



PROFIL

Tube revolution

made of Aerothan

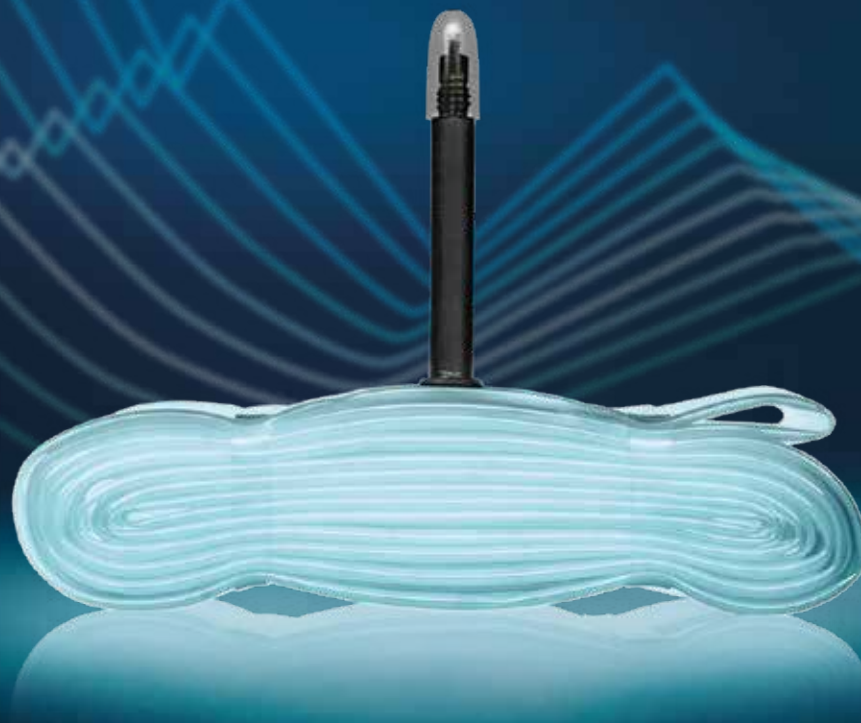
Aerothan tube: uniquely light and extremely stable

THE DECADE OF SUPER

Five carcasses that

change everything

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MARATHON E-PLUS

The first tire

with fair trade rubber

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An eye catcher on the shelf: The product frame and shelf wobblers make an effective display for the Air Plus tube.

This will turn the Air Plus tube into an eye catcher

An exceptional tube is rolling into local shops: Schwalbe's new Air Plus tube is made of pure butyl rubber and comes with an increased wall thickness to retain air much longer than conventional models. To inform end users about these advantages, Schwalbe now brings two effective pieces of advertising material onto the market – with the added benefit of saving precious

sales resources during the current in-store peak times. The wobbling shelf-stopper (wobbler) and high-quality product frame fit onto any shelf and any counter – and they perfectly summarize the benefits of Air Plus tubes: Lower re-inflation effort, greater puncture protection, 100 % recyclable and especially suited for e-bikes and cargo bikes. The frame comes in a mat metallic

colour (dimensions: 22.5 x 19.5 cm) and showcases the Air Plus: The tube package is simply placed into the frame – and your display is ready. The wobblers are slightly larger than a credit card and may be attached to the tube shelf using self-adhesive tape or by inserting it into shelf scanner tracks. To order, please contact your local Schwalbe partner.

Inside-Podcast: Schwalbe presents its athletes



Downhill World Cup rider Tahnée Seagrave, Marathon World Champion Henrique Avancini, long distance specialist Chris Hall or world class triathletes like Sebastian Kienle (photo) and Anne Haug: They all successfully ride with Schwalbe tires – and speak openly about their sport, their dreams and the special situation during the Corona pandemic on the Schwalbe podcast "PUMPED". "We sponsor

numerous mountain bikers, road riders, triathletes and world travellers. For all of them, the bicycle plays an exceptional part in their lives, each in their own way. We would like to share these unique insights with our listeners," says Michael Kull of Schwalbe Marketing. The 30-minute episodes are available via Spotify, Apple and Schwalbe's online channels, every week alternating in English and German. Schwalbe is proud to have the well-known mountain biker and blogger Tobias Woggon as a host.

www.schwalbe.com/pumped



Photo: Nathan Hughes

MTB-World Championships 2020: 6 medals won on Schwalbe tires!

In the deep, muddy grounds of Leogang (Austria), Schwalbe riders scored six medals. The complete podium of women's downhill was won on Schwalbe Dirty Dans – by Camille Balanche (gold, photo), Myriam Nicole and Monika Hrstnik. Other successes were: Pauline Ferrand-Prévot, gold downhill, Mathias Flückiger, silver cross country and Rémi Thirion, bronze downhill.

Fabian Cancellara visits Schwalbe

One of the most successful road racing athletes of the last few years is now brand ambassador for Schwalbe: Fabian Cancellara! He won four World Championships and two Olympic gold medals as well as classics like Milan-San Remo, and he is three times champion each of Paris-Roubaix and the Tour of Flanders.

The Swiss athlete is known for preparing meticulously for races, also in terms of tire technology. In August, the 39-year-old visited Schwalbe in Germany and he was impressed with the Aerothan tube which not only scored top results for its technology, but is also absolutely convincing for its smooth ride.



Greeting of the new brand ambassador Fabian Cancellara (center): Frank Bohle (left), executive partner and Holger Jahn, managing director technology.



Dear retail partners,

We are all experiencing exceptional times which have completely turned our lives and work places upside down. The bicycle season had only just started, when many retailers were forced to shut down. What followed was as unique as the lockdown itself. Millions of people suddenly discovered how much they enjoyed riding bikes! We increased our capacities to meet the historically high demand. Overall, we expect that bicycles and the entire industry will come out of this crisis much stronger – as long as there are no further lockdowns.

Even during this difficult time, we kept working on innovations and making our products more sustainable. With the Aerothan tube, a new era in tube technology begins, altogether without rubber. And we are entering fair trade business: As of now, the Marathon E Plus becomes the first bicycle tire made of fair trade rubber. Via “Fair Rubber”, our premiums go directly to cooperatives of small farmers who produce rubber for our Schwalbe tires.

We wish you a successful end of the bicycling season – stay healthy!

Best regards,

Frank Bohle
Frank Bohle

Catalogue 2021 now produced sustainably

New design, clearly structured with tabs – and now also produced sustainably: Schwalbe's tire catalogue 2021 has been revamped visually as well as in terms of an ecologically sound production setting – yet another green milestone on the way to more sustainability. Following on from the customer magazine Schwalbe Profil, the catalogue is now also produced at a printing company that offers Cradle to Cradle Certified™-products – as one of the very few in Europe.

The certified printing products are non-toxic and fully recyclable. All energy used comes from green power providers and is even overcompensated for at 110 percent. (To find out more about the internationally renowned certificate Cradle to Cradle please see: www.epea.com).

Additionally, the content of the catalogue has been restructured: Now, the technical part with information about e-bikes, tubeless or the new Super carcass constructions comes before the product section. This part now starts with the marathon models that are relevant to specialist retailers. Additional recommendations for special areas such as SUV-bikes, kids bikes, winter tires and coloured tires, as well as much more information about various topics is included.



Aerothan tube:

Convincingly different

Aerothan is a material that completely redefines bicycle tubes: extremely light, with maximum puncture protection and designed for minimum rolling resistance.

Truly innovative: Aerothan features superior physical characteristics – while offering a smooth and accurate riding sensation.



IS THIS STILL A BICYCLE TUBE?

During the development of Aerothan tubes, Schwalbe has explored new avenues right from the beginning. The result was a high end alternative to conventional bicycle tubes. The next generation Aerothan tube sets new standards for weight, puncture protection, riding characteristics, easy installation and pack size. The transparent tube with a starting weight of 41 grams is truly innovative: “For more than five years and in cooperation with BASF, we have brought the material to perfection, right down to the smallest detail. This was the only way to surpass apparent obstacles of wanting to



The tube is manufactured in a blow film extrusion process, first into an endless tube which is then cut to length and welded together using a high-precision laser. Schwalbe developed its own machines for its manufacturing site located in Reichshof, Germany.

FELIX SCHÄFERMEIER

combine minimal weight and greatest puncture protection,” says Felix Schäfermeier, Schwalbe Product Manager.

PUNCTURE RESISTANT AND LIGHT-WEIGHT

The plunger test simulates a small object penetration, for example a glass shard. This is exactly the cause of many flats. Here, Aerothan lasts twice as long as other materials. Schwalbe’s new tube also performs best in the snake bite test using a guillotine with much greater falling heights than

butyl, latex and other synthetic tubes. Unrivalled also is its heat resistance: It was tested at temperatures of more than 150°C at 78 km/h. Aerothan scores high points for low weights of 41 grams for road bike tubes, 61 grams for all-round purposes and 81 grams for mountain biking. When tested for rolling resistance, it performed about the same as latex, which has traditionally been the fastest tube material, and tubeless systems.

RIDING PROPERTIES BEYOND COMPARISON

“Despite its high surface tension, compliance is excellent and offers a smooth, dynamic and precise ride which I have never experienced before,” says Felix Schäfermeier who is also a former pro rider. In case of a puncture, Aerothan tubes do not suddenly burst. Instead, the air escapes slowly. Even at extremely low air pressure,

it retains its shape and continues to offer a stable ride. This tube connects so smoothly and form-fitting with the tire as if it were a part of it. Like all Schwalbe products, Aerothan tubes came to perfection not only in the lab, but also as a result of thousands of test rides.

WITH SUPPORT AND ADVICE FROM PROS

Pros on the road, triathletes, World Cup mountain bikers and cyclists riding around the globe provided valuable feedback to the developers. Including Patrick Lange, Ironman Hawaii World Champion 2017 and 2018. His conclusion: “Aerothan is my first choice. Firstly, because 100 grams can be saved per set of tires compared to conventional tubes. Secondly, because I really enjoy the low rolling resistance. Especially during acceleration, I can really feel the difference to the maximum.”

THE HIGHLIGHTS OF AEROTHAN TUBES

- Fully light-weight, right to the valve – about 40 % lighter than a comparable Schwalbe Extralight tube
- Puncture protection newly defined – the material prevents sudden air loss
- Minimal rolling resistance – maximum riding dynamics
- Extremely heat resistant – certified for rim brakes
- A stable ride – even with low air pressures
- Easy installation – without slipping or pinching
- Made in Germany
- 100 % recyclable

AEROTHAN[®] TUBE

THE DECADE OF SUPER



Five carcasses that change everything

**SUPER
GROUND**

Addix followed by Super: Schwalbe is introducing five new carcass constructions – highly specialized, each for their own purpose, no compromises. And clearly recognizable by their names: Super Downhill, Super Gravity, Super Trail, Super Ground and Super Race.

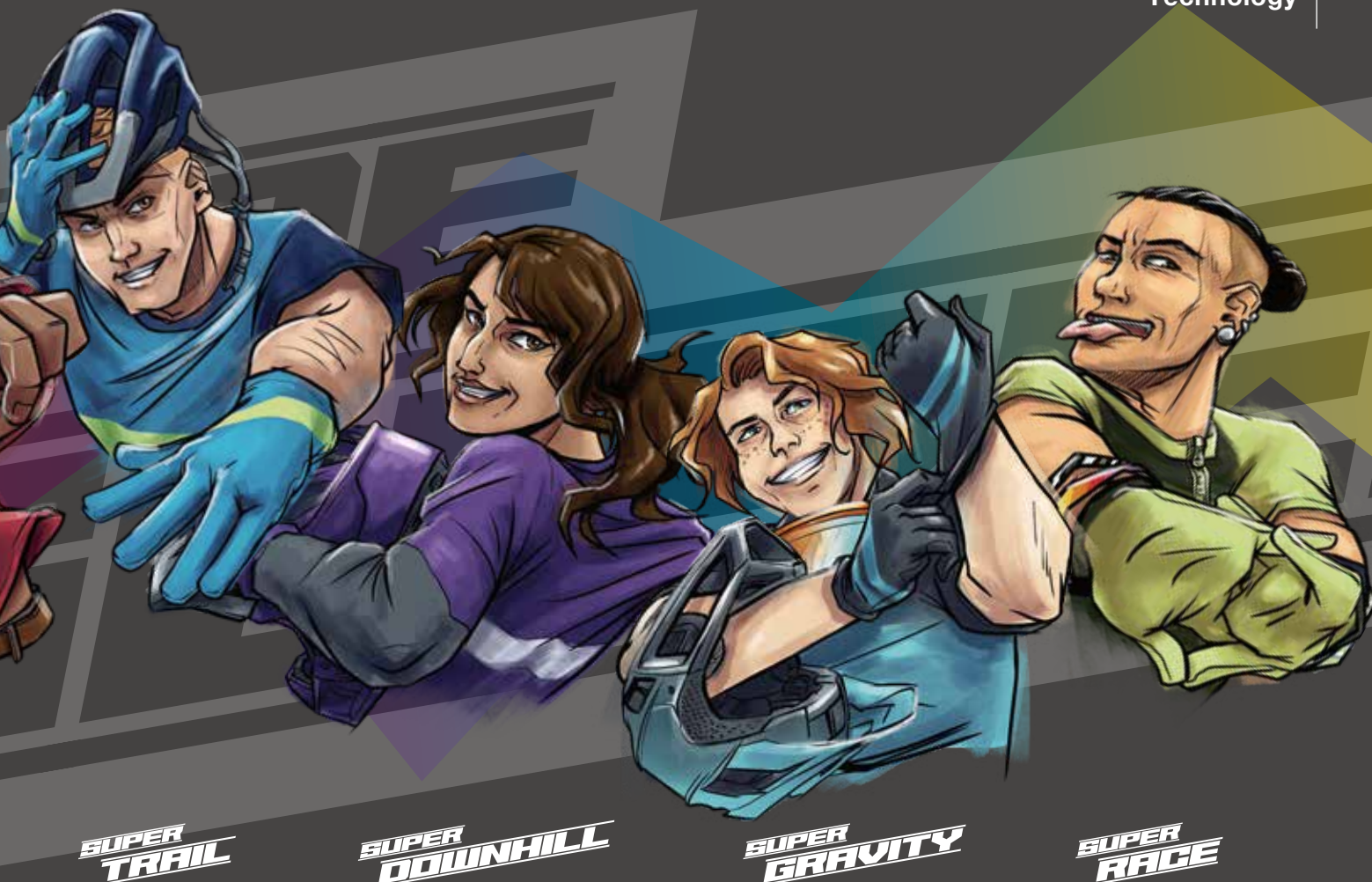
Season after season, more and more people discover mountain bikes as their passion. Each rider lives the adventure of MTB in her or his own way and with completely individual requirements and ambitions. Therefore, mountain bikes today are more specialized than ever – from light-weight cross country race bikes to modern trail bikes to downhill rocket sleds, with or without a motor. Developments and differentiation happen more and more dynamically in the MTB world. “Therefore, we have analysed each construction on the basis of its individual scope and spent countless hours of development and tests to optimize them down to the last detail,” says Product Manager MTB Carl Kämper. This is how ground-breaking tire constructions emerge which fulfil the most diverse requirements.

“The carcass in combination with the rubber composition and tread determine the characteristics of a tire, just like the skeleton in humans. One cannot see the construction, but it supports and holds everything together. The carcass has a massive impact on rideability; it defines performance, puncture protection and the

weight of a tire. Therefore, it is extremely important to ride a purpose-built carcass,” says Carl Kämper. “The best tread and optimal rubber mix don’t bring much, if they sit on the wrong carcass.”

FROM SUPER DOWNHILL TO SUPER RACE: THE NAME SAYS IT ALL

To find out which one of the new carcass quintet is the right one to use is easy: just look at the new, self-explanatory names. Carl Kämper: “We regularly come up with innovations which the MTB community rewards with a lot of trust. When talking to cyclists and retailers, we also heard that they do not want to go through the trouble of having to compare detailed specifications such as EPI counts or carcass fabrics. Instead, they want a self-explanatory system. Now, even novices have access to a quick and easy way to select their carcass – no matter, whether they focus on downhill, trail or racing.” With the introduction of the new carcasses, all MTB tires of the Evolution Line come in Tubeless Easy.



SUPER DOWNHILL – STABILITY WITH NO COMPROMISE

For the most courageous and aggressive riding styles of those who won't shy away from any jump, who will ride the steepest descents, and who will attempt any obstacle. Super Downhill, unlike any other construction, represents uncompromising stability and performance, developed for the Downhill World Cup. Six carcass plies protect the tread, also at very low tire pressures. The side walls are extremely well protected from cuts and punctures by a combination of four carcass plies and a SnakeSkin fabric layer. A newly constructed apex protects from pinch flats and increases side wall stiffness.

SUPER GRAVITY – ROBUST AS WELL AS SMOOTH

Areas feared by some, where riders and terrains challenge the material to the limit, where forks have lots of travel – that's the home of Super Gravity tires. An extremely robust construction with four carcass plies as well as SnakeSkin fabric from bead to bead protects the tread and sides that are subject to great impacts. Just like the Downhill version, a modified apex protects from pinch flats and ensures side wall stiffness. Yet, the tire stays exceptionally flexible due to the mixed turn-up construction and conveys a smooth ride.

SUPER TRAIL – THE MULTI-TALENT

Almost as versatile as a multi-functional tool: Super Trail suits rides ranging from intensive all mountain to trail and enduro. The robust construction – two carcass plies on the side wall, three plies underneath the tread – combines moderate weight with low rolling resistance, high traction in curves, puncture protection with SnakeSkin fabric from bead to bead and an apex for extra protection.

SUPER GROUND – ALWAYS IN A FLOW STATE

These tires feel right on any terrain, on flow trails as well as on long tours. The construction guarantees a well concerted synthesis of protection, light-weight and optimal riding properties. Three carcass plies underneath the entire tread and SnakeSkin fabric running from bead to bead ensure a fine-tuned ratio of safety and weight.

SUPER RACE – SPEED WITH SOUPLESSE

No other disciplines focus so much on rolling resistance and weight as cross country and marathon racing. In addition, the Super Race construction sets standards in suppleness – no other carcass rolls as silky over the ground and brings traction galore. The turn-up construction is characterized by its light-weight mix of materials – with two carcass plies and



Podcast Episode #22

The Decade of Super
5 new casings
from Schwalbe
[www.schwalbe.com/
pumped](http://www.schwalbe.com/pumped)



Extreme velocity and perfect control for competitions.



SUPER RACE

Rolls confidently on rough terrain – with maximum stability and massive puncture protection.



SUPER DOWNHILL

Light-weight SnakeSkin construction for use from Cross Country to All Mountain.



SUPER GROUND

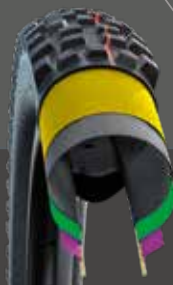
Combines smooth rolling characteristics with stability and safety.



SUPER GRAVITY

The versatile option for all trails from All Mountain to Enduro.

SUPER TRAIL



RaceGuard puncture protection underneath the tread as well as three carcass plies on the side wall as protection from cuts and snakebites.

LEGENDS GET BETTER AND BETTER:

NEW EDITION OF NOBBY NIC AND BIG BETTY

To go with the current stage of innovation, Schwalbe has repolished two tire legends to present entirely new editions of Nobby Nic and Big Betty.

Nobby Nic, the third generation, light-weight “all-grounder” increases performance for its unique scope: Tour, All Mountain, Trail, Down Country, Cross Country. Schwalbe gave it an aggressive tread design with more pronounced and significantly more stable shoulder knobs: They allow for more precise guidance all the way to the limit. Overall, the new tread brings more dynamics during acceleration and braking as well as lateral grip. Self-cleaning properties were also improved for better performance, also in wet conditions. Its large fan club now gets to choose between the Super Trail construction with Addix Soft and the Super Ground construction with Addix Speedgrip.

Also with Big Betty, Schwalbe has made an impressive relaunch. The cult tire returns with extremely sturdy shoulder knobs, long, supported braking edges and outstanding self-cleaning properties. Available as a Super Downhill or

Super Gravity construction with Addix Ultra Soft or Soft Compound. Downhill World Cup rider Nina Hoffmann (Germany) has tested the prototypes for months and was thrilled: “The extremely sturdy shoulder knobs are especially grippy when cornering. And the alignment of the center knobs ensures very easy rolling off as well as maximum braking performance due to the extra supported braking edges. Big Betty on the rear wheel and Magic Mary on the front is my new downhill combination.”



Nobby Nic



Big Betty



Photo: Cube

SUV-bikes combine MTB-frames
with the comfort of e-touring bikes.

Tires for SUV-bikes: Johnny Watts and Super Moto

These SUVs are absolutely environmentally friendly: The modern, powerful e-bikes happily ride in the city as well as the countryside. To go with such bulky bikes, Schwalbe offers a whole series of high volume tires – from slick to heavily treaded, including two novelties.

With a mountain bike frame, and normally fully outfitted with mud guards, stands and lighting, SUV-bikes offer the same safety and comfort as e-touring-bikes do. They are suitable for commuting to the office as well as after work rides on unpaved trails.

The new Johnny Watts is an all-round talent among the SUV-tires suitable for a broad range of areas from paved roads to trails. Off-road, it offers much safety, while it silently rolls on bicycle paths. Like no other tread, it combines easy rolling with durable sturdiness and puncture protection. Its characteristic blocks with large contact areas offer excellent, low vibration rolling characteristics and smooth, forgiving cornering on hard surfaces. Schwalbe is releasing ten versions of Johnny Watts

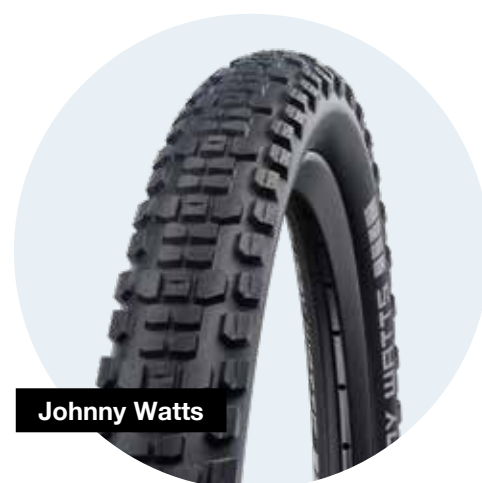
from 27.5 to 29 inch and widths from 60 to 70 millimeters.

STYLISH ON PAVEMENT

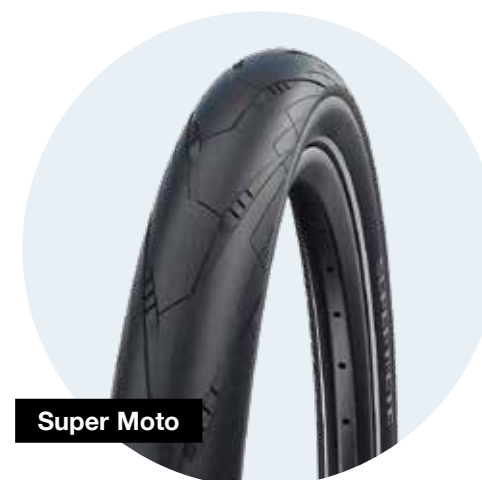
The new Super Moto is the pavement version of the tried and tested Super Moto X, which is used on roads and easy off-road trails. With its stylish semi-slick tread, Super Moto orients itself on the design of classic motor sport tires. With the Addix compound it comes with superior rolling resistance and optimal grip, even at higher speed and is, therefore, very much fun to ride. Its sizes: 62-584, 50-622 and 62-622. Overall, Schwalbe recommends nine tires starting at 57 millimeters for SUV-bikes and eSUV-bikes.

Further information:

Schwalbe Tire Catalogue 2021 on page 78.



Johnny Watts



Super Moto

Corona as a kick starter for the cycling revolution

Booming bicycle traffic is one of the few positive effects of the pandemic: In Europe, 2,300 kilometers of new bicycle paths have been marked since March 2020 – and a billion Euro has been allocated to cycling and traffic calming measures (updated October 2020).

Imagine Rome as a bicycle city? Sounds risky, until now. For several months, the ancient city has been leading the European ranking for cities with the most newly marked bicycle paths. An impressive 150 kilometer effort was made by Italy's capital city, followed by Bologna, Paris, Brussels and Lisbon. Also megacities such as Bogotá, Vancouver and New York promote bicycling on a large scale. What is going on?

Many cities in Europe and worldwide are experiencing major changes and are rethinking their traffic strategies with the pandemic as a trigger. They have recognized that local public transport bears an increased risk of infection, while bicycles are assumed to be safe.

TOP CITIES PARIS AND LONDON

The new bicycling affinity has been recorded by the European Cyclists' Federation (ECF) in more than 400 cities and

communities using a measures tracking tool, which has revealed surprising facts: Great Britain, France and Italy are leading the bicycle revolution in terms of budgets and cycling measures.

France supports the expansion of its bicycle lane network with EUR 320 million and with an additional bicycle budget of EUR 20 million for bicycle buying and repairing. Paris intends to turn into a "15-minute city" where all every-day destinations become reachable by foot or bicycle within 15 minutes. As part of the programme "Paris respire" (Paris breathes), 70 kilometers of car lanes were modified into bicycle-friendly "corona pistes". Other cities like Milan, Portland, Glasgow, Melbourne, Bogotá and Ottawa have committed themselves to the 15-minute concept.

Great Britain also set itself ambitious goals. Nationwide, the government has allocated GBP 250 million for the "Emer-

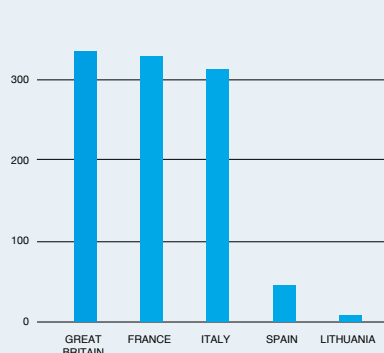
gency Active Travel Fund", some of which is intended for protected bicycle lanes, wider sidewalks and exclusive bicycle and bus lanes. In London, the programme "London Streetspace" plans to implement swift modification of existing roads to allow a five-fold increase in pedestrian traffic and even a ten-fold increase in cycle traffic!

MEASURES NEED TO BE IRREVERSIBLE

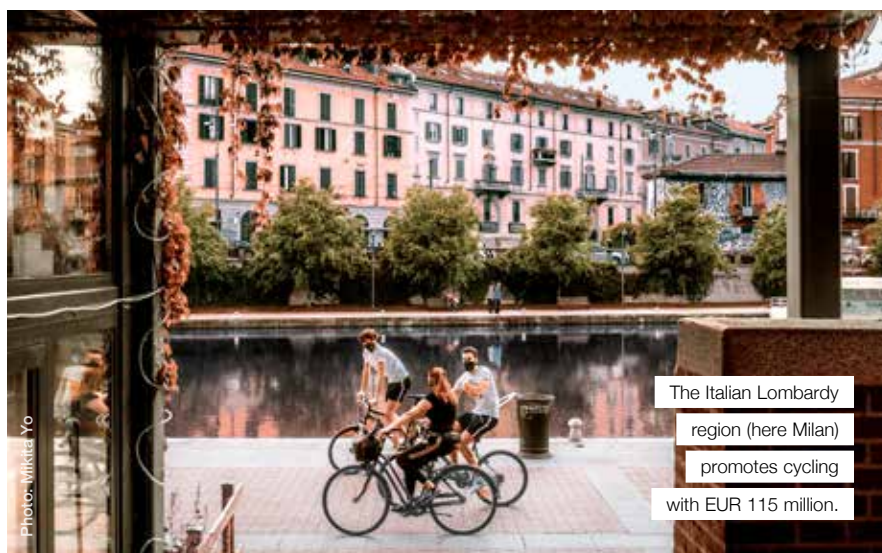
"We must ensure these measures will stay in the future," says Morten Kabell, co-CEO of ECF. "This is our opportunity to redesign cities for good and we can't waste it with temporary solutions."

For further information see: ecf.com/dashboard

Measures by budget in millions of Euro



Almost a billion Euro is spent by the three leading cities to promote cycling and traffic calming measures. Source: ECF



Marathon E-Plus: The first tire with fair trade rubber

Marathon E-Plus becomes the first bicycle tire made of fair trade rubber. For this purpose, Schwalbe joined the Fair Rubber Association which supports the primary producers of rubber at the beginning of the supply chain.



Dr. Martin Kunz, executive secretary of Fair Rubber, is an expert on fair trade: For more than 40 years, he has been active in promoting better work conditions and was chair of the German Fair Trade Company GEPA board of directors and founding executive officer of the well-known Fair Trade label. In 2012, he co-founded Fair Rubber. The association has offices in Cologne (Germany) and London – and a premium model without comparison worldwide: “As the only NGO that is operating within the rubber industry, Fair Rubber targets the utterly insufficient world market price for rubber,” says Martin Kunz.

For this reason, Schwalbe has decided to partner with Fair Rubber. “Rubber prices have been running below production costs for years, with no end in sight. Hardly any small farmers can sell their rubber for a fair price,” says Frank Bohle, executive partner of Schwalbe. As a Fair Trade premium,

Schwalbe pays an additional amount of 50 Euro Cents per kilogram rubber (dry goods). This is equivalent to about 45 percent of the current world market price. The amount is paid out on a monthly basis via Fair Rubber to a cooperative of 277 small farmers which has been founded especially for this purpose. It is located near the Schwalbe production site on Java, Indonesia. The cooperative is then allowed to decide independently on how to use the funds. It took only one year for Fair Rubber and Schwalbe to set up the local structures and supply chains to start in April this year.

IMPROVED WORKING AND LIVING CONDITIONS

In order to guarantee end-to-end transparency, Fair Rubber has commissioned the independent controlling firm Control Union to supervise payment flows and structures. Also on a personal level, team members come on site to find out what the money is used for: Other partner suppliers have used the Fair Trade premium for water and power supply, medical care, construction materials or for school equipment and kindergartens.

“We are happy to be the first tire manufacturer to have partnered with Fair Rubber to ensure that our payments arrive one to one at the cooperatives on a local level. With our premium, we directly help people who are harvesting rubber for our products with a contribution for improved working and living conditions,” says Frank Bohle. This also benefits the environment: For its list of criteria, Fair Rubber has adopted the environmental standards of the well-known Forest Stewardship Council (FCS).

To start with, Schwalbe has selected its tire Marathon E-Plus. Since April 2020, its total content of natural rubber is purchased for fair prices. Frank Bohle: “We hope that Fair Rubber will be able to increase capacities rapidly by increasing the number of rubber farmers to join the cooperative, so that we may produce more tires with fair trade rubber.”



Even though 70 percent of natural rubber traded worldwide is used by the tire industry, Schwalbe is the first and only tire manufacturer to join the Fair Rubber NGO so far.

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Souplesse Rides: Schwalbe's action plan for road riding



Under the banner of the swallow (German for "Schwalbe"): Souplesse Rides enthuse road-bikers on two continents. Photo center: Influencer Paul Ripke.

Simply road riding in a group, enjoying the feel of souplesse, totally without any pressure to perform – this is the goal of Schwalbe's Souplesse Rides in Germany and in the USA.

The well-known influencer Paul Ripke is also taking out his bike for a ride. The photographer, director, fashion designer – and now also road riding blogger – shares his experience during the Souplesse Ride with more than 550,000 followers on Instagram. Paul Ripke, who used to work for the German National Football Team, Formula 1 and several TV-shows, organizes Souplesse Rides in his new home-town Newport Beach near Los Angeles and, of course, he also comes along for the ride. "Enjoying the ride and stopping every now and again to take a picture or to have a drink after the ride – this is what I imagine road riding should be like. Souplesse means a feel of lightness

on a road bike. Schwalbe and I founded the PARI (for Paul Ripke) Souplesse Club to celebrate this lightness and the socializing aspect of cycling." In Germany, cyclist and influencer Marta Swiatlon joins Souplesse Riders on their tour. Former cycling pro Felix Schäfermeier, who is now developing Schwalbe road tires as product manager, also rides along. Everyone can join, also beginners are very welcome. Our motto is: "Look pro, go slow!" "Riding in a group is really fascinating in a unique way. With such intense experiences, we want to get more people back on a road bike," says Stephanie Bieker, social media manager at Schwalbe.

