



Bicycle Retailer

AND INDUSTRY NEWS



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Heard On The Street

Three-Dot Journalism

Herb Caen, a long deceased Pulitzer Prize winning columnist for the near-deceased San Francisco Chronicle, coined the phrase “three-dot journalism” to describe his writing style. Short snippets separated by three dots...or for those English majors out there an ellipsis. So here’s a quick three-dot look at Eurobike’s first day.

Electrified mountain bikes got a severe tongue lashing from a man who knows bikes and is a killer mountain biker himself. No name, no company, please, he said. Putting an electric motor on two wheels, which appears all the rage in Euro Land, on a downhill mountain bike so flabby riders puffing tobacco can jet uphill just to go downhill is “dirty, dirty,” he said. Damn dirty, as a matter of fact. Seems like at least three companies, if not more, have some of these 50-pound hulks on the floor. That should get IMBA’s attention. Talk about hiker-biker conflicts. More later...An American entrepreneur got an earful from an old Euro hand on the growth in electrics in Dutch Land. The American was going on about the growth potential in the U.S. (slow at best) when he was interrupted by a man who knows who explained simply: The Dutch, he explained, have bought some 800,000 units over the last few years, so just how much sales growth is left among these flatlanders living inches away from a biblical flood? Not much, he said. It’s now all about replacement. So be careful when yakking about electrics as akin to the Second Coming...Interbike beware. There’s another player in the trade show scene sniffing about Eurobike sizing up the potential for a run at the U.S. market. When asked why he was at Eurobike, it was a simple answer. “I’m here to learn about the market.”...And speaking of Interbike, there’s a fair amount of annoyance afoot that the I-Bike team is here and, guess what, no firm dates, no firm location for 2011, yet lots of speculation. Sorry, Herb, it’s the best I can do. —Marc Sani

UCI Vows to Work Closer with Manufacturers

The Union Cycliste Internationale (UCI) announced plans for a formal approval process Wednesday afternoon that would allow manufacturers the ability to ensure product concepts meet the organization’s rules during the design process.

The announcement, made by UCI president Pat McQuaid during an invitation-only meeting here at Eurobike, will save manufacturers time and money since they will know early in the development process whether a potential product meets UCI standards instead of waiting until it is on the market or used during a race.

It’s also a huge step toward clearing up some of the ambiguity surrounding the rules, which can be interpreted



UCI president Pat McQuaid heads up a press conference.

differently by manufacturers and UCI commissaries.

“It’s exactly what we wanted,” said Pat Cunnane, president of Advanced Sports Inc., which owns Fuji, Kestrel and Oval, among other brands. “We just want a

stamp that says OK.”

ASI had one of its bikes challenged by the UCI during a pro race earlier this year for violating a section of the 3.1 rules, which regulate

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Polar segment manager Joona Laukka and Look product manager Frédéric Roudergues

Look and Polar *Put the Power to the Pedal*

A meeting at Paris-Nice last spring between Look and Polar has led to the development of a power-measuring pedal that harnesses the technology of both companies.

The two companies sponsored pro teams together but had no previous business relationship. Now, the Finish electronics maker and the French pedal maker

have combined their expertise to launch the Kéo Power, a pedal with an integrated power meter.

Thierry Fournier, Look’s general manager, said Look began to develop the power sensor nine years ago as a lab tool designed to study the stresses on pedals and axles. From that exercise came the idea to use the sensor as a power meter for the

See Look and Polar on Pg. 3

FSA Debuts First Full Groupset Under Vision Brand



Gianluca Cattaneo demonstrates the new aero bar-end shifters as part of the new Vision Metron groupset.

Vision introduced its first-ever full groupset at Eurobike this week, marking the only brand in the FSA group to offer a complete drivetrain set.

The Vision Metron includes a 10-speed cassette, front and rear derailleur, 10-speed chain, and aero bars with integrated bar-end shifters. The bar is the only one on the market using a new lever concept that uses a one-tap push to downshift and one-tap pull to shift up a gear.

The Cofidis team rode the shifters, chain, cassette and front derailleur in this year's Tour de France and Vuelta a España, but the rear derailleur is still undergoing small adjustments, said Gianluca Cattaneo, Vision product manager.

Metron will be priced similarly to

Shimano's mechanical Dura-Ace and Campagnolo Super Record, Cattaneo said. At 135 grams, the Metron rear derailleur is lighter than Super Record, he added.

Metron is aimed at the triathlon and TT market; while FSA will come out with a full road group next year. FSA bought the Vision brand in 2000. It also owns Gravity.

Cattaneo said Vision could've designed Metron as an 11-speed, but didn't want to introduce a TT 11-speed group until FSA's road group debuts.

The shifter, which is Shimano-compatible, will be available to the aftermarket around the end of the year, with the full groupset Metron following next spring. It's available to OEMs for the 2012 model year.

—Nicole Formosa

UCI

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measurements, weight and configurations of UCI legal bicycles. The bike was eventually cleared for the race.

In the Tour de France, ASI had to pull an Oval handlebar off its bikes even though the bar had been used in competition for two years.

"We bought [the Oval brand] with the understanding that it was allowed, but it turns out the way they interpreted the rules, it's not," Cunnane said.

McQuaid said details of the new approval process would be announced Oct. 1, but he told the crowd of about 50 that it included hiring of a full-time equipment coordinator, creation of a technology commission and partnerships with external experts such as professor Jan-Anders Månson, director of the laboratory of polymer and composite technology at Ecole Polytechnique in Lausanne, Switzerland.

Månson, who also spoke on Wednesday, will be responsible for permanent monitoring of technological evolution and validation of equipment submitted by manufacturers. He hopes to help level the playing field between competitors, some of who have access to the UCI during the development process while others do not.

—Nicole Formosa

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Look and Polar

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consumer. But, he said, at the time it was too expensive for mass production.

"We wanted to know if it was possible to make it in an industrial way for private use," said Thierry. He said four years ago the company began for the first time to work on a product that could be mass-produced and reasonably priced for the consumer.

He said it worked to develop a highly accurate sensor. But he said when the project was close to the end Look had the problem of switching to electronics, which was outside its area of expertise.

"We did this in a very humble way. We said this is the problem and we started to look for outside help," Thierry said. "Very soon came the idea of finalizing the product with a company like Polar. We share a lot of values; we share a consumer-oriented mindset and a passion for innovation."

Joona Laukka, the segment manager for Polar, said many people had asked when Polar would offer power measure-

ment on its cycling computers. But he said it needed the knowledge of a company like Look to create the meter. "Now we have the perfect know-how from electronics and mechanics," said Laukka.

Laukka said the market for power meters is very small, but the category has been increasing every year. He said Look and Polar are targeting the U.S. market, which he estimated as 80 percent of the power meter market.

Unlike SRM, which integrates a power meter in the crankarm, and CycleOps, which uses a PowerTap hub to measure power output, the Kéo Power pedal system uses sensors imbedded inside the pedal. A sensor inside each pedal independently measures power output in each leg.

Each pedal axle has eight gauges to accurately measure power distributed throughout the pedal. According to Look product manager Frédéric Roudergues, the sensor has less than 2 percent margin for error on the distribution load

on the pedal.

Based on the Kéo Blade, the weight of the pedal set without transmitters is 340 grams, 150 grams more than Look's lightest pedal set. "In addition to new power measurement, it offers all of the benefits we already communicate on the Look pedal. We tried not to have any changes in specifications. It is still the widest platform on the market with the biggest surface area. And we are still focused on light weight," said Roudergues.

Transmitters attached to each Kéo Power pedal will send data directly to three Polar computers already on the market, the CS600X CS600, CS500. The replaceable transmitter battery has a lifecycle of over 400 hours.

The Kéo Power will be available this spring and distributed by both Look and Polar. Pricing has not been set but the pedals and transmitters will retail for 1,500 to 1,800 euros. A package with computer will also be available.

—Megan Tompkins

News Briefs

EUROBIKE ORGANIZERS LAUNCH CHINA SHOW

German Messe Exhibition Consulting, whose shareholders include German Messe Friedrichshafen, organizers of Eurobike, are backing a new trade show called Asia Bike in China for 2011.

Asia Bike will be held at the same time and place as the 6th Asia Outdoor show, July 27-30, and showcase mountain bikes, sport and high-end bikes, cycling apparel and accessories.

Knut Jaeger, coordinator for Asia Outdoor, will market both events. Jaeger co-founded OutDoor Friedrichshafen in 1994 and has worked as a management consultant in Hong Kong and China since 2004.

Organizers aim to exploit the synergies between the outdoor and bike industries, according to a press release. "In China, many outdoor dealers already sell mountain or trekking bikes together with the associated fashion and accessories. Thus the combination of these two fairs promises a variety of extremely interesting crossover effect," organizers said in a statement.

Both shows will be held in the Nanjing International Expo Centre, which opened in 2008.

SPAIN IS BENEFACTOR OF SRAM CYCLING FUND

Spain's top 30 cities will get a boost in their efforts to improve cycling infrastructure thanks to a 50,000-euro donation from the SRAM Cycling Fund.

"With our Proyecto 1.000.000 we aim to win 1 million new daily cyclists in Spain over the next five years," said Haritz Ferrando from Bicicleta Club de Catalunya, one of the advocacy groups receiving grant money.

The project is supported up to 50 percent by the SRAM Cycling Fund; the Spanish bike industry and associations will provide the remaining funds. A total of 100,000 euros will be invested in ConBici's lobbying in Spain over the next five years.

The SRAM Cycling Fund is investing \$10 million over the next five years globally to support organizations with effective strategies for influencing cycling infrastructure, safety and access.

Campagnolo Gives Apparel a Makeover

Campagnolo has its own booth in Eurobike's apparel pavilion for the first time to support the rebranding of its clothing collection.

Campagnolo has been manufacturing apparel for about 15 years, but it's never been given its own resources or treated as an independent division, said Alessandra Grolla, general manager of Campagnolo Sportswear.

Grolla, who started the project a year ago, previously launched the sport apparel division for Dainese.

"It's very important to show Campy apparel is a brand not just an accessory of the component company," she said.

The idea behind the project is to broaden the appeal

of the apparel beyond Campy loyalists and road riders to all disciplines including commuters, mountain bikers and cyclocross racers, Grolla said.

The line is branded with a new CSW logo and is split into three categories: Challenge, aimed at racers, Tech Motion and Heritage. The collection is manufactured in Germany and incorporates subtle colors like grey, titanium, black, red and blue.

Pieces include men's and women's bibs, shorts, bib tights, long- and short-sleeved

jerseys, water and wind-proof jackets, as well as off-the-bike pieces, gloves and shoe covers.

The rebranding effort will be complemented by a new advertising and marketing campaign.

—Nicole Formosa



Campagnolo Sportswear general manager Alessandra Grolla

Shots from the halls at Eurobike



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1. Charge Bikes' creative booth is a carousel with bikes instead of horses. The UK brand is owned by Dorel.
2. Riders take a load off after riding the outdoor test track.
3. PR maven Sven Lee enjoys the authentic German cuisine in the Messe beer garden.
4. BRAIN editor Megan Tompkins, BRAIN reporter Nicole Formosa and Interbike sales manager Andria Klinger rock cowgirl style at Scott's wild west party on opening night.
5. Murray Washburn, Cannondale's global product marketing manager, with the new CAAD 10. The lightweight aluminum bike replaces the CAAD 9 and comes in Dura-Ace, Ultegra, 105 and Rival builds. The Ultegra build retails for \$1,399 U.S.
6. Three daily fashion shows highlight a dozen brands including Pearl Izumi, Shimano, Scott and Craft.
7. The Schwinn Vestige was one of 12 winners that received a Gold Award at Eurobike for being the most innovative products. The urban bike took the jury's vote because with its frame made out of flax, "a high proportion of it is recyclable."