "haul anything and everything" Mundo and electric assist. **SUGGESTED RETAIL: \$2,597**



2XU BOOTH 2121 (SPORTS MULTIPLIED)

2XU's men's compression bib shorts use PWX FLEX to deliver optimal flexibility and movement. It also has a waistband-free construction with an Italian Fusion Pro X multi-density seamless chamois for comfort. **SUGGESTED RETAIL: \$260**



AMERICAN CLASSIC BOOTH 22055

American Classic's Bill Shook engineered these disc rotor-reinforcing rings to support the six mounting positions, effectively tying them together to work as a unit. They can be used on other hub brands. **SUGGESTED RETAIL: \$20 (per pair)**



RUDY PROJECT BOOTH 12136

The Windmax helmet weighs 220 grams and is ideal for both road and mountain biking. It's fitted with the RSR8 Retention System, which can be height-adjusted and activated using one hand. **SUGGESTED RETAIL: \$295**



SOFRIDE BOOTH 11085

The Hang 5 vertical hanging bike rack uses handlebar hooks, which securely hold as many as five bikes on one hitch-mounted rack, holding the bikes away from one another without contacting the frames. **SUGGESTED RETAIL: \$550 (MID-2012)**



NUVINCI BOOTH 22073

The NuVinci N360 bicycle drivetrain upgrade kit is available in a few different configurations: spoke count of 32 or 36, color choice of silver or black and brake setup for rim, roller or disc. **SUGGESTED RETAIL: \$399**



SOCKGUY
BOOTH 24015

SockGuy’s SGX High-Performance socks provide a compression fit with performance ribbing, enhanced ventilation and a reduced friction profile. **SUGGESTED RETAIL: \$14.95**

TEVA

The Links were designed in close collaboration with freeride and trials pro Jeff Lenosky. The shoes have a grippy sole that’s made to link up with the pegs of a flat pedal, a flexible armor across the forefoot and ion-mask water-resistant technology. **SUGGESTED RETAIL: \$100**



FLAT ATTACK SEALANT CO.
BOOTH 1101

Flat Attack is the safest, longest-lasting sealant on the market, according to the company. Manufactured since 1982, it now comes with a five-year guarantee. **SUGGESTED RETAIL: \$8.95**



LEMOND FITNESS
BOOTH 14115

Unlike roller-based trainers that provide a mushy feel and wear out tires, the LeMond Revolution direct-drive trainer connects directly to a bike’s drivetrain, providing progressive resistance that replicates the feel of riding on the road. **SUGGESTED RETAIL: \$499 (without cassette), \$599 (SRAM/Shimano cassette)**



DIAMONDBACK
BOOTH 12119

The Mission Pro uses Diamondback’s Knuckle Box suspension with custom-designed Fox RP23 XV rear shock, Race Face SIXC carbon crankset and Easton Haven wheels. **SUGGESTED RETAIL: \$5,000**



SOULCRAFT
BOOTH 25154 (KING CAGE)

Soulcraft custom stems are T.I.G. welded in Petaluma, California, from aircraft-grade chromoly and feature a 31.8-millimeter split-bar clamp. Riders can choose any angle from -20 degrees to +20 degrees in 1-degree increments, and any length from 50 millimeters to 170 millimeters in 1-millimeter increments. The stems are painted with a black powdercoat finish. **SUGGESTED RETAIL: \$300**

photo: Devon Balet

Booth #23073

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Praxis goes dealer direct with new line of chainrings and cranksets

Praxis Works has been an OEM chainring and bottom bracket maker for others. At Interbike it steps out under its own name with a chainring line and Turn cranksets at Booth 24141.

"Cold forging allows us a more complex tooth profile for our chainrings. Each tooth is different. To do this on a CNC machine would take hours and be expensive," said Adam Haverstock, Praxis' director of marketing and sales.



Praxis Works chainrings and Turn crankset

"Forging also aligns the grain, so the teeth are stronger and wear longer than CNC-cut rings. Riders tell us that the rings are stiffer, especially noticeable for the mid- to large ring shift," he added.

Praxis is selling its aftermarket products dealer direct and is handing out dealer applications. Its products also will be distributed by BTI, which already has stock of many products on display.

Praxis road rings come in standard and compact sizes for all systems, and the company is selling ring sets initially since its Levatime shift system works best if the rings are timed together.

Compact road ring sets will retail for \$165 and standard road rings are \$169.

Mountain chainrings are 9- and 10-speed compatible in standard triple as well as two-by compact options. A standard triple set—22, 32 and 44 tooth—will retail for \$145.

Praxis' sister brand Turn designs its cranksets to take advantage of Praxis' M30 and M35 bottom bracket systems.

The M35 system allows a 35-millimeter axle to be used within a BB30 spec'd frame. The extra five millimeters of diameter allow Turn to spec aluminum or carbon fiber axles, for stiffness more so than weight savings, Haverstock said.

The M30 system allows a 30-millimeter axle to be used within a traditional threaded bottom bracket.

Turn bonds its bottom bracket axle to the non-drive crankarm, and the right arm and spider bolts to the end of the axle in what Haverstock calls an oversize Isis connection.

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Boxcycles brings Northern European bikes stateside

Will Kearins' original vision was to distribute Christiania Bikes cargo cycles to a few U.S. dealers. But his dealers kept asking him what other cool products he saw in Denmark, where he lives part of the year, that might



Christiania cargo bike

also sell in this market.

So he added products and opened a distribution business, Boxcycles (Booth 1136), a little more than a year ago to distribute the best in Northern European bikes and parts.

"I added Pilen bikes from Sweden, as that is what I'm riding when I'm not pedaling the kids around in the Christiania," Kearins said.

"Pilen's come stock with Brooks

saddle, dynamo hubs and proprietary fenders and racks. It's got

all the accessories you need already mounted," Kearins added.

Single-speed Pilen's sell for \$1,000 and 8-speeds are \$1,600.

Boxcycle also carries German-Italian brand Bella Ciao, Copenhagen Parts and Yakkay helmets. The Boston, Massachusetts, business has grown so well that Kearins decided it was time to come to Interbike.

"The Christiania Bike is still our best seller, but there was a lot of pent-up demand for Yakkay hel-

rets," Kearins said.

Boxcycles sells Christiania Bikes with a family option outfitted cargo box for \$2,850. It includes a bench seat and seatbelts, a rain canopy and 7-speed Shimano hub.

Yakkay are Danish helmets that look like natty tweed street hats on the outside, but inside they are all cycle helmet. They are as far away from a racing helmet a rider can get, and there are a number of styles on display. They sell for \$140, and alternative hat covers run \$50.

Homeland Security: not just an airport encounter

Andy Melissaratos admitted he was not getting the traffic some of the other booths were receiving on the upper balcony's advocacy row. But part of his cold reception may have been due to the big ICE acronym at the center of his display.

"A few people asked if I was here checking immigration status, which had nothing at all to do with my presence," said Melissaratos, a special agent in counter-proliferation investigations with the Homeland Security Investigations directorate.

Last week, U.S. Immigration and Customs Enforcement (ICE) changed its name to Homeland Security Investigations, and there was not enough time to update the sign Melissaratos brought to the show.

Melissaratos is here to talk to people about counterfeit goods, patent infringement and trademark issues—and to inform people about the correct way to report suspected violations.

"One of the things I'm emphasizing is that manufacturers need to register their products with the government—through trademarks or patents—so that we can help out in the future," he said.

There is nothing the government can do to protect designs if they have not been registered.

While issues in the industry have not garnered the attention counterfeit Colgate toothpaste or pirated DVDs do, counterfeit cycling goods is a growing problem.

"While agents will monitor eBay and Craigslist, we really rely on people policing their own products. If they think fraudulent goods are being sold on the market, they need to get in touch with their local office and we will investigate," he added.

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interbike

The tricky business of being an Interbike 'booth babe'

Try smiling, wearing a skimpy outfit and standing on your feet all day while you attempt to charm strangers and lure them into trade show booths by talking about products you know little about.

It's not an easy job. But for the beautiful models who work as "booth babes" in frenetic convention halls, the work is worth the pay.

"We are the bait to get people in here and learn about the product," said Sylvia Ramirez, a Las Vegas resident hired by WingFlyer foot-powered scooters. "We're eye candy. They see us and it brings attention to the booth. What can I say? Sex sells."

Ramirez, 28, also a bartender, learned about the job through a Craigslist ad posted by WingFlyer.

Rates for the job vary between \$100 and \$500 daily depending on the model and whether she works for an agency. Several women said the pay has dropped in recent years following the economic downturn.

A model Crystal Thurman of Las Vegas was hired to work for FreeMotion, the official stationary training bike of the Tour de France.

"It's hard selling all day and you have to have a thick skin," she said. "But if you have an outgoing personality, it's fun and you get to talk to a lot of people."

Amanda Kesjaral and Christa Hansen, both 22-year-olds from Las Vegas, were hired by HüdZ to schmooze show-goers about the company's colorful brake hoods and Cable Donutz. In a highly technical industry like bicycles, it is a challenge for any noncyclist to master the technical terminology in a day.

"We are selling handlebar covers," Kesjaral said about the brake hoods. "It works for 10 speed and above. And we have Cable Donutz to prevent rusting."

The number of paid models working at booths during Interbike has decreased significantly in the last decade in part due to the down economy and perhaps because the industry is not as male-oriented as it was years ago.

The booth babes don't exactly appeal to

female showgoers, Thurman said.

"If you don't look at the women and smile and say 'Hi,' they walk right by and they don't look at you," she said. "Mostly it's just guys who want to talk to you and come up and take photos with us."

Over the years, Marzocchi has become the most famous exhibitor to hire stunning women to schmooze retailers to sell suspension. One "Marzocchi girl," as they have come to be known, was signing posters Thursday in the company's booth. The poster signing is



Amanda Kesjaral and Christa Hansen, both 22, work the Hudz booth.

expected to continue today.

Challenges on the job include facing dirty looks from disapproving show-goers and men mistaking the models' friendliness as actual flirting. It's a tricky business to remain cordial in those circumstances. Also, models don't always get to select what they wear.

"I sometimes want to say, 'I didn't choose this outfit. This is my job,'" said Hansen, who also works as a cocktail waitress. "But overall it's fun, it's good money, and it offers flexible dates."

Other benefits include networking and writing off the cost of makeup, salon visits and clothing from their income taxes. They also have the opportunity to discover new products and new industries.

"I've learned so much about bicycles," Kesjaral said. "I'm going to buy a bike after the show ends."

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Felt signs sponsorship deal with Skil-Shimano team

Felt Bicycles and the Netherlands-based Skil-Shimano professional cycling team have signed a three-year agreement, plus an option for additional years.

As the official frame sponsor of Skil-Shimano, Felt will supply all necessary road and time-trial framesets. Skil-Shimano will begin the 2012 season aboard Felt's F-series road race frames and UCI-legal DA time trial frame.

"Choosing a team globally was very important," said Felt president Bill Duehring. "If you look at the rider roster, there are Europeans, Japanese, Chinese and soon to be Americans—so for us to grow our image globally we really wanted a team that wasn't just European-based. We want to grow in Asia. We want to grow all over the world. From an image standpoint, that's a reason why we chose this team."

Skil-Shimano recorded impressive

results in its 2011 campaign, accumulating 21 wins including a Grand Tour stage victory at the Vuelta a España. Although the entire 2012 roster has not been announced, the lineup

may be the strongest Skil-Shimano team yet assembled. The nucleus of the team is formed around Tom Veelers, Alexandre Geniez and an emerging trio of German riders—Marcel Kittel, John Degenkolb and Patrick Gretsch.

"The management of the team has the same vision as we do," Duehring said. "They're a team that wants to push technology. Part of this

agreement is that their athletes will communicate with our engineers. There's no question that our product is better today because of the professional athletes that we sponsor."

The team will be applying for a Pro Tour license before the end of the year for the 2012 season.



Felt founder
Jim Felt

Freeride specialist Sombrio launches into shoe market

Sombrio has been a pioneer of freeride apparel for more than a decade, but it had never done shoes—until now.

The Vancouver, British Columbia, company's new shoe line is built around a proprietary tri-compound rubber sole called Flyer Sole (or FS). "It's a soft-compound rubber with a solid lug pattern so the pedal pins actually sit inside instead of outside the rubber," said Sombrio's Chad Hendren. The company's cup sole design is lightweight and uses less material than traditional cup soles, with the goal of improving dexterity.

Sombrio, Booth 13110, is starting with four models, with two colorways each, including the flagship Loam. "There's definitely a freeride influence, but also an urban flare to it as well," Hendren said. The Loam

retails for \$129.95.

"There haven't been a lot of players in this type of footwear over the last few years," Hendren said. "What's better than a true freeride company making freeride mountain bike footwear? It's taken three years to get the rubber totally dialed."

But Sombrio is hardly all about shoes. The company has a new urban-style shirt called the Vagabond, made from a slightly heavier material than usual, with brass snaps and sleeves that are a couple inches longer so wrists are kept warm on cold rides. "It's perfect for wearing it over a T-shirt while riding," Hendren said.

The Vagabond retails for \$109.

"This year was our best yet," Hendren said of the company's sales. "We did a little bit more advertising, plus Crankworx was huge for us."



Sombrio's Chad Hendren with the Loam
freeride shoe

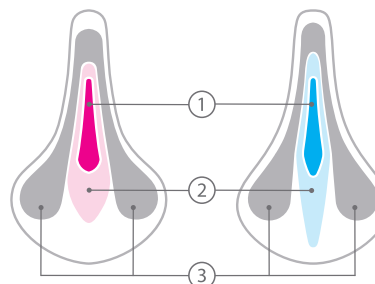
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German Innovation



Taiwan company enters e-bike market with distinctive folder

Over its 25-year history, Tung Keng Enterprise has been involved in an eclectic mix of businesses. The Taiwan manufacturer makes cabinets and other furniture for companies like Ikea and Emerson; treadmills for several manufacturers; and electric vehicles including mobility scooters and golf carts.

With its expertise in electric motors and controllers, branching into e-bikes was a natural extension. But it couldn't come to market with just any bike. Tung Keng partnered with a Florida design firm, Robrady, to design the db0 bike, which it is selling under the DK City brand name.

"When we started, we were not involved in this business at all," said Frank Huang, DK City's sales director. "So we knew that we were not able to compete with those good manufacturers in this industry."

"We thought that with a special project coming out, we needed to attract people's attention—to say, 'Here we are; this is our product,'" Huang added.

The db0 is an eye-catching, folding e-

bike that has won several design awards. A cylindrical center pivot contains the battery. The frame pivots around the center when it is folded.



DK City's Frank Huang with the award-winning db0 folding electric bike

The sleek die-cast aluminum frame uses 20-inch wheels. A one-sided front fork and mono chainstay add to its looks and make for easy folding.

Huang said the db0 is designed for European standards as a pedal-assist bike. In Europe, it retails for €1,700-€2,400 (\$2,350-\$3,325). In the U.S., the db0 will retail for \$1,900-\$2,200, he said.

New wheel levels the playing field between slow, fast riders

When Philippe Pregent crashed his bicycle during the Lake Placid Ironman after training for eight months, his girlfriend inspired him to ignore his road rash and pain and finish the race.

"She gave me the strength to continue," said the Montreal triathlete, getting teary as he spoke. "She supported my long journey of training and I had to finish the race for her."

So when the race ended, Pregent decided he wanted to find a way he could start training with her. They already swam and ran together, but when they got on the bikes, his speed exceeded hers—a common issue among couples who try to ride together.

That is when Pregent hired longtime industry designer Paul Hammerstrom to create a resistance wheel that would allow them to ride together. The concept is similar to speed parachutes for sprinters, drag suits for swimmers and weight vests for football players.

The patent-pending front wheel uses friction in the hub to add drag. A knob allows adjustment of the resistance level and it deactivates itself when rolling less than 10 kilometers per hour or more

than 40 kilometers per hour so you can go downhill.

The rim and spokes are made by DT Swiss. The Power Wheel version will offer up to seven levels of drag. The Slow Wheel option will provide three levels.

The hub works with a pair of rotating



centrifugal masses that pull on a cam as they rotate. Resistance is created when the cam tips come into contact with an array of rotating blades. The faster the wheel spins, the more resistance is added.

Pregent said other applications include doing group rides with slower riders or simply using resistance to build strength.

Check out the wheel prototypes in Booth 38093.

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Round and round it goes
BOOTH 28077

Some innovations are subtle, but Lou Tortola's Roundtail bike is in your face. Tortola, from Windsor, Ontario, has replaced the bicycle's traditional rear triangle with a pair of rings. Tortola says his frame soaks up 60 times more vibrations than a traditional frame. "It really does absorb those road vibrations and makes for a more comfortable ride," Tortola said. The Roundtail is in production with hybrid and MTB versions in steel and aluminum, and Lynskey Performance is working with Roundtail to produce a titanium version that's on display at the booth. Tortola launched the Roundtail at the San Diego Custom Bike Show earlier this year and is making his first Interbike appearance.

Cooking up fashion
BOOTH 30094

Maria Boustead, an industrial designer from Chicago, got tired of strapping her handbag to her bike with bungee cords. So she designed the Po Campo line of cute and fashionable bicycle bags that women can strap on to a bike rack or handlebars for a commute and not be embarrassed to carry with them the rest of the day. "The expression 'dress for your destination, not your journey' fits us well because you can just take the bags off and take them to wherever you're going," Boustead said. The Po Campo line—named for the cook in "Lonesome Dove"—ranges from a new wristlet to panniers. By sourcing production in Asia for 2012, Boustead has slashed prices to make Po Campo more appealing at retail.



Hindsight is 20/20
BOOTH 35086

Shortly after earning Cat 2 status, Evan Solida got whacked by a car. He did a face plant, and his gorgeous new Cyfac frame was destroyed. So Solida, an industrial designer, invented the Hindsight 35, a rearview camera and video recorder for cyclists. Cyclists can see what's coming up behind them without a mirror. The system records video in a continuous 10-minute loop, stopping automatically in case of an accident so the cyclist has a visual record of what happened. The display unit is an ANT+ computer that will accommodate a range of functions through apps that riders will be able to purchase, including cadence, heart rate and power output. "We're focused on trying to integrate all these new systems that are coming out for bikes," Solida said. Suggested retail is \$299.

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Waist water

BOOTH 15021

Profile Design's Sync Hydration Belt System makes one-handed refueling a snap. The bottle releases from the bracket with a flick of the wrist. It snaps back with secure engagement, leaving the hands free. "We wanted to make a hydration belt that allowed for a customizable bottle position," said Profile Design's Barry Smith. The shape of the bottle also allows drinking without tilting one's head back. Retail is \$45.



'80s flash

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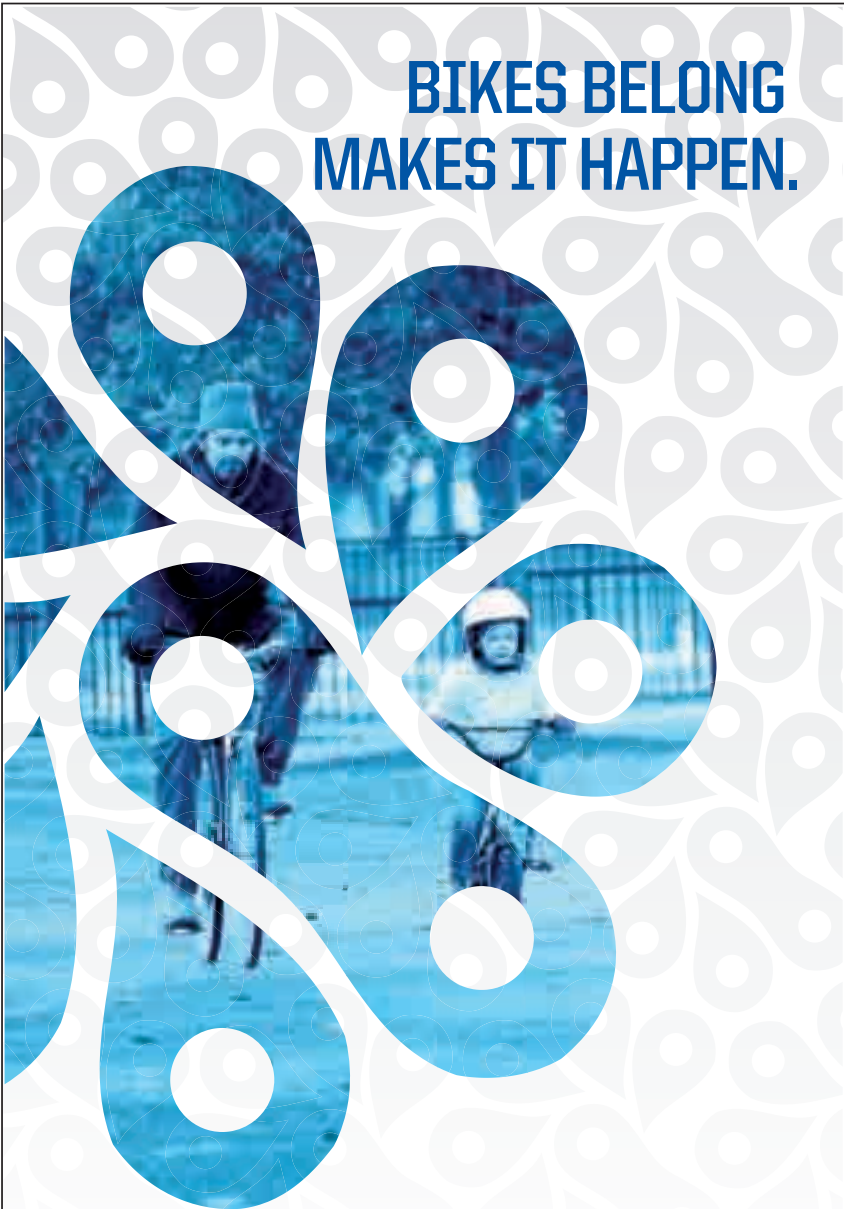
"The Danger Zone is the Cadillac of our light line," said Portland Design Works' Dan Powell. "We pushed the industrial design a little further on this light than we had done on previous stuff to make it look really unique." What makes it extra unique are its flash patterns—one of which plays along with the A-ha song "Take on Me." Retail is \$37-\$40.



Into the Vortex

BOOTH 34077

It's not every day a company re-enters a category and earns an *Outside* magazine "Gear of the Year" award. Yet that's what Bolle accomplished with its Vortex eyewear, largely because of its Trivex lens material, which is different from the polycarbonate lenses that are used for most sport glasses. "It has greater impact resistance," said Jim Katz, who handles marketing for the company. "It has better optical clarity, and it's lighter." It also features a Thermogrip temple tip and nose pads. "It's a rubberized material. As it warms up it gets tackier," he added. "The glasses stay firmly on your face without pinching." Retail pricing is \$169-\$189.



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Nothing upsets these bearings

BOOTH 29094

Gokiso's hubsets don't use fancy bearings or exotic materials, but they are full of intricate machining. The hub's internal 0.5-millimeter suspension movement and conical end washers take impact and torque off bearings. "Isolating our bearings from impact and twisting means bearing life extends to 100,000 kilometers," said Tomoyuki Hattori, Kondo Machine's design and development division project manager. Between the hub shell and bearings is a thin stainless steel sleeve. Its cutout reliefs are designed to flex, damping road imperfections that can send peak loads of 1,300 pounds into hub bearings. The conical end washers mean out-of-alignment frames or flexing under impact cannot torque axles, so they remain straight.



If Fred Flintstone built a balance bike...

BOOTH 35056

Rather than getting mad at all the beetle-killed pine trees littering Colorado's Front Range, Brent Meyer started peeling bark on the downed timber and turning logs into children's balance bikes. Based in Breckenridge, Colorado, Meyer has been building the \$250 bikes for less than a year. "I was swamped yesterday, which surprised me. The concept seems to get people excited," he noted. The bikes currently come in one size, but Meyer is thinking about how far he can take his idea of making bikes out of lumber.

Taking pressure off the shop

BOOTH 35060

Steve Collins placed free air hoses outside Hermosa Cyclery in Redondo Beach, California, as a service to his customers. "It also took pressure off the service department by cutting down tire fill-up requests," Collins said. Still, riders had questions about how much air to put in. So Collins developed Free Air, a customer service outdoor inflation station. It features a large air pressure gauge that allows riders to dial in their desired tire pressure; once that pressure is reached, the air stops. It also has a visual guide describing how to find the correct inflation pressure stamped on the tire's sidewall. Collins said almost no one comes into the shop needing assistance anymore. The Free Air display hooks up to the shop's compressor and sells for \$450. "I think a shop near a bike path can see what a huge advantage this is," he added.





INTERBIKE SHOW
DATE: September 14-16
BOOTH: 7079

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Drill, baby, drill
BOOTH 29077

Garren Katz was slamming his Bad Dog Tools drill bits into a steel file, drilling through ceramic, a cement block and then drilling the same bit into the hardened head of a hammer. Then he buried the bit up to the chuck in a piece of wood and kept it spinning as he talked. Smoke poured from the wood as he withdrew a cherry-red bit, which he drilled straight into the file again. Katz drew quite a crowd. The carbide-tipped drill bits use a milder steel fluted shaft so they don't break, and the carbide tip keeps them sharp for life. Katz also demonstrated a drill-motor-powered metal and plastic nibbler.



Watts happenin'
BOOTH 14115, H202

The new Direct Drive trainer is the center of attention over at LeMond Fitness, as show-goers line up to test their wattage on the new system. Riders who can hit 1,000 watts make it into the kilo club (and get the added ego boost). Direct Drive is a non-roller-based trainer that doesn't require a rear wheel. Simply take out the wheel and pop any bike—road, mountain or 'cross—and attach rear dropouts to the spindle. It's compatible with all Shimano and SRAM 10-speed cassettes, and a Campagnolo adapter is available. The Direct Drive's high-inertia, belt-driven flywheel offers the consistency of a bike in a stationary setup, said LeMond Fitness' Eric Stobin. "It's the only trainer that doesn't feel like a trainer. It feels like a bike," he said. Retail price is \$659 with cassette or \$579 without.



Battery beats the heat
BOOTH 38077

All Cell Technologies is selling its customized lithium-ion battery packs encased in its proprietary graphite/wax material that conducts heat away from the battery, doubling the battery's life. As the battery discharges, the graphite matrix conducts heat evenly throughout the pack, while the wax absorbs the heat, controlling the temperature. The 36-volt version weighs 5 pounds and has a range of 20 to 25 miles. All Cell, a Chicago startup founded by two professors from the Illinois Institute of Technology, is selling its product to electric bike OEs and manufacturers of conversion kits. The company's first showing at Interbike has been successful, said Jake Edie, business developer for All Cell. "It validates the need for a high-energy-density battery with a high cycle life," he said. And because it's made in the U.S., it works well for OEs that have been challenged by low service levels from Asian suppliers, Edie added.



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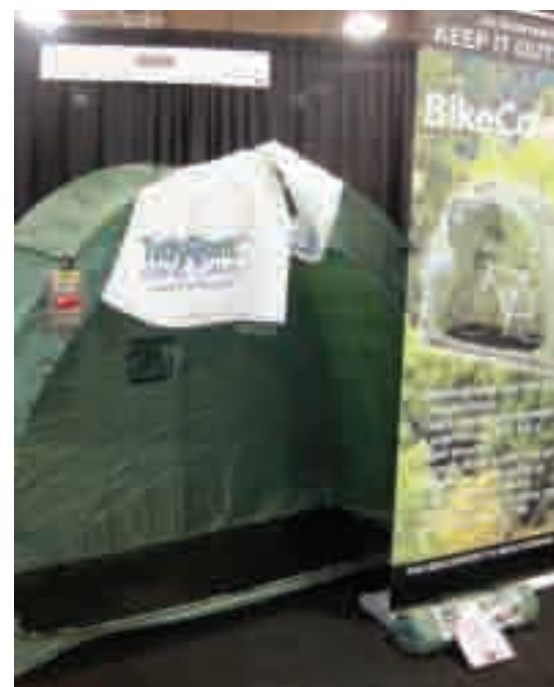
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**Sole mate for Speedplay****BOOTH 16037**

Sidi has developed a Speedplay-specific carbon fiber sole that eliminates the need for a special adapter, reduces stack height by 4 millimeters and is 62 grams lighter than Sidi's previous carbon sole. The sole is manufactured near Italy's Dolomites at a factory that counts Ducati and Ferrari among its clients and was developed with input from Speedplay. The sole is available on Sidi's Ergo 3 at \$499.99, Genius 6.6 for \$449.99 and T3.6 for \$359.99.

A tent for your bike**BOOTH 38100**

For cyclists who live in small apartments or homes with limited storage, RI Brands is showing the BikeCave. It's essentially a tent made to house a bike. It's made from weatherproof nylon, easy to assemble and large enough to fit to two or three adult bikes. "We brought the product over from the UK in June," said Mary Nelson of RI Brands. "It's for people who are space-challenged. It helps them keep their bikes dry and safe. But those who go on long tours or race can change in there as well. It takes five minutes to put up." The tent, which retails for \$89.99, is currently sold mostly online through outlets like Home Depot and Bike Mania, Nelson said. "But we're hoping to get into brick-and-mortar stores," she added.

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For additional information, email us at info@evakisportswear.com or see us at Interbike Booth #1406



Trek Bicycles of Tucson is currently accepting applications for service and sales positions. We are looking for people with a proven customer service background and great leadership qualities. Now with two Tucson Valley locations the Trek Store is experiencing great growth and needs key people to continue to meet the established values and service level our customers are accustomed to. Previous service/tech experience in a bicycle store a plus.

Please send resumes att: Duncan@trekbicyclesoftucson.com



Ready for a Change - Join a Powersports Leader?

Helmet House, distributor of the nation's leading brands of motorcycle helmets, apparel and riding accessories is in search of Sales Professionals to fill our Pittsburgh, PA/Cleveland, OH market, as well as our Western New York State Market. With brands that include Shoei, HJC, Tourmaster and Cortech this is an opportunity to join and industry leader!

Candidates must have a proven track record with a minimum two years outside sales experience. Excellent verbal and written communication skills, and be computer literate.

We offer competitive compensation which includes travel expenses, profit sharing, 401k and medical/dental.

Please send resume and cover letter to: jobs@helmethouse.com



SERFAS, A leader in bicycle accessories located in sunny southern California is seeking an Industrial Designer to assist in the development of our current and expanding lineup of products to include Shoes, Saddles, Lights, Tools, Grips, Pumps, Computers, Eyewear, ETC.

Cycling Enthusiasts encouraged to apply. Interested candidates please send resume to productmanager@serfas.com or stop by at our Interbike booth #15031.

and also...

Is seeking an Industrial/Fashion Designer to assist in the development of our current and expanding Shoe Lineup.

Cycling Enthusiasts encouraged to apply. Interested candidates please send resume to productmanager@serfas.com or stop by at our Interbike booth #15031

www.serfas.com



Brompton Representative, North America

Brompton Bicycle Ltd, the UK folding bicycle manufacturer, is looking for a new representative to join our North American division, located in Portland, Oregon.

The Brompton Representative, in conjunction with our existing North American Agent, represents a critical link between our UK-based HQ and our markets in Canada and the United States of America. The new Brompton Representative is to support the existing North American Agent in his two principal roles: acting as intermediary between Brompton and our dealer base in those territories, and presenting our brand to consumers at national levels; the former will include dealer relations, technical support and acquisition; the latter will include market monitoring, customer consultation, co-ordinating with cycling organisations and exploitation of opportunities to present the brand to national audiences.

This is a wide-ranging brief and the candidate will need to be well organised, a self-starter and have some experience of sales and/or marketing. He/she should have a good knowledge of the bicycle industry, and mechanical competence is essential. The role will be flexible but will certainly require effective communication and IT skills, a good deal of transcontinental travel, and a willingness to spend some time in the UK every year for training and reporting.

Please email michelle@bromptonbicycle.com to request a full job description; all applications must be received by 25th September 2011, with interviews expected to take place the week commencing 10th October.



Vittoria Cycling Shoes is looking for a few good reps! We have some select territories open and dealers wanting our amazing 100% Made in Italy shoes! If you are an established rep with no competing lines, look us up at Booth #15088 in the Italian Pavilion. If you are that good and can't swamped selling products and can't make it over, email us at info@vittoria-shoes.com

Photos by Gary Newkirk



More Cow Bell at Cross Vegas!


Hundreds of retailers and suppliers turned out for a night of racing at the Desert Breeze Soccer Complex on Wednesday night. Team Luna Chix's **Katerina Nash** repeated her win this year in the women's elite race. Current under-23 Cyclocross World Champion **Lars van der Haar** (Rabobank), meanwhile, took the win in the men's elite race, a very tight three-way sprint that came down to a photo-finish.

Photos by Gary Newkirk





**FIVE STRIPES, FIVE WINS, ALL SRAM
PRODUCT GIVEAWAY CONTEST**
IN HONOR OF SRAM, ROCKSHOX,
AVID AND TRUVATIV'S FIVE WORLD
CHAMPIONS, WE ARE OFFERING
YOU AN OPPORTUNITY TO WIN A
COMPLETE SET OF COMPONENTS
TO MATCH YOUR RIDING STYLE.
FOLLOW THESE FIVE EASY STEPS.

- 1 Stop by the SRAM booth on Wednesday and/or Thursday to pick up your entry card.
- 2  **SRAM MTB** on Facebook.
- 3 Read the five questions posted on our FB wall that day. Complete the entry card with your answers and desired prize option (XC, AM, DH).
- 4 Submit your entry card at the SRAM booth.
- 5 Attend our Happy Hour for that day to hear HB say your name. Must be present to win. It's that easy.

Prize Options:

XC
The Ultimate XC Weapons
XX, SID, NOIR

AM
A Trail Riders Dream
X0, REVELATION,
AKA, X-GUIDE

DH
**Proven on the Gnarliest
of DH Tracks**
X0 DH, BOXXER,
CODE, BOOBAR,
HOLZFELLER,
X0 CHAIN GUIDE

**FIVE STRIPES, FIVE WINS
PRODUCT GIVEAWAY
CONTEST**
Wednesday, September 14
Thursday, September 15
9:00am to 5:00pm
SRAM Booth 7033

**ROAD - AUTOGRAPH
SESSION**
Thursday, September 15
3:00pm to 4:00pm
Chris Horner and Matthew
Busche (Team RadioShack)
SRAM Booth 7033

**MTB - AUTOGRAPH
SESSION**
Wednesday, September 14
3:00pm to 5:00pm
Santa Cruz Syndicate Team
Subaru Trek Team
SRAM Booth 7033

SRAM HAPPY HOUR PARTY
Wednesday, September 14
Thursday, September 15
5:00pm to 6:00pm
Raffle winner announce-
ments, swag toss, beer,
fun, athletes
SRAM Booth 7033

**SRAM TECHNICAL
SEMINAR**
Wednesday, September 14
8:00am to 9:30am
Thursday, September 15
4:00pm to 5:30pm
Sands Room 106



New Deore XT. The MTB Original.



SHIMANO **DEORE XT**

Front Derailleur, Rear Derailleur and Crankset also available in silver.