



profil

Visiting the people of the forest

Schwalbe supports Borneo Orangutan

Survival Foundation (BOS) in Indonesia

Foundation stone ceremony for the Schwalbe Hybrid Building

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Double downhill win in the overall World Cup

Two young Frenchmen won the downhill crown on Magic Mary ... Page 8

Global star at the Schwalbe booth

■ Schwalbe devoted a wall of fame to the world-famous wheelchair athlete Aaron Fotheringham. The 27-year-old American made a point of visiting the Schwalbe booth at RehaCare fair in Düsseldorf (Germany). Fotheringham was made world-famous by the spectacular stunt show Nitro Circus and his double backflip from the ramp at the



opening ceremony of the 2016 Paralympics. For more than ten years, he has exclusively ridden Schwalbe tires. This year's trade fair highlights, the new Marathon Plus and RightRun in the new standard 28mm width also impressed him. After all, wide tires roll more smoothly and comfortably on wheelchairs as well as on bikes.



World Record holders Ken Talbot and Karen Darke.

Schwalbe athletes battle to a world record!

The University of Liverpool Velocipede Team (ULV Team) raced their handbike, the ARION4, shod with Schwalbe tires in Battle Mountain, Nevada at the World Human Powered Speed Challenge with the aim of breaking the male and female arm powered world records. They did just that! Rider Karen Darke achieved a speed of 41.86 mph in 2.5 miles, 17 mph faster than the previous world record, securing the title of fastest arm powered woman! Not content with one world record, Ken Talbot went out to the 5 mile course with the aim of adding to their achievements. Ken pushed himself hard, and was rewarded with a speed of 51.86 mph, breaking the male world record and becoming the first hand cyclist in history to go over 50 mph!

Premium LED rail highlights the shelf



A bright idea: lighting to accentuate folding-tire and tube packaging as well as tires.

A new highlight for the Schwalbe shop: magnetic light rails draw attention to the high-quality presentation.

Little rail with big impact: the five-millimeter-wide LED strip attached to the bottom of the shelf above with magnets highlights folding-tire and tube packaging as well as tires. The silver aluminium rail is manufactured to the highest standards, but uses less power and can be mounted with ease. The 3.5-meter-long black cable also comes with an elegant solution in the form of a magnetic cable clip that routes the cable underneath the shelf to the rear panel.

"This new light element adds to the established LED look and the backlit signage of the wired-on tire holders," says Philipp Hawle from Schwalbe Point of Sale Marketing. "The intentional use of light accentuates the high-quality brand presentation. Light is perceived both consciously and unconsciously and is a major design factor in the shopping experience." The price for the set including two cable runs will be reimbursed by Schwalbe in goods. To order, please contact your local Schwalbe partner.

Eddy Current: award-winning quality!

■ Eurobike Award for Eddy Current, Schwalbe's first genuine E-MTB tire for All-Mountain and Enduro. "An innovative tire design with good grip to meet the needs of the more powerful S-Pedelecs" was the verdict of the jury. "The front tire is designed to provide good cornering while the stable back tire improves handling." The jury selected 40 winners, including Schwalbe as the only tire manufacturer, from the 366 entrants. The experts thus paid tribute to the radical size concept – front 29 x 2.4 inches, rear 27.5 x 2.8 inches – and the tread design specially adjusted to suit the whole range of requirements. For customers who would prefer not to change their wheel size, Schwalbe is also launching 27.5-inch front tires and 29-inch back tires.



WINNER

AWARD 2018



Dear retail partners,

this cycling season – particularly in Europe thanks to the sunny weather – was an outstanding success for us in the cycling business. More people than ever are using touring and racing bikes, gravel and mountain bikes – and more and more are electrically powered.

The weather also provided the perfect conditions for our large-scale construction site. In June we laid the foundation stone for our new Hybrid Building, which will significantly expand our Reichshof site. As far as possible, the sustainable design has been inspired by the cradle-to-cradle principle, which involves only using materials that can be recycled. To find out why this is much more than just a building for us, see page 7.

While we are investing in Reichshof and our production sites, we are also deeply committed to social and ecological projects – at home and abroad. In Indonesia we have supported the world's largest organisation for protection of the orangutan and its habitat, the rainforest, for eight years (page 4).

With these diverse topics we will be saying goodbye for this year and would like to wish you a successful closure to this year of cycling!

Kindest regards,

Frank Bohle

■ Masthead

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Patrick Lange wins 2nd Ironman World Championship title

Congratulation to Patrick Lange for successfully defending his Ironman World Championship title in Hawaii! In 2017 the 32-year-old German broke the previous course record and now in 2018 he becomes the first person to break the mythical eight-hour mark. During the 180-kilometer bike course, which comprised the longest leg of the race, he relied fully on his Schwalbe Pro One Tubeless tires with Classic Skin sidewall: "With the fast-rolling tubeless tires, I can save a lot of energy, which is later available to me while running and therefore makes me faster." Lange has capitalized on this advantage for the second consecutive year and in the process, has secured himself a place in the history books with his monumental achievements.



Looking for food, building a nest, climbing: at forest school, the orangutan children learn from their keepers everything their mothers would have taught them.

Malou Zahn and her father Carsten trimming bamboo canes that will be filled with food. This will keep the orangutans busy for a while, as they work out how to get to the food.



Visiting the people of

Protecting the orangutans in Borneo has a multitude of benefits: helping to preserve the habitat of the great apes not only protects them from extinction but also helps the people in the region and the climate. In Indonesia, where Schwalbe has produced its tires since 1993, the company supports the Borneo Orangutan Survival Foundation (BOS).

When Carsten Zahn chose the Borneo Orangutan Survival Foundation from a range of projects eight years ago, he was very touched by the charity. His boss Frank Bohle had put him in charge of finding a charitable organisation in Indonesia that Schwalbe could be involved with in the long term. Carsten Zahn decided on BOS, the world's largest organisation dedicated to protecting the auburn-haired great apes, as their natural habitat, the rainforests of Borneo and Sumatra, is under massive threat from deforestation for agriculture and industry. Now that he is on leave for health reasons, after many years of being the head of marketing, Carsten Zahn has visited the foundation in Borneo for the first time, together with his daughter Malou. Although he has travelled through Africa on bike before and spends his Easter holidays every year working on his round-the-world bike tour, for this trip he left the bike at home.

For father and daughter, this visit to the world's third-largest island was to become one of those experiences that changes the way you see the world. "Malou was blown away by the rainforest. Unspoiled nature in all its diversity, with gigantic ancient trees. Even the extremely rough terrain, the physical exertion, relentless sweating and the hordes of leeches and other bugs did nothing to dampen her enthusiasm," says

Carsten Zahn, extolling over the verve and the willpower of his 19-year-old daughter. Once a period of ten days had passed, for quarantine reasons, they were permitted to visit the BOS station in Samboja Lestari.

Ready for return to the wild

Samboja Lestari is one of two rescue stations where orphaned and rescued orangutans are prepared for return to the wild. There are roughly two new arrivals of orphaned baby orangutans every month. In most cases, their mothers were killed by poachers or plantation workers. Often, however, the rescue team goes out on missions to rescue orangutans from illegal captivity or to catch animals whose habitat has been destroyed. In the rescue stations of the foundation, which was founded in 1991, more than 550 orangutans are currently being cared for and prepared for a return to the wild.

"Like human children, young orangutans learn by imitating others, rather than through instinct," says Carsten Zahn, explaining what he had observed with his daughter at the "forest school". The keepers teach the orangutan offspring what they would otherwise have learned from their mothers, such as how to crack open fruit, which plants are edible and how to build a nest. The youngsters go to forest nursery, forest



More information:
BOS Foundation
www.orangutan.or.id



On the way to the forest nursery in the "forest buggy".



Nody's big day: once orangutans are ready for release, they are reintroduced in a protected area. Nody didn't need to think twice.



Photos (4): BOS Foundation

Education in the forest school.

the forest

school and finally forest university. A young orangutan has to undergo training for eight years until it is ready to be reintroduced to the wild, initially on a protected island, with complete freedom following roughly a year later. The BOS owns or manages more than 460 680 hectares of rainforest for this purpose, although only some of this land is protected by law. Only this protected land is used to return animals to the wild, with roughly 50 to 100 reintroduced every year, followed by several years of monitoring. This monitoring has shown that 75 percent of animals are well; the whereabouts of the remaining ones is no longer known, but this does not mean that they are in trouble.

"An important goal," according to the BOS, "is to continuously expand the protected area in the coming years – through purchase, usage rights and close collaboration with the government." This is because rescuing animals and returning them to the wild is not enough to protect a species from extinction. To protect a species sustainably, their habitat needs to be preserved. The rainforest and the animals can

only be protected if humans are able to profit from this and are shown new sustainable ways to make use of the rainforest. Instead of destroying the rainforest, they can learn how to earn a living through sustainable management of the forest. To achieve this, the foundation not only runs development projects but also awards microcredits, for example to promote rattan and rubber production, fish farming and sustainable agriculture. This integrated approach of combining people, animals and local and national authorities is responsible for the long-lasting success of the BOS.

Intelligent and sensitive

"The way they interact with each other and the way they are able to read our emotions makes orangutans less like animals and more like a being somewhere between animal and human," says an awestruck Carsten Zahn. "Looking an inquisitive young orangutan in the eyes for a moment from only a short distance away was the most intense experience of my trip." Orangutans, who share 97 percent of their genes with humans, are more sensitive and intelligent than any other animal. These "people of the forest", as they are called in Indonesia, can recognise themselves in photos, use tools and know their way around more than a thousand species of plant. "Being able to see with our own eyes how professionally and sustainably the BOS works and to know that this helps to preserve a piece of really unique nature and habitat for these unique beings is something we will never forget."



Carsten and Malou Zahn named this little new arrival "Frank", after Frank Bohle. Schwalbe has supported the BOS for eight years.

Racing Ray and Racing Ralph: The new cross country brothers

With Racing Ray on the front wheel and the new version of Racing Ralph on the back wheel, Schwalbe is unleashing the new benchmark combination for cross country. The racing brothers combine their strengths to meet the challenges of modern cross country tracks.

Cross country has made rapid progress in recent years. Jumps, changes of direction, ramps and root sections follow in rapid succession, with the tracks constantly becoming faster and more demanding. "The tires for these modern tracks need to roll very freely yet still be durable and reliable. The tread must work faultlessly on all kinds of ground, under all weather conditions. Cornering, acceleration, grip, rolling resistance and braking should be perfectly balanced," emphasises Markus Hachmeyer, Senior Product Manager for MTB-tires. "The perfect solution could only be achieved by developing special tires for the front and back wheels."

is special about them is that they can convert forces coming from any direction into a continuous ride experience and make the tires very predictable. "The tires are very forgiving of mistakes. If they ever do start to skid, they can quickly be brought back under control," explains Markus Hachmeyer.

Racing Ray at the front: aggressive tread and good maneuverability

As a purely front-wheel tire, Racing Ray provides precise steering, reliable cornering and reassuring grip right up to the limits. At the same time, it provides good and controlled braking under any conditions. The firmly supported, barely deformable shoulder

exclusively in Addix Speedgrip compound – providing the very best of grip, speed and durability that is needed on the front wheel.

Racing Ralph at the back: rapid and versatile

The new Racing Ralph features more power than its predecessor and nevertheless rolls more freely. The solid blocks in the middle and the well-supported knobs on the shoulder and in the transition zone provide numerous gripping edges for traction and momentum. This, together with the open spaces, provides better grip on roots and rocky terrain and good self-cleaning. "The rider can feel the tire converting the force

Tough demands: on modern cross country tracks, the tires have to master cornering and acceleration, grip and braking – while rolling smoothly and quickly.

Powerful cross country team: Racing Ray (left) for front wheel and the new Racing Ralph for the back wheel.



And this means that the new tires only truly reveal their strengths when working as a team: Racing Ray is a

front-wheel tire with excellent maneuverability, while Racing Ralph provides speed and traction on the back wheel. The new cross country brothers may have very different treads, but for both, Schwalbe uses a new version of the rounded knobs that has already proved a success for the Fat Albert duo. What

der blocks facilitate a secure connection even during extreme cornering. Despite the aggressive tread, it rolls smoothly, quickly and quietly – on its almost continuous center tread made up of offset center blocks. With its large number of gripping edges in the longitudinal direction, the tire always finds the right balance between low rolling resistance and grip. An important feature is the area between the center and shoulder, where the transition blocks are located. This is what enables a continuous gripping edge. The generally open tread design provides good self-cleaning. Racing Ray is available

applied directly into momentum – even at low speeds on steep climbs in wet conditions," the Product Manager emphasises. At the same time, the tire rolls quietly and smoothly on a consistent contact surface. Since the most important attribute for a back wheel is speed, Addix Speed is the ideal compound for the Racing Ralph. Although the new Racing Ralph was designed specifically for back-wheel use, it can also be used on the front wheel on very dry courses. Both new tires are equipped with Tubeless Easy technology and SnakeSkin sidewall protection.



A fascination with bicycle tires: the new building is the perfect setting for future tire innovations.

Foundation stone ceremony for the Schwalbe Hybrid Building

It is set to be the new centrepiece of the Schwalbe headquarters in Reichshof near Cologne (Germany): the pioneering four-storey Hybrid Building with 2,200 square meters of floor space. The foundation stone was laid in a ceremony on 22 June 2018 and completion is scheduled for March 2020.

Everything Schwalbe does is focused on bicycle tires. This is put into practice passionately by 140 employees in Reichshof every day. Many of them are absolutely crazy about bikes – they have cycled around the world, have been professional cyclists, have won mountain bike championships. They work with great commitment to constantly improve bicycle tires. And this is what has made the family company, now in its third generation, an internationally successful leader of innovation for bike tires.

All of this will soon be reflected in the new building. The Hybrid Building will provide more space for innovation, developments and vision, more space for people and also more space for new environmentally conscious technologies and Schwalbe products. The fascination with bicycle tires will also come alive in a new 650-square-meter brand identity exhibition. The exhibition will demonstrate the bicycle culture, worldwide presence and history of the family company, which was founded in 1922. The inviting roof garden, where fruit and vegetables will be grown for the Schwalbe canteen, provides an unobstructed view of the Oberbergische hills – with their countless routes for all types of cycling.

“The Hybrid Building perfectly rounds off our various building sections with the four large high-bay warehouses, the order-picking hall and the administration wing. The building is also an impressive visual representation



Three generations of the family company: Frank Bohle (3rd from left) with wife Ulrike and his sisters and fellow partners Helga Weiß (left) and Andrea Jahn (5th from right) along with mother Ute Bohle and children.

of our company's values: technical dynamism, human creativity and responsible environmental awareness,” explains Frank Bohle. For the latter, the Schwalbe planning team is collaborating closely with the internationally renowned environmental institute EPEA in Hamburg (Germany). As far as possible, the sustainable design was inspired by the cradle-to-cradle principle, which involves only using materials that can be recycled when they are no longer needed.

Since Schwalbe completed its worldwide logistics centre in Reichshof-Wehnath in 1995, the company has undergone vigorous growth in Germany and internationally. While sales multiplied from 30 million to 180 million Euro, the workforce in Reichshof rose from 60 to 140. Frank Bohle emphasises that “the new building should give our present and future employees an attractive working environment and represent our globally successful brand appropriately.”



Two downhill silvers for Tahnée Seagrave, in the overall World Cup and the World Championship.



Amaury Pierron won his first three World Cup races in 2018 – and ultimately also the overall title!



Alessandra Keller won U23 gold in the Cross Country World Cup.

Double downhill win in the overall World Cup

Magic Mary conquers the downhill: no other tire was represented as often as Schwalbe's downhill specialist among the winners of the World Cup races this season. With numerous wins and podium positions in all major competitions, 2018 was Schwalbe's most successful season ever.

On Addix Ultra Soft compound, shooting star Amaury Pierron (22) won the overall World Cup, while Thibaut Daprela (17) secured the title among the Juniors. In their first year with the Schwalbe-sponsored, Commencal Vallnord Downhill team, the two young Frenchmen surprised everyone with multiple series victories. This was also achieved by Schwalbe rider Tahnée Seagrave (23), with three triumphs in a row. In the end, the Briton finished second place in the overall World Cup and the Downhill World Cup in September.

"Four out of the seven World Cup races for men and for women were won with our tires and almost all of the Junior competitions, with six wins. This makes us currently the leading brand in the Downhill World Cup," summarizes Michael Kull from

Schwalbe Race Support. The many years of intensive work with the teams, the support for the competitions and the intense tests in winter all contribute to these achievements, as do the Addix compounds that play a key role in downhill, with its three- to five-minute-long tracks where hundredths of a second can make all the difference.

These vital speed advantages were also utilized by three Schwalbe riders in the men's German downhill Championships. Max Hartenstern (Cube Global Squad) in front of Christian Textor, who was also enduro champion, and Joshua Barth. In the women's races, Schwalbe athletes Nina Hoffmann won in downhill and Raphaela Richter in enduro.

The 2018 Downhill World Championship in Lenzerheide (Switzerland) brought further success: Martin Maes achieved the first silver medal for Belgium, while Tahnée Seagrave went home with a medal for the first time since her World Championship win in 2014, winning silver. The crowning achievement was provided by Swiss athlete Alessandra Keller. She won gold in Cross Country in the U23 class on her new Schwalbe racing tires Racing Ray and Racing Ralph.

Race Across America

Across the US in just 6.5 days on Schwalbe One: the German "Rad statt Rollstuhl" (bikes not wheelchairs) team covered the 4,900 kilometers of the Race Across America (RAAM) in an unbelievable time! The team's four riders took turns riding with an athlete on course around the clock. With temperatures around 50 degrees Celsius and endless wastelands, sandstorms and floods, the RAAM fully lived up to its reputation of being the world's toughest and longest bike race. The cyclists will be respected for their athletic achievement, but they were also riding for a good cause: the bikes not wheelchairs team is an inspirational project for people with multiple sclerosis. The initiator Rolf Beseler, who has MS himself, is now no longer dependent on the wheelchair after years of hard training. The athletes' sponsorship money will go to Nathalie Todenhöfer's MS foundation. Schwalbe donated money and equipped the team with tires. www.rad-statt-rollstuhl.de

