



# profil



## Schwalbe under power

New tire range specifically for  
e-bikes: MTB, race, touring

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Photo: Nathan Hughes



From pro rider to Schwalbe ambassador: Steffi Marth passes on her knowledge and experience in the Schwalbe videos.



Former professional cyclist, engineer and Youtube presenter: Scott Laughland.

## Schwalbe videos with MTB stars

Tire technology and mounting tricks, explained in 30 seconds: Schwalbe releases "how-to" videos on its online channels. In these videos former MTB pro riders Steffi Marth and Scott Laughland offer tips on Schwalbe products, mounting and use.

When Steffi Marth talks in the video about tubeless mounting or the Tire Booster, she conveys so much knowledge and exudes so much energy that you just want to get on your bike and go. For more than ten years, she was one of Germany's fastest athletes in BMX, downhill, and four-cross; she was German champion five times (BMX, four-cross) and won World Cup bronze in four-cross in 2014 and 2015. Today, among other things, she works as a brand ambassador for Schwalbe. "Schwalbe was one of my first sponsors when I started my racing career and it has been by

my side through the ups and downs. So I can fully identify with the company and its products, and also present them in their best light," says the 32-year-old, who also studied architecture and public relations during her professional career. In her video presentations, you can feel that passing on her experience and tire knowledge is close to her heart, "I'm always enormously happy to show, for example, how the advantages of Tubeless and Procore can increase safety and therefore cycling pleasure. With just a few little technical tips, you can achieve notice-

ably better ride quality in no time at all." As a former pro rider and mechanical engineer, Scott Laughland (27) also knows what he's talking about. After several years as a pro rider in the Enduro World Series, Scots-born Laughland produced hundreds of videos on every imaginable bike-related topic for the Youtube channel Global Mountain Bike Network. Having been part of the Schwalbe team for five years, he says, "Now I'm looking forward to combining my experience as a presenter with my passion for technology and bikes."



Air reservoir for topping up: Tire Booster and floor pump are the perfect pair for mounting.

## The duo for tubeless mounting

Whether mountain or gravel bike, touring bike or racing machine: tubeless tires are becoming increasingly popular. The Schwalbe Tire Booster makes mounting tubeless tires considerably easier. The new Mounting Strap connects cylinder and floor pump to create one handy unit.

The Tire Booster can be used to pump an air pressure of up to eleven bar into the tire instantly. "The tire immediately positions itself safely on the rim and seals everywhere evenly," explains Jan Wittmaack, mechanic from the Cube Action Team. "Another advantage is always having the handy Tire Booster with me so I can use it anywhere!" The Schwalbe device can also be used with an adapter which

maximises the air flow in the valve. With the new sleeve, floor pump and Tire Booster form a handy duo for mounting and topping up the air.

Overall, Schwalbe offers an extensive range of tubeless tires for different bicycle segments. With the Tire Booster, tubeless fans get a low-priced alternative to expensive pumps with air reservoir and it is the perfect addition to the hobby workshop.

## Best in Test for GT Tour and three MTB tires

■ The big spring tests run by the German trade journals delivered successful results for Schwalbe. The Marathon GT Tour provides “surprisingly low rolling resistance” and was the “best all-round tire in the test” according to Aktiv Radfahren (4/2018). Magic Mary secured another all-round title, this time for e-MTB tires. The bike sport magazine E-MTB tested eleven all-round tires for use on e-MTBs. The result: Schwalbe’s Magic Mary clinched best-in-test both as a single

tire and in combination with Nobby Nic! BIKE (5/2018) tested “expensive versus reasonably priced”. In each case, the entry-level version was rated against the top configuration of a tire in the cross country and all mountain segments. Schwalbe shines in both categories with a high-quality entry-level version and a top version. As a result, Rocket Ron (XC) and Nobby Nic (AM) were given the test rating “excellent” in the Evolution versions, while the Performance versions secured “very good” twice.



## The Magic of Riding Volcanoes

The dream of riding untouched active volcanoes became a reality for three of the world’s best freeriders: Schwalbe athletes Kurt Sorge (Canada), Nico Vink (Belgium) and Kyle Jameson (USA) travelled to Nicaragua for the adventure. “Armed with a vision, limited resources and cut off from the outside world, the riders had to fully trust in their equipment and the trip provided the ultimate challenge of durability for the Addix compounds, in this case: Magic Mary Ultra Soft. The tires delivered a perfect performance on lines packed with high-speed descents over unpredictable terrain and razor-sharp lava rock.”, says Sean Cochran, from Schwalbe North America. The “Volcanico” story was widely promoted throughout North America including a full 22-minute feature length film on OutsideTV.com. You can also find images and links to the story on Schwalbe’s social media channels: Facebook.com/Schwalbetires, Instagram.com/schwalbetires.

## Two new Schwalbe racers

■ Two new versions of the Schwalbe One for road cyclists will launch at Eurobike: the Schwalbe One Classic Skin 25 mm (shown) is the crowning glory of any classy road bike. It very much fits the current trend of understated, classic styling for road bikes. Its classic tubular tire appearance looks best when contrasted with black rims and frame. Technically, of course, it has the same virtues as the version with a black side wall. As a tubeless tire, the Performance version will also seduce its riders: they benefit from the high-end tubeless technology at a reasonable price. Its long-lasting dual compound and Race-Guard puncture protection make it a reliable companion for any number of training kilometers in all weather.



## Dear Dealer,

whether modern e-MTBs, elegant city e-bikes or lightweight e-racing bikes: the new generation e-bikes have rapidly overtaken their predecessor models with their somewhat sedate image in a matter of a few years. Really making the most of the potential offered by the motorised bikes requires tires that transfer the extra power to the road. Our response to this is a separate range of e-bike tires with innovative features in all segments (page 6).

The importance of tubeless systems continues to grow apace. They have long been established on mountain bikes but now are also becoming increasingly popular on racing bikes. Tips on suitable wheels and mounting can be found on page 10.

You can find out everything about Schwalbe e-bike tires, tubeless tires for racing bikes, the new Hans Dampf and many other innovations at Eurobike! There you will also find a highly motivated Schwalbe team.

We wish you a successful sales season and look forward to seeing you in Friedrichshafen.

Best regards

Frank Bohle

## Masthead

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Photo: Schwalbe

## The new Hans Dampf:

# The all-rounder gets a makeover

Hans Dampf is Schwalbe's quintessential all-rounder for enduro trails: it offers maximum fun and full control on rough terrain as well as on winding singletrack. Now Schwalbe is introducing a new version with radical innovative changes – while losing none of its legendary handling.

The new tread speaks for itself: this tire lets nothing stand in its way. With stable blocks, an aggressive tread design and Addix compounds, Hans Dampf has had a complete makeover. "Bikes are becoming more powerful and their geometries extremer year after year, while trails are more and more technically challenging. The new Hans Dampf is perfectly adapted to these trends, offering precise control and ultimate performance, while still maintaining its reliable, user-friendly properties", explains Carl Kämper, Junior Product Manager MTB at Schwalbe. "The new Hans Dampf guarantees maximum fun for both competitive riders and weekend dare-

devils, whether in enduro, all-mountain or bike park terrains. We recommend it for anyone for whom Nobby Nic is too tame and Magic Mary too extreme."

### Reliable versatility

If you like cornering, then you will love the grip: the blocks, which are now up to 50% larger, bite well in every position, curve or extreme situation. Even when drifting, the tire is easy to control and bring back on line.

■ **Shoulder blocks:** particularly stable shoulder blocks provide superb cornering grip in fast, aggressive corners

Aggressive and good-natured at the same time: The blocks are up to 50 percent bigger and offer reliable cornering grip in every situation.

and increase the tire's lifespan. Together with larger block diameters, these make full use of the excellent damping and wear characteristics of the Addix compounds. The strong, stable front row blocks have more than enough material to offer an intense, defined sensation and plenty of off-camber grip. Carl Kämper: "The tire rolls as if it's on rails, guarantees maximum grip, without squirming." The rear row blocks provide added grip in extreme situations and when drifting. "It's the knobs that save me when things get tough. They dig down a bit later, but are so effective – even in loose and loamy soil. They provide constant grip, a sensation that extends across the entire tread, right to its outer edges."

- **Transition blocks:** elliptically arranged transition blocks between the center and shoulders produce a predictable, reliable feel in any situation.
- **Center blocks:** large double blocks guarantee propulsion and braking traction through precise power transmission with little flex. The group of 4 blocks supplements the powerful double blocks – for even greater drive and braking traction", explains Carl Kämper.

These blocks can only show off their strengths when the self-cleaning feature functions perfectly. This is possible thanks to the more open overall design with plenty of space across the tread. As the tire rolls, the collected mud is ejected sideways as if through a gutter. An added plus: the tread has a non-directional pattern making mounting easier.

"The balanced tread works effortlessly, and generously corrects errors, which also makes it perfect for novices. With these characteristics, our all-rounder remains ideal for downhill riding", declares the Junior Product Manager



Carl Kämper, Junior Product Manager MTB at Schwalbe, tests the Hans Dampf prototypes himself in the bike park.

– a mountain bike enthusiast who tests the prototypes himself in the bike park – as he summarizes his first design project at Schwalbe.

### From all-mountain and trail riding to the downhill world and eMTB

While its predecessor was often used as a rear tire specific tire, the new Hans Dampf masters every situation – precise front steering or rear traction. Carl Kämper: "Addix Soft is our all-round recommendation. With smooth rolling, impressive damping and a powerful grip, the compound is just as at home in the enduro and downhill worlds as in the demanding disciplines of all-mountain and trail riding. This also applies to eMTB: the new Hans Dampf has everything to make it a fun ride." It is also available in all common MTB sizes for a broad range of applications. Available sizes: 29 x 2.35, 29 x 2.6, 27.5 x 2.35, 27.5 x 2.6, 27.5 x 2.8, 26 x 2.35 as well as 24 x 2.35: the latter is ideal for the growing trend of high-quality MTBs for kids. The new Hans Dampf will be available from specialist retailers beginning in July.



The new Hans Dampf: Strong blocks, radical design, versatile Addix Soft compound.





Schwalbe e-bike tires:  
new logo, new website,  
new tires.

# First tire range specifically for e-bikes

Uncompromisingly geared to e-bikes: Schwalbe is the first manufacturer ever to launch its own e-bike tire range for MTB, race and touring. Three innovative models are lining up for their premiere at Eurobike. The company is placing a new emphasis on e-power with the new "Schwalbe e-bike tires" product line, a dedicated website and a catalogue.

Modern e-MTBs, elegant city e-bikes, lightweight e-racing bikes: e-bikes aimed at younger target groups have rapidly overtaken their predecessor models sporting a senior citizen image within just a few years.

Making the most of the potential offered by the new e-bikes requires tires that transfer the extra power to the road. The tires must enable radical riding, boost uphill flow and ward off punctures. They also need to transfer both the faster acceleration and higher braking forces to the ground while remaining in control. In short, the tires need more of everything: grip, stability, good rolling properties, puncture protection and durability. This applies to all e-bike segments from city and touring bikes to racing and mountain bikes.

## Eddy Current for e-MTBs: sturdy lugs, innovative size concept

"Eddy Current" is the name of Schwalbe's first MTB tire developed specifically for e-MTBs – for all mountain, enduro and gravity. Eddy Current is certainly whipping up a storm. It enables relentless uphill and downhill cycling, thrives on powerful acceleration and makes the most of both technical trails and free-flowing cycling. It's all about pushing the new possibilities to their limits while staying fully in control. "Bikes like these weigh 22 to 25 kilos and torque up to 75 newton meters, almost as much as motocross bikes. Due to the greater forces, we've borrowed from trial and motocross tires; things like the sturdy lugs, more rubber and additional width," sums up Carl Kämper, Junior Product Manager MTB Tires. "Added to this is a radical size concept with different wheel sizes on the front and back for maximum performance."

■ **29 x 2.4 inch Front, 27.5 x 2.8 inch rear** is the ultimate choice. The large 29-inch front tire, Eddy Current Front, provides direct steering properties and better roll-over behavior than smaller tires. With its open tread and aggressive lug layout, Eddy Current not only brakes and accelerates powerfully, it can also be precisely controlled.

The additional power of the motor comes into play on the rear wheel. For this, the tire needs the appropriate design: it must grip deeply into the ground when braking and, even from a standing start on steep ascents, it must be able to convert the full power of the motor into propulsion. The large contact patch of the 2.8-inch wide Eddy Current Rear with its sturdy center blocks supplies the necessary traction. As a Plus tire, it also has good damping characteristics built in. Thanks to the sturdy shoulder blocks, it remains safely on track when cornering, enabling riders to explore their own limits to the fullest.

The conclusion: the two tire sizes combine their advantages to produce a logical overall concept. The visual differences in size are not as extreme as expected. The larger outer diameter of the Plus tire on the back blends very well with the 29-inch front tire. There are some bikes that already use this size concept. Carl Kämper says, "We will also be bringing out a 27.5-inch front wheel tire and a 29-inch rear wheel tire."

■ **Sturdy blocks:** The lugs are around 20 percent larger than in the Magic Mary for example. The result: greater stability, more traction and longer service life. "Block squirming", sideways bending of the block, is practically impossible which means that the tire reacts directly and responsibly to the cyclist's actions. The distinct grooves in the center

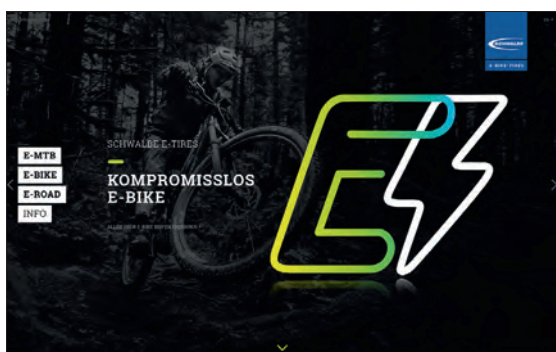




For e-MTBs, e-racing bikes, e-touring bikes: Schwalbe presents a punchy tire series which effectively transfers the extra energy of these powerful bikes to the road.







The new Schwalbe e-bike tires website can be found at [www.e-biketires.com](http://www.e-biketires.com).

block and the lateral lugs are also new. They intensify the properties of the blocks and assist propulsion and braking traction as well as steering control.

- **Addix Soft Compound:** This compound provides the best overall package for Eddy Current. Rubber compound and tread work together perfectly. While very good grip and optimum damping characteristics on the shoulder blocks make the tire controllable, the compound in the center rolls easily and has a long service life despite high torque.

- **Super gravity carcass:** Schwalbe equips Eddy Current with its most sturdy carcass. Five layers of fabric under the tread and four on the side wall reliably protect against punctures and snake bites. They won't let riders down even on extreme descents. An Apex and the SnakeSkin side wall provide additional protection. The tire is also Tubeless Easy. And: as its tread is non-directional, it doesn't matter which mounting direction you choose – a great relief in these Tubeless times.

### E-Touring: Energizer Plus with new tread and Addix E

The Energizer models were the first true e-bike tires on the market, collecting many a best-in-test over the years. They bear the ECE-R75 seal of approval and are therefore ideal

for e-bikes up to 50 km/h. Schwalbe is now treating the Energizer Plus to a complete overhaul. "A state-of-the-art, dynamic touring tread with smooth center section and heavily diamond patterned lateral surfaces," is how René Marks, Product Manager Touring Tires, describes the new tread. "It rolls easily on the road, while providing good off-road grip when the need arises."

For the new Energizer Plus, Schwalbe created the Addix E compound, the first rubber compound specifically designed for use on e-bikes. It's based on the Addix Speedgrip MTB compound and provides the maximum durability relevant for e-bikes, low rolling resistance and exceptional grip even at high speeds. The proven, three-millimeter-thick GreenGuard reliably protects against punctures in everyday touring to provide continuous unadulterated cycling pleasure.

### E-road bike: E-One with smooth rolling and grip

On e-road bikes, the motor plays a more conservative role than on motorized MTBs or trekking bikes. Road cyclists use the assistance of the lightweight, mostly removable drives selectively. For example, to keep pace on climbs in a strong group without powering out completely. For tours on flat terrain, many athletes leave the motor at home from the start and ride their bikes like conventional road bikes. "For the new E-One, this means that it has to roll just as easily as a normal folding tire, it requires high puncture protection and more grip," says Peter Krischio, Product Manager Road Bike Tires. For this, Schwalbe developed the Addix Race compound with extra strong grip for the higher cornering speeds and a longer service life, while V-Guard ensures a high level of puncture protection. This e-bike tire also received the ECE-R75 seal of approval for 25 and 50 km/h.

The conclusion: with its three new e-bike tires, Schwalbe is now launching innovative specialists for all the important e-bike segments. While some tires were also suitable for e-bikes in the past, these new tires have been specially developed for the requirements of motorized bikes – uncompromisingly e-bike!



Eddy Current Front 29 x 2.4: the open tread with aggressive lugs ensures traction and steering.



Eddy Current Rear 27.5 x 2.8: sturdy blocks convert the power of the motor.



The new Energizer Plus: dynamic touring tread with Addix E compound.



E-One: rolls extremely easily with Addix Race compound.





René Marks recommends the GT Tour for commuters and touring cyclists, holiday cyclists and everyday cyclists on roads and paved paths.

## Marathon GT Tour: the middle one of three

The GT Tour is the perfect compromise between the fast, semi-slick model Marathon GT for city traffic and the GT 365 all-season tread.

Within the GT series, the Marathon GT Tour is the tire which is at home on almost any terrain. With its triangle-shaped mid-section and pronounced side tread, it rolls effortlessly and remains firmly on track even away from paved cycle paths. With it, Schwalbe closes the gap between the dynamic semi-slick Marathon GT for city traffic and the tough all-season tread of the GT 365. The Endurance compound, anti-aging side wall and DualGuard puncture protection, which with puncture protection level 6 offers the second-highest protection level, ensure sustained, puncture-proof riding pleasure.

"The current trend in touring tires is for a somewhat more aggressive tread. For commuters and touring cyclists, or everyday city travel on roads and paved paths, the



versatility of the GT Tour means it has real potential to be a best-seller," says René Marks, Schwalbe Product Manager Tour.

Like all three Marathon GT models, the GT Tour carries the "E-Bike Ready 50" certification, as well as the ECE R75 seal. René Marks stresses, "Not only are they approved for fast e-bikes, they're also expressly recommended for them." The GT Tour brings with it several good arguments for the faster speeds and higher weight of the motorized bikes: the high-grip rubber compound, solid puncture protection and long service life – all at a relatively low weight – make it a reliable companion on the e-bike. Available in four sizes, it fits all standard touring and commuter bikes: 50-559 (26 x 2.0), 37-622 (28 x 1.4), 40-622 (28 x 1.50) and 47-622 (28 x 1.75).



Marathon GT, the reliable, sporty commuter tire.



Marathon GT Tour, the versatile tire for almost any terrain.



Marathon GT 365, the all-season tire.



# Schwalbe tubeless racing bike tires: compatible with almost all wheels

Tubeless is the tire technology of the future even on road bikes.

Extensive tests have shown that the Schwalbe Pro One is compatible with almost all popular wheels on the market.

"On road bikes in particular, it's important that tubeless tires and wheels interact effectively. Only then can riders fully exploit the system benefits – low rolling resistance,



Felix Schäfermeier, Schwalbe Junior Product Manager and former professional cyclist, played a leading role in work on the new standard for tire and rim combinations on racing bikes.

better ride quality, grip and puncture protection," says Felix Schäfermeier, Schwalbe Junior Product Manager Race. The fit between tire and rim is also crucial to user

friendliness and mounting. There may be mounting and safety problems if the tire and wheel are not compatible, or if rims that are not suitable for use with tubeless are converted. Felix Schäfermeier says, "Our aim is to make mounting so easy that it becomes the standard, just as it is when fitting a tire tube system." To create a secure basis for compatibility, the former professional cyclist played a leading role in work on the new standard for tire and rim combinations on road bikes at the European Tire and Rim Technical Organisation (ETRTO) in Brussels. The standard, in force since the beginning of 2018, includes recommendations for the design of road tubeless rims as the ideal interface for the corresponding tires.

## Schwalbe regularly tests wheels for compatibility

In recent months, the technicians at Schwalbe have also run their own tests on around 50 tubeless road bike wheels to inspect compatibility with the Schwalbe Pro One tubeless tire. The wheel manufacturers in the test represent almost 90 percent of the market in Europe and worldwide. Three assessment criteria were tested in the Schwalbe laboratory:

- **Fitting:** How easy is it to mount a Schwalbe road tire on the rim?
- **Inflation:** Is a floor pump sufficient or do you need a Tire Booster or compressor?
- **Derailing safety:** "We're particularly conscious about safety. We therefore place extremely high demands on the safety level of the tire-wheel combination and use higher tolerances when testing, for example with an air pressure that is 1.6 times higher than the maximum pressure." The ISO standard only specifies 1.1 times higher. Some wheels do not reach the required level of safety. Nevertheless, these wheels can be well suited for tubeless use if the wheel manufacturer's maximum air pressure is taken into account. In this case, the tires must not be inflated to the maximum pressure indicated on the tire. The wheel manufacturer's air pressure recommendations must also be observed.

For years, Schwalbe has been working intensely on tubeless technology for the various cycle segments. Schwalbe works closely with a large number of wheel manufacturers to ensure that tires and wheels are perfectly matched and it can thus have an influence on wheel design.

"The test results relate exclusively to mounting with Schwalbe Pro One and are not valid for other tire brands. These are internal testing procedures and not an official approval," the Product Manager clarifies. "We cannot claim to be exhaustive, but we do try to test as many wheels as possible and are constantly adding to our tests."



Winner in the RoadBIKE tubeless tire test (4/2018): the Schwalbe Pro One Tubeless left eight competitors standing.



Best-in-text for Schwalbe Pro One Tubeless! Tested by TOUR magazine (6/2018), Europe's leading road racing magazine.

All the information about tubeless technology and the list of compatible road bike wheels is available here:  
[www.schwalbe.com/en/tubeless-technology.html](http://www.schwalbe.com/en/tubeless-technology.html)







Sensational result: 105,425 Berlin citizens voted in favour of the referendum in only three and a half weeks.



Don't let the referendum fall through! The initiators spared no effort when it came to kick-starting the stalled legislative process.

# Transport revolution in Berlin

From referendum to mobility law: two years ago, the Berlin Bicycle Referendum initiative introduced Germany's first bicycle traffic law which was passed by the Berlin Senate in February this year. It is considered certain that this law will be adopted in June. Denis Petri from the referendum's sponsoring body, Changing Cities e. V., explains how an announced referendum became a mobility law.

## Interview

### What role did the Bicycle Referendum play in Berlin's mobility law?

For years, people in Berlin and other cities have been hoping for a safe cycling infrastructure; very little has actually happened. We will only bring about the transport revolution at municipal level and we, or the citizens, can only influence this with a referendum. In 2015, the Bicycle Referendum set ten goals for better cycling. With the help of volunteer lawyers and traffic experts, in the spring of 2016 this resulted in a cycling bill to which the ADFC, VCD and FUSS e. V. [cycling, traffic and pedestrian interest groups] also contributed content and on which a referendum was to be held.

The first step in this process was a petition for a referendum which aimed to collect 20,000 signatures in six months. We collected more than 105,000 signatures in three and a half weeks! That's an impressive demonstration of just how important the people of Berlin felt the issue was. As a result, politicians could no longer ignore the cycling bill and they offered to negotiate in the hope of preventing our radical cycling bill by way of a referendum. The outcome has been the first German mobility law with a very strong emphasis on bicycle traffic, which has been jointly negotiated between the administration, parliament, ourselves, the ADFC and the BUND.

### Which of your ten demands are most important?

The mobility law reflects almost all the goals; in some cases with slight trade-offs. One of the most important points is extending the cycle paths on all main roads. We need protected cycle paths that are separate from the traffic, even for people who have never dared to cycle before. The creation of 100,000 new parking spaces by 2025 is another important point. Although this is still too few parking spaces, the change in thinking has begun and this means that we can expect more parking facilities.

And above all, more funding: in 2015, politicians spent 14 million euros – 3.80 euros per head – on cycling in Berlin. Not even the Opposition party in the Berlin House of Representatives would consider this sum sufficient today. We have already managed to

budget meaningfully into cycling infrastructure, the Berlin districts are hiring some 40 people just for cycle traffic. The new law also includes fast cycle links and a priority network with optimised traffic signals which give cyclists a series of green lights. In the next two years, we expect construction to start on three links of the twelve planned.

### Similar initiatives, some of which you are closely involved in, have been launched in other major German cities such as Munich, Hamburg, Stuttgart and Frankfurt. How are things shaping up there?

The first decisions have already been successfully made in these cities or they are about to start soon. The Bicycle Referendum has encouraged many cities to believe that committed citizens are able to influence and turn around a city's traffic policy. In the coming years, we'll see many cycling decisions being made in both larger and smaller cities. Changing Cities links up these movements and supports them with campaign knowledge gained from over two years of successful work. In this way, we'll push ahead with the cycling revolution in the coming years so that everyone can cycle safely and stress-free.

<https://changing-cities.org/>



Denis Petri, Political Consultant Mobility and Urban Development at Changing Cities e. V.

ensure that around 100 million euros – 13 euros per head and year – are allocated in the Berlin budget for 2018/2019. By way of comparison: in Copenhagen and Amsterdam this figure is around 23 euros. To convert this





The profil has had four new designs since its launch in 1998 (left). It appears in five different language editions worldwide – from Australia to Japan, from Brazil to the USA and almost all over Europe.

## 15 years of Schwalbe's profil

With a passion for bicycle tires but journalistically factual at the same time, Schwalbe's profil has been telling the company's stories twice a year for more than 15 years.

Every facet of Schwalbe on eight to twelve pages: "We want to inform specialist retailers but not spout on endlessly. We want to deliver value and news that will help them. In every issue, we also offer them topics, in carefully measured doses, which go beyond this – whether it's cycling, involvement in sport or everything that's exciting about our cycling culture and is worth knowing about our company," is how Frank Bohle explains the editorial concept.

A printed customer magazine exclusively for specialist retailers, in international editions, that's been going for more than 15 years is unique in the bicycle industry, particularly given that it's published by a parts manufacturer. It has been appearing in Germany for more than 20 years. "The profil expresses our close association with specialist retailers – this too may be unique in the industry," says Frank Bohle emphatically. Each issue is created from scratch and starts with a big editorial meeting at Schwalbe in Reichshof (Germany). The mar-

keting team headed by Doris Klytta, with Gerd Clute as field sales representative, editor Claudia Müller and CEO Frank Bohle, discuss which topics are to be written about for the coming issue. Just like his father Ralf Bohle, he is in charge of the editorial himself.

The profil is the direct line between the company and specialist retailers. "This is where we provide you with all the details of our new products, advertising media and service offers in a clearly arranged format and in good time. And what's more: unlike any other media channel – of which there are now many – the profil reflects the company as a whole," says Frank Bohle. "Whether that's the many athletes and teams we sponsor, our involvement in wheelchair sport, in the cycling classic 'Rund um Köln' and also in the orphanage in Kenya, the Orangutan project, World Bicycle Relief or the German league handball team VfL Gummersbach. The many facets are what make the company special, just like the magazine. We are passionate through and through about bicycles and tires, but we are certainly more than just a manufacturer. That's what the profil is for – to demonstrate this and to ensure that you as a retail partner stay ahead of the game on the knowledge front."

## Triathlon World Champion rides Schwalbe Tubeless

He's the reigning Ironman World Champion Hawaii: Patrick Lange from Germany smashed the course record to win in 2017! This season he's focusing on the Ironman European Championship in Frankfurt and the Ironman World Championship in Hawaii. His tire: Schwalbe Pro One Tubeless. "The bike course takes up the largest share of time in the triathlon. With easy rolling tubeless tires, I can save a lot of energy which I then have in reserve later during the run, making me faster at that point," the 32-year-old explains. The 25-millimeter-wide tire also has the best features in terms of puncture protection and ride quality.

