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FROM EVERYDAY

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Hookless rims

and Tubeless Easy tires

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Places one to three were won on Magic Mary:

Camille Balanche (center), Myriam Nicole (2nd fr. left) and Tahnée Seagrave (2nd fr. right), the men's final was dominated by Amaury Pierron.



Photos: Schwalbe

Women's triple podium and men's victory for Schwalbe at the first World Cup in 2022

Schwalbe riders had a perfect start of the World Cup Season in Lourdes, France. On their Schwalbe Magic Mary tires, Camille Balanche (Switzerland), Myriam Nicole (France) and Tahnée Seagrave (Great Britain) scored the complete women's downhill podium. With the top three riders only separated by a second, it was a true nail-biter of a race. With three riders still left to race after Balanche's flying run, it was anyone's race. Third place qualifier

Tahnée Seagrave came flying down the track looking back to her old confident self after having dealt with multiple injuries in the past couple of seasons. Staying well within winning margins, she kept it pinned the whole way down, finishing just 0.9s off Balanche's time.

At the men's downhill final, Amaury Pierron (France) proved that the injuries from the last years, including a broken back, did not appear to have had a negative mental

impact. In this Lourdes race, Pierron also had issues. He came into this race low on energy after a bout of illness and probably didn't expect to win the race. A calf injury sustained in qualification also hampered him going into the finals run. None of this seemed to matter as Pierron running on pure adrenaline, and the fervour of a home French crowd put in a time that was just under 1.5s ahead of the fastest time as he crossed the winning line on his Magic Mary tires.

Erwin Sikkens retraces family Moselle tour



The story of this tour began with a find in his grandmother's house: Erwin Sikkens discovered a time card of the 5th International Moselle Bicycle Tour of 20 September 1981. His parents and grandparents participated in the 115 km road ride from the village Ehrang through the Moselle Valley in Germany. The Dutch bicycle adventurer and blogger used the document as inspiration to plan his own route with the original waypoints and rode it with two friends on 20 September 2021 – exactly 40 years later. Schwalbe accompanied him on this trip and visited Erwin and his grandmother at home.

The video: bit.ly/35ZVofb

Sikkens: "The tour is a homage to my family who is mad about bicycles and rode the tour 40 years ago on steel bikes and in woolly jerseys."

André Greipel becomes Schwalbe ambassador

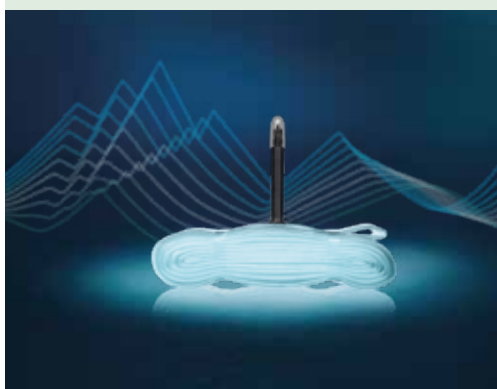
With 158 wins in 17 years as a pro, including eleven stage wins at the Tour de France, André Greipel is one of the most successful German road cyclists. The 39-year-old ended his career in 2021 and now works as brand ambassador for Schwalbe, among other commitments. The first project together: A video about the ever so easy installation of tubeless tires, as proven by his daughter Luna and her neighbour friend Mika in a fine display. Both managed to install the Tubeless Easy G-One Ultrabite onto daddy's gravel bike without any issues. About the current athletic goals of the Cologne rider: "During my career, I have done many beautiful and crazy things, except for one: an Ironman!" Instead of the Tour de France, the former world class sprinter will enter the Ironman in Roth (Germany) in July, on his Pro One Tubeless tires.



A world class sprinter turns triathlete: André Greipel, aka Gorilla, enters his first Ironman Triathlon this year.

Aerothan tube: Three new valve lengths

In line with the trend toward deeper, aerodynamic rims, Aerothan tubes now come in new valve lengths. In the Race segment, the new 60, 80 and 100 mm lengths complement the existing 40 mm. They are all available



Spectacular and innovative: The Aerothan tube weighs as little as 41 g, completely rubber-free.

in 23 to 28 mm widths. The valve lengths 60 and 80 mm are also available in 28 to 35 mm width. These new versions now fit into deep rims of up to 80 mm. Also the allround tube for 37 to 50 mm widths is now released in a new size: Gravel and touring cyclists can use valve lengths of 40 and 60 mm, also to ride with deep rims.



Dear Schwalbe partners,

This year's Eurobike will be special! Easy to reach, in Frankfurt – Germany, and hopefully finally without restrictions, we expect a brilliant first rate trade show which positively reflects all aspects of the current cycling boom. In the light of these high expectations, we will be setting new standards with exciting world innovations and a great step toward even more responsibility to humans and nature. All this, we will represent with an innovative trade show concept.

For over a year, the industry's growth has entered a whole new level. We have used this extraordinary growth phase and heavily increased our production capacities by extensive investments into the building, machines and personnel to allow us to initiate the second stage of expansion right away. One of the already finished projects is the extensive modernization of our plant in Indonesia. Our goal: To create the most advanced bicycle tire manufacturing plant in the world. Thus, we want to sustain the enormous growth and remain a reliable partner for our customers!

We wish you a successful season and look forward to seeing you at Eurobike! Perhaps you would like to visit us at our new Schwalbe Media Portal – here, you will find digital, professional and free media for your own marketing (page 4).

Best regards,

Frank Bohle

How to start your tire campaign

Photos and product texts, videos and fully produced, emotional “stories”: The new Schwalbe Media Portal contains a lot of digital content for your own store advertising.

Apart from pictures and texts,
the portal also contains campaigns,
videos and fully produced stories
for web-pages and social media
channels of specialist retailers.

Bicycle tires belong to the fast turnaround items in specialised retail. Yet, in-store merchandising or online presentations are, sometimes, merely an after-thought. For years, Schwalbe has therefore been offering POS materials with a focus on tires. Now, we also provide support for the online presentation by specialised retailers – with engaging media that places tires in the spotlight and emphasize their significance for the enjoyment of bicycling and safety.

A video which shows the Marathon E-Plus flat-less roll through a pile of broken glass, a photo story about the latest gravel adventure, pictures of all tire treads or information about tires from fair production and tube recycling. “With current news and stories on your homepage and in social media channels, Schwalbe dealers raise attention online”, says Stephanie Bieker,

Our media not only offer everything one needs to know about our tires, but they also communicate cycling as a passion and promote customer loyalty in specialist retail.

JOHANNES BINNER

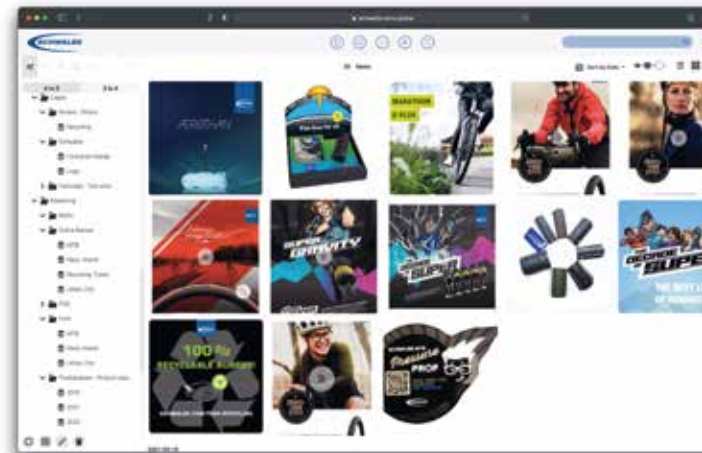
social media manager at Schwalbe Germany. Schwalbe media range from classic product images and texts to ready to go stories with full media packages, for example about Marathon E-Plus or “Gravel your Style”. A story – that is a photo sequence of pictures or videos with embedded short texts or background music – ready to download from the Schwalbe Media Portal.

SCHWALBE MEDIA PORTAL:

FREE USE OF ALL MEDIA

All media is now available for download by retailers free of charge and intended for own marketing purposes. Here, a few examples for use:

- **Dealer homepage:** Information, product illustrations, riding pictures “in action”, videos, news from Schwalbe – this material is available for you to download at the portal and to use for your own homepage, for example for a designated tire area or as news items.



From “Gravel your Style” to bicycle touring holidays: With Schwalbe media content, specialist retailers can increase their online presence and underline the significance of bicycle tires.

- **Social media:** Get attention with photos, videos or stories from Schwalbe on your facebook or Instagram channels.
- **Mail or newsletter:** Schwalbe contents are also suitable for your mail and newsletters – for example news, seasonal offers or useful information about tire pressure, tire width or tire and tube selection.
- **Special topics for homepage, social media or mail:** The Schwalbe materials provide you with emotional channels to carry the message of how fascinating cycling can be – either as a sport on the road or gravel or as neat and stylish every-day bicycle culture. An example for an additional special topic is “responsibility” with information on tube recycling, Fair Rubber and GreenCompounds.

“It was our aim to lighten the workload of our Schwalbe partners and to offer a centralised portal for information, images and videos. All of this with fast and intuitive search functions for personalised marketing requirements”, explains Head of Digitalization Johannes Binner. Retailers now have access to much more information with a good overview and many possible uses. “Our media not only offer everything one needs to know about our tires, but they also promote customer loyalty in specialized retail.”

Register now:



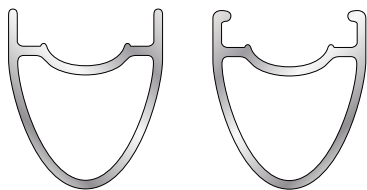
More and more road cyclists choose hookless rims

They provide the same level of safety as conventional tire-rim combinations – as well as the benefits of riding with low pressure: the combination of hookless rims and Tubeless Easy tires. Schwalbe, a pioneer of this technology, is certain: Hookless rims will become the global standard.



The correct size matters: “The well thought-through combination of hookless rims and TLE tires is on the way to becoming the standard”, says Felix Schäfermeier.

This is based on the trend toward wider tires, which also seems to be taking over the road segment. While tire widths beyond 30 mm and up to 38 mm have almost become the standard in the USA, the European market is still riding conservatively with 25 or 28 mm tires. “Especially for greater tire widths, Tubeless Easy tires in combination with hookless rims are a perfect pair”, says Felix Schäfermeier, Schwalbe product manager in Germany. As opposed to rims with hooks on the rim flange,



Hookless rims (left), also known as Tubeless Straight Side (TSS), come without the small hooks at the outer edge of the rim shoulder. The rim must adhere to ETRTO standard for hookless rims.

hookless rims have a straight, smooth wall, and they usually come with a wider rim width of at least 21 instead of 19 mm. Both affect the tire contour. These rims are a better fit for wider tires starting at 28 mm – with technological advantages compared to conventional hook-bead rims:

- Lower air pressures due to the high volume – this results in more comfort, grip and riding safety
- Lighter rims with the same rim width
- Without hooks, the wall thickness could be increased at the rim flange – this results in greater stability and puncture protection
- Hookless rims result in a rounder tire contour which has positive effects on riding characteristics

“Hookless rims may only be used with TLE tires, as they are the only ones with the special bead core”, emphasises Schäfermeier. “Our bead core construction has a high

level of tensile strength and stability, at the same time it is easy to install without additional tools.” The inner diameter is also a deciding factor: At Schwalbe, it has perfect dimensions which allows the tire to sit securely and it is easy to install and inflate.

The upper limit for air pressure is five bar in accordance with the ETRTO (European Tyre and Rim Technical Organisation) and ISO. Soon, this information will also be engraved on the respective Schwalbe tires. In addition, many rim and wheel manufacturers recommend a minimum of 28 mm to easily ride with low air pressure. Schwalbe also focusses on safety: While ISO requires a 1.1-fold higher application of force for safety checks, Schwalbe tests all of its products with 1.6-fold of the maximum air pressure allowed for tires and rims. This also applies to TLE-tires on hookless rims.

HOOKLESS RIMS SAVE ENERGY

Another advantage: The system also saves energy: The US wheel manufacturer Zipp, now a SRAM subsidiary, has scientifically proven that riding with hookless rims saves approximately five percent in energy expenditure compared to riding with hook-bead rims. These advantages have already convinced Team Canyon and top triathletes Sebastian Kienle who ride Pro One TLE with hookless rims.

Further information on hookless rims:



Find over 50 ETRTO compatible tire-rim combinations here:





From everyday use to adventures: The versatile SUV-bikes enter new territory.

SUV-Bikes: Eight tires for all purposes

From pavement to off-road, from everyday use to adventure: Schwalbe's tire selection is as diverse as SUV-bikes. Product Manager Tour and E-Bike Stefan Franken explains which SUV-tire fits which bike.

With wider tires, suspension and a powerful motor, SUV-bikes are ready for small and big adventures – from an after work ride to bicycle touring. They also roll just as reliably with a rack, mud guards and lighting system on our roads for commuting and every-day errands. Schwalbe's range of eight SUV-tires from 57 to 70 mm (2.25 to 2.8 inch) width supports every ride.

Super Moto: Its slick motorcycle design upgrades the value of every bicycle. With a large footprint, this tire offers lots of traction in urban areas, while its tread offers a decent amount of grip for cornering on pavement.

Super Moto X: With Addix compound, Double Defense puncture protection and reflective strips, it rolls reliably over streets and on paved paths.

G-One Allround: The gravel specialist features a higher level of puncture protection for the SUV-sizes and an optional reflective strip. Lower weight, lower rolling resistance, and more grip on all surfaces make it extremely versatile – its design is unique.

Hurricane: The characteristic semi-slick rolls easily on roads, while its robust shoulder blocks offer reliable cornering grip on easy terrain. In SUV-sizes with Double Defense construction.

AI Grounder: Designed for SUV-bikes, this tire happily rolls on and off the road, with easy handling and safety with puncture protection level 6. Its design, inspired by the tires of Scrambler motorcycles, awakens the spirit of adventure just by looking at it.

Johnny Watts: Its construction is similar

to the AI Grounder but with much more focus on off-road properties. Nonetheless, on the road, it rolls extremely quietly.

Marathon Plus MTB: The flat-less choice with puncture protection level 7 is the off-road brother of Marathon Plus – on forest paths, gravel, and for bike touring.

Smart Sam: One the most gripping treads in the SUV-portfolio, even on loose surfaces, with smooth roll-off properties on pavement.

“All SUV-tires feature a high level of durability, puncture protection and a smooth run on pavement”, concludes Stefan Franken. “The differences lie in the details and off-road properties. Most of the models are available with Double Defense construction and reflective strips.”

TIRE	USE	Urban-SUV	All-Road-SUV	Off-Road-SUV
	Smart Sam			■ ■ ■ ■ ■
Marathon Plus MTB			■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■
Johnny Watts		■	■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■
AI Grounder		■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■
Hurricane		■	■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■
G-One Allround		■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■
Super Moto-X		■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■
Super Moto		■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■

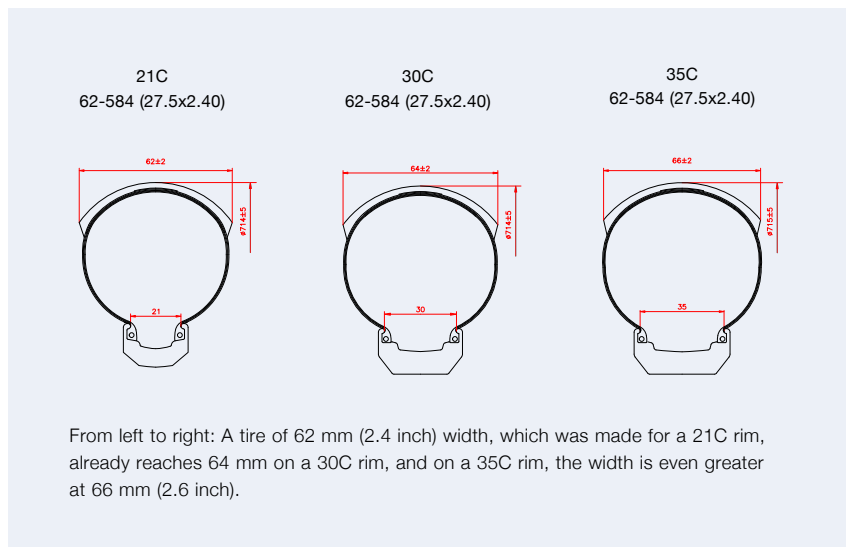
Modern tire-rim-combinations

Wide rims are trending for MTB, SUV and e-bikes. The consequence: A significantly wider rim width can suddenly increase the width of a tire to a greater dimension than indicated. This may lead to misunderstandings.



Due to updated ETRTO standards, significantly wider rims are now permitted compared to just a few years ago.

STEFAN FRANKEN



Previously, they were known as balloon bikes, now they are a standard: bicycles with wide tires around 50 to 60 mm (2.00 to 2.35 inch) and more. With these tires, the rims also keep increasing in width. For good reason. Wider tires and rims have many advantages: The side wall of the tire gets better support from a wider rim, more stability when riding and greater security when cornering. Riding with lower air pressure is also possible – increasing comfort and grip.

If a tire is mounted on a much wider rim, the volume increases, and therefore also the tire width. The wider the tire, the greater this effect. It can be as much as several millimeters. The example shown in the chart shows: Originally, a 62 mm (2.4 inch) width tire has been constructed in accordance with

the ETRTO (European Tyre and Rim Technical Organisation) standard on a 21C rim. If today, the same tire is mounted on an admissible 30C rim, then the width is already 64 mm (2.4 inch). On a 35C rim, the width even increases to 66 mm (2.6 inch).

“Understandably so, sometimes, this leads to the assumption that some tires might indicate the wrong dimensions. But this is not the case”, explains Stefan Franken of Schwalbe. “Due to updated ETRTO standards, significantly wider rims are now permitted. When changing a rim, it is important to pay attention to tire clearance. Normally, there is sufficient space, so that customers will benefit from the advantages of a wider rim. In case of e-bikes, please observe the guidelines for changing components!”

**New tolerances:
Find the current
ETRTO standard
for 2021 here**

