



profil



Off-road racing bike fun

Gravel bikes animate
the racing bike segment

The dream team for the uphill flow

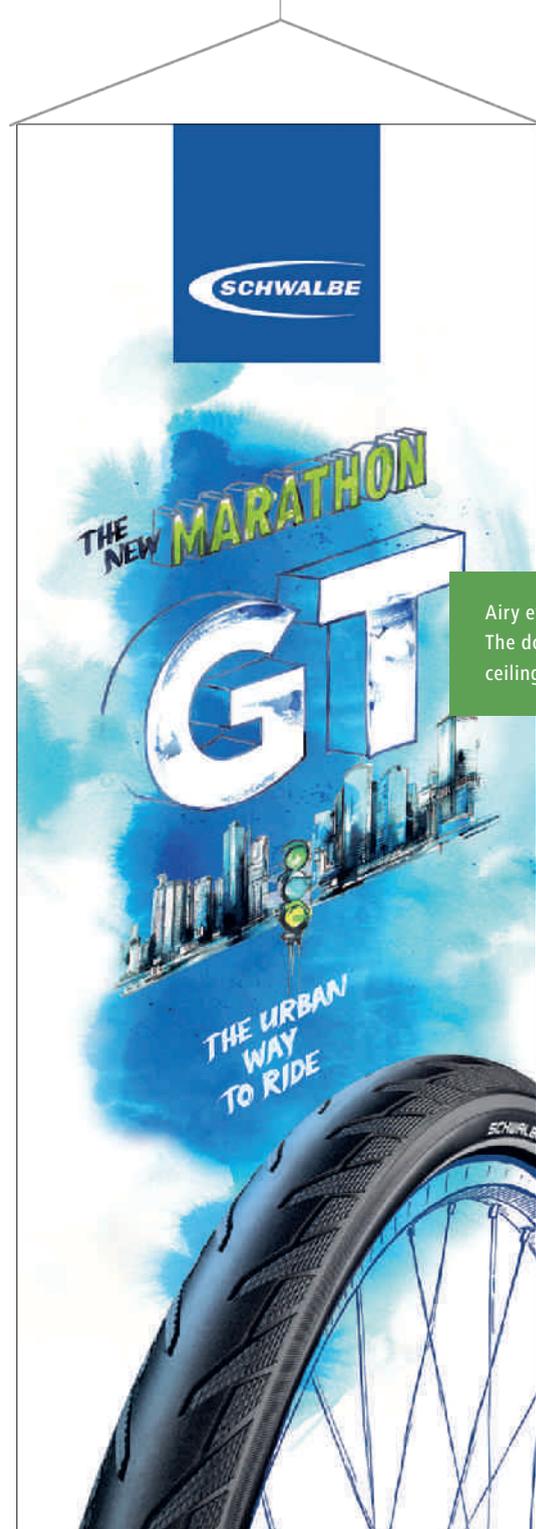
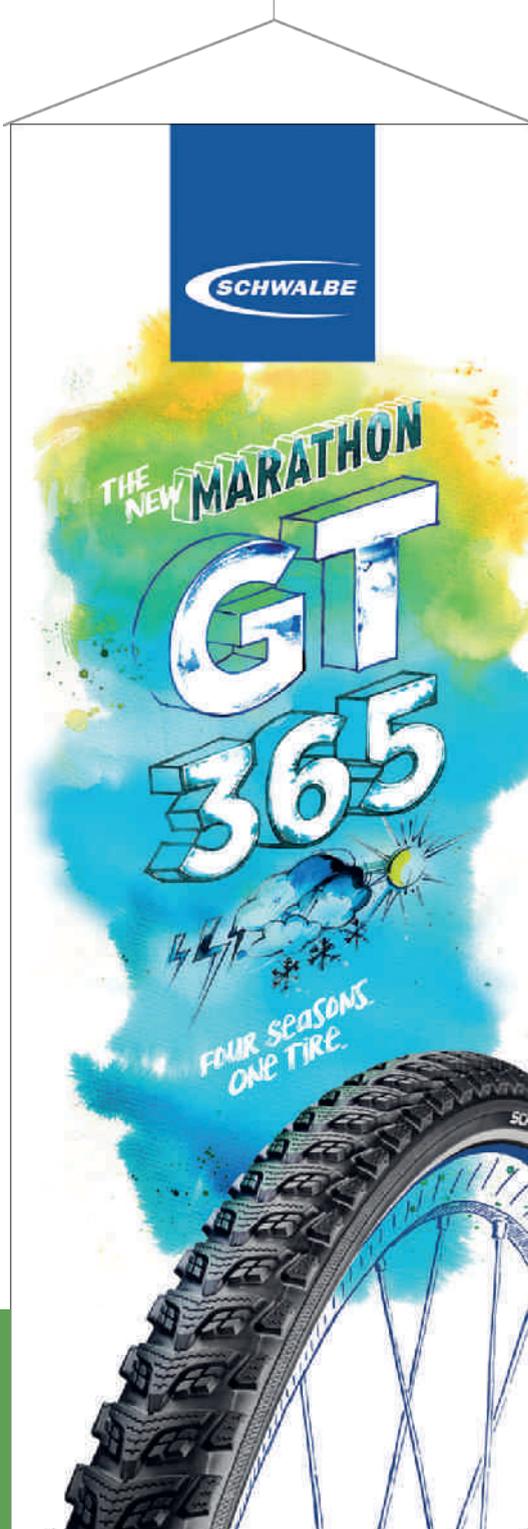
In combination with 27.5+ tires and Procore, even more can be made
of the huge potential offered by E-mountain bikes ... [Page 6](#)

Patented, light and comfortable

Schwalbe wheelchair tires for sports and daily use
are an interesting business opportunity for specialist retailers ... [Page 7](#)



Now with seven levels: The new puncture protection level banner is available in many languages.



Airy eye-catchers: The double-sided ceiling display.

Eye-catching tire advertisements

They stylishly set new bike tires in scene: the new and proven advertising media for the Marathon Plus, Marathon GT and other high quality tires.

Now is the perfect time to stock up on all of your sales promotion gear for the start of the season. The Schwalbe spring campaign includes advertising media for specialist bicycle retailers.

A new double-sided ceiling display presents the Marathon GT and Marathon GT 365. The watercolour style is modern and urban –

just like the two new city and commuting tires. "This way, you can put the tires in the limelight and also have an attractive decoration," highlights Philipp Hawle from Schwalbe Point of Sale Marketing in Germany.

The puncture protection level display has been redesigned for 2017 and now shows seven levels from K-Guard to SmartGuard. It

is available in English, French, Italian, Spanish, Portuguese, Finnish, Swedish, Czech, Polish and Danish. Also, the classic floor stand for the Schwalbe One continues to be available.

Order these and other advertising media, such as the flat-less-sticker or the flat-less display, from your Schwalbe distribution partner now.

UK: Awards for the "best components"

■ Honors for the G-One and Pro One: the highly regarded British road racing website road.cc has rated both Schwalbe tires as "best components 2016-2017". The reviewers had the following to say about the G-One tires: "As genuine all-rounders they're impossible to beat right now: fast rolling on tarmac and properly capable off-road. They're really, really good. And they're fast." The Pro One tubeless was also highly rated: "These tires go around the very tight corners confidently at any speed I can manage, again scoring better than any other tire I've tried." The tire is also very easy to fit using a floor pump or a compressor.



Dear Schwalbe Partner

Throughout Europe and all over the world, more and more attention is being given to bicycles every year, whether it is due to transport projects, hire systems or cycling tours – and the variety of bikes on offer is getting bigger and more attractive all the time. These include, for example, the new off-road racing bikes known as gravel bikes. Turn to page 4 for a summary of what's so fascinating about these bikes and the opportunities that they offer specialist retailers. Of course, we also have the appropriate new tires for them.

The E-MTB is currently going strong. But what is the best way of riding this new technology? We have two answers: with Procure and 27.5+ tires, even more can be made of the huge potential provided by the E-MTB. Find out why on page 6.

In this issue, we also look at the classic racing bike (page 8). Five professional teams use Schwalbe tires, and one team relies completely on the tubeless technology of the Schwalbe Pro One.

We hope you have a successful start to the cycling season!

Best regards

Frank Bohle

■ Masthead

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Bikes for more education

At the end of 2016, Schwalbe donated 100 bikes to the World Bicycle Relief (WBR) charity for the third time. However, the final number was actually 200 bikes: that's because all of the donations made



Photo: WBR

between November and December 2016 were doubled by a group of anonymous donors. WBR has been bringing mobility with bicycles to people in developing countries since 2005. The almost unbreakable Buffalo bikes which weigh 23 kilos help people to go to school or to visit the doctor. As small-scale transporters, they also contribute to economic development. All in all, WBR has distributed more than 337,000 bikes as part of educational projects in particular. Frank Bohle: "Giving children a future with bicycles and improving the life of the whole family are initiatives that we are pleased to support for the third time." (www.worldbicyclerelief.org)

Tire Booster makes tubeless installation easier

■ When fitting a tubeless tire, a powerful blast of air is required so that the tire bead presses into the rim flange quickly thus sealing the tire. Depending on the combination of tire and rim, this doesn't always work with conventional floor pumps. In a professional workshop or at a garage, this is where a compressor helps out. For safe and easy fitting without a compressor, Schwalbe is launching the Tire Booster, which was developed in collaboration with the British start-up firm Airshot. With the Tire Booster, a pressure of up to eleven bars can be instantly pumped into the tires. The tire immediately positions itself safely on the rim and evenly seals any gaps. The Tire Booster is of significant benefit when fitting tubeless tires. With its light weight of just 435 grams, cyclists can also take it with them easily on their cycling tours.





Gravel: off-road racing

As sporty as a racing bike, but ready for the off-road adventure: the new gravel bikes add variety to the racing bike sector. A genuine development, or just hype?

Cycling off-road with a racing bike is not exactly brand new, it's more like a rediscovery of classic virtues. "Gravel biking" is the name for cycling in its original form – on roads and woodland trails with plenty of fun and little competitive pressure. Its purpose is taking a break from daily life rather than achieving top sports results. Those who get on a gravel bike do so to enjoy the great outdoors rather than achieve a top performance. For many, cycling a racing bike at a leisurely pace along field or woodland trails is also the logical response to no longer feeling comfortable on the roads.

The new popularity of off-road cycling animates the racing bike segment, since it appeals to a much larger target group than classic racing bikes. This offers great potential to specialist retailers. Gravel bikes come with more comfort, are more varied and are also suitable for different terrain – whether it is along autumnal tracks through the fields at the weekend or the daily trip to work.

Their modern looks also appeal to many new cyclists, and so does their diversity. The transitions between gravel bikes, cyclo-cross bikes, touring bikes and stylish urban bikes are sometimes hard to make out. "The typical gravel bike offers more comfort and runs more smoothly due to its larger wheelbase, it also has wider tires and a more upright sitting

position than a pure street racer or cyclo-cross bike," explains Peter Krischio, Product Manager Race at Schwalbe in Germany.

The tire width determines the character of the bike

"Schwalbe views gravel bikes to be a racing bike trend with a great future," explains Peter Krischio. "These bikes aren't just versatile and straightforward, depending on the width and design of their tires, they can also be put to a variety of different uses. That's why we offer our gravel tires in widths of 30 to 70 millimeters and with different tread options – from slicks to treads."

The G-One Allround on gravel and adventure bikes offers lots of fun on field paths and forest trails. With its width of up to 70 millimeters and its special tread, the G-One Allround offers top traction and grip. Its considerable volume offers superb cushioning and just simply absorbs uneven surfaces. With its fast rolling Tubeless Easy technology, the G-One Allround has a great performance on the road. "Its traction, cushioning and low rolling resistance makes it into an all-rounder on every surface," says Peter Krischio, before adding: "The G-One tires offer varied use and are



Leisure biking in the country, cycling with friends or at sports events: gravel bikes offer many new possibilities

Photos: Votec

g bike fun

therefore frequently fitted to cross bikes and stylish urban bikes as well as MTB hard-tails, which are predominantly used on the road and on woodland trails. In other words, this market also has great potential."

Three bikes in one

Whether it is 30 or 60 millimeters – several widths are suitable for the new Convert-Ready frames. The bikes have been designed for different wheel sizes and tire widths, such as the Up from Open Cycle. Peter Krischio: "This bike model has replaced my normal racing bike. I can cycle on off-road terrain (54-584) as well as on the road and on woodland trails (35 to 40-622). If I want to head for the Alps with my racing friends or feel like hitting the road for some training, I fit a lightweight 25-622 wheel set. On my daily trip to work, half of which takes me along woodland trails, I use my gravel

bike, to which I have fitted lights and mudguards and the 40 millimeter G-One Allround tires. For me, a gravel bike is a bike model which is better for everyday use than a traditional racing bike but still retains the sporty character and looks of a racing bike."

Stephan Gallinat-Leeder, member of the Schwalbe field sales team in Germany, also rides a gravel bike. "My all-rounder gives me three bikes in one: I can use MTB tires up to 57-622, for the beach races in the Netherlands I use our G-One Speed in 60-622, and I can also use cyclo-cross or gravel tires – with a width of 33-622 to 40-622. On asphalt surfaces, I cycle in the race position, and when I go off-road and head for the woods, where I drive on field paths and trails, I cycle in the sports position. For me, gravel means the 'open path'. It isn't a revolution, but its diversity provides many interesting opportunities for specialist retailers."



For spring classics and other hard work:
G-One Speed, 30 mm.



Leading the field on beach races:
G-One Speed, 60 mm.



An off-road all-rounder:
G-One Allround, 40 mm.



Cycling fun and comfort:
G-One Allround, 70 mm.



Photos: Markus Greber

Experiencing new limits: with 27.5+ tires and Procore, even more can be made of the huge potential of the E-MTB.

E-MTB, 27.5+ and Procore: the dream team for the uphill flow

Every ambitious mountain biker knows the downhill flow – that great feeling of total focus on the “here and now” while heading down a mountain at high speed. The flow feel is now also available for cycling uphill. With Procore and 27.5+ tires, the E-MTB is ready to hit new heights.

E-MTB, 27.5+ tires and Procore – the perfect match. With this combination, even more can be made of the huge potential of motorized mountain bikes than with narrower casings and without the double chamber system. The high-volume tires can be used with lower

air pressure than the normal MTB sizes. Less pressure – which means more grip and control due to the considerably bigger contact surface. The speed of the motor also transfers far better to the surface than it does with narrower tires. And the plus sizes also have visual advantages. They just look better with the E-mountain bikes, which themselves are often bigger.

Until now, low air pressure meant a greater risk of snake bites, and with the higher weight of an E-MTB, this risk is even greater. This is where the Procore double chamber system steps in. With the Procore, snake bites are almost completely excluded, even at low pressures of 0.8 to 1.5 bars. With these air pressures, the tires virtually stick to the ground and give the bike much more grip and suspension.

combine the advantages of a large volume – like a fat bike – with the agile running characteristics of classic MTB tires. The Schwalbe range includes the right plus size for every requirement: Nobby Nic and Rocket Ron come in 2.6, 2.8 and 3.0 inches, Smart Sam in 2.6 inches.

The “moderate” 2.6 inch plus tires are currently the most popular. They avoid the disadvantages of very wide tires. Their performance is closer to that of a classic MTB tire than a fat bike tire. Since this means that the wheels are lighter, above all else, the bike is more agile and can be ridden more directly.

Whether 2.6 or 3.0 inches wide: plus sizes are mainly of interest to all-mountain and touring cyclists. They provide safety and, with the right air pressure, extreme traction. Their technical advantages also bring more safety for less experienced bikers, for example on the technically ambitious routes that they may have avoided in the past. That means they can now experience the uphill flow as well.



Extreme grip and control: the Procore tires allow for a low pressure of 0.8 to 1.5 bars.

A wide range of 27.5+ tires

This size of tire generally means 27.5 inch tires in widths of 2.6 to 3.0 inches. They

Patented, light and comfortable: wheelchair tires from Schwalbe

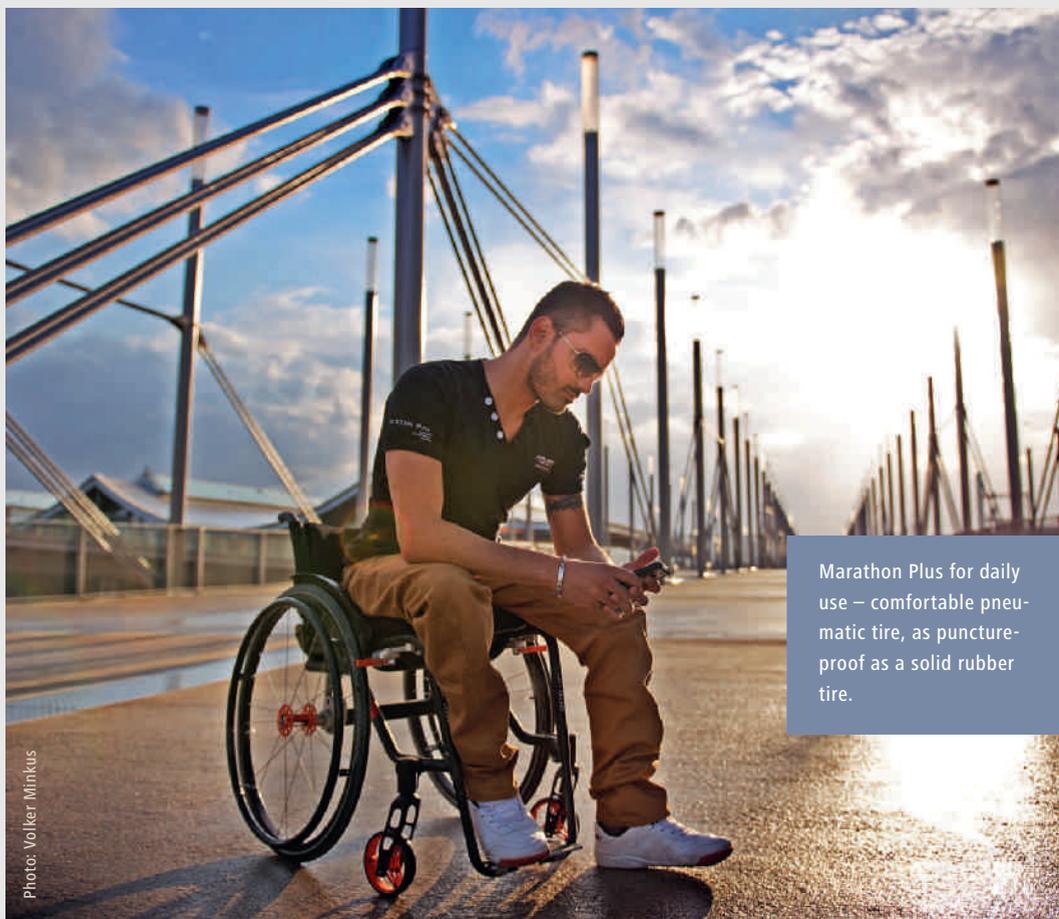
Schwalbe wheelchair tires for sports and daily use are an interesting new business opportunity for specialist bicycle retailers. The eleven tires offer decisive technical advantages in comparison with the gray, full-rubber versions.

More and more wheelchair users are buying their tires from specialist bicycle retailers. The black Schwalbe tires for wheelchairs are more durable, have lower rolling friction, and are more comfortable than conventional rehab tires. Their looks also count: black instead of rehab gray makes them look so much more sporty and modern. "All in all, the advantages in terms of quality, visuals and price are so great that many wheelchair users buy their tires themselves at specialist bicycle retailers and also have them fitted there," explains Marcus Lambertz, Product Manager for Wheelchair Tires at Schwalbe.

Two unique technical benefits

Hand-bikers also offer potential as customers to specialist retailers. They frequently order their bikes directly from the manufacturer but still require components such as tires, wheels and gears as well as maintenance services.

As the only supplier of tires to do so, Schwalbe consciously develops its wheelchair tires in collaboration with wheelchair users and those who participate in wheelchair sports. Among others, for around 15 years, Schwalbe has been working closely with the successful hand-bike team Sopur. Schwalbe also sponsors the German Paralympic cycling team and several sports professionals, including



Marathon Plus for daily use – comfortable pneumatic tire, as puncture-proof as a solid rubber tire.

the extreme wheelchair athlete Aaron Fotheringham (USA).

These collaborations have resulted in two unique technical benefits. On the one hand, the patented 2grip technology with a smooth side wall, which allows the tires to move forwards while protecting the hand. And secondly: Black 'n' Roll. The black compound does not leave any black friction marks behind. It is also clearly more robust and allows a far longer period of use than gray wheelchair tires do.

"In view of the variety of wheelchair sports, a growing number of hand bikers and many associations, offering wheelchair tires for sports and daily use can be an interesting area of business for specialist bicycle retailers," highlights Marcus Lambertz, and makes the following recommendation: „Consider offering wheelchair tires in store."

Here is an overview of the current models. The full range of tires can be viewed here www.schwalbe.com/en/rollstuhl.html



Marathon Plus: flatless, reliable, with an anti-aging side wall and a marathon-like service life.



Airborne: lightweight folding tire with a 30 mm width – developed for extreme sports, also reliable in daily use.



Right Run: lightweight Active Line clincher tire with K-Guard.



Schwalbe One: the fastest wheelchair tire with extremely low rolling resistance

Events

30.8. – 2.9.2017 EUROBIKE, Friedrichshafen, Germany

20. – 22. 9.2017 Interbike, Las Vegas, USA



Left: Tubeless cyclists by conviction: the Irish team Aqua Blue, established in 2017. Center: Felix Schäfermeier used to be a professional cyclist. Right: Fabio Aru, Astana's hope for the grand tours.



Schwalbe Roadrace: the 2017 teams

Five international teams from the Pro Continental and World Tour categories are racing on Schwalbe tires in 2017. The company isn't only equipping the teams with tires, it is also working very closely with the cyclists. The goal: further refining the tire technology and tubeless technology.

For Schwalbe, it is a wide-ranging portfolio of newly founded and established teams for the major tours. The Cycling Academy Team from Israel and Aqua Blue from Ireland are dedicated to youth development. These two Professional Continental Teams offer talented youngsters a springboard for more challenging races. The Aqua Blue Team, which was founded in 2017, is the only racing team in Ireland – and already 100 percent convinced of Schwalbe's Pro One tubeless tires, as Felix Schäfermeier from Schwalbe Race Support reports.

Broad portfolio: young talents, grand tours, cyclo-cross

The Astana World Tour Team (Kazakhstan) also uses Schwalbe tires. The team, which is led by the Italian winner of the 2015 Vuelta Fabio Aru and Danish 2016 Olympic silver medallist Jakob

Fuglsang, mainly competes in the major tours, eight of which it has so far won.

Schwalbe also expects great prospects for tire development in its cooperation with the Belgian Pro Continental Team, Veranda's Willems Crelan, which competes in both road and cross-country races. In January 2017, the team's top cyclist Wout van Art won his third Cyclo-Cross World Championship title. The French team, Delko Marseille, also has good chances of securing a wild card entry to one of the three grand tours – and completes the varied portfolio.

In the 2017 racing season, Schwalbe focussed its developmental work on rubber compounds, although work on the carcasses has also been under way. "In this respect, there has been an even stronger focus on the grip than in previous years. The races are getting more and more aggressive, and a lot is decided by the cornering and curve speeds. This means that – in addition to technical values – confidence in the tires is a key factor," highlights Felix Schäfermeier. For Felix, who works closely with the cyclists in all of the teams, the biggest goal of 2017 is to further advance the tubeless technology. "We are more convinced of the performance benefits of the tubeless system than ever before!" highlights the former professional cyclist.

Success at the European Beach Race Championship

Schwalbe just couldn't be stopped. At the 1st European Beach Race Championships which took place in the Dutch town of Scheveningen in December 2016, the Schwalbe bikers took all three places on the winners' podium in both the ladies' and gents' competitions. And Stefan Treling of Schwalbe Netherlands passed the finish line in the midfield front section (photo: 3rd from left). The Schwalbe Big-One, on the market since 2017 with its new name G-One Speed, took its bikers along the 54-kilometer route to their destination reliably and, above all, quickly. 485 bikers competed in the event. The winner Jasper Ockeloen was racing at an average speed of about 34 km/h on the hard winter sands of the beach!

