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CREATING
Souplesse



The new Schwalbe Pro One

Souplesse is what makes the difference

Flat-less and more: The new Marathon E-Plus

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MTB: e-bike versions of proven MTB-tires

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Eddy Current celebrates the 80s

A garish 80s style video about e-mountain bike specialist Eddy Current has been the most successful social media campaign, so far, for Schwalbe.



Who would have thought in the 80s, that the Internet or even Instagram were possible? And who would have believed that, one day, mountain bikes would come equipped with electric motors?

But now, 30 years later, the most curious ideas have become reality. Schwalbe's video about E-MTB specialist Eddy Current picks up on these new and recurring trends. Synth-pop meets electric mountain bikes. Brilliant neon colours in a tacky screen design straight from Dallas, not to forget Pacman, the legendary video game as part of the plot. The story goes like this: German ex-downhill pro Jasper Jauch plays Eddy Current and comes along with

his E-MTB to challenge the personified evil, alias Stefan Schlie, technical coach and uphill flow pioneer from Germany. In a fast downhill, he accumulates points and even masters attacks on the uphill with rolling beer barrels.

See what the hype is all about, how the story comes together, who wins in the end and what part a pinball machine plays, all available via Schwalbe's social media channels and on its homepage. Carl Kämper, Schwalbe Junior Product Manager MTB comments: "Eddy Current is pure fun on an electric mountain bike – and this is exactly the message we want to express in our video."

From Pacman to facebook: Schwalbe's social media video brings back to life the first big wave of mountain biking.



[e-biketires.com/eddycurrent](https://www.schwalbe.com/e-biketires.com/eddycurrent)

On Schwalbe G-One: Amity Rockwell won Dirty Kanza 200 Gravel Race



■ In just under twelve hours, Amity Rockwell topped the women's field at Dirty Kanza 200 in Kansas (USA). Riding her Schwalbe G-One All-round tubeless 38 mm tires, the 26-year-old Californian staged an impressive race to take her biggest career win yet. Rockwell, who was a competitive runner and only began racing bikes 3.5 years ago, worked her way through a stacked women's field and enjoyed a 'mechanical tailwind' being the only top woman not to endure a flat tire, to earn a triumphant solo victory after 200 miles of punishing gravel roads. Dirty Kanza

is recognized in the ultra-endurance cycling community as the world's premier "Gravel Grinder" event. Over the years, Dirty Kanza has drawn riders from every continental US State, as well as from Australia, Canada, Ecuador, Finland, Germany, Great Britain, Hong Kong, Mexico, Nevis, New Zealand, and Norway. The Dirty Kanza 200 weekend at the end of May has grown to be more than just a bike race. Activities include the 200-mile DK 200 feature event, the 100-mile DK Half Pint, the DK Lite 50-mile and 25-mile fun ride, bike parades, live bands and vendor booths.

Great response at the Presslaunch of the all-new Schwalbe Pro One in Tuscany

The iconic "strade bianche" ("white streets") in Tuscany, Italy, were showcased during the press-ride that Schwalbe organized in August. Sean Cochran, Marke-

ting Manager of Schwalbe North America (picture, front left) along with a team from Schwalbe Germany and around 30 international bike and triathlon journalists from across the world tested the new Schwalbe Pro One tubeless on a 70 Kilometer ride across the famous Tuscan countryside. The impressive event succeeded in numerous media reports worldwide. (More on Schwalbe Pro One see pages 6-8)



Photo: Irmo Keizer / The Attention Builders

Magic Mary takes Amaury Pierron to three Downhill World Cup wins

■ On his favourite tire Schwalbe Magic Mary Downhill Addix Ultra Soft, Amaury Pierron has won three Downhill World Cup events this year. Following his triumph in Fort William, Scotland, the 23-year old French rider went to the limit in a thrilling race once more in the French Alps at Les Gets. When Pierron started as last rider, it seemed almost impossible to beat the full speed descent of the previous rider, 2018 World Champion Loic Bruni. Amaury Pierron put on a breath-taking performance and managed to shave two whole seconds off the previous time. At an average of about 45 kilometers per hour – and hitting top speeds of over 60 km/h – he mastered the dry, dusty 550 meter descend in less than three minutes. In doing so, last year's overall winner of the World Cup, Pierron, got to step on top of the podium, having beaten the world champion. Not satisfied with only two wins on the season, the quick Frenchman raced down the course in Lenzerheide, Austria, just like he did at Les Gets. In the end, he sped to victory with over a four-second margin the second placed rider – and that on a course, where a win or loss is normally a matter of a tenths of a second.



Dear Schwalbe partners,

things have been going well this year: 2019 will be another good one for the bicycle industry. We take this positive trend as motivation to keep promoting cycling with innovative, long-lasting products. And also to make a significant contribution to a sustainable bike culture. These values are reflected by our new booth at Eurobike, which is not only made of renewable materials, but also comes with several innovations for you.

The Marathon E-Plus, our first flat-less tire made specifically for e-bikes, brings a little extra in all parameters, so users will get to take advantage of the full potential of modern Pedelecs. Our top road tire Pro One was also due for a make-over – although it already won multiple road tubeless test awards in 2018. In 2020, we are going to present a completely new Pro One road series, which will set new standards in tubeless technology and surpass the previous model in terms of souplesse.

Read about all this and many other novelties, such as new models for electric mountain bikes, in this issue. We wish you a successful fall season!

Best regards,

Frank Bohle

■ Masthead

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The new Marathon E-Plus: flat-less and more

Schwalbe's first Marathon specifically designed for e-bikes combines proven flat-less technology with new features for e-mobility: With smooth rolling and greatest riding safety, exceptional stability and durability, E-Plus Marathon riders get the maximum performance possible out of modern e-bikes.

More than flat-less – is that even necessary? Yes, after all, an e-bike has much more to offer than a normal bike. It has more power and is generally faster, both on straights and in corners. Due to the motor and battery, it is also much heavier. Of course, a flat on an e-bike is just as annoying as it is on a normal bike. "In order to take advantage of the full potential of modern e-bikes, it needs a tire that offers more of everything: safety, grip, durability, easy rolling, and a long life", explains René Marks, Product Manager Tour and E-Bike. Schwalbe's engineers have tweaked all the relevant features towards e-bike requirements and added new properties to their flat-less technology.

■ **Smart-DualGuard:** The patented SmartGuard belt is supported by two layers of RaceGuard fabric. This well thought-out combination provides even better protection against sharp objects and offers maximum safety with puncture protection level 7, also at high speed and on long rides. Now, e-bikes are also flat-less.

■ **Easy rolling for a greater range:** The surprisingly low

rolling resistance of the Marathon E-Plus prevents excessive drain of the battery.

■ **Maximum riding safety due to Addix-E Compound:**

The special rubber mix for e-bike tires offers exceptional grip at all speeds, and at the same time, extremely low wear. It also guarantees low rolling resistance while achieving high mileage and a long service life.

■ **Wide range of use:** The robust, dynamic tread safely rolls along pavement and also brings the required level of grip on park and gravel roads.

■ **High stability due to the new carcass construction:** In this design, side-walls are reinforced with an additional fabric layer which stabilizes the tire to carry even greater loads. Its proven anti-aging side-wall resists typical over-load scenarios due to low air pressure for a significantly longer period of time and avoids unwanted cracks.

Thanks to this comprehensive overall package, Marathon E-Plus has qualified for an ECE-R75 certificate for high carrying loads, which is valid all over Europe. With this, even heavy



Addix-E Compound with exceptional grip, even at high speed, and with very low wear.

The side-walls with additional fabric lining stabilize the tire for greater load bearing capacity.



Smart-DualGuard: The new combination of SmartGuard (1) and two layers of RaceGuard fabric (2) protect even more from sharp, narrow objects.

The anti-aging side-wall resists typical over-load scenarios due to low air pressure for significantly longer periods of time.

Flat-less riding fun and a new level specifically adapted to the most important technical requirements of e-bikes: The Marathon E-Plus is ideally suited for all motorized bicycles – both 25 km/h and 50 km/h.



Schwalbe's first Marathon for e-bikes offers maximum safety at high speed and saves battery life due to easy rolling.



riders and bike tourists with lots of baggage are on the safe side. The tire is allowed to be used on all e-bikes, both for 25 km/h as well as 50 km/h.

Large range of tires for booming e-bike market

Schwalbe introduces its new Marathon to the market in as many as six sizes, including several wide versions: "In terms of comfort, safety and rolling resistance, wider tires have great advantages on an e-bike," says René Marks.

All in all, Schwalbe caters to the e-bike boom with an exceptionally wide range of specialized e-bike tires for all segments from urban and touring to road and mountain biking. This is because Schwalbe is convinced that this boom will continue. According to the German bicycle industry association, 980,000 e-bikes were sold in Germany in 2018. This is an increase of 36 percent compared to the previous year. "At Schwalbe we have been electrified since our first edition of the Energizer in 2012. Our tires offer maximum safety at high speed and on long rides – and now, the flat-less fun can continue on e-bikes with the Marathon E-Plus."

Souplesse is what makes the difference

The new Schwalbe Pro One

Tubeless technology of a new dimension: Schwalbe's new Pro One will win you over from the first pedal stroke, with top values for speed, grip and safety. And the tire has even more to offer: Souplesse – easy rolling suppleness, that you can feel, but barely explain. The newly developed top road tire was developed from scratch and is available as Tubeless, TT and Tube Type versions.

"A tubeless tire with the feel of a tubular tire." That's how Peter Krischio, Schwalbe Product Manager Race summarizes the new Pro One's characteristics. The goal was to develop a fast, light-weight and safe tire, which offers maximum souplesse at the same time. A tire which quickly and accurately responds to a cyclist's riding style and always provides sensitive feedback. In short: a "living" tire. In addition to the smooth riding experience of souplesse, there is another tangible advantage: The cyclist gets less fatigued and can achieve greater performance.

"In order to achieve these characteristics, we have constructed a completely new carcass, optimized its compounds and further modernized many aspects of the manufacturing process. Therefore, the new Schwalbe Pro One is not a successor of the previous generation, but an entirely new concept", says Peter Krischio.

■ **Souplesse Carcass Construction:** The new turn-up construction integrates Tubeless Easy technology in the most progressive way possible. Two carcass layers underneath the tread render the tire smooth, comfortable and puncture-resistant, while three lateral carcass layers ensure high cut-resistance. Riding this tire feels just like the velvety motion of a classic tubular tire.

■ **V-Guard Puncture Protection:** The belt is made of a specifically developed high-tech polymer fiber that is also used for bullet-proof and stab-resistant vests. It provides excellent protection from cuts and punctures, and at the same time, it is extremely light-weight. Neither rolling resistance nor suppleness of the tire are compromised by the V-guard. A 14 mm wide belt protects the total tread area, and thus provides extra puncture protection.

■ **Addix Race Compound with a completely new composition:** Addix Race is a multi-com-

pound made of the most innovative and highest quality polymers. As silica filler contents were increased significantly, the mixing process also had to be fine-tuned. Various specific blends are used for the center and sides respectively. This increases the grip during cornering, without compromising rolling resistance or durability.

■ **Manufacturing:** In order to achieve consistently high quality, Schwalbe has invested, once more, in innovative machinery and staff training. The Greatest precision and tightest production tolerances are essential for quick and easy tire installation, particularly with tubeless tires. The fully automated compound mixing station controls the mixing ratio in real time, while the new extruders ensure a consistent tread thickness, and thus, effectively prevent weight

fference: One

Light-weight, fast
— and with great
souplesse:
The new Schwalbe
Pro One Tubeless
Easy rolls just as
smoothly as a
tubular tire.





fluctuations. Tire assembly is still a job that requires highly skilled, manual labor. Experienced specialists work with new, semi-automated tire assembly machines.

The High-End Models: Three versions of the Pro One

The new high-end road tires are now available as Pro One Tubeless Easy, Pro One Tube Type and Pro One TT Tubeless Easy versions. The new tubeless models can be mounted without tire levers and compressor, just as easily as a tube type tire.

Pro One Tubeless Easy was specifically designed for use without a tube and offers by far the greatest performance level. Summary: Addix Race Multi Compound, 245 g (size 25 mm), 13 % lower rolling resistance, 22 % more cornering grip, increased puncture protection and higher mileage. All compared to the previous model.

Tube Type is the road tire for all those who would (still) rather ride with a tube. Its specifications: Addix Race Multi Compound, 235 g (size 25 mm), 13 % lower rolling resistance, 22 % more cornering grip, 30 % increased puncture protection, higher mileage. Important: The Tube Type tire is specifically designed for use with a tube and may not be used tubeless.

Pro One TT Tubeless Easy: As the world's lightest tubeless tire, it is the tire of choice for time trial cyclists and triathletes. With its Addix Race Single Compound, it is designed for time trials and extreme triathlon. The tire weighs only 205 g (size 25 mm) and rolls 21% easier than Pro One Tubeless Easy.



Developed from scratch: Schwalbe's new top notch road tires Pro One Tubeless Easy, Pro One TT Tubeless Easy and Pro One Tube Type (from left).

Patrick Lange (Germany) rode a prototype of this tire to win the Ironman World Championship 2018 on Hawaii in record time.

The All-Rounder: Two new Schwalbe One Models

The all-round tire Schwalbe One also gets an upgrade for the 2020 season. And this summer, it already has won awards: Schwalbe entered them into tire tests performed by two major European road cycling magazines, TOUR (7/2019) and RoadBIKE (6/2019). Results: As double test winner, Schwalbe One held off its competitors in the category of high-end tubeless tires!

The new One is based on the previous top model Pro One, which won all relevant 2018 tubeless tire tests (TOUR, RoadBIKE, RennRad). Now it's rolling onto the market with the new versions One Tubeless Easy and Tube Type. Incorporating the patented MicroSkin carcass construction, RaceGuard puncture protection and durable Addix Compound, both models are true all-round alternatives to their respective counter-parts of the top Pro One tire.

Tubeless instead of tubular

Product Manager Peter Krischio is Schwalbe's road tire specialist. He is a fantastic asset for his technical knowledge, many years of experience and, of course, his passion for road riding.

Interview

Schwalbe Pro One won many tests in 2018. Why did you bother developing a new tire?

We wanted to develop a tire with similar riding characteristics compared to a tubular tire. Souplesse, the special feel on the bike that pros always ask for, was the focus of our efforts. So far, no folding tire has achieved this. Therefore, we started from scratch and developed a completely new tire.

Are we going to see more pros switching to Tubeless in future?

Yes, I am sure. In the age of disc brakes and electronic shifting, young, innovative pros riding for major teams such as Wallonie Bruxelles or the Women's WorldTour Team Canyon//SRAM no longer accept a hand-sewn tubular tire as state of the art. Tubeless tires are far ahead of tubular tires in terms of rolling resistance, grip and comfort. We are not talking about marginal differences, but improvements of up to 20 percent!

On top of that, they have excellent fail-safe characteristics.

The great benefits of the system are proven by a high level of acceptance in triathlon pro-sports, where every second counts.

The new Pro One can be installed like a tube type tire. How did you achieve that?

Our new tubeless road tires can be mounted without tire levers or compressor. Firstly, we have many years of experience with Tubeless in road racing and work hand in hand with rim and wheel manufacturers. We continually test the mounting characteristics and compatibility of our tires on their current tubeless wheels to optimize the production tolerances of our components. Secondly, we have developed a specific sealing lip for the tire bead. After mounting, the sealing lip clings to the rim flange and results in an air-tight closure between tire and rim. Tools are no longer required for mounting our tubeless tires, and only a floor pump is needed for inflation.



Peter Krischio,
Schwalbe
Product
Manager Race.

German dealer association demands political umbrella organization of the bike industry

Albert Herresthal, executive manager of the specialized dealer association "Verbund Service und Fahrrad e.V." (VSF), explains in an interview how German lobby associations are gearing up and what role the bicycle industry is playing.

Interview

Among all the bike lobby associations, VSF is the only one representing specialist bike dealers. How do you define your job?

Firstly, it is about the economic significance of the bicycle industry overall, as it is relevant for employment and prosperity. It is politically important to emphasize that the bicycle industry carries some weight. In this role, we support the wider bicycle lobby to improve the basic conditions for bike traffic. Moreover, we represent specific interests of the bicycle industry in Berlin. Many politicians are unaware of how important local dealers are to ensure that reliable cycling mobility happens and what role they play for the bike culture in a community. Therefore, VSF promotes that all bike products and services should be subject to a sales tax of seven percent, the same way as it applies to local public transport, rather than the current 19 percent. We also work towards disallowing bicycles and Pedelecs to be available to consumers in form of a building set. Trained mechanics at local shops are the ideal partner to guarantee safe assembly of bikes that come as building sets.

The vivavelo Congress, your office in Berlin, parliamentary evenings with other associations: How are you involved in politics, how do you collaborate with these associations – what results have you achieved?

We started our activities in 2005 in Berlin, when the VSF was called, for the first time, by the Federal Minister of Transport onto the advisory board for the implementation of the National Bicycle Traffic Plan. In order to increase political pressure, it is essential to be present in Berlin. This resulted in the launch of the vivavelo Congress of the bicycle industry in Berlin in 2010. Four years later, we opened our VSF capital city office in the same building as the federal press conference. VSF has always considered itself as a motor and driv-



Albert Herresthal (l.) and Enak Ferlemann, Parliamentary State Secretary of the German Federal Ministry of Transport.

ing force. And we have always forged broad alliances with political entities, since this is more effective than individual actions. VSF favours even more intensive collaboration among the associations. Within this framework and over the mid-term, we are planning a political umbrella association for the bicycle industry. This could – in addition to the currently existing associations – represent common political interests for improved bicycle traffic conditions more efficiently.

Together, during the past 15 years, we have achieved that bicycle usage is now much higher on the political agenda. Many of our demands have been carried through: the financing of bicycle highways by the federal government, more staff at the bicycling department as well as a position as bicycle transport commissioner at the German Federal Ministry of Transport.

Acknowledgements yes, but no actual bicycling policy-making. What needs to happen for a truly bicycling-friendly infrastructure to become reality?

A breakthrough to an actual change in mobility will only happen, if federal, state and local authorities effectively work together. For the most part, local authorities are responsible for a bicycle-friendly infrastructure in their communities. Here, the degree of awareness and individual interests are extremely different and multi-layered. This hinders a quick break-through for bicycle traffic. Bicycle friendly partnerships of cities, communities and districts promote changes in

traffic policy making. At the same time, the federal government has a major responsibility, as its positioning greatly affects all other actors. Unfortunately, the federal government keeps resisting in many important areas, for instance when it comes to introducing a speed limit of 30 km/h within communities. And we simply need much more funding from federal financial sources to expand cycling as a way of transportation!

Yet, the proportion of cyclists is on the rise in many communities. How can specialist retailers go with this consumer momentum and position themselves long-term, also given the situation of on-line trade?

We have a split development: Bicycle traffic, including cargo bikes, is growing significantly in metropolitan areas, while it stagnates or decreases in rural areas. However, consumers remain interested in high-quality bikes and Pedelecs, as we can see from our numbers. Specialist dealers successfully position themselves, if they carry an attractive range of products, offer individual sales advice and qualified bike service. For sure, the Internet is a competitor, especially for bike parts, but an ergonomic bike set-up and test riding facilities – this is only possible at a local specialist dealer. Therefore, in Germany, two-thirds of all bicycles and Pedelecs continue to be sold over the counter by a specialist dealer.

Which part does Schwalbe play for the VSF?

Bohle and VSF share a long history together. This began during an age of rather poor bicycle tires during the mid-1980s with the development of the high quality tire Marathon, which VSF-stores were very happy to have. We are not only connected to Schwalbe on a product level, but also on the level of our fundamental vision: our sustainable company philosophy, Bohle's values and political commitment. These aspects have built a level of trust and proximity, which means true partnership to us.



Gravel goes tubeless, now also in the Performance Line.

Gravel without limits: G-One Ultrabite

Ultrabite is the new addition to the G-One family of four – and the name says it all: With an aggressive off-road tread, it literally bites into the ground. Cassette tape like twin knobs throughout the middle of the tread ensure full grip and excellent traction, while robust side blocks give the rider a sense of security when leaning. The stable construction with the most recent Tubeless Easy Technology (TLE) and versatile Addix Speedgrip Compound noticeably increase off-road performance in all parameters. Available in 40 mm (1.50 inch) and 50 mm (2.00 inch) widths, the G-One Ultrabite is ideal for rid-

ing on gravel roads, forest roads and trails, even in challenging conditions.

Upgrade for the Performance Line

Schwalbe's new off-road specialist also performs very well as a front tire in combination with G-One Bite or G-One Allround on the rear wheel. Thanks to TLE-technology, all G-One Ultrabite versions can be ridden tubeless. Sizes: 40-622 (28 x 1.50), 50-622 (29 x 2.00) each available in Evolution and Performance Line.

With new products for gravel, Schwalbe has put a significant amount of effort into

strengthening its Performance Line: The G-One Allround rolls off the rack in the new sizes 57-584 (27.5 x 2.25) and 57-622 (29 x 2.25). And the G-One Bite, size 40-622 (28 x 1.50), as well as the G-One Allround in 35-622 (28 x 1.35) and 40-622 (28 x 1.50) now come with a Tubeless Easy carcass in Classic-Skin. Peter Krischio, Schwalbe Product Manager Race takes us through the new versions: "The potential of a tire for gravel can only be fully exploited as a tubeless version. Thanks to well thought-out Tubeless Easy Technology, this is now also possible in the Performance Line."

Rocket Ron for kids mountain bikes

For little mountain bikers with big goals: Schwalbe now releases its MTB-rocket also in sizes 57-406 (20 x 2.25) and 60-507 (24 x 2.35). At 360g in the 20-inch size, these are extremely light-weight tires and offer a wide tread that gets away with low air pressure – both features ensure lots of grip and traction for the youngest mountain bikers. The tube-less compatible Evolution folding tire with Addix Speed Compound meets the highest quality standards.



The Hurricane is back

The Schwalbe Hurricane now comes as a new edition with intermediate tread for easy terrain. The new Hurricane rolls fast with a smooth center line and quietly whispers on asphalt, but with its sturdy shoulder knobs, it also shows excellent off-road qualities with firm grip on forest trails and gravel. The optimized micro-teeth in the shoulder area ensures safe cornering. The All-Terrain tire is available in six variations – including Race-Guard and Double Defense – up to a width of 62 mm (2.40 inch).



E-MTB support for Hans Dampf and Magic Mary

With these wide tires and extremely stable carcasses, cyclists can take full advantage of their powerful e-mountain bikes: enduro expert Hans Dampf and downhill specialist Magic Mary are now available in a new size 65-584 (27.5 x 2.60) and with a Super Gravity carcass. An equally unbeatable option is to combine the two, with Magic Mary on the front and Hans Dampf on the rear. Both models are available in the most common sizes and alternatively also with a stylish Classic Skin side-wall.

Getting wider: Smart Sam and Racing Brothers

Wow, this is fat: The indestructible Allrounder Smart Sam now comes in 65-622 (29 x 2.60). With Double Defense Technology – Race-guard and Snakeskin from bead to bead – perfectly set for E-MTB use. Additional new sizes 60-584 (27.5 x 2.35) and 60-622 (29 x 2.35) close the gap between 57 and 65 mm or 2.25 and 2.60 inch.

Racing Ray and Racing Ralph also roll on a wider tread: The specialists for modern, technically challenging XC-trails are even more fun to ride due to higher volume. New: Racing Ralph in 57-559 (26 x 2.25) and 60-622 (29 x 2.35) as well as Racing Ray in 60-622 (29 x 2.35).



Classic Skin now Tubeless Easy

Schwalbe upgrades its Classic Skin side-wall with modern Tubeless Easy technology: Five of the most common MTB-tire models are now also available with the new Classic Skin side-wall. The new versions are just like the standard models, without compromises in terms of weight or rolling resistance. The look of a classic light-coloured side-wall in combination with the hint of snake skin creates a nice contrast to your clean bicycle. Models: Nobby Nic, Magic Mary, Hans Dampf, Racing Ralph and Racing Ray.



Steep climb: Schwalbe now releases new e-bike versions of several proven MTB-tires.



The "Bergischer FahrradBus" (Bergisch bicycle bus) supports the cyclists along the cycling routes.



125 signs show the way in the Schwalbe land of cycling – and now also the way to flat-less cycling.

Train paths now open for "Schwalbe Bergisches Radfahrland"

The Bergisch Land located in the far west of Germany, has been the home of Ralf Bohle GmbH for 97 years. Now the Central Uplands Region has the official name "Schwalbe Bergisches Radfahrland" (Schwalbe Bergisches cycling land).

Every year, about 200 pros and more than 4,000 amateurs sign up for the traditional road event "Rund um Köln", which has been running for over 100 years. They ride from Cologne through the Bergisch Land and then return to the Rhine metropolis. The hilly region is renowned as especially challenging for road riders as well as mountain bikers, but also touring cyclists and families may enjoy the unique panorama, thanks to flat unused railway lines. The trails with many tunnels and river dams, bridges and viaducts are a dream for cyclists and provide lots of opportunities to enjoy the landscape. Bergisches Land is part of the bike region Rheinland with an extensive network

of bicycling trails and a magnet for cyclists and bike tourists from North Rhine-Westphalia and the Benelux countries.

Such a cycling paradise right out the front door and a tire specialist, who is passionate about cycling and determined to shape the culture of bicycling – there was room for ideas. This is how the project, "Schwalbe Bergisches Radfahrland", started. Two strong brands, Schwalbe and the tourism association Naturarena Bergisches Land, are planning to work together for many years to come and to promote cycling tourism. Schwalbe receives space on 125 large information plates to inform about "flat-less" cycling. In addition, Schwalbe and the tourism association advertise the brand "Schwalbe Bergisches Radfahrland" at trade shows and events as well as throughout their communication via print and on-line media. Frank Bohle: "With this cooperation, we show a strong presence with many opportunities to further cycling and bicycle sport as well as a bicycle culture in the region."

Two 2019 MTB World Champions on Schwalbe tires

There aren't many athletes who can claim to be at the top of their sport in three disciplines. Pauline Ferrand-Prévo is one such athlete. She is the only rider in history to hold world titles in cross-country, cyclocross and road racing at the same time. And now, she is a two-time XCO world champion! This September, the 27-year old athlete from Reims, France claimed the biggest prize in the sport, the UCI Mountain Bike XCO World Championships for the second time when she rode through the field to take a dominant gold medal in Mont-Sainte-Anne, Canada. Just a couple of days later, in her new World Champs jersey (photo), Pauline Ferrand-Prévo finished the season by winning the final World Cup race of 2019, using Schwalbe Racing Ralph (front) and Thunder Burt (rear) tires.

This year's World Championships saw another Schwalbe rider on top of the podium: On her Magic Mary Addix Ultra Soft tires, Myriam Nicole captured the Downhill World Champion crown! Due to a foot injury early in the season, the 27 year old Frenchwoman from Montpellier had not raced a single UCI World Cup series race this year, but returned to the 2019 UCI World Championships to claim the rainbow stripes as the fastest women's downhill racer in the world. Schwalbe congratulates two extraordinary athletes!

