

Nouveautés

EUROBIKE 2010

Nouveauté mondiale	
<p>2Wheel-Distribution GmbH & Co.KG Stand: B4 - 306</p> <p>Im Sträßle 6 71706 Markgröningen Germany Tel.: +49 7145 936240 Fax: +49 7145 936279 E-Mail: iris.kuckelberg@2wheel-distribution.com Internet: www.2wheel-distribution.com Contact: Iris Kuckelberg</p>	<p>Perfect for traveling: the new "Travel Floor Drive" Pump</p> <p>This is the ultimate travel floor pump. It is portable with the functionality of a traditional floor pump at the half size. The compact, lightweight design lays flat for easy storage in luggage or bike box. It features a 100% CNC machined aluminum construction. An elegant ergonomic handle enhances its look and usability. Its oversized, long-travel piston maximizes efficiency. The pump has a water resistant gauge.</p>
<p>2Wheel-Distribution GmbH & Co.KG Stand: B4 - 306</p> <p>Im Sträßle 6 71706 Markgröningen Germany Tel.: +49 7145 936240 Fax: +49 7145 936279 E-Mail: iris.kuckelberg@2wheel-distribution.com Internet: www.2wheel-distribution.com Contact: Iris Kuckelberg</p>	<p>Blox-23 Multi Tool</p> <p>Shop quality tool at trail size. CNC machined 7075 aluminum side plates. The tool has many L- shaped bits for small hard to reach bolts. It also offers Torx T25 and T30, chain breaker with 3x spoke wrenches, tire lever with 10mm open-end, bottle opener with 8mm open-end and disc brake pad expander.</p>

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**Alloy Drive CFH Pump - Minipump and CO2 system combined
in one**

This pump with its compact design produces 30% more pumping power than most common frame pumps. It offers a lightweight 100% CNC machined aluminum construction and an easy twist-puncture operation, compatible with all threaded CO2 cartridges. The CNC machined aluminum bracket securely holds pump and two 16 g cartridges.

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O'Neal Skad Bootleg Carbon Helmet

This is a good helmet for freeride and downhill riders. It is made out of carbon and it has removable and washable cheek pads. With its weight of ca. 950 g this helmet is very light.

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Sinner Elbow Guard - High Class Protection

In cooperation with the German manufacturer SaS-Tec, the Sinner Elbow Guard has been redevelopped. Thanks to the perforated neoprene, the elbow guard offers a lot of mobility and the material is breathable as well. The SaS-Tec protection foam offers a perfect protection and turns back to its original shape after an impact.

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A highlight 2011 from LEZYNE: CLASSIC DIRT FLOOR DRIVE

Durable and precise high volume floor pump. Powerful enough to seat tire bead on tubeless tire systems. CNC machined steel barrel with steel piston. Oversized varnished wood handle for comfort. Aluminum high-flow flip-thread chuck threads securely to both Presta or Schrader valves. Oversized, extra-long premium-grade hose. Long travel piston with large diameter barrel reduces pump strokes by 50 percent.

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Trendy with the new O'Neal TORQUE SPD shoe

Especially for MTB: SPD cleat compatible; Very stable, great for the course demanding frequent pedaling; Durable and lightweight rubber tread offers excellent traction and walking comfort; Tall inside height of upper supports ankle; Higher inner ankle design for protection against hitting your cranks and a lace cover to keep you laces secure and the muck out; Raised lace area and separate Velcro strap; Retail price: 84, 99 £.

**ABUS August Bremicker
S? KG
Stand: A5-500**

Altenhofer Weg 25
58300 Wetter
Germany
Tel.: +49 2335 634268
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E-Mail: t.mendel@abus.de
Internet: www.abus.de
Contact: Torsten Mendel

Folding Lock ABUS Bordo 6000

Its properties make the innovative foldable lock Bordo 6000 to a real problem solver. This is how the young classic combines security with flexibility. The Bordo 6000 has 5 mm strong, special hardened steel bars, with an extra soft 2-component coating to prevent damage to the bicycle's paintwork. The color-matching silicone cover for the lock body with "soft touch" properties provides a nice feel.

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Contact: Torsten Mendel

Folding Lock ABUS Bordo 6150

Bordo Lite 6150 - Its low weight makes the innovative foldable lock Bordo Lite 6150 a light companion. The Bordo Lite 6150 has extra light bars with color-matching plastic coating to prevent damage to the bicycle's paintwork. These, as well as the lock body are made of particularly light material and ferrous alloy. The code is settable individually and the 2-k digits guarantee long visibility of the digits.

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**Bicycle Helmet - ABUS Urbanaut The Helmet especially for
E-Bikers.**

The ABUS Urbanaut is one of the first helmets de-signed for E-bikers. The most important feature is the dual-compound in-mold shell, in which the EPS helmet material is molded in the outer shell. Thereby, another innovation comes into operation: The Multi-Density helmet material, which consists of two different components. This reduces the helmet's volume and decreases the weight at an optimized impact protection.

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Premium Office-Bag - ABUS Urban Exclusive

The ABUS ST 7740 KF of the Urban Exclusive line is a high-quality hardcase cover for the transport of laptop or office bags. This hardcase remains on the bike and can be folded compactly on the carrier, when not in use. Thanks to the permanent fixing to the bike, the ST 7740 KF is theft-proof and rattle-free. The premium ST 7730 office bag is perfectly adapted and matches the hardcase.

**AIRACE ENTERPRISE
CO. LTD.
Stand: A5 - 512**

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412 TALI CITY, TAICHUNG
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Tel.: 886 4 24934676
Fax: 886 4 24969962
E-Mail: airace@airace.com.tw
Internet: www.airace.com.tw

**Dual Jet TS (MINI & SHOCK PUMP FOR TYRE & REAR
SUSPENSION)**

Dual Jet TS (MINI & SHOCK PUMP FOR TYRE & REAR SUSPENSION)
1. Dual function for tyre and shock air-inflating For Shock: (1) Extractable hose for shock (2) Non-Scratch rubber sealed head for shock (3) Max. Pressure: 300psi (21bar) For Tyre: (1) Reversible Schrader, Presta and Dunlop (2) Max. Pressure 80psi (5.5bar) for tyre 2. 6063 Alum barrel & Alum lever.

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SPEED F2 (ALUM MINI FLOOR PUMP)

SPEED F2 (ALUM MINI FLOOR PUMP) 1. Mini floor pump which can be fixed on frame 2. Extractable hose 3. High volume 4. T-handle, Alum barrel 5. Reversible Schrader, Presta and Dunlop 6. Alum lever and valve cap 7. Max.pressure 140psi(10 bar)

Andy Muff GmbH

Stand: A2-209

Scheuchzerstrasse 143

8006 Zürich

Switzerland

Tel.: +41 44 4010909

Fax: +41 44 4011919

E-Mail: amuff@bluewin.ch

Internet: www.conceptcycle.com

Contact: Andy Muff

CCA - Bicycle. One-Size Allround Bike which can be easaly adjusted for persons from about 160-190cm.

The CCA is a Allround-Bike which can be adjusted for persons from about 160cm to 190cm without changing parts. Thanks to a clever-clever geometry which does grow or shrink in length while changing height of saddle position and thanks parts they can be adjusted in lenght such as Frame, Stem and Seatpost the sitting position can be adjusted perfectly on consumers measurements and needs. Ideal for Rental, Hotels and Companies.

Barbieri SNC

Stand: A6 - 107

Marzabotto 138

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Bologna

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Tel.: +39 051 6646278

Fax: +39 051 6647309

E-Mail: info@barbieripnk.it

Internet: www.barbieripnk.it

Contact: Nadia Barbieri

Dura Floor Pump

DURA is a powerful floor pump made of alloy, iron and wood. Equipped with professional gauge and complete with a pat pending, automatic and universal fastener. Entirely designed and manufactured in Italy. Guaranteed for 3 years. Powerful: 12 bar/174 PSI, Presta/Regina/Schrader valve, weight: 1.000 gr, sizes 14 x 29 x 71 cm, diameter 24 mm.

Nouveauté mondiale

Basil BV Stand: A1-104

Goethestrasse 66
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Tel.: +49 89 444467416
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E-Mail: simone.
dowe@trademarkpr.com
Internet: www.basil.nl
Contact: Simone Dowe

Basil "Select"- bicycle bags New business line of bicycle bags with two colour options.

The Select collection by Basil is designed for the modern businessman who still wants to look smart on a bike. As well as their slick design the three bags in the range boast a well-designed interior with neat compartments for all the paraphernalia you need during your working day. The two colour options - classic and understated black and grey and hip Champagne, which epitomises dress-down Friday style - will suit all tastes.

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Internet: www.basil.nl
Contact: Simone Dowe

Basil stem holder "Boston" - Accessoires Two part stem holder for easy installation.

Every bicycle retailer - and many end consumers too - are familiar with the problem of assembling a stem holder, because normally this involves removing the handlebar. Basil has come up with an ingenious solution to this problem! The "Boston" stem holder comes in two parts, and is very straightforward to attach. Patented know-how makes the Basil stem holder as robust as similar, single-unit models.

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Basil "Bag Basket rear" - bicycle bag baskets

Bag baskets have been hugely popular for some time, because they offer both stability and flexibility and are particularly useful for transporting shopping. Basil has now launched a bicycle bag with all these benefits. "Bag Basket rear" is a complete range of bag baskets with the unique Basil BasSolid system, which means they can be securely attached to almost any luggage carrier. Basil offers a total of 6 design options.

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Contact: Simone Dowe

Basil "Jasmin Scrap" - bicycle bags and baskets for kids

The new "Jasmin Scrap" children's range is a striking example of how colourful baskets and bags create a magic that transforms the everyday bicycle into something quite special. The colour of the moment, turquoise, sets the tone and gorgeous frills and bows combined with polka dots and floral elements make the collection an essential accessory - particularly for stylish little ladies.

Bernds GmbH & Co. KG Stand: A2-102

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32756 Detmold
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Tel.: +49 5231 17777
Fax: +49 5231 17778
E-Mail: info@bernds.de
Internet: www.bernds.de
Contact: Michaela Buchholz

BERNDS[Box]: A piece of furniture for bicycle

Noble packaging: The folding bike specialist BERNDS presents his BERNDS[Box] as a novelty. The beautifully designed piece of furniture is a noble depository for the high-quality folding bike - for all, who like to park the exclusive bike in the flat, an absolute "must have". With the [Box], BERNDS also walks on a new distribution channel: Every dealer can request for his customer a BERNDS test bike, which will be delivered in the [Box] certainly.

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Internet: www.bernds.de
Contact: Michaela Buchholz

Foldable tandem - fits in the boot

The tandem of the folding bike specialist BERNDS can be stowed away easily in the boot of a small car: with few steps it is foldable into the mass of 100 x 70 x 25 cm. Especially people with a handicap, which depend on a tandem need a conformist frame. The practical and mobile wheel signifies an unexpected liberty - because it can quite simply be taken, also in the train, to the nicest holiday sighting.

Nouveauté mondiale

BEV INT'L CORP.
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No 314-1, Sec. 1, Chung-San Road.,
43750 Taichung Hsien
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Tel: 886426886780
Fax: 886426885780
E-Mail: evelyn@bevato.com.tw
Internet: www.bev-intl.com
Contact: Johnson Huang

Carbon bottle cage

BCC-217 new fresh look in 2010. Powerful, strong / big base carbon cage 2 sides with sexy, butterfly wings style Advantage of the bottle holding nose design Weight about 34g/each Production lead time:45days after order & payment is confirmed

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Contact: Johnson Huang

carbon seat post

Model: SPC-102 Full carbon, 1 bolt design seat post Available in 3K, 12K finish Spec: 31.6mm * 250mm Weight: about 200g/each Min. Q'ty request per order: 100pcs Production lead time: 2 months after order & payment is confirmed

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Internet: www.bev-intl.com
Contact: Johnson Huang

carbon handle bar

Model: HBC-5009 Available size: C-C 40cm, 42cm, 44cm Weight: about 200g for 40cm size Min. Q'ty request per order: 100pcs Production lead time: 2 months after order & payment is confirmed. Please come and check out our special show offer

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Contact: Johnson Huang

full carbon cage

Model: BCC-228 Full carbon 3K woven bottle cage Wind breaker shape design with nose for better griping power and avoid bottle falling out in bumpy road condition Weight: about 29g/each Min. Q'ty request per order: 200pcs For Q'ty less than 5000pcs delivery is one month after order & payment is confirm

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Internet: www.bev-intl.com
Contact: Johnson Huang

Alloy single speed flat bar

HBA-4001: Spec: bar bore: 25.4mm*450mm*2.2mm Finish: white paint, anodized red, green, gold, silver, black ect... Min. Q'ty request per color: 200pcs Production lead time: 45days after order & payment is confirmed.

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full carbon bottle cage

Model: BCC-231 3K & 3D high end, super light, full carbon bottle cage weight: 20g/each Min. Q'ty request per order: 100pcs Also available with custom logo (with custom logo the min. Q'ty request per order is 200pcs) Logo upcharge and logo mold cost will also apply. Production lead time: 2 months after order & payment is confirmed.

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Internet: www.bev-intl.com
Contact: Johnson Huang

full carbon bottle cage

Model: BCC-225 3K full carbon bottle cage weight: 30g/each Min. Q'ty request per order: 100pcs Production lead time: 2 months after order & payment is confirmed Come and check out our special show offer

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carbon disc wheel

Model: BWR-111: 700c tubular disc wheel, available in track and racing version compatible with Shimano system or Campy system weight: about 1250g/each Min. Q'ty request per order: 25pcs Production lead time: 3 months after order & payment is confirmed.

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Internet: www.bev-intl.com
Contact: Johnson Huang

carbon bottle cage

Model: BCC-221 monocoque full carbon 3K woven bottle cage weight: 29g/each Min. Q'ty request per order: 200pcs Production lead time: 45days after order & payment is confirmed. Special paint color or logo or package with header card is also available with upcharge

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Contact: Johnson Huang

full carbon bottle cage

BCC-235: full carbon bottle cage with nose design 3K finish with clear coating weight: 30g/each Min. Q'ty request per order: 200pcs production lead time: 45days after order & payment is confirmed.

Bigfish Folding Bike

Stand: A3 - 703

Via Pretoria 22
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Switzerland
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Fax: +44 2087618614
E-Mail: robert.logie@bigfishbike.com
Internet: www.bigfishbike.com
Contact: Robert Logie

Bigfish is a new brand of folding bike.

Bigfish is a new brand of folding bike. Made in Italy it has a folding time of 10 secs, using patented 'click-clack' quick release folding system. You can even wheel it along on its back wheel when folded. It has the proportions of a full-size bike and a super-stylish eye-catching frame shape. Available in 4 cool colours, Bigfish is a great catch for both sexes.

Biketec AG

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R-Serie

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Internet: www.biomega.com
Contact: Dorthe Arve Olsen

Biomega introduces the LDN bicycle, a true urban tool

LDN is designed by Ross Lovegrove. Its frame is made from carbon fiber to make a lightweight one-piece monocoque structure. LDN's form is derived from a wishbone, linking all necessary components of the steering and drive systems in the most direct and economical way possible. The hole is there to lighten the bike's mass and provides a detail from which to hang the bicycle on the wall.

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Biomega introduces the NYC bicycle featuring integrated mudguard and belt drive

NYC takes its cue from the iconic Biomega bicycle CPH, following Biomega's heritage of chainless bikes - this time with a smooth, quiet carbon fiber belt drive. The NYC's sleek look integrates a front mudguard in the aluminum down tube complimenting its aggressive, yet reliable urban driving properties.

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Internet: www.bobike.com
Contact: Christi Dorrestijn

**Bobike maxi City. Innovative bicycle safety seat, designed,
produced in the Netherlands Accessorie**

The Bobike maxi City's combination of ease of operation and smart functional features ensures safe, carefree cycling pleasure. Tested to meet the highest safety criteria and designed for optimum ease of operation. User convenience is an important objective at Bobike. This convenience is also applied to a rear carrier for panniers and baggage. Lightweight, easy to insert into the mounting bracket, equipped with a reflector.

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Contact: Christi Dorrestijn

**Bobike maxi Tour. Innovative bicycle safety seat, designed,
produced in the Netherlands Accessorie.**

Hectic urban traffic or long distances? No matter: the child enjoys seating comfort and optimum protection. Tested to meet the highest safety criteria and designed for optimum ease of operation. User convenience is an important objective at Bobike. This convenience is also applied to a rear carrier for panniers that makes it easy to take baggage along. Lightweight, easy to insert into the mounting bracket, including reflector.

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Internet: www.bobike.com
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**Bobike mini City. Innovative bicycle safety seat, produced,
designed in the Netherlands Accessorie.**

This new front-mounted child bicycle seat is safe and comfortable, with a 3-point safety belt, adjustable footrests and helmet recess. It's easy to mount onto the bicycle and it's handsomely designed. The beautiful windscreen with a flexible underside is the finishing touch. Being introduced along with the Bobike mini City are the new front carrier, the handy grocery crate and a universal mounting set.

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LED headlight LUMOTEC Lyt

The new LED headlight not only offers a great light yield, it is also an attractively priced alternative to standard halogen headlights. Its outstanding technology complies with high Busch & Müller standards: a computer designed lens system illuminates the road with a brilliant cone of light of approx. 25 Lux. Light at close range offers more safety. Appealing compact design, integrated front reflector.

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LED rear light TOPLIGHT Flat S plus with LineTec technology

The popular LED rear light now with the new LineTec technology: The light from one high performance LED is spread by a patented lens system into a brilliant strip of red light. This makes it easier to estimate the distance to the bicycle - improved safety. Shines laterally, beam angle 320°. Available: dynamo powered with standlight function or battery powered with optional sensor automatic. Integral large reflectors.

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Contact: Sebastian Göttling

LUMOTEC IQ Fly T with LICHT24 - daytime running light for bicycles

World innovation: daytime running light for bikes. Six super bright signal LEDs shine towards other traffic participants, best visibility. The road is lit by IQ light, best vision. Two modes: In day mode, signal LEDs shine maximally bright and driving light is dimmed. In night mode, driving light shines with 40 Lux and signal LEDs dimmed. Can be run either in constant day mode or with automatic switching between day and night.

Nouveauté mondiale

Busch & Müller KG Stand: A4-401

Auf dem Bamberg 1
58540 Meinerzhagen
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Fax: +49 2354 915700
E-Mail: info@bumm.de
Internet: www.bumm.de
Contact: Sebastian Göttling

New accessory for E-WERK: Universal 5V Battery Pack for bicycles

With the battery pack, the E-WERK is even more universal. Some few devices cannot be powered or charged when the voltage the input voltage drops, which cannot be prevented when riding slowly or stopping. The battery pack is the solution: Connected between E-WERK and mobile device, it can at the same time charge and give off constant 5V (standard value for USB connections). Comes with a nylon bag.

Canfield Brothers Europe Stand: FG - B8/5

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97753 Stadelhofen
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Tel.: +49 9396 993266
Fax: +49 9396 993255
E-Mail:
email@canfieldbrothers.de
Internet: www.
canfieldbrothers.de
Contact: Steffen Rohmoser

Novelties by Canfield Brothers: Alloy 29er Yelli Screamy, 2011 ONE, 2011 JEDI and 4 Wheelsets for DH, FR, 29er

We introduce our new alloy 29er YELLI SCREAMY, which will revolutionize and establish the 29er-market also here in Europe with its 424 mm short chainstay. Further we present the new 2011 ONE and 2011 JEDI and our brandnew four wheelsets for DH, Freeride and 29er. Our high-flying CRAMPON-pedals get an update making them thinner, lighter and more stable than before. Furthermore they are now available in four colours.

CANNONDALE / Cycling Sports Group Stand: A6-300

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70567 Stuttgart
Germany
Tel.: +49 177 3442702
Fax: +49 30 21915969
E-Mail: jens.
haug@cannondale.com
Contact: Jens Haug

Jekyll 2011 combines a high tech enduro skills with climbing qualities of an XC-bike

The new DYAD RT2 shock technology provides two completely different shock options in one package. Tight 90 mm elevate uphill sections to a new efficiency-level and the 150 mm guarantee a perfect downhill flow. With the Attitude Adjust frame technology the frame is even stiffer and stronger at less weight. The new Cannondale will be available as Jekyll HI-MOD 1 / 2 with carbon and Jekyll 3 / 4 with aluminium frame.

Nouveauté mondiale

Christian Eschler AG Stand: B5 - 511

Bleichelstrasse 22
9055 Bühler
Switzerland
Tel.: +49 89 307 666 3
Fax: +49 89 307 666 50
E-Mail: paersch@k-g-k.com
Internet: www.eschler.com
Contact: Sissi Pärsch

ESCHLER presents global innovation: Plasma Technology guides the way

Swiss knitwear pioneer Eschler introduces a new generation of functional fabrics employing one of the most progressive ways of textile finishing that offers outstanding advantages: Plasma Technology by Eschler. Ensuring durable function that is environmentally friendly. The treatment is durable and extremely eco-friendly. It uses a minimum of water and chemicals, saves energy and is free of fluorocarbon compounds.

Christian Eschler AG Stand: B5 - 511

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Contact: Sissi Pärsch

ESCHLER - Collection Summer 2012 DRESSED FOR THE GAMES

Eschler's summer 2012 collection was engineered with the Games in mind. The new fabrics will dress for Olympic success! The Summer Games 2012 in London are the key focus of the new high-tech qualities by the Swiss knitwear specialist. For this ambitious project, Eschler closely cooperated with top sports apparel brands, leading technology partners, and international sports associations.

CRAFT Stand: B5 - 403

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E-Mail: paersch@k-g-k.com
Internet: www.craft.se
Contact: Sissi Pärsch

Elite Attack Jersey - Lightweight Heavy Attack

CRAFT introduces its new Elite Attack Jersey. The high-tech jersey considers all the specific cyclists' needs in its 3D construction with the brand's unique Moving Wing Technology for optimum release. The full mesh material is worked in a unique knitting construction and thus provides outstanding cooling properties. The attacking approach is weighed in 105 grams (size M), felt in the fit, and seen in the unique design.

Nouveauté mondiale

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Contact: Sissi Pärsch

BIKE BRA - Specific Support for Women

Craft introduces a technical range of four bras engineered specifically for different activities. Shoulder straps, mesh panels, compression material and overall 3D-fit are shaped, body-mapped and fine-tuned for the respective exercise. Thus, the truly unique Bike Bra is constructed for the forward-leaning cycling position, and a model with bodymapped Windstopper panels protects from cold wind.

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Internet: www.craft.se
Contact: Sissi Pärsch

Bike Socks - Getting Specific

With an entirely new sock program, sportswear specialist Craft introduces individually designed, sport specific gear for the feet. The Swedish brand adjusts high-tech materials, body-mapped mesh panels and pressure points to the demands of bikers, runners and cross-country skiers. The collection is further divided into three temperature categories offering the right sock for the right conditions.

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Contact: Sissi Pärsch

Loosefit Shorts - Coolness in Looseness

Swedish sportswear specialist CRAFT introduces an entire program of new bike shorts with a loose cut and high function. Rugged material guarantees trail durability, elastic panels and the ergonomic cut offer freedom of movement in and out of the saddle and ventilation details provide even more coolness.

Nouveauté mondiale

DAHON

Stand: B4-501

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goebel@inmotionmar.com
Internet: www.dahon.com
Contact: Matthew Davis/Uwe
Weissflog/Thomas Goebel

Dahons Vector series features a patented hydroformed frame design based off the award-winning los

Hydroforming creates a stiffer and stronger frame which equates to more power being delivered to the rear wheel while imparting a more elegant and sleeker look to the new Vector line. A taller hinge provides better torsional stiffness which equates to better riding and handling. The Vector family of bikes (X10 1,399 Euros, X20 2,499 Euros, X27h 1,599 Euros) will be available worldwide at the beginning of 2011.

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Dahon Vector X10

The Vector X10's beautifully hydroformed frame is substantially stronger and stiffer than the Mu SL frame it replaces. A new 11-36T 10 speed cassette and the custom 55T FSA crankset provide an even wider gear range than other folding bikes with a conventional 53/39T double crankset. Throw in rocket-fast Kinetix Pro wheels and custom Schwalbe Durano tires and you have one of the fastest, lightest folding bikes on the planet.

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Dahon Vector X20

Leading the Vector family of folding bicycles is the Vector X20, which is the successor to the top of the line Mu EX. The Vector X20 is ultra-light; weighing in at only 9.2 kg (20.2 lb) and features the 20-speed SRAM Red drivetrain. SRAM DoubleTap shifters provide razor sharp butter-smooth shifting and the Kinetix Pro wheel set of the Vector X20 is the lightest, strongest and most aerodynamic 20" wheelset available.

Nouveauté mondiale

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Dahon Vector X27h

The Vector X27h is the reincarnation of the Dahon Speed Pro TT in a substantially stronger Vector frame. The Vector X27h sports a wide gear range of 29" - 121" using a SRAM/Shimano drive train to deliver the hill climbing gears of a mountain bike and the big ring gears of a road bike. Dahon Special Edition Schwalbe Durano tires are light and sleek for that extra edge in speedy performance.

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Dahon Launches New Brand - BioLogic gear to address needs of city riders

BioLogic is a new independent brand of cycling gear dedicated to addressing the needs of urban cyclists. From power-related accessories for the iPhone user, to an anti-pollution mask for riding in smog choked cities, the BioLogic brand will encompass a wide range of products that specifically address issues that urban cyclists face on a daily basis and help make cycling in the city safer, more convenient and more comfortable

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BioLogic Blast - Cycle Safety Horn

Make yourself heard with the BioLogic Blast, a safety airhorn that operates on compressed air which can be refilled with a regular bicycle pump. The Blast can produce up to 115 decibels of air-piercing sound to make your presence known while riding in traffic. A quick release mount allows easy removal for use off the bike and prevention of theft. The Blast weighs only 100 g and can produce 30-50 blasts from a full charge

Nouveauté mondiale

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BioLogic CycleTune Speakers

CycleTunes speakers, a personal speaker system for your bike, allow you to air your favorite tunes while cruising the strip on your two wheels. Hook it up to your iPhone, iPod or MP3 player and you have instant music. PowerBoost bass technology delivers excellent sound through the stereo speaker system. CycleTunes attaches quickly to a stem, top tube or handlepost and is compatible with the BioLogic Bike Mount for iPhone

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BioLogic Pollution Mask

Breathing in exhaust fumes while riding is bad for your lungs and just plain unpleasant, so enters the BioLogic Pollution Mask - heavy-duty pollution protection for the urban commuter. Two replaceable activated carbon filters scrub out noxious exhaust fumes while dual inhale ports ensure adequate airflow even when going out on a full on sprint. The plastic and rubber Pollution Mask is durable and easy to clean and maintain.

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BioLogic QuickMount Bottle Cage

The QuickMount Bottle Cage lets you add a bottle cage just about anywhere on a bike, no braze-ons necessary. The QuickMount fastens to any round tube — top tube, down tube, or seatpost — by means of a convenient velcro system and fits all standard water bottles. The cage is old school quality - polished stainless steel that’ll probably outlast your bike. Compatible with the BioLogic Vacuum Flask.

Nouveauté mondiale

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BioLogic Vacuum Flask

Sometimes, you have to slow down a bit to enjoy life's simple pleasures, like a steaming cup of hot coffee on a chilly morning bike ride. The Vacuum Flask is an insulated stainless steel bottle designed specifically for standard bottle cages. A push button on the lid opens the SipSpout so it's easy to take a quick shot at a stoplight. On hot days, it'll keep a drink ice cold for hours. For hot and cold liquid refreshment.

Dainese

Stand: B5 - 109

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80337 München
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Tel.: +49 89 72018715
Fax: +49 89 72018720
E-Mail: v.lothes@lhlk.de
Internet: www.dainese.com
Contact: Verena Lothes

Speed Air Helmet

Especially light and robust in-mold helmet. 21 ventilation cuts guarantee perfect aeration. The helmet can be individually adjusted to the head, thanks to the innovative size adjustment. Special mesh-inlets protect the head against insects. The lining is washable and non-allergic. Weight: 250g / Approval: CE 1078

Dainese

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Contact: Verena Lothes

DH-Frame Back

The DH-Frame Back results from the continuous research work of the Dainese D-Tec Center. This back protector unites functionality and comfort on highest safety standards. It owns a patented sandwich construction, nitrile rubber and a polypropylene core. Approval: CE 1621/2 liv. 2

Nouveauté mondiale

Dainese Stand: B5 - 109

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Fast Gait Shorts

Bike shorts of the latest generation made of tear proof and breathable lycra and polyester. The shorts are equipped with the innovative Crash Absorb Material, a special shape retention material which gives high protection in the case of falling and at the same time does not affect comfort. Lycra honeycomb inserts on the inner thighs give excellent aeration. The bottom is equipped with the Elastic Interface® Technology.

Deuter Sport GmbH & Co. KG Stand: B5 - 200

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86368 Gersthofen
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Fax: +49 821 4987119
E-Mail: angela.
voegele@deuter.com
Internet: www.deuter.com
Contact: Angela Vögele

Deuter's new ATTACK - safety included

Built to take a beating and to protect the adrenaline loving wearer: The Attack - Deuter's bike pack with integrated back protection - has now been completely revised. The TÜV tested and CE certified Shield System has become more flexible, the hip fins wider, the pockets more organised and the backpack in general more spacious (20 l). The rugged bodyguard now finally also comes in an SL version (18 l) for female bikers.

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Small packs for fast rides: Deuter's Compact range

The Compacts are Deuter's small bike models with clever storage options - and a new urban look. The versatile packs come in a new relaxed style looking cool even on urban trails. For longer rides, you can expand the main compartment, use the stretch mesh pocket or helmet flap of the 10 SL and 12 for extra storing and on the side compression straps you can secure your protective gear. New for the ladies: the Compact EXP 10 SL.

Nouveauté mondiale

Deuter Sport GmbH & Co. KG

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Bike it, Hike it, Like it: Deuter's versatile Cross

Deuter's Cross Air 20 EXP is a multi-use pack that not only sports good looks, but has even gained in versatility: the pack for longer day trips now features pole loops making it the perfect companion for 'bike & hike' tours. Attach your poles for the ride and store your bike helmet in the practical mesh front pouch when hiking. Further, a special front pocket allows quick grab access to the map.

Eddy Merckx Cycles Stand: A1-401

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Internet: www.eddymerckx.com
Contact: Peter Speltens

Eddy Merckx Cycles present their new range 2011: EMX-7 Mexico City; New EMX-3; New EMX-5; EFX-3

Eddy Merckx Cycles is proud to present their innovations in the 2011 range: EMX-7: The ultimate race bike with 62 HM/HS carbon and Optimized Structural Reinforcement technology. Available in Quick Step Team colors and a Limited Anniversary Edition Mexico City Series: a new urban bike project New EMX-3 & EMX-5: We take our top carbon bikes to the next level EFX-3: A unique combination of Female Race Geometry and race carbon

Electra Bicycle Company Stand: A2-600 ; A2-603

Falkenried 29
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Fax: +49 40 550060629
E-Mail: nicola@electrabike.com
Internet: http://www.electrabike.com
Contact: Nicola Bowen

Electra Townie, Amsterdam and Cruiser Models with Flat Foot Technology

Electra has been awarded US Patent # 7740262 for inventing a completely new type of bike that provides an improved level of comfort and control. The innovative forward-pedaling design, developed in 2003, was first featured in Electra Townie® and Kids's bicycles and was named Flat Foot Technology®. Over the years, this industry innovation has been integrated to varying degrees into the Electra Cruiser and Amsterdam collections

Nouveauté mondiale

EVOC Sports Stand: B4-301

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E-Mail: lw@strengpublik.de
Contact: Lilly Wolf

EVOC presents a 10 litre backpack with integrated hydration system

Completely slimmed-down and only equipped with the absolutely essential: here comes the CC-10L, including the EVOC HYDRA PACK hydration bladder. The very slim multi-functional backpack is equipped with the air circulation system and only weighs 750 g. As a light backpack it is perfect for small after work tours on your bike or for any other sports activity.

EVOC Sports Stand: B4-301

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EVOC CITY & TRAVEL Series in the colours of the world - Multi colour and multi talent

Each spot has its very own character, its own colours, sounds and smells - this kind of variety is expressed by the EVOC Multicolour Edition with its new colour ways. From the bike travel bag, the Terminal Bag hand luggage trolley through the World Traveller space marvel to the helmet bags - EVOC bags make travelling easy. With the stylish City daypacks and the bike courier style Messenger Bag you are also equipped for urban life.

EVOC Sports Stand: B4-301

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Stylish protection for female freeriders Protector backpack FREERIDE TRAIL finally available in a ladies' edition

It was not merely the design of the FREERIDE TRAIL, but also the carrying system which was specifically adapted to female freeriders. Now ladies also have a separate tool compartment! Like in the other FREERIDE backpacks, the TÜV tested back protector with the LITESHIELD protector element can also be detached and worn separately. The fresh and stylish colours create a perfect look on your bike.

Fahrradtechnik Haas GmbH Stand: A6 - 303

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Fax: +49 8031 34795
E-Mail: fahrrad@aol.com
Contact: Wolfgang Haas

Beyond S&S Di2. Dispersibel hightech-tandem with electronic shifters

Nouveauté mondiale

Fanfiluca Bikestyle Stand: FG-A5/1

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Fax: +49 8041 7958361
E-Mail: post@fanfiluca.de
Internet: www.fanfiluca.de
Contact: Christiane
Schumacher

Latz-Fatz: First bib overall for cycling

FIXIE Inc. | cycles for heroes Stand: A2 - 301

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E-Mail: office@fixie-inc.com
Internet: www.
cycles-for-heroes.com
Contact: Holger Patzelt

68 Wheel Concept fits the wheel diameter to the frame size - no more toe overlap

The new 68-wheel-concept combines compact 26" wheel sizes in the smallest frames, which feature new proportional frame geometry. This eliminates the typical Toe-Overlap where your toes hit the front wheel when cornering. The perfect solution for smaller riders. On the new ShuRi rear hub, the fixed rear cog is attached using a 6 hole fitting similar to that of a disc brake. No special tools are needed other than a hex wrench.

Garmin Stand: A5-201

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Internet: www.garmin.de

Garmin Edge 800 - First GPS-Cyclingcomputer with touchscreen - compact, light & stylish

Nouveauté mondiale

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Contact: Andreas Jansen

Gazelle Orange Pure Innergy - E-Bikes/Pedelecs

The Orange Pure Innergy combines the comfort of the popular Gazelle-City-Bikes with the advantages of modern E-Bikes. A clear display provides simple handling. Because of the variable Gazelle stem the suitable sitting position can be adjusted in the wink of an eye. Additionally, there are three battery versions (gold, silver, bronze) deliverable which differ in price and range.

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Internet: www.gazelle.de
Contact: Andreas Jansen

Gazelle Orange Excellent Innergy - E-Bikes/Pedelecs

An E-Bike that focuses on top features. High-value leather grips, bright lights (60 lux) with daytime running lights plus the variable stem for an optimal sitting position provide absolute riding comfort. The Orange Excellent Innergy is deliverable in three different battery versions (gold, silver, bronze) and is perfect for every need concerning price and/or range.

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Fax: +49 2157 8955710
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Internet: www.gazelle.de
Contact: Andreas Jansen

Gazelle Friiik City-Bikes

Friiik - a bicycle that does not only attract attention with an outrageous triangle form and an integrated lighting. Also the special switching technology - designed by Gazelle - is unique since it combines the precision of a derailleur mechanism with the comfort of hub gears in one closed chain case.

Nouveauté mondiale

Gebr? Pletscher AG Stand: A5-506

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wirth@pletscher.ch
Internet: www.pletscher.ch
Contact: Paul-Andre Wirth

Comp 40 and Comp ZOOM 40: rear kickstand with the better support angle for a secure stand.

The new rear kickstands for 40mm hole mount.

Gebrüder Pletscher AG Stand: A5-506

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Dual - the unique carrier for Easy-Fix and Klickfix accessories

With this new carrier it is possible to use accessories as baskets, bags, hardshell cases and baby-seats from Pletscher Easy-Fix and also from Rixen & Kaul Klickfix.

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Wingee from Pletscher. A new type of mudguard with integrated carrier solutions.

A lifestyle product. The Wingee S-Serie was already honored with the Eurobike award in 2009. This year this extraordinary design product will be presented with even more elegant details. A special developed alloy profile shapes the strong frame of the mudguard and a decorated plastic sheet « called blade » can be easily slipped into the profile. The blade is available in several designs and can also be used for advertising purposes. Absolutely new is the Wingee D-Serie. Optical it looks first rather as a normal mudguard. This model consists of a one-piece alloy profile, instead of the alloy profile frame and the blade version. The construction offers an enormous stability and can be used as sidebag holder or with a basket or with the Pletscher Inova System carrier. Also the lighting has a stable protection and the cables can be fitted through the profile. Wingee offers a wide range of variations and represents an additional look on every bicycle.

Nouveauté mondiale

GHOST Bikes GmbH Stand: B1 - 400

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GHOST HTX Lector / GHOST HTX Actinum Mountainbike CrossCountry/Tour/Marathon

With our new Active Flex/Optimized Stiffness chainstays, Ghost-Bikes presents not only the latest technology (E-Type Direct, PM Direct, PressFit, Tapered etc.), but also the fastest HTX series ever. The new chainstays ensure minimal vertical flex, while also simultaneously guaranteeing maximum lateral stiffness. The HTX models meet all the requirements of a modern hardtail.

GHOST Bikes GmbH Stand: B1 - 400

An der Tongrube 3
95652 Waldassen
Germany
Tel.: +49 9632 92550
Fax: +49 9632 925516
E-Mail: ramona.
dietsl@ghost-bikes.de
Internet: www.ghost-bikes.de
Contact: Ramona Dietl

GHOST RT Lector / GHOST RT Actinum Mountainbike Cross Country/Tour/Marathon

The 2011 RT models sport a totally new design. GHOST's chassis experts based the most athletic fully on the AMR and treated it to a PME chainstay system. Our approach was to combine the damping performance of an all mountain with the speed of a hardtail. The new RT is packed with technical finesse and clever solutions down to the last detail. A full suspension bike that satisfies all demands.

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dietsl@ghost-bikes.de
Internet: www.ghost-bikes.de
Contact: Ramona Dietl

GHOST DH / GHOST Northshore Mountainbike Downhill / Freeride

One-of-a-kind technologies guarantee top-class performance: The Bogey Roll System ensures interference-free damping performance. Through the low transmission ratio, the suspension provides more travel per cm. The needle bearing in the damper eye reduces friction to an absolute minimum resulting in an enormously sensitive responsiveness.

Nouveauté mondiale

Grofa GmbH
Stand: B2-400

Otto-Hahn-Str. 17
65520 Bad Camberg
Germany
Tel.: +49 6434 2008304
Fax: +49 6434 2008340
E-Mail: T.Wilkens@grofa.com
Contact: Thomas Wilkens

AirStik Longneck Evo

Grofa GmbH
Stand: B2-400

Otto-Hahn-Str. 17
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Germany
Tel.: +49 6434 2008304
Fax: +49 6434 2008340
E-Mail: T.Wilkens@grofa.com
Contact: Thomas Wilkens

Finishline Starter Kit 1-2-3 Grunge Brush Combo 2

Haoli Precision Industry
Co., Ltd.
Stand: A6 - 420

No. 18, 10th Road, Taichung
Industrial Park
40755 Taichung City
Taiwan
Tel.: +886 4 23591837
Fax: +886 4 23591003
E-Mail: sc@akslen.com.tw
Internet: www.akslen.com
Contact: Sanderick H. Chang

SL-10 Safety Light "Water Spider"

The Water Spider is a low-profile, flexible, ultra-bright safety light. The unit's two LEDs are powered by two coin cell batteries. The light is encased in a eco-friendly elastomer housing with integrated strap designed for fast, tool-less attachment and removal from anywhere on your bike up to 35 mm diameter. The Water Spider is available in 7 different housing colours and in white or red LED models. With flash modes and a weight of less than 23 g, the Water Spider will keep you seen on the road.

Nouveauté mondiale

Hase Spezialräder Stand: FG-B8/1

Hiberniastrasse 2
45731 Waltrop
Germany
Tel.: +49 2309 93770
Fax: +49 2309 9377201
E-Mail: info@hasebikes.com
Internet: www.hasebikes.com
Contact: Kirsten Hase

KLIMAX 2K- E-Trike with foldable fairing

Project KLIMAX: Mobility and cycling fun in any weather The new e-trike has a Foldable Fairing. It can be mounted in less than a minute and is adjustable to the size of the rider. And when the convertibles have their tops down, the fairing can be quickly removed, folded to a manageable size and stowed away in the Hase luggage bag.

Hase Spezialräder Stand: FG-B8/1

Hiberniastrasse 2
45731 Waltrop
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Tel.: +49 2309 093770
Fax: +49 2309 9377201
E-Mail: info@hasebikes.com
Internet: www.hasebikes.com
Contact: Kirsten Hase

The FOLDABLE FAIRING KIDS turns the TRETTS into a stylish children's trailer for any weather.

The bright green FOLDABLE FAIRING KIDS opens into a full canopy, keeping youngsters dry from head to toe. The canopy has an extra-large and highly durable see-through panel, which gives the rider plenty of light and visibility.

HEINZ KETTLER GmbH & Co. KG Stand: A4-304

Hauptstraße 28
59469 Ense-Parsit
Germany
Tel.: +49 2938 810
Fax: +49 2938 8191000
E-Mail: bike@kettler.net
Internet: www.kettler.net
Contact: Stephan Geiger

KETTLER CROSS-ALLROUNDER

Nouveauté mondiale

HEINZ KETTLER GmbH & Co. KG
Stand: A4-304

Hauptstraße 28
59469 Ense-Parsit
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Tel.: +49 2938 810
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Contact: Stephan Geiger

KETTLER CITIBIKES 2011

HEINZ KETTLER GmbH & Co. KG
Stand: A4-304

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Internet: www.kettler.net
Contact: Stephan Geiger

KETTLER E-BIKE

HEINZ KETTLER GmbH & Co. KG
Stand: A4-304

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Tel.: +49 2938 810
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E-Mail: bike@kettler.net
Internet: www.kettler.net
Contact: Stephan Geiger

KETTLER LAYANA

Nouveauté mondiale

**HEINZ KETTLER GmbH & KETTLER TREKKING
Co. KG
Stand: A4-304**

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E-Mail: bike@kettler.net
Internet: www.kettler.net
Contact: Stephan Geiger

**Hercules Fahrräder /
Accell Germany GmbH
Stand: A4-104 ; FGO-402**

Max-Planck-Straße 4
97526 Sennfeld
Germany
Tel.: +49 9721 6751631
Fax: +49 9721 675168099
E-Mail: katrin.
pfeuffer@accell-germany.de
Contact: Katrin Pfeuffer

Tourer Comfort: Pedelec

**Hercules Fahrräder /
Accell Germany GmbH
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Contact: Katrin Pfeuffer

Robert & Roberta: Pedelec

Nouveauté mondiale

**Hercules Fahrräder /
Accell Germany GmbH
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pfeuffer@accell-germany.de
Contact: Katrin Pfeuffer

SPYDER STREET: Cross-Bike

**Hercules Fahrräder /
Accell Germany GmbH
Stand: A4-104 ; FGO-402**

Max-Planck-Straße 4
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Fax: +49 9721 675168099
E-Mail: katrin.
pfeuffer@accell-germany.de
Contact: Katrin Pfeuffer

JUMP STREET: Cross-Bike

**HIRZL AG
Stand: B4 - 502**

Kirchgasse 8
9000 St. Gallen
Switzerland
Tel.: +49 7141 2421362
Fax: +49 7141 913133
E-Mail: katrin.
engel@inmotionmar.com
Internet: www.hirzl.com
Contact: HIRZL AG: Axel
Lemmerz, PR: Katrin Engel

**We Believe in Glove - HIRZL GRIPPP TOUR SF and FF Cycling
Gloves**

Stay in control with the premium cycling gloves from Swiss newcomer HIRZL. Their revolutionary GRIPPP technology, developed for the Golf-glove range, encompasses an elaborate tanning process of finest kangaroo leather. This special treatment guarantees GRIPPP TOUR full and short finger gloves up to three times more grip in dry conditions, and up to five times more grip in wet conditions - perfect for on and off road biking.

Nouveauté mondiale

HP Velotechnik GbR Stand: FW-300

Elisabethenstraße 1
65830 Kriftel
Germany
Tel.: +49 6192-97992-0
Fax: +49 6192-910218
E-Mail: mail@hpvelotechnik.com
Internet: www.hpvelotechnik.com
Contact: Paul Hollants

HP Velotechnik SnakeSeal: No more frozen brake cables with innovative safety-add-on

Safety plus for all-weather-cyclists: SnakeSeal secures efficient braking by protecting cables from dirt, moisture and corrosion - no more frozen brake cables! Cable lubrication lifetime is prolonged. Both cable ends are sealed with elastic boots and sealing plugs firmly attached to the inner brake cable. SnakeSeal can be easily retrofitted to standard brake levers and replaces the standard adjusting screw. Added weight is o

HP Velotechnik GbR Stand: FW-300

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Internet: www.hpvelotechnik.com
Contact: Paul Hollants

Gekko fx: comfortable E-Trike folds in 10 seconds / ergonomic seat and efficient aerodynamics

The Gekko fx touring trike folds within 10 seconds without the need for removing parts. Its innovative Dual-Flat-Fold-System allows for a folded size of 82x83x52 cm. Ergonomic breathable seat positioned at comfortable height of 33 cm for easy entry. Riding position gives excellent aerodynamics and optimum power transmission, therefore battery capacity of the strong 32 Nm rear hub motor is used with maximum efficiency.

ICLETTA GmbH Stand: FW-306

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64331 Weiterstadt
Germany
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Fax: +49 6150 5922968
E-Mail: kirk.seifert@icletta.com
Internet: www.icletta.com
Contact: Kirk Seifert

ICE - tricycle

Nouveauté mondiale

Kemper Fahrradtechnik Stand: A2 - 312a

Rheinweg 70
41812 Erkelenz-Grambusch
Germany
Tel.: +49 2431 9011577
Fax: +49 2431 980672
E-Mail: joerg.
jansen@kemper-velo.de
Internet: www.kemper-velo.de
Contact: Jörg Jansen

PackMax Duo

The PackMax Duo is the "Stretch Limousine" of bicycles. Its convincingly robust and stable frame coupled with an 86 centimeter long rear cargo platform provides enough space and support for you and two child seats, or four panniers, or even a mobile PA system; and up front there is more than enough space left over for your groceries.

Kemper Fahrradtechnik Stand: A2 - 312a

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jansen@kemper-velo.de
Internet: www.kemper-velo.de
Contact: Jörg Jansen

Filibus Plus

The FilibusPlus Cargo Bicycle is a real workhorse. Four 3 year olds, four 25 kilo sacks of cement or, on a more everyday note, the complete contents of your full shopping cart. Just load and go. Your veritable and versatile companion when you need to get "moving".

Kemper Fahrradtechnik Stand: A2 - 312a

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jansen@kemper-velo.de
Internet: www.kemper-velo.de
Contact: Jörg Jansen

Porteur by Kemper Fahrradtechnik

Le Porteur: The perfect companion for a sunday picnic, a trip to the market or just a ride in the park. This light cargo model with its classic design reminds one of newspaper delivery bicycles in Paris during the early '30s.

Nouveauté mondiale

Kemper Fahrradtechnik Stand: A2 - 312a

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E-Mail: joerg.jansen@kemper-velo.de
Internet: www.kemper-velo.de
Contact: Jörg Jansen

Green Elephant by Kemper Fahrradtechnik

Simply a class act. With the Green Elephant, Kemper presents a new interpretation of the classic "Clunker". Unlike its predecessor, the Green Elephant is not only perfect for cruising but it can also transport anything your heart desires from here to there in pure style. Equipped with the most modern bicycle technology, a ride on a Green Elephant evokes pure riding pleasure.

Kemper Fahrradtechnik Stand: A2 - 312a

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Internet: www.kemper-velo.de
Contact: Jörg Jansen

Customized Pedersen by Kemper Fahrradtechnik

Developed for the discerning customer who desires the Custom Pedersen feeling but can do without the Custom Pedersen frame. Exclusive handmade Kemper Custom quality but in an innovative, infinitely adjustable format for inseams between 80 and 90 centimeters. Complete your Kemper Customized Pedersen with either an Alfine, Alfine Disc or Rohloff hubshifting system.

Lightweight Stand: A2-206

Otto-Lilienthal-Str. 15
88046 Friedrichshafen
Germany
Tel.: +49 1801 688488
Fax: +49 7457 94899899
E-Mail: mail@lightweight.info
Internet: www.lightweight.info
Contact: Frank Jeniche

Lightweight VR8 full carbon aero front wheel

The new development of the German high-end-carbon wheel specialist Lightweight is an eight-spoke front wheel (VR8) - the best for the fight against wind and chrono. The VR8 with only eight aero-spokes provides a significantly improved aerodynamics and the use of revolutionary, new carbon materials in combination with an optimized manufacturing process, it reaches about 55 N / mm lateral stiffness.

Nouveauté mondiale

Lightweight Stand: A2-206

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88046 Friedrichshafen
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Tel.: +49 1801 688488
Fax: +49 7457 94899899
E-Mail: mail@lightweight.info
Internet: www.lightweight.info
Contact: Frank Jeniche

Lightweight DISC

The new development of the German high-end-carbon wheel specialist Lightweight is an completely new time trial rear-wheel (Disc) - the best for the fight against wind and chrono. Triathletes and time trial specialists will be pleased with the lightest and stiffest rear wheel disc of the world. Under 780 grams and about 90 N / mm lateral stiffness are unmatched values for the disc.

Local Outerwear Stand: A2 - 103

Kartäuserstraße 138
79102 Freiburg
Germany
Tel.: +49 761-5196572
Fax: +49 761-5196572
E-Mail: info@local-outerwear.
com
Contact: Maike Bögle

2011-104-M Softshell jacket

Local Outerwear Stand: A2 - 103

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79102 Freiburg
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Contact: Maike Bögle

Vest Jacket

Nouveauté mondiale

Local Outerwear
Stand: A2-103

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Contact: Maike Bögle

Freeride Jacket

Local Outerwear
Stand: A2-103

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E-Mail: info@local-outerwear.
com
Contact: Maike Bögle

Local Outerwear
Stand: Halle A2 Stand 103

Robuste Shorts in wildem
Karo
E-Mail: info@local-outerwear.
com
Contact: Maike Bögle

Local Outerwear
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Contact: Maike Bögle

Nouveauté mondiale

MA.RO GROUP SRL Stand: B2 - 110

Marconi, 16/A
26040 Bonemerse
Italy
Tel.: +39 0372 496222
Fax: +39 0372 494916
E-Mail: info@marogroup.com
Internet: www.shplus.com
Contact: Sara Frittoli

SH+ presents the new ZEUSS PRO: a new concept of ventilation and technology in the helmets

ZEUSS PRO has been developed to offer the top in terms of safety, design and comfort and will be sold in the following colour range: black/yellow, black/green, black/pink, white/pink, white/orange, white/green. Wearing ZEUSS PRO means also a great comfort assured by the inner padding and a total protection granted by the exclusive carbon inserts - CIP - Carbon Insert Protection - that assures maximum safety in case of a crash.

MA.RO GROUP SRL Stand: B2 - 110

Marconi, 16/A
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Tel.: +39 0372 496222
Fax: +39 0372 494916
E-Mail: info@marogroup.com
Internet: www.shplus.com
Contact: Sara Frittoli

SH+ SPORT GLASSES: ACTION MORE PROTECTION

RG-4600 is the new model of SH+ sport glasses collection that will attract you for its advanced characteristics: wide protective Polycarbonate lenses with anti-fog and anti-scratch treatment, interchangeable lenses, aggressive fluo colours and bendable tips and nose pads.

MOBIKY Stand: B1 - 104

66 avenue Division Leclerc
50200 Coutances
France
Tel.: +33 6 74491969
Fax: +33 2 72649896
E-Mail: julie.baisnee@mobiky.com
Internet: www.mobiky.com
Contact: Julie Baisnee

Mobiky presents the "MY12" (replacing the Genius), the "MY16" and the new electric power-assisted bikes

Mobiky, a French company specialized in design, production and marketing of innovative products dedicated to urban mobility, has recently been taken over by PB.FINANCES. Since May 18th, 2010, the name of the new legal entity is known as Mobiky-TECH and yet retains for its range of featured products (folding bikes), its brand name "Mobiky". Since the two historical models of the mark (including the only one marketed), seven bike models equipped with a revolutionary folding system have today been designed and patented worldwide, for which the French company is now recognized as a flagship in technological industry among its international competitors.

Nouveauté mondiale

**MONGOOSE / Cycling
Sports Group
Stand: A6 - 301**

Zettachring 8a
70567 Stuttgart
Germany
Tel: +49 177 3442702
Fax.: +49 30 21915969
E-Mail: jens.
haug@cannondale.com
Contact: Jens Haug

Mongoose Fireball 2011 - a special update for a "dirt bike"

The new 100 mm RST fork comes with stronger stanchions and less weight for better control during complex stunts and gives more reserves for breath taking jumps. The new Fireball was developed in close collaboration with the Mongoose team rider Amir Kabbani. It's no wonder that the close contact to the Mongoose development department pays off with stiffer and stronger frame including Suntour Duro cranks with Octalink BB.

**Montague Corporation
Stand: B1-508**

1035 Cambridge Street
02141 Cambridge
USA
Tel.: +1 617 4917200
Fax: +1 617 4917207
E-Mail:
dcriswell@montaguebikes.
com
Internet: www.montaguebikes.
com
Contact: David Criswell

**Octagon Adjustable Stem - Fast, Easy, Tool Free handlebar
height adjustment.**

Montague Corporation announces their Octagon adjustable stem system will be available in the Spring 2011 as an aftermarket component for comfort and transit bikes. The Octagon system is already used on Montague's line of full size 700c folding road bikes, and will be available for dealers to offer to their customers. The system allows consumers a more convenient option for handlebar height adjustment without the use of tools.

**MONTANE
Stand: B5-405**

3 FREEMAN COURT
NE63 0YF ASHINGTON
UK
Tel.: +44 7802762596
Fax: +44 1670522400
E-Mail: paul@montane.co.uk
Internet: www.montane.co.uk
Contact: Paul Cosgrove

Spektr Smock Ultra lightweight and ultra breathable clothing.

Revolutionary. The Spektr Smock pushes the limits of lightweight performance hard-shells further than ever before, where weight is critical but performance cannot be compromised. Zip free. The "Tornado" roll closure system replaces a front water resistant zip. A crafted no-peak hood designed to be worn with a Cap. Weighs 210g
Montane® create lightweight and breathable clothing for Mountain Biking. Further. Faster.

Nouveauté mondiale

Museeuw Bikes Stand: A7 - 407

Scherpeputstraat 16
9160 Lokeren
Belgium
Tel.: +32 473 944601
E-Mail: marc@museeuwbikes.com
Internet: www.museeuwbikes.com
Contact: Marc Dhont

MF-XX new by Museeuw. Total integration.

The frame is designed for maximum power transmission with superlight carbon HM UD fiber (X) and supernatural flax fiber HP (X). XX is the code for the exclusive production process with these special composite materials. The brakes are integrated front and rear for increased braking power and aerodynamics, all the cables are internal, the tapered headset and oversized bottom bracket ensure maximum power transmission. The flax applied in the slim designed rearstays and in the fork provides maximum microshock absorption. A futuristic frame deserves the most high-end components. The MF-XX is available with the new Campagnolo's Superrecord groupset and Lightweight wheelset. With these components the MF-XX is too light for UCI regulated competition (6.3 kg size 56).

Nevi SNC Di Finazzi Sergio E C. Stand: B3 - 203

Passerera 2C/1
24060 Chiuduno BG
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Tel.: +39 0358361303
Fax: +39 0358361303
E-Mail: nnevi@tiscali.it
Internet: www.nevi.it
Contact: Mrs. Consuelo - Mr. Teuscher

The Bi-KER - Bicycle with Kinetic Energy Recovery (recharging batteries when braking, coasting...)

The Bi-KER combines electric power with the handling and simplicity of a bicycle. Single-track capability, walk-upstairs and car roof rack convenience, set it apart from the electric moped characteristics of current electric bikes.

NewUltimate Stand: A7-304

Vassingerodvej 85B
3540 Lynge, Copenhagen
Denmark
Tel.: +45 30329958
Fax: +45 48188486
E-Mail: le@jtimport.dk
Internet: www.newultimate.com
Contact: Lars Errebo

NewUltimate presents the Worlds Lightest Riserbar with only 120 grams on the scale.

NewUltimate presents the worlds lightest riserbar in Hall A7 stand 304. The danish designed riserbar is 620 mm wide, oversized 31,8 mm and have 30 mm rise. The weight is only 120 grams (black UD finish). Comes in black UD finish or white painted. NewUltimate also shows a new flatbar with only 99 grams on the scale.

Nouveauté mondiale

o-synce Europe GmbH Stand: A5-209

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69469 Weinheim
Germany
Tel.: +49 6201 9805010
Fax: +49 6201 9805011
E-Mail: info@o-synce.com
Internet: www.o-synce.com
Contact: Christiane Fleischer

ICycloPower - o-synce will exclusively present the new design type of the power meter ICP.

A functional demonstrator will give you an insight into the next era of power measurement. Besides the existing features of power measurement, the new pedal system will enable the rider to compare the power of the right and left leg. The appearing forces can be measured in three dimensions. This way it is possible to provide a complete image of the individual pedal stroke.

o-synce Europe GmbH Stand: A5-209

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E-Mail: info@o-synce.com
Internet: www.o-synce.com
Contact: Christiane Fleischer

NAVI2move: navigation device: one of the smallest and lightest smart navigation devices on the market

Having planned your trip with an open map resource like Googlemaps or OpenStreetMap in the internet, the arrow-waypoint-navigation guides the user safely. Recording of speed, distance and the difference in altitude is possible. Additional arrows and text provide information about what to do at the next waypoint even before you reach it. With the included remote control for the bike a secure and simple handling is guaranteed.

Oakley Stand: FG-A6/1

Lilienthalallee 40
80939 München
Germany
Tel.: +49 89 996504139
Fax: +49 89 996504160
E-Mail: deck@oakley.com
Internet: www.oakely.com
Contact: Daniela Eck

Oakley Blend Jacket - The three-layer freeride jacket Blend was developed to enjoy freeriding in every weather condition.

The fully taped and welded seams and 10k waterproofing keep the water on the outside no matter in what conditions. Aeration zips on the front, permanent back ventilation panel and the high breathability of the material ensure an optimal heat balance. Features: one hand hood adjustment, minimal packing mass, several pockets, lightweight 503g (L), adjustable cuff and wrist gators, reflective logos, 10k Breathability

Nouveauté mondiale

Oakley
Stand: FG-A6/1

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E-Mail: deck@oakley.com
Internet: www.oakley.com
Contact: Daniela Eck

The Smoke longsleeve jersey was created to combine maximal comfort and protection.

The speciality of Smoke is the Coldblack technology, which ensures that the black colours on the jersey reflect heat instead of absorbing it. With an added UV-protection of 30, this jersey is the ultimate in high-tech protection. Its special bodymapping structure helps balance heat flow and humidity, using mesh under the arms for breathability. A micro fibre optics wipe, incorporated into the seam, is handy for wiping glasses, while pockets for bike park tickets or other small items help organize belongings. Padded elbows and antibacterial properties round off this highly functional jersey.

Oakley
Stand: FG-A6/1

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Internet: www.oakley.com
Contact: Daniela Eck

The Mag Short combines comfortable fit, multifunctionality, and optimal protection.

A removable inner short liner ensures flexibility when on the move. The Elastic Interface Technology of the seat padding offers maximal protection of the body when in contact with the saddle and the fast drying material keeps the wearer cool. Bodymapping plays an important part in the functionality of the Mag Short too: The upper part is an elastic four-way-stretch material, while the lower area is made out of durable polyester. Mesh in the groin area helps ventilate, while waist and leg silicone grippers complete the functional bikewear.

Olimpia Bicycle Ltd.
Stand: A6-106

4, Ostorhegy street
1164 Budapest
Hungary
Tel.: +36 1 40060 65 ext. 932
Fax: +36 1 4020084
E-Mail: sales4@gepida.hu
Internet: www.gepida.eu
Contact: David Baranyay

Bleda 1100 - Folding Pedelec with Gepida electric system built on Oyama frame.

The Bleda 1100 is a complex solution through the combination of the convenience of easy portability and the mobility of an electrically assisted bicycle. The professional Battery Management System capable of handling optionally two batteries, the three phase front hub motor, and user-friendly control unit are only a few features that enrich the technical specifications. Available in white colour with Nexus 3 hubgear.

Nouveauté mondiale

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Fax: +36 1 4020084
E-Mail: sales4@gepida.hu
Internet: www.gepida.eu
Contact: David Baranyay

Alboin 1100 - Trekking pedelec from Gepida

Excellent trekking bike complemented with Gepida-developed electric assist system that offers its rider an experience that is second to none. The 24-speed shifting system ensures the smooth running of the bike on various terrains. The Shimano brakes and crankset are only a few of the further advantages of choosing the Alboin 1100. The bike is available with three different frames types in various sizes all in trendy colours.

Olimpia Bicycle Ltd.
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Tel.: +36 1 40060 65 ext. 932
Fax: +36 1 4020084
E-Mail: sales4@gepida.hu
Internet: www.gepida.eu
Contact: David Baranyay

Alboin 1000 CRS - Cross Pedelec by Gepida

The Alboin 1000 CRS with its rigid fork, hydroformed alloy frame, immaculate white colour and Shimano XT rear derailleur is a real beast. The Yamaha-engineered Power Assist System is the guarantee for high performance that will definitely exceed the expectations of even the most sophisticated riders. The bike is available with gents frame in two different sizes.

**ORTLIEB Sportartikel
GmbH**
Stand: B5-600

Rainstr. 6
91560 Heilsbronn
Germany
Tel.: +49 9872 8000
Fax: +49 9872 800228
E-Mail: info@ortlieb.com
Internet: www.ortlieb.com
Contact: Christoph Schleidt

AirFlex 11 - waterproof lightweight sporting backpack

Lightweight waterproof backpack for sport activities with roll closure. Flexible Flex-Wire system with air pads for comfort, compression cords hold jacket or helmet, removable inner pocket, 2 outer pockets (not waterproof), safety reflectors, bike light attachment. Optional hydration system.

Nouveauté mondiale

ORTLIEB Sportartikel GmbH

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E-Mail: info@ortlieb.com
Internet: www.ortlieb.com
Contact: Christoph Schleidt

Hip-Pack2 - Waterproof Hip Pack

Lightweight waterproof backpack for sport activities with roll closure. Flexible Flex-Wire system with air pads for comfort, compression cords hold jacket or helmet, removable inner pocket, 2 outer pockets (not waterproof), safety reflectors, bike light attachment. Optional hydration system.

ORTLIEB Sportartikel GmbH

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E-Mail: info@ortlieb.com
Internet: www.ortlieb.com
Contact: Christoph Schleidt

Quick-Lock3 mounting system for bike panniers

Innovative mounting system for bike panniers especially for city and commuting panniers with single handed use. Automatic opening and closing of hooks. Main components are fixed to the rack thus providing a clean reverse side comfortable to carry. Adjustable height and angle. Lower hook rotatable in 360° in 24 steps. Fits on all standard racks. Compatible with ORTLIEB standard mounting systems.

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Internet: www.ortlieb.com
Contact: Christoph Schleidt

Downtown QL3 and Office-Bag QL3 Waterproof bike briefcases with new ORTLIEB QL3 mounting System

The main components of QL3 are permanently fixed to the left or right of the rack. QL3 results in a clean uncluttered back to the bag, perfect for commuting. Further Features (analog to existing panniers with QL2 system): Innerpockets, shoulder strap, reflectors etc. Optional accessories: laptop/notebook sleeves 13.3" and 15.4".

Nouveauté mondiale

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Contact: Christoph Schleidt

**Flight - fundamentally modified waterproof bike backpack with
TIZIP zipper**

The new waterproof bike backpack with TIZIP is available in two sizes (22 and 27 l) . Features: improved breathable harness system, waterproof zipped outer pocket, two side pockets for drinking bottles, stow-away helmet flap, hydration system (optional) can be integrated, hermetical passage for drinking tube, internal organizer in size A4, internal zipped pocket, 3M reflector, carrying handle, fixation for bike light.

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Contact: Christoph Schleidt

Zip-City - Waterproof shoulder bag with TIZIP zipper

Completely redesigned courier style shoulder bag in two sizes (14,5 and 23 liters) features TIZIP 100% waterproof zipper, numerous internal pockets for documents, small items etc. pen slot, keys snap hook, padded shoulder strap. Optional accessories: laptop/notebook sleeves: 13.3" fits S and 15.4".

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Contact: Christoph Schleidt

Micro - ultra lightweight waterproof saddle bag

The ultra light weight Saddle-Bag is particularly designed for use on road and mountain bikes. The volume of 0.6 L / 0.36 cu. in. offers room for spare tube, repair kit, energie bar or rain jacket. The roll closure with elastics ensures tight fixing and compression of the bag. A strong 3M reflector ensures safety in dusk and at night. Testwinner of German race bike magazine TOUR (January 2010).

Nouveauté mondiale

P&K Lie GmbH Stand: A5-403

Peutestr. 53A
20539 Hamburg
Germany
Tel.: +49 40 43174739
Fax: +49 40 43174799
E-Mail: info@pklie.de
Internet: www.pklie.de
Contact: Kerstin Lie

Thru axle adapter

Thru axle adapter fit for front and rear wheel axles 12 - 20mm and for hubwidth 100 - 150mm. The hubs are clamped precise. Fit for the most truing stands. High quality.

Philips Technology GmbH Stand: A5 -202

Philipsstr. 8
52068 Aachen
Tel.: +49 241 5392283
Fax: +49 241 5392990
E-Mail: alexandra.guennewig@philips.com
Internet: www.philips.com
Contact: Alexandra Guennewig

The Philips SafeRide LED eBike Light

At the Eurobike 2010 Philips presents a world premiere: The Philips SafeRide LED eBike Light, which will be the first and smallest LED headlight worldwide, that is statutory admitted as motorcycle headlight (for bikes up to 125cc). It creates a bright and broad light beam in up to 50 meters. It can be used for every e-Bike or moped and can be run with an input voltage from 5 up to 18 volt. Compared to common, less efficient headlamps with light bulbs it reaches a light output of 150 lumen driven at only 5 watt. Two High Power LEDs create bright white light. Thanks to its robust, waterproof aluminum-housing the temperature of the LEDs is kept constant and consequently their light intensity and light color are maintained.

Pinhead Components Stand: B4-308

#373, 11215 Jasper Avenue
T5N2N3 Edmonton
Canada
Tel.: +1 780 4655930
Fax: +1 780 4518236
E-Mail: don@pinheadlocks.com
Internet: www.pinheadlocks.com
Contact: Don Wolfe

Pinheads "Ultimate Security" pack is the world's first complete bicycle security system,

The Pinhead Bubble lock provides gold-rated security for your frame with improved shackle design and patented hidden-access key entry. The Pinhead Ultimate Security package provides complete bicycle security for your frame, wheels, seat post and front fork/stem assembly with one key. The locking system comes with a nylon handbag that holds the Bubble lock when you ride, and can be installed on the bike in many ways.

Nouveauté mondiale

PUKY GmbH & Co. KG
Stand: A2-317

Fortunastraße 11
42489 Wülfrath
Germany
Tel.: +49 2058 773 0
Fax: +49 2058 773 77
E-Mail: info@puky.de
Internet: www.puky.de
Contact: Guido Meitler

Trainer Bike LRXL - for Kids

PUKY GmbH & Co. KG
Stand: A2-317

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42489 Wülfrath
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Tel.: +49 2058 773 0
Fax: +49 2058 773 77
E-Mail: info@puky.de
Internet: www.puky.de
Contact: Guido Meitler

Small, lightweight and robust: The new aluminium bike ZL 12 for little beginners

Weight: 7,9 Kg

PUKY GmbH & Co. KG
Stand: A2-317

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Fax: +49 2058 773 77
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Internet: www.puky.de
Contact: Guido Meitler

Crusader 24: for girls and boys in trendy colours

"Crusader 24" in the new colour kiwi fruit.

Nouveauté mondiale

PUMA Bikes Stand: A4-202

Skoubogade 1,1 mf
1158 Copenhagen
Denmark
Tel.: +45 70224919
Fax: +45 79224917
E-Mail: dorthe@biomega.com
Internet: www.puma-bikes.
com
Contact: Dorthe Arve Olsen

PUMA and Biomega challenge the urban way of riding your bike, introducing the Mopion cargo ride.

Joining creative forces once again, PUMA and Biomega extend the PUMA Bike portfolio to include a fashionable cargo bike, accommodating true urban lifestyle. Mopion lets you cruise the streets in style, while transporting your daily groceries or bigger loads. The smooth steering provides you with easy maneuvering just like a commuter. Mopion is a unique lightweight and highly practical cargo bike with a fashionable twist.

Raleigh Univega GmbH Stand: ÜO-2 ; ÜO-3

Siemensstraße 1-3
49661 Cloppenburg
Germany
Tel.: +49 171 2212510
Fax: +49 4471 96644805
E-Mail: n.
bremer@derby-cycle.de
Internet: www.raleigh.de
Contact: Nadia Bremer

Raleigh Gatsby Premium - Urban bike with belt drive

Belt drive - an innovative technology already in use. To make the very best use of this innovative technology, Raleigh has developed an entirely new hydroformed belt frame. This gives the urban biker maximum rigidity and safe, belt-drive control. Coupled with the latest fully enclosed gear hub, this technology offers a comfortable drive system.

REDVIL Bike- und Sportbekleidung Stand: B5-102

Wildparkstr. 3
09247 Chemnitz
Germany
Tel.: +49 3722 408833
Fax: +49 3722 4088333
E-Mail: huebner@redvil.de
Internet: www.redvil.com,
www.redvil-shop.com
Contact: Olaf Hübner

super pro FM269 - perfect bib short, fit like a second skin

Nouveauté mondiale

REDVIL Sportbekleidung Stand: B5 - 102

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09247 Chemnitz
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Tel.: +49 3722 408833
Fax: +49 3722 4088333
E-Mail: huebner@redvil.de
Internet: www.redvil.com
Contact: Ramona Hübner

Illuminate vest: The luminous vest - Safety in new dimensions

The vest "Illuminate" uses entirely newly developed materials. This material saves the natural solar radiation but also the light of any artificial lighting. In the darkness of the material gives this energy again - so that lights up the entire vest and jacket, without that extra will be illuminated

REDVIL Sportbekleidung Stand: B5 - 102

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com, www.redvil.com
Contact: Olaf Hübner

Air Light jacket Extremely light and equipped with small Packing wind jacket, only 158 grams

The Air Light jacket from a brand new, very light Italian polyester material, which offers perfect wind and high water vapor permeability of 5000 gr/mq/24h and an air permeability of 12mm/Sekunde. The jacket is for the tight race fit with bi-lateral elastic mesh. 2 Large Covered back zip pockets allow for quick and convenient handling. The extra long front zipper is provided.

Revolution Sports Stand: A7-315

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14149 Berlin
Germany
Tel.: +49 30 64836321
Fax: +49 30 64836322
E-Mail: info@revolutionsports.
eu
Internet: www.
revolutionsports.eu
Contact: Konstantin Henschen

ALPHA 340 Tubeless Road Wheels, Wheels, Road Bikes

he Alpha 340 Pro Wheelset is the world's lightest Road Tubeless wheelset. Exceedingly smooth, extraordinarily fast and unquestionably the next step forward in performance. The Alpha 340 represents the first implementation of Stan's Bead Socket Technology (BST) for the road and cyclocross market. Featuring short sidewalls and a wide inside rim cavity allows for lower tire pressure creating a firm tire feel with low resistance.

Nouveauté mondiale

Revolution Sports Stand: A7-315

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eu
Internet: www.
revolutionsports.eu
Contact: Konstantin Henschen

NiteRider PRO 1400 Light System, Lights

The Pro 1400 represents the pinnacle of bike lighting technology. What makes the Pro 1400 unique lies in its two independently housed LEDs and reflectors, one reflector acts as a "spot" and the other a "flood";, this gives the user the ability to manage the type of beam pattern desired. To further beam flexibility, the 1400 runs under our unique D.I.Y. Software, this software allows you to tailor fit the light to your ride.

riese und m?r GmbH Stand: A2-306

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64293 Darmstadt
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Tel.: +49 6151 3668635
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Internet: www.r-m.de
Contact: Tobias Spindler

Avenue hybrid OR

riese und müller GmbH Stand: A2-306

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Mountainbike with electro support - Delite hybrid 250 HT MTB

Nouveauté mondiale

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Contact: Tobias Spindler

Delite hybrid 500 HS CUP

riese und müller GmbH
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Homage hybrid

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Nouveauté mondiale

Robert Bosch GmbH
Stand: A6 - 305

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Germany
Tel.: +49 71213535883
Fax: +49 7118115140219
E-Mail: julia.patzelt@de.
bosch.com
Internet: www.bosch-ebike.
com
Contact: Julia Patzelt

Bosch eBike System- well-balanced support while pedaling

The Bosch eBike System offers a powerful, comfortable and instant support in the full range of speed. The perfect interaction of the sensors, the intelligent control and powerful motor enable the optimal interpretation and immediate reaction on the driver's wish. Riding a bike never was so attractive.

Roeckl Sports
Stand: B5-305

Sandstraße 33
80335 München
Germany
Tel.: +49 89 230991127
Fax: +49 89 230991199
E-Mail: a.
schweizer@eastside-story.de
Internet: www.roeckl.de
Contact: Anne Schweizer

MINDEN - FREERIDE GLOVE

Roeckl Sports
Stand: B5-305

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Tel.: +49 89 230991127
Fax: +49 89 230991199
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schweizer@eastside-story.de
Internet: www.roeckl.de
Contact: Anne Schweizer

BRUSIO - GLOVES FOR CITY-CRUISER

Nouveauté mondiale

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IDSTEIN - GLOVES

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INGELHEIM - GLOVES

Schwalbe - Ralf Bohle
GmbH
Stand: A5-300

Otto-Hahn-Str. 1
51580 Reichshof
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Tel.: +49 2265 10957
Fax: +49 2265 7022
E-Mail: d.klytta@schwalbe.
com
Internet: www.schwalbe.com
Contact: Doris Klytta

Schwalbes New Racer : Ultremo ZX

Schwalbe will showcase its new Ultremo ZX race tire at EUROBIKE. The high-end all-rounder is perfectly tuned for competition road racing. Rolling resistance 15 percent lower, greater puncture resistance and higher mileage: Thanks to new compounds and patented protection belt, Schwalbe has succeeded in making the Ultremo ZX a competition tire of the highest order. The tire is available in 11 colors.

Nouveauté mondiale

**Schwalbe - Ralf Bohle
GmbH
Stand: A5-300**

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com
Internet: www.schwalbe.com
Contact: Doris Klytta

**Schwalbe remixes its MTB range - In 2011 all top models will
have new, Triple Star compounds.**

Schwalbe has optimized the inner strength of its MTB tires: In countless laboratory and practical tests, a total of six highly-specialist, unique compounds emerged. These were then combined as Triple Star compounds, which precisely suit the relevant application. And they are now even more practical: All new versions are now “Tubeless Ready“. Simply by adding a liquid puncture sealant they can be made into Tubeless tires.

**SCHWINN / Cycling
Sports Group
Stand: A6-301**

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70567 Stuttgart
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Tel.: +49 177 3442702
Fax: +49 30 21915969
E-Mail: jens.
haug@cannondale.com
Contact: Jens Haug

**The Schwinn Vestige urban concept bike with his flax fiber
frame is one of the most eco-friendly bikes on earth**

The bike is consistently pushing the green idea forward. The Flax fiber frame has a similar ride quality to carbon. But the frame“s raw materials and the water based paint are 100% biodegradable. Fenders and grips are made of bamboo, and the tires are made with recyclable rubber insert. Special highlight: LED lights are installed inside the semitransparent frame and let the bike glow in the dark.

**SELLE ITALIA
Stand: A1-400**

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ITALY
Tel.: +39 423 541313
Fax: +39 423 541300
E-Mail: marketing@selleitalia.
com
Internet: www.selleitalia.com
Contact: Ingrid Bordignon

**The new SLR MONOLINK FRICTION FREE: comfort at your
service.**

Thanks to its new, anatomically-shaped seat design, the new SLR gives better support to the pelvic bones, allowing more freedom of movement for the legs, eliminating annoying pressure on the pelvic region and significantly increasing comfort. For safe and easy mounting, the SLR MONOLINK saddle with its innovative rail should only be used with our unique MONOLINK seatpost.

Nouveauté mondiale

Selle Royal S.p.A.
Stand: A5-401

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Tel.: +39 444 461156
Fax: +39 444 462025
E-Mail: M.
Paccagnella@selleroyal.com
Contact: Matteo Paccagnella

ERGOGEL PLUGIN: saddle

Selle Royal S.p.A.
Stand: A5-401

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Tel.: +39 444 461156
Fax: +39 444 462025
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Contact: Matteo Paccagnella

RESPIRO 50's: cooling leather saddle handmade in italy

Selle Royal S.p.A.
Stand: A5-401

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Contact: Matteo Paccagnella

COUNTOUR: comback of a classic leather saddle

Nouveauté mondiale

Selle Royal S.p.A.
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MANO Royalgel(tm)

SH+
Stand: B2-110

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Fax: +39 372 494916
E-Mail: frittoli.
sara@marogroup.com
Internet: www.shplus.com
Contact: Sara Frittoli

EOLUS: go with the wind!!

EOLUS is the new helmet from SH+ studied for the track and time trial practice. In co-operation with Marco Villa, ex-pro rider and now trainer of the Italian track team, SH+ has developed a totally new helmet that will raise your performances instantly. EOLUS is compact, vented, light and has a great fit thanks to its adjustment system in the back. It is provided with a visor, fixed inside the helmet, but retractile: in this

Shimano Europe
Stand: A1 - 200

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8071 CT Nunspeet
The Netherlands
Tel.: +31 6 51198159
Fax: +31 341272200
E-Mail: aha@shimano-eu.com
Contact: Aloys Hanekamp

PRO Tharsis - MTB Trail components - Kit consisting of full carbon Stem, Handlebar, Seatpost and Grip

Nouveauté mondiale

Shimano Europe BV Stand: A1 - 200

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Fax: +31 341 272299
E-Mail: htr@shimano-eu.com
Internet: www.shimano.com
Contact: Harald Troost

New SHIMANO XTR developed for XC and AM category

Highlight of the new group is the 10-speed Dyna-Sys drivetrain system with triple and double crankset options. Finally an efficient and functional 3 x 10 drivetrain will be available that will for sure be popular amongst a wide range of mountain bikers.

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Contact: Harald Troost

No Nonsense: SHIMANO 105

The new SHIMANO 105 features many of the technological improvements of the new DURA-ACE and ULTEGRA components, at a very attractive price thanks to the use of more economical materials and solutions.

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Internet: www.shimano.com
Contact: Harald Troost

Completely revamped SHIMANO ALFINE 11-speed internal geared hub

Sporty and fashionable cycling will be brought to a whole new dimension with SHIMANO's new ALFINE 11-speed internal geared hub. This hub gear will offer three more gears at a lighter weight than the current 8-speed version (SG-S501). The components are simple, yet beautiful and highly reliable.

Nouveauté mondiale

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Internet: www.shimano.com
Contact: Harald Troost

Dyna-Sys: Shimano's next generation 10-speed MTB drivetrain

It's not only an extra gear… It's about closer gear ratios for a smoother shifting performance and improved power transfer. It's about riding optimized gear combinations that improve efficiency and durability. It's all about performance: Dyna-Sys offers a more stable drivetrain for any type of rider.

Shimano Europe BV Stand: A1 - 200

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Internet: www.shimano.com
Contact: Harald Troost

First generation of Shimano e-bike components (STEPS)

Shimano is presenting a completely new component group for e-bikes named STEPS (Shimano Total Electric Power System). The development is based on our philosophy that an e-bike has to stay a bicycle and needs to have a smooth and natural handling with a well-balanced support while pedaling. The STEPS concept enables people to enjoy nature and to stay healthy.

SKINS GmbH Stand: B5-406

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82319 Starnberg
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Tel.: +49 89 18902511
Fax: +49 89 18902512
E-Mail: mayr@mayrnet.com
Internet: www.skins.net
Contact: Marcus Mayr &
Eliane Drömer

SKINS C400 Thermal Bib Long Tight are the first winter trousers with dynamic gradient compression

Main Body fabric is Nylon Hollow Core Thermal Skins fabric providing Skins gradient compression. Has engineered mesh panels on bibs for max breathability and comfort. Chamois Multi D Anatomic Carbonium is uniquely shaped by using two panels for max comfort and fit. Has varied densities and thicknesses of foam for optimum weight distribution. Reflective logos all round on garment for max visibility. XS - XXL

Nouveauté mondiale

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E-Mail: mayr@mayrnell.com
Internet: www.skins.net
Contact: Marcus Mayr &
Eliane Drömer

SKINS C400 wind jacket

Main Body Fabric is Windproof Stretch Laminate with brushed lining for wind protection with no restriction on movement. Side Panels and back of neck are Nylon Hollow Core Yarn Thermal Fabric for warmth and breathability. Inside neck and zipper garage are lined with Micro Fleece for comfort. Main zipper is water resistant and is backed with weather flap to keep elements out. Two pockets on the back, one with zipper.

SKINS GmbH Stand: B5-406

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Internet: www.skins.net
Contact: Marcus Mayr &
Eliane Drömer

SKINS C400 rain jacket

Main body fabric is Dialight waterproof material which also breathes to avoid over heating and condensation build up. Inside neck is lined with micro fleece with comfort. Has dual front zipper for convenience. One large rear pocket with waterproof zipper. Rear pocket reverses to act as pouch when garment is stuffed for stowage.

Skyver GmbH Stand: FG-AK7

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82377 Penzberg
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Fax: +49 861 9096383
E-Mail: gerti@ring-pr.de
Internet: www.
mountainskyver.com
Contact: Christian Schmutz

New at EUROBIKE 2010: the MountainSkyver is now also available with a carbon set-up

The highlights at the booth of Germany's Skyver GmbH are the brand new MountainSkyver Carbon models. At the EUROBIKE 2010, the new and superlight carbon version of the foldable mountain scooter will be presented for the very first time. The MountainSkyver with carbon frames and carbon handle bar units is available in two different configurations setting new standards in terms of weight reduction, frame stiffness and design.

Nouveauté mondiale

SmarTube - BlueDesert Ltd.

Stand: B5 - 111

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79190 Kibbutz Or-Haner
Israel
Tel.: +972 8 6752528
Fax: +972 8 6752529
E-Mail: amit@bluedesrt.co.il
Contact: Amit Ben-Sasson

Cap2go(tm) - ClipCap(tm) Bottle Carrier

Cap2go(tm) specially shaped cap designed to seal, hang or carry your standard water bottle. Super Strong, durable and safe, sealed and waterproof, convenient New Design, travel-friendly pocket size.

SmarTube - BlueDesert Ltd.

Stand: B5 - 111

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Contact: Amit Ben-Sasson

SmarTube(tm) Drinking System for Standard Water Bottles (Hydration System)

A new hydration system with special caps, tube and mouthpiece - allows you hygienic and convenient drink from any standard water bottle during activity. Using SmarTube(tm) you eliminate the need to buy a hydration system with a water bladder. Instead you use a standard water bottle you can find anywhere and it's always clean. The greatest advantages of using the standard water bottles: very hygienic, replaceable, easily refilled.

SmarTube - BlueDesert Ltd.

Stand: B5 - 111

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SmarTube(tm) Hydration Packs - Water Bottle Packs

SmarTube(tm) packs are ergonomically shaped to perfectly fit the body while active. The meticulous design resulted in a very flexible and comfortable line of hydration packs, even when housing rigid liquid containers. SmarTube(tm) packs are all thermally insulated for maintaining liquid temperature while on the move. SmarTube(tm) packs collection includes professional day packs, biking water packs, bottle carriers and funny packs.

Nouveauté mondiale

SmarTube - BlueDesert Ltd.

Stand: B5 - 111

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Contact: Amit Ben-Sasson

Keep2go(tm) - Your Personal Travel Tube Container

Keep2go(tm) is the perfect solution for those easy-to-lose, hard-to-carry things - whether essential or just for fun. Keep2go(tm) is CompactTube(tm) multi-purpose container to keep your small things organized and safe. It's a super-strong, portable container, compact, lightweight and secure. Keep2go(tm) allows you to safely and comfortably carry anything from your personal first aid kit to your everyday knick-knacks when on the go.

SmarTube - BlueDesert Ltd.

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Contact: Amit Ben-Sasson

Bottelito(tm) - Insulated Neoprene Bottle Cover Holder - TemPocket(tm)

The Bottelito(tm) cover holder comes in four basic sizes and fits various different kinds of bottles: PET standard water bottles, stainless and aluminum bottles, Bike, sport and wide-mouth bottles, glass bottles and baby bottles. Target markets: outdoor, travel, bike, urban, beach, sport, ski, fishing and more.

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Contact: Amit Ben-Sasson

H2bike(tm) Drinking System for Bikers

H2bike(tm) is patent pending bike mounted hydration system, developed especially for bikers. The H2bike(tm) accessory line includes the revolutionary patent pending MultiFix(tm) tube and mouthpiece holder, the SpiralTube(tm) auto-retracting drinking tube and the original SmarTube(tm), a universal drinking tube kit for outdoor, biking and beverage bottles. Advantages: easy access, hands free, safe biking for pros, operates with all bottles.

Nouveauté mondiale

SmarTube - BlueDesert Ltd.

Stand: B5-111

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Contact: Amit Ben-Sasson

LighTonBike(tm).com - Headlamp & Torch Bike Handlebar Fixture(tm)

*Turn your Headlamp, Torch, Led or Flashlight into your Bike Light. *Multi - Functional light system for Headlamp, Torch and any other Bike Clip-Led. *Easy assembly silicon ladder straps system. *LighTonBike(tm) system allows 360° light direction. *LighTonBike(tm) is a worldwide patent-pending.

Specialized Europe B.V.

Stand: A3-206

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81371 München
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Tel.: +49 89 8904680
Fax: +49 89 89046819
E-Mail: info@burckhardtpr.de
Internet: www.specialized.com
Contact: Laura Burckhardt

Roubaix SL3 and Tarmac SL3 - over 40 wins in the Pro Tour + Tour de France victory Alberto Contadors

SQLab

Stand: A7-100

Fruntsbergstraße 27-29
82064 Strasslach
Germany
Tel.: +49 89 23546247
Fax: +49 8170 998329
E-Mail: isabella.dyba@commit-id.de
Internet: www.commit-id.de
Contact: Isabella Dyba

SQLab presents with the trekking-saddle 602 active an backfriendly bicycle saddle

Nouveauté mondiale

SQLab Stand: A7-100

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Internet: www.commit-id.de
Contact: Isabella Dyba

SQLab dedicates with the "Wings for Life"-saddle for the charitable trust of the same name

Squeezy Sports Nutrition GmbH Stand: B3 - 500

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Fax: +49 531 8760920
E-Mail: info@squeezy.de
Internet: www.squeezy.de
Contact: Johanna Picker

SQUEEZY Energy Gel Tomato - Tasty Alternative for Endurance Sports

Sports nutrition specialist Squeezy provides endurance athletes with a brandnew alternative to traditional, sweet energy gels: For the first time the SQUEEZY Energy Gel will be available with tomato flavour. Just like the other Squeezy gels, the salty, savoury tomato gel made from organic tomato powder provides athletes fast and digestible with carbohydrates and minerals during endurance sports.

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Internet: www.squeezy.de
Contact: Johanna Picker

Squeezy Fitness Bar - The chocolate candy for athletes

For the first time Squeezy Sports Nutrition offers the Squeezy Fitness Bar. The bar is rich in carbohydrates, fulfils all requirements for an energy bar but is as tasty as a usual chocolate bar: Crunchy crisps with chocolate coating excite an intense chocolate sensation whereas the carbohydrate mix provides the body steadily and quickly with energy before and after sports.

Nouveauté mondiale

SRAM Deutschland GmbH

Stand: A3-201 ; FG-AK8

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Fax: +49 89 45213699
E-Mail: terhard@sram.com
Contact: Tobias Erhard

NEW SRAM X0: THE REBIRTH OF A HERO

For 2011, the new X0 returns as a complete product family, featuring the legendary X0 rear derailleur, trigger shifters, new 2X10 and 3X10 cranksets and front derailleurs for unmatched shifting performance. The new SRAM X0 is the key to an incredible level of performance and integration for a variety of applications, from all-mountain to gravity riding, right up to XC racing.

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AVID X0 BRAKES: THE POWER OF A LEGEND

Enter the Avid X0 brake. At only 333gr (front brake, 160mm rotors), X0 packs all the power and control you can expect from the Avid Elixir line of brakes into a lightweight package. From cross country to trail riding to World Cup downhill, the X0 brakes can take it all. Tool-free Contact Point Adjustment and four color options to match the new X0 drivetrain offering, mean you're just a few clicks from your perfect ride.

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AVID CODE: FOR HIGH-SPEED ADDICTS ONLY!

The new Avid Code sets the standard for freeride and downhill brakes, with the introduction of TaperBore Technology and a sleek new integrated reservoir. At 420g, the new Codes are almost 10% lighter than the previous version. The tool-free Contact Point Adjustment, beefy four-piston caliper and deep-stroke modulation make Code the perfect brake for downhill riding, bikepark heroes and big mountain adventures.

Nouveauté mondiale

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ROCKSHOX REVERB F1 SEAT CONTROL

Imagine total control of your bike right from the handlebars, just like a Formula 1 driver: shifting, suspension lockout, seat height. The all-new RockShox Reverb gives you this, with 125mm of infinite seat height adjustment and control of your return speed with a hydraulic Xloc handlebar remote. A custom sealing system keeps the performance optimal even in the worst conditions.

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Contact: Tobias Erhard

RED turns Yellow: SRAM's introduces 2010 Limited Tour Edition Groupset (LTE)

Every former and current Tour de France champion racing in the 2010 edition will be equipped with SRAM's new Limited Tour Edition groupset. The collective power of the last eleven Tour winners will kick off the launch of the aftermarket only groupset available for a limited time. Inspiration for the black anodized gruppo with yellow graphics was to pay tribute to the color of the Tour as well as reflect on SRAM's 2009 success.

SUGOI Performance Apparel

Stand: B5 - 502

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Canada
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Fax: +800 8647 6461
E-Mail: info@inmotionmar.com
Internet: <http://sugoi.com>
Contact: Uwe Weissflog,
Katrin Engel

Upgrade your Ride - The Greatest Shorts in the World

In order to provide the perfect cycling shorts for each type of rider for Spring 2011, SUGOI has redesigned and upgraded every single pair of their cycling shorts, from the leg closure of all shorts to the new straps system of the Women's RSE Bib Shorts. The Canadian bike wear experts have also developed a new shorts series called RPM (Revolutions Per Minute) that will be a clear winner in its price category.

Nouveauté mondiale

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Rev it up - With SUGOI's New RPM (Revolution per Minute) Shorts

The new RPM Shorts deliver great performance and comfort at an unbeatable price point. The offer includes a Men's and a Women's version plus a Men's bib, all made of SUGOI's latest fabric innovation P3 and available in 7 different logo designs. Further specifics of the RPM shorts are the seamless one-piece S.100 chamois, 8 panel contour, Flat lock stitching, soft waistband elastic, and the comfortable 2" hem band leg closure.

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Contact: Uwe Weissflog,
Katrin Engel

Colour up Your Ride - With SUGOI's New Outstanding Jerseys for Style and Function

Not only is SUGOI known for premium performance apparel, the Vancouver-based brand combines technical excellence with extraordinary designs. The new, eye catching jerseys of the Spring / Summer 2011 collection live up to highest apparel expectations - featuring elaborated details from raglan sleeve for perfect fit and invisible front zip for additional ventilation, to the three elasticized back pockets.

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Contact: Uwe Weissflog,
Katrin Engel

SUGOI Men's El Toro Jersey - Viva Espana! Versatile, Technical and Fun

A nostalgic play on Spanish cycling clubs, the Men's El Toro Jersey gives the pro-look of a team kit with a stylish fit and bold graphics. Made of FinoTech fabric, El Toro creates the perfect jersey for heart rate acceleration. Featuring incredible moisture wicking and breathability, the technical elements of El Toro provide riders with a drier sensation on the skin in all conditions.

Nouveauté mondiale

SUGOI Performance Apparel **Stand: B5 - 502**

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Internet: <http://sugoi.com>
Contact: Uwe Weissflog,
Katrin Engel

SUGOI Women's Limoncello Jersey - A Practical Jersey to Sweat in while Looking Tasteful

Female cyclists are taken to Italy - the Women's Limoncello Jersey nods to the romance of Italian leisure cycling. The graphic of the liqueur-inspired piece speaks to cycling enthusiasts and offers the technical benefits of a sublimated jersey - durability as well as ideal breathability. Made of high-output FinoTech fabric, the Limoncello Jersey offers superb moisture uptake and disbursement and accelerated evaporation.

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Katrin Engel

Compress to Impress

For Spring 2011, SUGOI has significantly increased its popular award-winning Race + Recovery (R+R) Compression product line that is centered on Piston fabric. New additions include calf sleeves, knickers and gender-specific compression socks as well as bright, fresh colours. Through ZoneConstruction SUGOI achieves engineered graduated compression, resulting in improved circulation, reduced fatigue, and a faster recovery.

Tacx B.V. **Stand: B3-105**

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Tel.: +31 70 5121774
Fax: +31 70 5116411
E-Mail: pr@tacx.nl
Internet: www.tacx.com
Contact: André Möhlmann

The Uma is Tacx's newest bottle cage in the high end collection.

Uma's design is surprisingly powerful; the metallic look gives the cage a high-grade appearance. The bottle cage is manufactured from an aluminium sheet and then covered in plastic. This production method results in a highly durable and light weight structure. Uma was also designed to make fitting the water bottle easy as pie.

Nouveauté mondiale

Tacx B.V.
Stand: B3-105

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Internet: www.tacx.com
Contact: André Möhlmann

Satori Stripes, a stylish new version of Tacx's most popular cycletrainer

This silver grey trainer comes with a Skyliner front wheel brace (which doubles as a handle to carry your trainer), an assorted transport bag and a Video Cycling film, the Grossglockner. The Satori Stripes is offered in a limited edition at a very attractive price.

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Internet: www.tacx.com
Contact: André Möhlmann

Vortex, Tacx's latest high-tech Ergotrainer

This wireless version of the well known Flow trainer features a white Satori frame and a number of innovative functions. The handlebar mounted computer with its custom made display will show you, at a glance, all of the relevant data concerning power output, speed, heart rate and pedalling frequency while you are training.

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Contact: André Möhlmann

Preparing for a race, do it at home - with Tacx. There are now over 25 films for VR riders.

Currently there are over 25 different movies to give your indoor training an extra dimension. They are divided into various categories: cycling classics, mountain stages, training with the pros, Cycle tours and City trips. All movies are shot in widescreen and linked to Google Earth 3D maps.

Nouveauté mondiale

TIOGA , Oriental Boeki Corp.
Stand: A6 - 103

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92843 Garden Grove, CA
USA
Tel.: +1 714 537 8959
Fax: +1 714 537 8781
E-Mail: kai@tiogausa.com
Contact: Kai Cheng

Pedal ZERObearing system

Pedal with a totally new and innovative rotating mechanism.

TIOGA - ACENTIA
Stand: A6 - 103

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fl. 4
7012 Ruse
Bulgaria
Tel.: +359 82 829 333
Fax: +359 82 829 322
E-Mail: tioga_acentia@abv.bg
Contact: Stefan Stefanov

e-BIKE specific tire

Tire with unique features: 1) Minimize pinch flat (snake bite) 2) Minimize slipping 3) Minimize roll off 4) Low profile with wide contact surface 5) Unique tread design (round edge and wear indication).

TIOGA, Oriental Boeki Corp.
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Contact: Kai Cheng

New MTB XC tire, Model Psycho Genius

Designed with new concept, AI knob technology.

Nouveauté mondiale

TSG International AG Stand: B4-403

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8050 Zürich
Switzerland
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Fax: +41 43 9601750
E-Mail: nadja@ridetsg.com
Internet: <http://ridetsg.com>
Contact: Nadja Herger

TSG`s Nipper is the first kids helmet with perfect fit and appealing dirt halfshell design.

The Nipper is the 1. in-mold half-shell helmet for little children. It offers perfect fit and ultimate protection even at the sides of a child's head. Designed using an in-mold manufacturing process, the helmet weights only 195g and fits head sizes from 48-51cm. With a set of 4 Tuned Fit inner pads it is fully adjustable and grows with the kid. Besides an appealing look the low fit half-shell design offers superior protection.

TSG International AG Stand: B4-403

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Internet: <http://ridetsg.com>
Contact: Nadja Herger

TSG expands the Kraken collection.

First flexible helmet, which resizes to the head of each person.

Tunebug Europe Stand: A3-700

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Fax: +49 911 59698836
E-Mail: m.bauer@tunebug-europe.com
Internet: www.tunebug-europe.com
Contact: Matthias Bauer

Tunebug Shake(tm)

From bike helmet to mobile sound system in a matter of seconds - with Tunebug Shake(tm). The new product from US audio specialists SVG is ideal for any kind of fun or outdoor sports where helmets are worn. The Shake is the ideal mobile sound generator for cycle routes, skate tracks and ski pistes and much, much more - as well as the smallest, lightest Bluetooth speaker on the market .

Nouveauté mondiale

Ultra Motor Stand: ZH-200

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Fax: +49 89 444467477
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Internet: www.trademarkpr.
com
Contact: Ellen Boos

Innovative Ultra Motor drive system

Ultra Motor Stand: ZH-200

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boos@trademarkpr.com
Internet: www.trademarkpr.
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Contact: Ellen Boos

Ultra Motor A2B HYBRID 24: Pedelec for style pioneers and technic fans

ULTRA SPORTS Stand: FG - A5/4

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72127 Kusterdingen
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Tel.: +49 707173784
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E-Mail: info@ultra-sports.de
Internet: www.ultra-sports.de
Contact: Martin Ilg

First produced gel with performance-enhancing plant compounds

Nouveauté mondiale

uvex sports GmbH & Co KG

Stand: B2-202

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Tel.: +49 911 97740
Fax: +49 911 97744350
E-Mail: info@uvex-sports.de
Internet: www.uvex-sports.de
Contact: Stefan Weiler, Mario Kummer

uvex top-innovation: all-year-round e-bike and city-helmet discovery

uvex discovery heralds a completely new style of bicycle helmet, to address the specific needs of e-bikers, city cyclists and business people. . uvex discovery meets all the highest safety standards while still offering superb comfort, fit and ventilation. The helmet's adjustment system allows both circumferential and height adjustment, providing the perfect fit for every individual head shape (uvex 3D IAS). The interior padding absorbing moisture and transporting it away from the skin. It is also anti-bacterial, removable and washable.

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Contact: Stefan Weiler, Mario Kummer

uvex discovery - the new sport sunglasses with variomatic system for city helmets

uvex discovery - new sport sunglasses with chameleon effect. These convertible, multi-talented glasses automatically adjust to all lighting conditions, making them perfect for wearing in the city as well as by commuters and e-bikers. Thanks to built-in photochromic technology, the glasses automatically adjust to the correct shade by reacting quickly to both the UV level and the weather - from S1 to S3 protection. 139,95 Euro.

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Contact: Stefan Weiler, Mario Kummer

uvex's top racing bike helmet fp3 now in stylish national colours - customize your own helmet

uvex expands its successful top-line racing helmet series with a range of national colours and improved features: fp3 country line. The fp 3's ultra-safe, double inmould construction is now available in the stylish colours of some famous cycling nations: black-red-gold, green-white-red, blue-white-red and red-white-red. Each helmet includes a sticker sheet containing the national flags of many bike countries. Price: 189,95 Euro

Nouveauté mondiale

uvex sports GmbH & Co KG

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Contact: Stefan Weiler, Mario Kummer

New: uvex ultraguard vario - street style and sport performance - shade adjust automatically

uvex's latest stylish, sporty design features lenses which automatically adjust according to both light and UV levels. uvex ultraguard vario sunglasses don't just look cool, they are multi-talented. The lenses quickly and automatically adjust their shade, lightening or darkening in response to the lighting condition and UV level. They also feature supravision, uvex's legendary anti-fog coating. € 139,95

VANMOOF Stand: A3-805

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Fax: +31 20 716 8809
E-Mail: niels@vanmoof.com
Internet: www.vanmoof.com
Contact: Niels Bark

VANMOOF extends its collection with the aesthetically appealing and unique front carrier.

Simplicity and integration are key! The carrier easily fits all current VANMOOF models. Take the solar powered LED out and replace it by the carrier. The rechargeable solar powered LED can be reassembled into the carrier. Functional yet stylish while remaining robust. The VANMOOF Carrier comes in 2 colours and is outfitted with classic oakwood. For a consumer price of only 38,- Euro.

VANMOOF Stand: A3-805

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Internet: www.vanmoof.com
Contact: Niels Bark

VANMOOF N° 6, the first VANMOOF for women

Stripped from all that can break or frustrate and added with function and style. The N° 6 is feminine but has an overdose of swag. Solar powered LEDS are built into the striking aluminium frame. The N° 6 is lightweight and wireless. Always accessible for the modern urban commuter at only 398,- Euro. SPECS: Schwalbe Big Apple, aluminium frame, 13 KG, Shimano hub, aluminium double wall rims, anti rust chain, coaster brake.

Nouveauté mondiale

VAUDE Sport GmbH & Co. KG
Stand: B5 - 400

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Fax: +49 7542 53065123
E-Mail: stephanie.haid@vaude.com
Internet: www.vaude.com
Contact: Stephanie Haid

Ecological Teaser Collection "Green Shape" with items to whet the appetite for future Vaude products

Vaude will debut its environmentally friendly Teaser Collection "Green Shape" - an embodiment of Vaude's ecological vision and its grounding product philosophy. The Collection is based on the motto "Reduce, Re-use, Recycle" and includes many ecological aspects: for example it relies on bluesign certified manufacturing processes, materials and the Sympatex membrane.

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Internet: www.vaude.com
Contact: Stephanie Haid

The Highlight of the VAUDE All Mountain Collection is Tracer, the new technically backpack generation.

VAUDE engineered the new fully equipped All Mountain backpack to meet the needs of young, dynamic mountain bikers. The ingenious Ergo-Vent suspension system with adjustable hipbelt sets new standards in terms of comfort and fit. Depending on what they're planning, the Tracer pack is available in four different sizes, offering carrying capacities from 12 to 28 liters.

VAUDE Sport GmbH & Co. KG
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Contact: Stephanie Haid

VAUDE Urban Life Collection - Catching green on city streets

VAUDE's new Urban Life collection pursues a thoroughly ecological approach in fusing modern lifestyle designs with technical performance. Eco friendly products made from bluesign approved fabrics, organic cotton and recycled textiles are now turning up with cutting-edge urbanite looks.

Nouveauté mondiale

VAUDE Sport GmbH & Co. KG

Stand: B5 - 400

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Germany
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Fax: +49 7542 53065123
E-Mail: stephanie.haid@vaude.com
Internet: www.vaude.com
Contact: Stephanie Haid

VAUDE Sky Fly Jacket & Pants: Rain protection for minimalists

Better safe than sorry: on longer tours you could always come up against an unexpected rain shower. With the Sky Fly Jacket and short matching rain pants, you'll be prepared. The superlight rain combi features a sporty design and packs down small enough to disappear into a bike jersey pocket.

VDO Cycleparts GmbH

Stand: A5 - 206

Große Ahlmühle 33
76865 Rohrbach
Germany
Tel.: +49 6349 96350
Fax: +49 6349 96 3520
E-Mail: noenen@cycleparts.de
Internet: www.cyclecomputing.com
Contact: Hans Joachim Noenen

SERIES-A, Bike Computer, VDO

The new Series-A come along in a revised attractive design. The display has been refashioned. It became bigger, the font type made more readable. Retained are the functions and reliability of the previous Series-A. Larger buttons make operation much easier even with gloves on. The new Series-A is now also available with the Smart Set Box Funktion.

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Internet: www.cyclecomputing.com
Contact: Hans Joachim Noenen

GP7 Bike GPS Navigator Bike Computer and GPS

Dynamic navigation and route calculation, now takes place in the outdoor area. Special vectorized topographic maps make it possible. Enter destination "the route is calculated" and off you go. Directions to turn and voice announcements point out the right way even in open terrain. With the VDO GP7's guiding function, you can retrace already cycled tracks. Bike GPSThe RichTracks can be processed on the VDO GP7.

Nouveauté mondiale

Velobaze AG
Stand: A2-300

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JALOPY

Velobaze AG
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ARIS Homme & Paris Femme

Velobaze AG
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Andale Lady

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BIG TOOL

Nouveauté mondiale

Ventura SRL - Macpi Spa Stand: B5 - 113

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Tel.: +39 0423529299
Fax: +39 0423529144
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Internet: www.venturasrl.
cabanova.com
Contact: Paolo Lancini - G.
Canton

W.I.Z. welded invisible zipper (patent pending) by Ventura

Ventura srl. , producer on behalf of major brands of sports wear for outdoor ,cycling, , water and winter sports, has developed a new manufacturing process (patent pending) that allows to obtain high quality garments with content and technology with sophisticated-looking. The invisible zipper welded allows non-stop graphics and avoid annoying clutch of stitching on the skin. This process permits furthermore to enlarge the field of use of invisible zippers.

Viva Bikes A/S Stand: A7-404

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com
Internet: www.trademarkpr.
com
Contact: Friederike Götze

VIVA Duro: Single Speed Bike in Marrakech-brown metallic

The light steel frame of the single speed bike with double top and bottom tube fascinates with a minimalistic design. A highlight is the VIVA in-house developed "three-minute-hub": Even a minimal spin is enough to make the hub turn for three minutes.

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VIVA Strada: Singlespeed Bike in Old School Green

Inspired by old recordings Lars Andersen designed the Strada VIVA as homage to the bikes of the first Tour de France participants. The lightweight single speed has a backpedal and roller brake. A stronger chain bears even the strains of a murderous climb.

Nouveauté mondiale

Viva Bikes A/S Stand: A7-404

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VIVA Pista: Singlespeed Bike in racing green

VIVA Pista with FlipFlop-hub (freewheel or fixed gear) is available with racing bike handlebars, or with straight handlebars as VIVA riser. The delicate diamond-frame architecture of high-strength steel is a reminiscence of the bikes of the sprint stars in the 1930s. Power in acceleration is implemented here without loss.

Viva Bikes A/S Stand: A7-404

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VIVA Extravaganza: Singlespeed Bike

Retro-elements such as the "filled brazed" frame and handlebar stem give the Extravaganza a timeless design. The hand-sprayed finish is exceptional! Handlebars and a suede saddle complete the elegant appearance. The 2011er models VIVA also comes with the three-minute hub.

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VIVA Bellissimo: Design bike in five model lines

The 2011 family includes five model lines: Entry, Coster, Free and Derailleur and the ladies Mixte series. The frame seems to float above the tire, as there are no screws and fasteners visible. The VIVA Bellissimo is available as a single speed (freewheel or fixation), 7-speed or 8-speed model.

Nouveauté mondiale

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Contact: Friederike Götze

VIVA Kilo Man and Lady: Design bike in black, brown or red

The painted fenders are held by invisible bolts, no fixations disturb the slim shape. The optional baskets are made of light aluminum as well as the handlebars and the chain blade. For the first time VIVA installed own leather saddles with elaborate stitching and a VIVA logo. Beige VIVA pedals finish the features.

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VIVA Juliett: ladies bike in ruby red, brown, black or white-light blue (Fashion Modell)

Whether in the Entry, the Classic or fashion version with steel or aluminum frame, VIVA's bestseller is a must have for the great boulevards of the world. Saddle, pedals and handlebar grips match perfectly in color - as well as the frame color.

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VIVA Velo: Design bike in black

Closely based on historical plans from the 1920s the design team has designed this bike. In the strictly geometric vintage CroMo steel frame VIVA uses traditional design characteristics. For the 2011 model versions the framework geometry has been optimized, the handlebars are cranked and new chain covers have been added

Nouveauté mondiale

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VIVA Mille Miglia: Urban bike in white or black

Although the oversized 29"-tires seem strange at first glance, they have a lower resistance and dampen hits better. The drive works more than 15,000 km without maintenance, the roll brakes are long lasting even when you stop-and-go.

Viva Bikes A/S Stand: A7-404

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VIVA design helmet of leather or rubber in cream coffee brown, black-black etc.

Hard shell, soft heart: for an ultimate comfort the VIVA helmet is soft padded in the inside. Six air vents provide a cool head on the road. These advantages have also been recognized by an expert panel from which the VIVA helmet has been awarded with the "red dot" for high-quality and creative design in the category product design.

VSF e.V. Stand: A2 - 310

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Contact: Dirk Sexauer

New presentation and concept of the VSF-magazine "abgefahren"

Nouveauté mondiale

**Wilhelm Humpert GmbH
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Stand: A4-400

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E-Mail: info@humpert.com
Internet: www.humpert.com
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ergotec COMFI stem Components / Accessories

Ahead stems not just for sports bikes However, with their innovative design the new ergotec COMFI stems make it possible for the height of the grip position to be adjusted by up to 65mm.

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ergotec EVO-TOURING Bar Ends Components / Accessories

Pure ergonomics! It is the HUMPERT philosophy to develop ergonomically functional products for different target groups. This is the thinking behind the new ergotec EVO TOURING bar ends, which allow both the angle of grip and the additional grip position to be adjusted steplessly to the requirements of the individual user.

Winora Group
Stand: A4-200

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Andrea Nusser

Heet RX Haibike - FULLY ALL MOUNTAIN Laureate of the Eurobike Award 2010.

More travel - more fun! Coming at you with 155mm travel at a record breaking weight of 1.890g. Massive PressFit BB tapered headtube and Syntace X12 axle system for the rear wheel make the frame super stiff. Even though it's packed with the latest technology there is no weight to spare: Direct Mount FD or superlight full carbon rocker are only 2 examples. The result: On the trail the HEET is a real weapon.

Nouveauté mondiale

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Haibike eQ FS Xduro - PERFORMANCE OFFROAD

Haibike combines the sportiness of a MTB with the dynamic of a MX-Bike with the newly developed eQ FS. The centre BOSCH-Motor provides a perfect weight distribution. It also makes it possible to detach the motor mass from the suspension system for a smooth performance. The Motor rotated inside of the front triangle to provide a maximum ground clearance and protection from damage during riding.

Winora Group Stand: A4-200

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Glace RX Pro of Haibike

The Glace RX Pro is the bike for these fast guys, super aerodynamic shape, internal cable routing, aero caps for rear brake and cable exit, aero shaped tubes and track dropouts for perfect rear wheel adjustment. The Glace RX Pro is packed with the latest technology like PressFit-BB & the latest carbon fibre layup technique. Sram Red Groupset, Xentis Aero Wheels and Ultramo Tubulars. The Glace RX Pro is the Perfect TT bike.

Winora Group Stand: A4-200 ; FGO-403

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Winora F2 - FAMILY PEDELIC

Self-confident, vibrant and reduced to the max it follows - the F2, part of the new Family Line, provides Winora E-Bikes for the modern Family. The advantages of the eDrive-Unit combined with smart features: multifunction battery box with click system for basket & cases, the child seat adapter for securely fixing the seat on the specially reinforced seat tube or the world's first integrated connector for trailers.

Nouveauté mondiale

Winora Group
Stand: A4-200 ; FGO-403

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Winora XP3 - URBAN PEDELIC

Minimal aesthetics and lifestyle - the Winora XP3. A world premier is the patented drive unit with the perfectly integrated T-Shape battery-pack combined with the XP Hubmotor, powered by TranX. The Result is a new style of mobility, never before has an E-Bike been reduced to the essentials to such an extent. eMobility in the most radical and thrilling form.

Wisper Ltd
Stand: ZH - 408

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SO41 6DY Sway
United Kingdom
Tel.: +44 1732 452004
E-Mail: sales@wisperbikes.
com
Internet: www.wisperbikes.
com
Contact: David Miall

DaaHub electric bike conversion kit

Wisper will hold the world wide debut of the new ultra light weight Daahub electric bike kit on their stand at Eurobike 2010. Daahub weighs only 5.5 kg but packs a huge 36 V 12 Ah punch. At 432 Wh we believe this is the most powerful system on the market. The Daahub power pack can be rear mounted on the seat post, forward mounted on the seat post tube or carried in a Camel back. The system takes under half an hour to fit.

wsm GmbH
Stand: A2-313

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Hombach@wsm.eu
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Bike Box 3 Duo

Nouveauté mondiale

X-Technology Stand: B5-602

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Contact: Michael Raab

X-BIONIC Biking SphereWind Jacket

The new jacket of the Swiss development team led by Prof. Bodo W. Lambertz is like a High-Tech racing machine: an aerodynamic cut with flexible inserts in the back as well as water-, windproof and breathable at the same time thanks to the symbiotic (tm) membrane. Another big innovation is the ClimateSpeed spoiler: The trailing edge and the subsequent 3D BionicSphere® System transforms the air flow in a turbulent flow.

X-Technology Stand: B5-602

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X-BIONIC Biking SphereWind Vest

The 3D BionicSphere® system on the back of the vest uses sweat to cool the biker. Through the channel structure it increases its surface, which increases the evaporation rate. Since the system is not resting flatly on the vest, it collects warm air in the hollow space and isolates the biker. The bionic symbiotic(tm) membrane absorbs too much of sweat like a sponge and takes it to the outside, powered by the body heat.

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X-BIONIC Bike Bib Tight: bike pants with the leg lengths long, medium, short

The X-BIONIC® Bike Bib Tight for men and women scores with an anatomically shaped seat pad, that relieves the pressure on sensitive blood vessels and nerves. The pad is omitted in the production of the pants and then sewn in by hand. The wide AktivBund® adapts to any leg shape. The newly developed suspenders for women adapt perfectly to the female breast.

Nouveauté mondiale

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X-BIONIC X-Ultimate Shirt

X-BIONIC® developed this ultra-modern piece of bike wear in cooperation with the magazine MountainBIKE and its readers. Special pads protect the shoulder against bruises and injuries when carrying the bike. Every detail of the product goes through elaborate testing phases. The product presentation will take place at Eurobike 2010 in the X-BIONIC® booth B5/602.

X-Technology Stand: B5-602

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X-BIONIC Energizer Light: Underwear

The special X-IMPACT Technology of this underwear with medium compression has a revitalizing and stimulating effect and activates the last reserves of power. It reduces muscle vibration and supports the joints and muscles. It also optimizes the movement and stimulates the blood circulation for an increased nutrition supply. That's why you can enjoy the sport in each phase and with the highest level of performance.

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Arm's Energy Accumulator(tm) and Leg Energy Accumulator(tm): Complementary

Other bike wear gets thinner because of the bending of knees and elbows and loses its warming function. The ExpansionRibs(tm) of the Energy accumulator(tm) unfold a chamber and duct system like an accordion, where the warm air is retained in the interior. This flexibility and the elasticity of the yarn make precise movements with high isolation possible.

Nouveauté mondiale

X-Technology Stand: B5-602

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X-BIONIC Wallaby: Complementary Wristband

Sweat is too useful to waste. Special high-tech knitting structures and the patented 3D BionicSphere® System spread it thinly on the whole skin surface. There evaporative cooling arises, which helps the body to keep the optimal temperature of 37° C and to maintain high performance. This natural turbo effect turns sweat into energy.

X-Technology Stand: B5-602

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Contact: Michael Raab

X-BIONIC Helmet: Complementary

Designed as a temperature-regulating layer between the head and outer helmet, the Helmet warms when you're cold and cools when you sweat. The patented 3D-BionicSphere® system uses the sweat effectively for evaporative cooling. Sweat Traps® on the forehead and AirConditioningSpots(tm) on the temple process the superfluous sweat. With or without an outer helmet - the X-BIONIC® Helmet is more than just an accessory.

X-Technology Stand: B5-602

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X-BIONIC Headband: Complementary

Before the sweat begins to flow, it is converted into energy. No matter which sport, the body temperature quickly rises above the optimum temperature of 37° C. We start to sweat. But before the sweat begins to trickle down towards the face, the patented 3D BionicSphere® system absorbs it at the forehead and uses it highly effective for cooling.

Nouveauté mondiale

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X-BIONIC Calf Spyker BQ-1: Complementary calf compressor

X-BIONIC® compresses optimized for the vessels: The blood is cooled under the skin on the thin capillary wall by the sweat, the biker saves energy. When the muscle fatigues, the frequency of the vibrations slows down and the muscle starts to flutter. The high-impact technology(tm) stabilizes the muscles from the beginning. Optimal conditions for a new peak in performance!

Zimtstern Switzerland AG Stand: B1 - 405

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Internet: www.zimtstern.com
Contact: Reto Scheidegger

Zimtstern Bike Wear Collection: Bike wear for Freeride/Dirt/Park, All Mountain and Enduro.

From 2011 on bikers from the disciplines Freeride/Park/Dirt, All Mountain as well as Enduro can rely on Zimtstern. The collection with 47 mens styles ranges from functional jackets and jerseys to shorts and functional streetwear. The technical high-end gear with best functionality and progressive design fulfills all needs.

Zwei plus zwei GmbH Stand: A2-405

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WANDERER Tourer W400 Citybike

Nouveauté mondiale

Zwei plus zwei GmbH
Stand: A2-405

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WANDERER sports tourer S600

Zwei plus zwei GmbH
Stand: A2-405

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WANDERER travel tourer R400

Nouveauté européenne

adidas eyewear Stand: B2-411

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com/eyewear
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agilis from adidas eyewear with new colors

The agilis by adidas eyewear is one of the equipment classics among sportsmen and -women. From now on it is available in matt olive and crème white. The vision is improved by its high quality lenses. Moreover, the eyes are protected from ultraviolet rays, dirt, insects or wind. For a high comfort the glasses offer several setting options and consist of anti-slip material on the inside of the temples.

adidas eyewear Stand: B2-411

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com/eyewear
Contact: Gunhild Knierim

The Light Stabilizing Technology(tm) from adidas eyewear

The Light Stabilizing Technology(tm) is the basis technology for adidas eyewear lenses. It equalizes light fluctuation and provides a constantly good vision. It prevents that the eyes get tired and the ability to concentrate is increased. Contrasts are intensified with the result that the biker realises the condition of the trail more precisely. Thus he can safely ride over stones and roots and adjust speed and technique in time.

BOO Bicycles Europe Stand: B1 - 402

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com
Contact: Christian Beuing

BOO Bicycles. Handmade highend bamboo-carbon-hybrid-frames

The handmade highend bamboo-carbon-hybrid-frames are very light, stiff, smooth, stabil and durable. Bamboo (*dendrocalamus strictus*) dampes the vibrations for a incredible smooth ride. Handwrapped junktions with carbon (UD, HT, T 700). Outstanding unique optic and riding comfort in supersport on highest level.

Nouveauté européenne

Burley Design Stand: A3 - 403

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Internet: www.burley.com
Contact: Garrett Barnum

The new Travoy from Burley - A bike trailer that converts to a rolling cart, to take it all with you

Burley's revolutionary Travoy Urban Trailer helps you do more on your bike. Weighing less than 4.5 kg, it features a hitch that easily attaches and detaches from the seat post of your bike. At your destination, it converts to a rolling cart with a twist of the wrist. Haul up to 27 kg - you'll hardly know it's there. Take it shopping, to the office, anywhere. Customize with your choice of interchangeable bags.

Centrimaster UG Stand: FW-Liegeraddatei

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Fax: +49 6563 9601170
E-Mail: info@centrimaster.de
Internet: www.centrimaster.de
Contact: Wilhelm Schon

Brake lever extension for end bars: Adaptable brake lever for different brake systems

Brake lever extension for end bars. Adaptable brake lever extension on existing brake grips for operation on end bars. Adaptable brake lever for different brake systems on bicycles using end bars. Adjustment possible in four directions for optimal achievement. High safety comfort with small hand strength. Easy assembly. Suitable for all commercial brake lever types.

CONWAY c/o Hermann Hartje KG Stand: B4 - 502

Deichstraße 120-122
27318 Hoya
Germany
Tel.: +49 7141 913132
Fax: +49 7141 913133
E-Mail: thomas.
goebel@inmotionmar.com
Internet: www.conway-bikes.
de
Contact: Thomas Göbel

CONWAY Co-Sponsoring 2011

CONWAY is offering a Co-Sponsoring to all interested and ambitious hobby-cyclists.

Nouveauté européenne

Felt
Stand: A3 - 200

Industriestraße 39
26188 Edewecht
Germany
Tel.: +49 4405 928011
Fax: +49 4405 928049
E-Mail: sscheitz@sportimport.de
Contact: Stefan Scheitz

DA - Aerodynamic optimized bicycle

Felt
Stand: A3 - 200

Industriestraße 39
26188 Edewecht
Germany
Tel.: +49 4405 928011
Fax: +49 4405 928049
E-Mail: sscheitz@sportimport.de
Contact: Stefan Scheitz

Brougham 3 speed: Fixie with 3-gear-hub

JD Europe Components GmbH
Stand: A5 - 306

Frankfurter Landstraße 15
61231 Bad Nauheim
Germany
Tel.: +49 6032 345920
Fax: +49 6032 345929
E-Mail: nils.niederheide@itms.de
Internet: www.tranzxpst.com
Contact: Nils Niederheide

New multifunctional command control console DP09 of the TranzX PST product family

The TranzX PST command control console DP09 shines with its stylish design and practical functionality. The large LCD display features real-performance data which can be adjusted by a separated control panel directly at the bar end. New, practical features are the battery range function (in km) and an integrated light sensor that automatically switches light on and off according to available outdoor light conditions.

Nouveauté européenne

JD Europe Components GmbH

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Internet: www.tranzxpst.com
Contact: Nils Niederheide

The Family 2+1 e-bike of TranzX PST is specialized for family's demands

The Family 2+1 is the ideal solution for an active family. Multiple add-on possibilities are offered, with space for two seats or a front bag carrier. The new battery solution integrates perfectly into the seat tube for better, lower weight balance. The wheels come in different sizes and all these practical features are integrated into an elegant, stylish frame that presents a unified form.

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Internet: www.tranzxpst.com
Contact: Nils Niederheide

Ultra-kompact Folding Bike of the TranzX PST product family

With the TranzX PST folding bike, JD introduces a versatile and ultra compact two-wheeler. The easy folding mechanism guarantees that it is ready to roll in seconds. Users will appreciate that every aspect of this e-bike was engineered to provide top performance with the most compact construction for any situation with limited space. Dynamic innovations include a special battery solution designed to fit behind the seat tube.

REDVIL Bike- und Sportbekleidung

Stand: B5 - 102

Wildparkstr. 3
09247 Chemnitz
Germany
Tel.: +49 3722 408833
Fax: +49 3722 4088333
E-Mail: huebner@redvil.de
Internet: www.redvil.com,
www.redvil-shop.com
Contact: Olaf Hübner

PRO260 - with new sunlight-absorbing lycra (spandex)

The PRO260 comes the new sunlight-absorbing Lycra (sapandex) ColdBlack used. Compared with conventional materials, we reach the sun twice for dark fabrics. Thus, the absorption of solar radiation affects active and keeps the skin cool and offers a novel high UV protection. The sophisticated cut and produces outstanding PRO-SHAPE use features of this pant.

Nouveauté européenne

Silverback Technologie GmbH

Stand: ZH - 312

Charlottenstrasse 54
88045 Friedrichshafen
Germany
Tel.: +49 160 5798799
Fax: +49 7541 33675
E-Mail: elena@silverbacklab.com
Internet: www.silverbacklab.com
Contact: Deon Retief

The Intelligent Design System (IDS)

Silverback designed a unique dual suspension system optimised for high-performance and challenging mountain biking environments IDS (Intelligent Design System).

Silverback Technologie GmbH

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Contact: Deon Retief

Advancement in urban dynamics

Silverback has designed a range of urban solutions by means of our automatic, electric, internal hub technologies and application of integrations to our designs.

Silverback Technologie GmbH

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Internet: www.silverbacklab.com
Contact: Deon Retief

The art of advanced materials

Silverback is about the technological innovation of advanced materials and their innate abilities.

Nouveauté européenne

veloboy UG
Stand: A7-311

Hechtseestraße 12
81671 München
Germany
Tel.: + 49 89 41157702
Fax: + 49 32129620082
E-Mail: uwystrach@veloboy.de
Internet: www.veloboy.de
Contact: Ulrich Wystrach

veloboy T2 is fold away bike rack for inside the car.

the veloboy T2 is a fold away and light weight (less then 4 kg) bike rack for inside the car. When folded, the veloboy is just 70 cm long and can take up 2 upside standing bikes. The veloboy is nominated for the Milestone Award 2010 of the BIKE Magazin.

velodrive GmbH
Stand: FGO - 102

Doncastner Platz 5
45699 Herten
Germany
Tel.: +49 163 8827378
Fax: +49 7263 919358
E-Mail: stiller@velodrive.de
Internet: www.velodrive.de
Contact: Ulrich Stiller

Bike with new drivetrain and new motor technic

VICTORIA c/o Hermann
Hartje KG
Stand: B4 - 502

Deichstraße 120-122
27318 Hoya
Germany
Tel.: +49 7141 913132
Fax: +49 7141 913133
E-Mail: thomas.goebel@inmotionmar.com
Internet: www.e-rad.de
Contact: Thomas Göbel

VICTORIA Madeira - The trekking-e-bike

Nouveauté européenne

**VICTORIA c/o Hermann
Hartje KG
Stand: B4 - 502**

Deichstraße 120-122
27318 Hoya
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Tel.: +49 7141 913132
Fax: +49 7141 913133
E-Mail: thomas.
goebel@inmotionmar.com
Internet: www.e-rad.de
Contact: Thomas Göbel

VICTORIA Toulouse e-ATB

**VICTORIA c/o Hermann
Hartje KG
Stand: B4 - 502**

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Contact: Thomas Göbel

VICTORIA NuVinci

The highlight of the VICTORIA "NuVinci" is the NuVinci N360 stepless gear hub.

**Winora Group
Stand: A4-200 ; FGO-403**

Max-Planck-Straße 6/8
97526 Sennfeld
Germany
Tel.: +49 9721 659490
Fax: +49 9721 659421
E-Mail: andrea.
nusser@winora-group.de
Internet: www.sinus-fahrrad.
de
Contact: Knut Wohlgemuth ;
Andrea Nusser

Sinus Rhode Island - Pedelec (Custom Made Bike)

Nouveauté européenne

Winora Group

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Internet: www.staiger-fahrrad.de
Contact: Knut Wohlgemuth,
Andrea Nusser

Staiger Tennessee - Pedelec

Zixtro Inc.

Stand: ZH - 311

5F-2, No. 210, Rd. 38,
Taichung Industrial Park
407 Taichung
Taiwan
Tel.: +886 4 23596922
Fax: +886 4 23597319
E-Mail: tell.tan@zixtro.com
Internet: www.zixtro.com
Contact: Tell Tan

Shell, Saddle Bag

TPU molded saddle bag with patented QR mounting system to attach on the saddle, universal fitting, easy operation with velcro strap to open and close the bag. Designed in fashion, solid built, unconventional looking. Made by environmentally-friendly material.

Zixtro Inc.

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E-Mail: tell.tan@zixtro.com
Internet: www.zixtro.com
Contact: Tell Tan

EVO, Saddle Bag

EVA molded case sewed with TPU parts, elegant looking, with water-proof zipper, rearlight holder included, 4 color options, solid built and eco-friendly

Nouveauté européenne

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Internet: www.zixtro.com
Contact: Tell Tan

Rear Rack

Flat packagin and easily assembled w/o tools and hardwares, built with aluminum and PP parts, movable and adjustable cargo deck, movable and adjustable mud fender, attached on seat post with two bolts

Zixtro Inc.
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Internet: www.zixtro.com
Contact: Tell Tan

Robo, Handlebar basket

Patented mounting system, easy operation and adjustable for all sizes of handlebars, with foldable handles for hand carry, ABS molded case, bag with shoulder strap and separate compartments, capacity 5 KG

Zixtro Inc.
Stand: ZH - 311

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Internet: www.zixtro.com
Contact: Tell Tan

WASP, Saddle Bag

TPU molded part sewed with water-proof zipper, patented QR mounting system fits most saddles, easy installation and removal, rearlight holder included, quality made by new technology and sophisticated fabrication

Nouveauté allemande

CleanAirBike GmbH
Stand: FGO - 101

Rheinstraße 11
12159 Berlin
Germany
Tel.: +49 171 7511808
Fax: +49 7263 919358
E-Mail: stiller@cleanairbike.de
Internet: www.cleanairbike.com
Contact: Ulrich Stiller

CleanAirBike presents the new HLS III - system with a motor by Heinzmann and 15 Ah 540 Wh Akku U.S.

Eassun
Stand: B2 - 305

Bertran 103
08023 Barcelona
Spain
Tel.: +34 932125740
Fax: +34 934181447
E-Mail: francisco@eassun.com
Internet: www.eassun.com

Eassun presents the lightest sunglasses frame made in plastic with just 16 g

REMA TIP TOP GmbH
Stand: A5 - 404

Gruber Straße 63
85586 Poing
Germany
Tel.: +49 8121 707263
Fax: +49 8121 707349
E-Mail: bodo.franz@tiptop.de
Internet: www.rema-tiptop.de
Contact: Bodo Franz

Mechanical fitting stand for bikes

The fitting stand can be used with any kind of bike and has a 3-point attachment system. This is used to clamp the bike frame and lift and swivel it to allow repairs to be carried out in an advantageous and ergonomic working position. An angular adjuster allows the clamped cycle to be turned through an angle of around 160°.

Nouveauté allemande

**Schürmann Fahrradteile
GmbH & Co. KG
Stand: A7-303**

Helpuperstraße 340 - 344
33818 Leopoldshöhe
Germany
Tel.: +49 171 5768140
Fax: +49 5202 915527
E-Mail:
moeller@schuermann-rims.
com
Internet: schuermann-rims.
com
Contact: Carsten Möller

Surface coating for rims

**Sponser Sport Food
GmbH
Stand: FG - A7/4**

Heuriedweg 30
88131 Lindau
Germany
Tel.: +49 8382 2602770
Fax: +49 8382 26027799
E-Mail: info@sponser.de
Internet: www.
sponser-europe.com
Contact: Astrid Jobst

**Sponser Competition Hypotonic sport drink from Sponser -
slightly flavoured and free of acid**

Competition is a high quality sport drink for the special needs of ambitious athletes. The drink is completely free of acid and very well digestible. Competition contains eight different energy sources and provides the body with fast- and long lasting energy. Hypotone dosage until 100 g powder per litre.

**Sponser Sport Food
GmbH
Stand: FG - A7/4**

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Fax: +49 8382 26027799
E-Mail: info@sponser.de
Internet: www.
sponser-europe.com
Contact: Astrid Jobst

Activator - The energy shot from Sponser Sport Food

Activator provides the body with 160 mg of caffeine for better performance in sports. Caffeine supports concentration, coordination and alertness on the bike. Qualities which are demanded on challenging single tracks. Caffeine has also a positive effect on fat metabolism. The fast and long-lasting effects from caffeine are based on the natural caffeine sources from guarana, mate and green tea.

Nouveauté allemande

Sponser Sport Food GmbH

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Internet: www.
sponser-europe.com
Contact: Astrid Jobst

Red Power Gums - Fruit Gums with 150 mg of caffeine from Sponser Sport Food

Red Power Gums the handy alternative to the common gels. The fruit gums contain 58 g of carbs and 150 mg of caffeine per portion. The caffeine content is comparable to 2 or 3 cups of coffee. Red Power Gums - the handy energy-boost in case of energy shortage.

Sponser Sport Food GmbH

Stand: FG - A7/4

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sponser-europe.com
Contact: Astrid Jobst

Oat Pack: The handy outdoor-snack from Sponser Sport Food

Oat Pack is a handy outdoor-snack based on oat flakes, nuts and almonds. The traditional oat snack contains only natural ingredients like roasted nuts, figues, dates and bananas. Oat flakes are rich in fibres and provide an important part in gut health and long-lasting energy supply. Ideal for outdoor activities.

Velonom Transporter

Stand: FW-304

Estermannstraße 43
53117 Bonn
Germany
Tel.: +49 228 9676192
E-Mail: k.
schroeder@velvet-systems.
com
Contact: Klaus Schröder

PRANA TP300 S

Nouveauté allemande

**Wilhelm Humpert GmbH
& Co. KG**
Stand: A4-400

Erlen Str. 25
58739 Wickede / Ruhr
Germany
Tel.: +49 2377 91830
Fax: +49 2377 918390
E-Mail: info@humpert.com
Internet: www.humpert.com
Contact: Rolf G. Häcker

ergotec ERGOplus handlebar Components / Accessories

ERGO handlebars from now on also in Oversize available! As there is more and more demand for high quality oversize handlebars in the sportive Trekking sector, too, HUMPERT specialists in handlebar systems will offer as of the coming season the well-known ERGO-handlebars. According to requirements, they will be available in various sizes, also made of high-strength AL 7050 T6 material and with a 31.8 mm clamp diameter.

Zigo Deutschland
Stand: A3 - 807

Zum Geißrech 44
67685 Weilerbach
Germany
Tel.: +49 6374 915994
Fax: +49 6374 915995
E-Mail:
myzigo@lifestyle-weilerbach.de
Internet: www.myzigo.de
Contact: Kira Barsties

Zigo Leader X1 Carrier: Carrier Bicycles

The US company ZIGO INC., producer of child carrier bicycles with its own distribution in Germany, proudly presents the German premiere of the Zigo Leader X1, the "little brother" of the Zigo Leader X2, which was released in summer 09 already. The X1 is a single child carrier perfectly for families with only one child. Due to the smaller ChildPod the turning circle gets much smaller which makes the X1 more maneuverable.

The following information was sent by the exhibitor and is supplied by Messe Friedrichshafen without liability.

In case of further questions please contact our press department. They will be glad to help you.

Messe Friedrichshafen

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