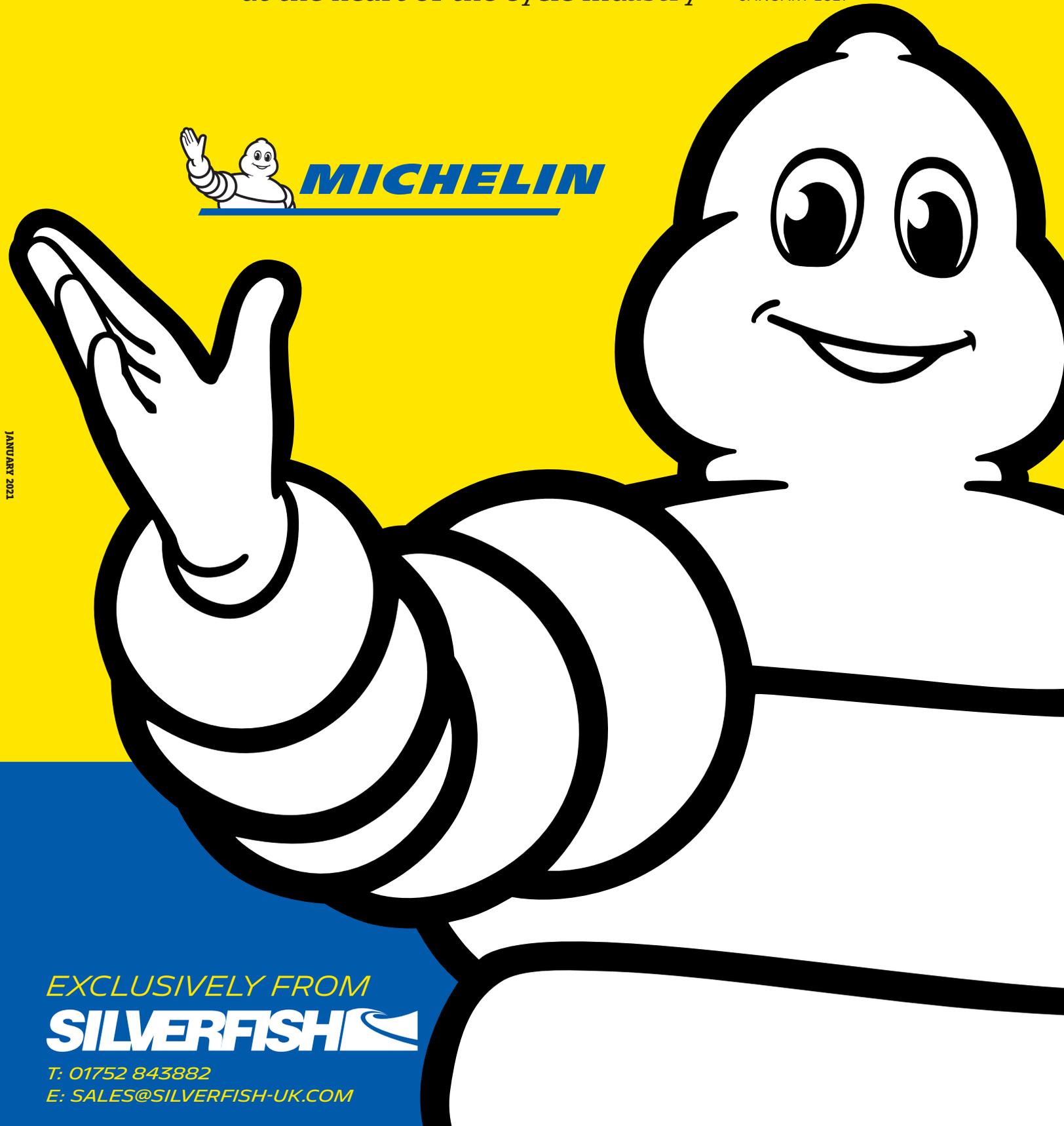


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CONTENT

Editor

James Groves
james.groves@biz-media.co.uk

Senior staff writer

Rebecca Morley
rebecca.morley@biz-media.co.uk

Graphic designer

Kirsty Hood
khood@datateam.co.uk

ADVERTISING SALES

Sales manager

Richard Setters
richard.setters@biz-media.co.uk
+44 (0)779 480 5307

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for opportunities and permissions.
colin.wilkinson@biz-media.co.uk

MANAGEMENT

Media director

Colin Wilkinson
colin.wilkinson@biz-media.co.uk

Printed by Buxton Press Ltd
ISSN: 1476-1505 Copyright 2020



Biz Media Ltd, 4th Floor,
44 Maiden Lane, London, WC2E 7LN

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'With the e-bike subsidy trial underway, and e-scooters also being piloted throughout the UK, it feels as though we're on the verge of an e-mobility revolution'

THE EDITOR

An electric year ahead?

As the Pfizer-BioNTech vaccine signals the beginning of the end to a bizarre COVID-19 period, it still feels somewhat unnatural to be penning a January editor's comment without looking ahead to our annual trip to Whittlebury Hall.

One thing unaffected by the coronavirus, however, is my ability to bombard the industry with irritating prediction requests for the upcoming 12 months. For the past several years, e-bikes have likely been one of the first on everyone's lips, yet this time around (although I probably say this every time) it feels as though 2021 is truly shaping up to be the year of the e-bike. With the e-bike subsidy trial underway, and e-scooters also being piloted throughout the UK, it feels as though we're on the verge of an e-mobility revolution.

The numbers alone show that this is no storm in a teacup; according to data from the Confederation of the European Bike Industry and The Light Electric Vehicle Association, the e-bike market was valued at £4.9 billion at the end of 2018 and is expected to reach £11.8 billion by 2023.

This evolving trend is not simply a product of consumer behaviour. In 2020, we witnessed a significant rise in businesses and councils implementing e-cargo bikes for local deliveries, and even GPs are now trialling e-bikes for home visits.

All of the evidence points to an electric year ahead, and another exceptional 12 months for the world of cycling.

James Groves

Editor

james.groves@biz-media.co.uk

Editorial: 07801 291 961 Advertising: 07794 805 307

THE TEAM



Rebecca Morley
Senior staff writer
rebecca.morley@biz-media.co.uk



Richard Setters
Sales manager
richard.setters@biz-media.co.uk



Kirsty Hood
Graphic designer
khood@datateam.co.uk

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— EST 1871 —

ROCK

A close-up photograph of a bicycle tire on a rocky trail. The tire is black with a tread pattern. The ground is composed of large, grey, jagged rocks. The background shows some dry brush and trees.

TRAILS

A close-up photograph of a bicycle tire on a dirt trail. The tire is black with a tread pattern. The ground is reddish-brown dirt. The background shows a dirt trail leading up a hill under a clear blue sky.

MUD

A close-up photograph of a bicycle tire on a muddy trail. The tire is black with a tread pattern. The ground is dark, wet mud. The background shows some dry brush and trees.

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And the winners are...

The 12th iteration of the BikeBiz Awards, in association with Tannus Tyres, took place last month online, celebrating the collective successes of the cycling sector in a challenging year for businesses the world over...

Best Independent Bike Dealer Berkshire Cycles

“Just to be nominated was a huge privilege, but to actually win Best Independent Bike Dealer is just incredible. After 43 years in the business, it is wonderful to be recognised. We are overwhelmed by the support of our customers, and everyone who took the time to vote. Thank you to you all!”

*Chris Reilly,
owner*



Best Retailer Services Green Commute Initiative

“As the only cycle to work provider on the shortlist, we already felt immense pride, so to win is the icing on the cake! We have proved that an ethical business model can be successful and still offer good value to the trade as well as the customer. Our industry-changing model is now award-winning and for that we are truly grateful.”

*Rob Howes,
managing director*



Best Omnichannel Retailer Rutland Cycling

“This is testament to the hard work that has been delivered by our teams across the whole company and I am honoured to be working with such an amazing group of people. I would like to thank our suppliers for their tremendous contribution throughout this challenging year, and our customers for providing us with the opportunity to secure this award.”

*Karen Archer,
CEO*



Bike Brand of the Year Specialized

“We’d like to say a huge thank you to our retail partners; their support has been exceptional. It’s been incredible to see more of the UK discover cycling this year, and we’re proud to be a key brand to help riders go further, go faster, or just go to work safely. It’s been a crazy busy year for us with new product as we continue to bring new innovations to riders, and the appetite for more is relentless.”

*Kirsty Woodcock,
head of marketing*



Bike Distributor of the Year Raleigh UK

“This achievement is a real testament to the commitment and desire of the team, who have worked extremely hard throughout 2020 in supporting the bicycle retail industry, as they kept trading during unprecedented times. Our dealers are at the heart of all we do, and we’re delighted that they have voted for us in their masses. Thank you to all our customers for your continued support.”

*Lee Kidger,
managing director*



P&A Distributor of the Year Madison

“Madison works incredibly hard to provide the best products with the best quality of service possible for all of our customers and it is a real boost to team morale when we are recognised for our efforts. We are very proud to have been awarded BikeBiz P&A Distributor of the Year and especially in such an exceptionally challenging year.”

*Dominic Langan,
CEO*



Cycle Advocacy Award, sponsored by Pure Electric **#BikeIsBest**

"I'm delighted to accept the Cycle Advocacy Award on behalf of #BikeIsBest. To all of our partners and supporters of the campaign: really, this is your award. The multi-channel campaign would not have been possible without the foresight and early support from many brands in the cycling industry. This is going to be just the start of more activity in this space – now is one of the most important times in cycling's history to help support meaningful change."

Adam Tranter,
founder and CEO, Fusion Media



Innovation from a Newcomer, sponsored by Tannus Tyres **Knaap Bikes**

"We've been delighted with the welcome throughout the country during these most challenging of times. Stores have been amazing with the socially distanced, COVID safe demonstrations and then coming on board as Knaap partners. The BikeBiz Award recognises all that we are bringing to retailers and will, without doubt, help many more cycle stores around the UK see the opportunity in partnering with Knaap. E-cycling, commuting and local delivery solutions are moving, at speed, way beyond where we would ever have considered just a year ago."

Steven May,
UK country manager



BikeBiz Woman of the Year **Clare Dewey**

"I'm absolutely thrilled to have won the award, which recognises both epicroadrides.com and the Road Cycling Travel Network. Epic Road Rides is for road cyclists looking for inspiration and information on where to travel, ride and stay. With the RCTN, I've been delighted to bring together leading cycling-tourism industry players in a really collaborative forum. Big thanks to those that voted for me and who have supported me throughout, especially the fantastic team at Stolen Goat!"

Clare Dewey,
founder, Epic Road Rides



P&A Brand of the Year **Muc-Off**

"We're extremely stoked to win the P&A Brand of the Year at the BikeBiz Awards for the second year in a row. In what has been a super challenging year for all, we've worked hard to continue to innovate under lockdown in order to offer our dealers new and exciting products as well as pivot some of our production into making sanitiser and PPE products to keep our customers safe and healthy. We always put a massive effort into supporting our IBD network, and we're super proud that our dealers believe in our brand and our products. Bring on 2021!"

Alex Trimnell,
CEO



A word from our sponsors

Tannus Tyres

"It's great to see so many amazing brands being recognised for their ingenuity in what has been a tough year for so many. Tannus will always celebrate innovation and while there are so many fantastic brands out there that are embracing the e-bike revolution, it's great to see Knaap Bikes being recognised for bringing its emission-free pedelecs to the UK market."

Jazz Walia,
CEO



Pure Electric

"Cycling advocacy is so important right now. The Government is clearly sympathetic and is expanding its support but not everyone across the UK is yet convinced about the social, economic and environmental benefits of increasing cycling. The #BikeIsBest campaign has done a great job this year in promoting this cause. Hopefully we'll see more of this in 2021."

Tom McPhail,
director of public affairs



NEW YEAR NEW OWNERSHIP NEW ACCESSORIES NEW BRANDS NEW BIKES

2021 is set to be an exciting year for Greyville Enterprises.

We will be launching a wide range of new products, along with our already established brands. The first shipments of our GTB accessories and a complete range of Bicycles have already arrived, so feel free to check out our website or give us a call to see what we have planned.

Our crew is always interested in hearing what our customers' needs are, especially given the supply problems many of us have faced this year.

As well as an expanded product range, we have a new website in development which should be going live in the next couple of months.

"Whether you are an existing customer or coming to us for the first time, we wish you a happy and prosperous new year and we hope we will be hearing from you soon".

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MAGURA



Ride like your wellness depends on it

By **Jez Loftus**, media and PR specialist, Trek

Getting on a bike and hitting the open road has been a source of respite for many during these troubling times. Government statistics tell us that cycling to work has increased 300% over recent months. Cycling means less time stuck in traffic, starting the day feeling energised and it's an easy way to travel around during your day.

Cycling could not only be the easiest and quickest way to commute, but it is also much better for the environment and your wellbeing – 82% of Cycleschemers say they are less stressed in the office when they cycle to work and 48% reported feeling happier and more confident after cycling to work.

Cycling not only has a positive impact on wellbeing, but also on the environment, and of course daily living costs, with a reduction in parking fees, fuel and road maintenance. *BikeRadar* has discovered that 20 bicycles can be parked in the same space as one car, it takes around 5% of the materials and energy used to make a car to build a bike, and a bike produces zero pollution. Not only this, but bikes are efficient too: you travel around three times as fast as walking for the same amount of energy and, taking into account the 'fuel' you put in your 'engine', you do the equivalent of 2,924 miles to the gallon.

Alongside mental wellness and the benefits to the environment, there is, of course, the benefit to widespread physical fitness.

Researchers from the University of Illinois found that a 5% improvement in cardio-respiratory fitness from cycling led to an improvement of up to 15% in mental tests. In fact, according to research from the University of North Carolina, people who cycle for 30 minutes, five days a week, take about half as many sick days as couch potatoes!

With the mental benefits, the environmental benefits and of course the benefits to physical fitness, surely it's time for us all to jump on our bikes. There are plenty of bikes to pick from and your choice should be guided by your commuting needs. Whether it's hilly or flat, or on tarmac or towpaths, you need the right tool for the job. Electra has a varied selection of lines, each model carefully designed with the ride in mind. A Loft for the city from work to yoga, or a Townie GO! for those longer early morning commutes.

For those that are seasoned cyclists, it's important to make sure that safety precautions are taken when on the road. Helmets, bells and reflective gear are essential – especially when commuting on roads – helping to keep both cyclists and other road users safe. Electra offers a range of helmets that are as stylish as they are safe, choose from a variety of styles and colours, with or without MIPS technology.

In 2021, we expect to see more and more people hit the road and jump on their bikes, it's time to commute for the mind, body and soul. ■

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How software is shaping the next generation of e-bikes

By **Tanguy Gorette**, Cowboy founder

Over the past decade, digital transformation has taken place across most industries, and the bike world is no exception. At a time when cycling has never been more popular, software has been a key tool in attracting new customers as we look to grow the use of e-bikes.

Now more than ever, it's crucial that we lead the way and continually innovate, inspiring a new generation of riders as they seek to find new ways of urban mobility in the wake of the pandemic, and as we look to fight climate change.

The first patent for the electric bike was over 100 years ago and, to date, the focus has always been on the hardware to provide cyclists with an easier ride. At the time, integrating a battery-operated product to the market was revolutionary and made cycling more accessible than ever before. However, e-bikes have become more than just an assisted ride. They are addressing the complex problems involved in urban mobility and sustainability as well as the demands of the modern day consumer.

This new approach is being driven through software, mainly through connected apps. It's making e-bikes a worthy transport alternative in urban areas. These features can help keep riders safe, protect assets and improve traffic flow across cities.

To truly offer competition against other methods of transport, micromobility companies must invest in fully integrated solutions.

When Cowboy was established in 2017, we knew we wanted to create a smart, connected bike that offered safety, convenience, intuitive riding, peace of mind and freedom for the smartphone generation. We set out to offer riders a micromobility ecosystem with personalised features and over the air updates, that enable the bike to get smarter over time. This would open up the e-bike world to a whole new audience and really give them a transport alternative to get excited about.

And while our hardware has seen us achieve innovation through our unique industrial design that includes the signature use of a removable battery and intuitive riding, it's the in-app features that have transformed the offer. However, we wanted to move the industry forward and did so by bringing new possibilities with software.

In order to integrate worthy digital solutions, it's vital to invest in the right talent. It's a bit more complicated for e-bikes, as you need a team that can work across the whole product from the app to the frame.

The next challenge is deciding which features will be useful, as it can be a double-edged sword. Apps provide endless possibilities, but this means it's easy to get lost and select features that may not be needed and act more like a gimmick. For us to strike this balance, we get regular feedback from our community of users through surveys and interviews as well as monitoring comments on social media and the like. In addition, the ability to access rider data enables us to see what features are used and help drive development of future ones.

POINTS OF VIEW

We also have 1,000 riders registered to our beta programme who are heavily involved in the early stages of feature development and help form the final offering.

This method has led us to develop more features that are really changing the way people travel. This year alone, we have released theft notifications, auto unlock, crash detection and manual unlock, with more planned.

‘E-bikes have evolved into so much more than just an assisted ride’

The applications you can offer can be truly invaluable. One example is anti-theft. Working via a GPS chip in the frame, users are alerted to when their bike has been moved. This creates real-time tracking information, making it significantly easier for bikes to be recovered.

From a customer service perspective, apps are great too as it means that companies can chat directly to riders and vice versa in a real-time chat.

Developments in technology mean the industry can innovate further and address more complex issues, such as safety and air quality, which we see as a big growth area.

It now means that if a rider has a crash, an emergency contact is notified if required via the app. Active safety during a ride will also be more important in the future, and more sensors will be integrated to the vehicle to provide real-time feedback during the ride.

As and when the world returns more to normal, and traffic increases, air quality will be a concern for riders. Air quality monitoring allows riders to select a less polluted route using the in-app navigation.

Another trend will be a deeper integration between bikes and the city. We know that Governments across Europe are keen to invest in infrastructure that supports cyclists along with other road users and pedestrians. However, this isn't as easy as it sounds. They face a number of challenges as they seek to make the roads more multi-vehicle purpose as well as safe and aiding traffic flow.

Software will be integral to urban traffic planning success as it enables data flow between cities and micromobility actors. This will be an excellent resource as cities transform their spaces to enable more cycling.

This is a truly exciting time in the e-bike world. Demand is increasing and software allows companies to attract new audiences as they seek to discover a new way of travel. We are already looking forward to the features that we will release in the near future and beyond. ■



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APPOINTMENTS

This month's movers and shakers throughout the cycle industry...

John Mahon, Extra UK

Extra UK has appointed John Mahon as area sales manager for the Republic of Ireland.

The position has been created to offer better support to ROI customers – particularly important following the UK's exit from the EU.

Mahon, based in Dublin, has experience in cycle retail and most recently account management where he sold cycles, parts and accessories for a Dublin-based distributor.

"I jumped at the opportunity to work with the Extra team," he said. "With great brands like Abus and Topeak, it has product to cover a broad variety of stores. Its brand portfolio really has something for everyone all backed by depth of stock. I saw Extra as innovative, forward-thinking and a tight-knit team that I wanted to be part of."

Mahon can be contacted at JohnMahon@extrauk.co.uk and on 07917 390 904. ■



James Bracey, Tailfin

Bristol-based bikepacking brand Tailfin has appointed James Bracey, former senior tech writer at Cycling Weekly, as its head of marketing.

Having worked in a variety of roles within the cycling media and IBDs, Bracey brings a wealth of experience to the team as Tailfin takes the next step in increasing global awareness of the brand.

"I've long been a fan of Tailfin and its innovative approach to designing products that simply work better than anything else on the market, and am super excited to be joining the team and being able to help the brand become the dominant force it deserves to be," said Bracey.

Tailfin founder Nick Broadbent added: "We feel incredibly lucky to have James on board. His knowledge, personality and passion are exactly what we have been searching for." ■



Jack Sexty and Rachael Wight, road.cc and off.road.cc

road.cc publisher Farrelly Atkinson (F-At) has announced new appointments to key roles across its websites.

Jack Sexty has been appointed as editor for flagship title road.cc while Rachael Wight, recently nominated for the BikeBiz Woman of the Year Award, is taking over as editor of off.road.cc.

Sexty and Wight take over from Tony Farrelly and Jon Woodhouse, who were both launch editors of their respective titles, road.cc and off.road.cc. Farrelly is staying with the company he co-founded in 2008 to focus solely on a more strategic managerial role across all its sites, while Woodhouse is leaving F-At to take up an industry position with Merida.

"I'm amazed yet truly honoured that the role was offered to me," said Sexty. "With Tony as editor, road.cc has already become one of the best cycling publications out



there in 12 short years, so the main challenge for me will be coming up with ways to improve it further!"

Wight added: "Working at off.road.cc has been a breath of fresh air in the bike industry, being treated like an equal with my opinions respected and being able to review kit and bikes as a person, rather than as a female. I have Jon to thank for allowing me to do that."

Farrelly said: "Jack and Rachael have impressed everyone at F-At with their ability, professionalism and attitude and it's been clear to all of us for some time that both were destined for the top jobs on their respective sites.

"While losing someone of Jon's calibre is always a blow, we were incredibly lucky that Rachael was the first person Jon recruited post-launch – she's been integral to off.road.cc's success ever since. I'm sure both she and Jack will take their sites on to new heights in the coming months and years." ■



Steve Fearn, Muc-Off

Steve Fearn has joined Muc-Off as global bicycle PR and comms manager. Fearn has previously spent four years working as marketing manager for Immediate Media, working on brands such as *BikeRadar*, *Mountain Biking UK*, *Cycling Plus* and *220 Triathlon*.



He is taking over the global bicycle PR and comms role at Muc-Off from Hollie Weatherstone, who has now become global head of bicycle marketing. He started the position on 26th October.

“I am a passionate road cyclist and life-long fan of the Muc-Off brand,” said Fearn. “I’m completely stoked to have been given the chance to further raise the profile of this iconic British brand, particularly during such an exciting time of rapid growth.

“I’m looking forward to working with the cycling and wider media, to shout the incredible Muc-Off story as far and as wide as possible.” ■

Tony Greenidge, IAM RoadSmart

Road safety charity IAM RoadSmart has appointed Tony Greenidge as its new CEO. He will lead the organisation, which has around 85,000 members, in a new phase of growth.



He joined IAM RoadSmart in 2017 as its business development director before stepping up to become interim chief executive officer last year. Since joining, he has overseen the continued year-on-year growth of the charity’s drink drive rehabilitation and fleet divisions, while more recently leading the organisation through both COVID-19 lockdowns.

He said: “The last six months have been challenging, but I have been enormously impressed by the way that the whole IAM RoadSmart team – including our staff, members, and volunteers – have come together to mitigate the impact of the pandemic. Looking forward to 2021, we are well poised to continue with our core objective of improving safety for all road users and I am very honoured to be leading our collective efforts towards achieving this.” ■



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A world of change

Following a hectic settling in period, new Cycling UK CEO Sarah Mitchell sits down with **James Groves** to talk ambition, advocacy and evolving communities

Sarah Mitchell joined Cycling UK as CEO in October, having previously held that post with charity Heart of the City for three and a half years. “Most of my work has been in the non-profit sector in national and local charities covering a range of work around community development, housing, homelessness and social care,” she says. “Most recently, I ran a charity supporting small businesses to develop their social purpose, but I have also worked for central Government and in the private sector. I really enjoy working between sectors and believe we have lots to learn from one another.”

What attracted you to Cycling UK?

I am an obsessive cyclist! I genuinely believe that cycling can make a positive difference to the lives of many more people in the UK and I passionately believe in Cycling UK’s commitment to see one million more people cycling. A compelling aspect of Cycling UK’s work for me is the way we combine our incredibly long and proud history with a real relevance today.

We are actively supporting more people to cycle in communities that don’t traditionally think of themselves on two wheels.

On a personal level, what sort of challenges have you faced in transitioning into your role during the COVID-19 period?

This is such a strange time to start a new job. My entire interview process was conducted over Zoom and Teams, and I have still only met a small number of colleagues face-to-face. While it's difficult to pick up a sense of organisational culture and to chat with people informally, there are some advantages to starting a new job in this way. One is that I have met everyone on an equal basis across our considerable geographical reach, so I see our big team in Scotland and colleagues in Wales and Northern Ireland just as often as I see those based closer to the head office.

How has the pandemic affected Cycling UK as an organisation?

Against all the odds, this has been a bumper year for cycling and so we're busier than ever. Of course, we've had to adapt some of our projects, but we've been determined to keep delivering our community cycling projects, our training sessions and our campaigning and advice. We have discovered how much we can deliver online and we've constantly adapted our group cycling advice to ever-changing restrictions across the four nations. I think overall it has made us more adaptable and more agile.

What are your immediate priorities having joined Cycling UK, and how do you anticipate they will evolve in the months to come?

Looking beyond the immediate issues of dealing with COVID-19 and our ways of working, a big priority for us is how we help new and existing cyclists to keep cycling now the roads are busy once again.

We'll also be taking stock: Cycling UK has a great and ambitious strategy which we embarked on in 2018. The world has changed so much since then, it's a big priority for us to review our ambitions against the current context, to make sure we have the right focus and that we aren't missing any emerging opportunities.

How can we go about avoiding a return to 'normal' – focusing instead on coming out of lockdowns a greener community?

This is such an important question. I think that many of us, in the midst of the terror and the tedium of the first lockdown, actually had a vision of a different sort of community, where roads were

quieter and cycling appealed to many more people than ever before. We must hang onto that experience for a sense of hope, and then we have to use that to remind politicians and the public that another way is possible. We'll be campaigning hard to persuade policy makers of this and we'll be drawing on those experiences to encourage more people to dust off their bikes when they start to return to offices in the new year. We'll be talking to the wider cycling industry too about what we can all do to support those people new to cycling to keep on riding. Our Pumped Up campaign (pictured below) last year was a great example of capturing inspiring stories to encourage more people to start cycling and we want to keep stressing all the positives about cycling.

What impact, if any, will the emergence of e-scooters have on Cycling UK's strategy?

Although we are a cycling organisation, they are definitely more than a blip on the radar. As more people begin returning to workplaces at the beginning of this year, but are still unsure about using public transport, it is going to be increasingly important to look at alternatives to people reverting to using cars for short journeys, and hence e-scooters will be part of that discussion.

It's a bit early to say what approach we will take on the issue. We'll need to see the evidence from the Government's e-scooter trials. We are concerned that the Government was a little hasty in expanding the trials in response to the COVID crisis. Consequently, the speed, power and weight limits for e-scooters may have been set too high and it remains to be seen whether the benefits from reducing car use could be outweighed by undermining the physical benefits of walking and cycling, as well as posing a hazard to pedestrians, including those who are visually impaired. ■



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The gender gap: how does the bike industry fare?



Rebecca Morley reflects on gender equality in cycling before hearing from six women about their experiences

It's no secret that the cycling industry is male-dominated; from trade shows to press tours, I often walk into a room and instantly notice how few women there are. It can sometimes feel quite intimidating.

But I can't say I was surprised to find that the cycling industry is this way – almost all sports are the same, or at least, it's the men's games that see more promotion. This simply makes the problem worse – how likely are women to enter a sport or trade if they don't feel represented in it?

Many girls grow up unaware of the numerous opportunities that are out there for them, from a career point of view as well as their general interests, and this ultimately results in them going down a beaten path that is more traditionally female.

But how do the experiences vary for those already working in the bike trade? I reached out to six women to talk about the cycling industry, its gender gap and what more could be done.

‘I’ve faced some challenges which I believe are completely down to my gender’

Tell us about how you got into the cycle industry.

I fell into the industry about eight years ago, originally hired by a cycling brand for my language and copy skills and quickly became very engaged with the sport! Since then, I’ve moved into various roles at a few different brands – varying in size and company culture.

What are your experiences of being a woman in the cycling industry?

It’s definitely a struggle and I’ve faced some challenges which I believe are completely down to my gender. I definitely feel like I have to work harder to prove my worth and gain respect than my male counterparts. Having a strong community of women in my network has definitely helped keep me motivated and navigate difficult situations.

There are few women at the top of this industry, but finding the ones who have made it and seeking their advice and support is something I’ve actively sought out and would encourage other women to do too. It’s definitely helped me get to where I am today and made me feel less alone on the journey.

Do you feel that the gender gap is closing at all, and if not, what more could be done?

This question is a bit of a sore one for me right now as I recently found out that I’m paid significantly less than a male counterpart who does a very similar job to me (same title). I approached this with my line manager and was told the gap was justified. I’m in the position now of feeling completely undervalued and unsure of what my next steps should be; challenge it with legal support (using the Equal Pay Act 2010) and risk my relationship with management and potentially impact future employability within the industry or shut up and accept it? Neither of those options sit well with me.

So, to answer the question, I don’t know what the pay gap looks like across the industry but in my own experience, it’s very much still there and it’s difficult to know how to tackle it. I know that I ensure within my team, who I manage, that this type of gap between the men and women doing similar roles doesn’t exist. But is that enough to impact real change across the industry? Probably not.

If you could give one piece of advice to women entering the industry, what would it be?

I think this industry is great fun to work in, I had a blast in my first few years. However, I don’t feel like it’s one that really invests in the people who work in it. I look at friends in other industries and they seem to have a greater sense of feeling looked after and protected by their employers. I’ve seen most of my employers not do things by the book, e.g. dismiss people without proper grounds or following proper process, not providing contracts or payslips, not providing anything above statutory requirements when it comes to pensions and maternity/parental leave (although I’m sure there are some exceptions.)

My advice would be to think seriously about whether you want to work in the industry long-term and if you do, be prepared to work twice as hard as your male counterparts if progression is on your agenda and make sure you have the energy to fight hard to prove yourself worthy to everyone else once you’ve got there. I’ve been in the industry for almost eight years and am not sure I have much fight left to stay in it for much longer.

Trying to make a positive change for myself and other women has been and continues to be exhausting, and perhaps it would be easier to find an industry and organisation where the principles and ideals around gender parity already align more closely with mine? ■



Cycling industry events are often male-heavy

'I've received just as many opportunities to progress and develop as my male counterparts'

Tell us about how you got into the cycle industry.

My background is in marketing and I ended up in the cycling industry quite accidentally whilst looking to pursue the type of consumer marketing that I find fascinating. I initially took on quite a junior role within our business but have been lucky enough to have received a couple of promotions during my five years with the company.

What are your experiences of being a woman in the cycling industry?

To be honest, my experience of being a woman in the cycling industry has been overall very good. There has definitely been the odd joke or two about my lack of cycling knowledge, especially when it comes to quite technical products! But it's not something that has ever really bothered me, and I tend to view them in a good-natured way.

Ultimately, it's my belief that when you work as a team, you need a blend of skill sets and not everyone is there to be an expert in everything. I'm not here to be an expert in technical cycling components, that's what I rely on my team to help me with and they rely on me to help them with how to market their products, write content and report on campaign KPIs.

Then, in terms of the career front, I believe that I've received just as many opportunities to progress and develop as my male counterparts.

Do you feel that the gender gap is closing at all, and if not, what more could be done?

This probably depends on how you are interpreting that question... If we're talking in terms of how women are represented proportionally compared with men in certain job roles, then I'd say there are some roles where women are underrepresented, such as mechanics, sales and product development.

However, I would also say there are areas where women are overrepresented such as finance, marketing and administrative roles. From what I have seen, the cycling industry has always seemed happy to welcome women into whatever roles are available if they have the inclination and work ethic.

In terms of the professional sport level, I would say that there are significant changes that need to be made on the equality front. There are very few opportunities for women to viably support themselves as a pro cyclist

and the disparity in both publicity and prize money for men's and women's events is vast.

When talking in terms of equality on salary then yes, I would say there can still be a bit of a gap, but I would be very surprised if this was higher than in other industries. I do think that generally women also need to take a bit of responsibility for their own progression and development. Often it seems like men progress quicker than women or are better rewarded financially because they're a bit more bold and forward with their employers. This is something that is backed up by research, showing that 64% of men are comfortable asking for a pay rise compared with just 43% of women, and that when men receive a rise, it is most likely to be in the region of 3-5% compared with 2% for women.

Personally, I think that the simplest way to progress or achieve a promotion is to think about the role that you want to do, and start taking on responsibilities where you can on top of your role that are linked to the role you are trying to achieve. Often, you'll find that after a while you have quite a good case for promotion. Most importantly, when asking for any form of salary increase, you need to focus on your employer and not yourself.

Unfortunately, as much as we would like to think otherwise, the company finance department doesn't really care if you want to buy a house, get a new car, get married, if you have a baby on the way or if you just want a bit of extra cash for your weekends! I've personally heard too many people ask for a salary increase from that perspective, and it never works.

If you could give one piece of advice to women entering the industry, what would it be?

The most important piece of advice I could give to women entering the industry would be to choose your manager wisely, and I would say, this is often more important than the actual role you will be taking on. I have had some extremely supportive managers during my career who have helped me to develop both in terms of my professional competencies and as a person and these managers really are the ones you want to stay close to.

If it's not possible for one reason or another to have that kind of relationship with your manager, then I would advise women to seek out an alternative mentor within the company who they can learn from and who is more senior to them and can champion them and their interests at the management level. ■



‘There’s a lot of MAMIL chat which excludes women’

What are your experiences of being a woman in the cycling industry?

It’s been pretty difficult to navigate. There’s a lot of MAMIL chat which excludes women. Events are male-heavy. One of our senior managers attended a BA meeting once and she was the only woman in the room. She’s a pretty, young blonde and as you can imagine, got totally the wrong attention. It’s like going back in time!

Luckily, I entered the cycling industry from a background in IT, so I’m used to a male-heavy industry and so haven’t faced the same challenges someone might face without prior experience.

Do you feel that the gender gap is closing at all, and if not, what more could be done?

Yes, there are more women in previously male-dominated industries, cycling included. There is also more focus on female sports. There are some great role models for young women to turn to. I strongly believe it’s a generation game. We won’t see overnight change, but the more we alter perspective, the more the next generation of both men and women will grow to appreciate and demonstrate equality.

I still see plenty of improvements to be made. One of which is gender stereotyping. I’d like to think we’re raising our son to be kind and caring and our daughter to be outgoing and adventurous, but unfortunately gender stereotyping happens in many ways, from before they are born.

Before a child is born, people buy pink for girls, blue for boys. Having just given birth to a daughter myself (born June 2020), I can vouch for dresses on babies being completely impractical. I find it such a shame that we stereotype children this young. My son, who turned two in September, has a love for cars, trucks, planes and helicopters. He also has a love of dressing dolls, brushing hair and putting make-up on. But low and behold, because he’s a boy, he’s been brought diggers and planes for his birthday from friends and family. Completely ignoring the more ‘human’ and ‘emotional’ side to his interests and instead drawing on the more stereotypically masculine toys.

It’s such a shame that as girls develop into young adults, they are turned off exercise. A pet peeve of mine is the idea of a ‘girls bike’. I would love for someone to enlighten me as to the biological requirements a six year old girl has compared to a six year old boy.

A lot of the ‘girls bikes’ that swamp the market are heavy, with poor quality parts and more often than not, a terrible riding stance. If society insists on girls being obsessed with pink, then so be it. But ideally they ride a pink Forme or Frog, and decorate it with streamers. This is how we will encourage girls to be more active and enjoy sport.

Turns out I could go for quite a while on this particular question.

If you could give one piece of advice to women entering the industry, what would it be?

Be bold and believe in yourself. Use data and facts to back up your opinion. Learn from others, surround yourself by experts. Be humbly confident. ■



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‘Male-dominant businesses are becoming a dated concept’

Tell us about how you got into the cycle industry.

In 2018, I made the decision to do a little exploring and live in Sweden for a year to complete an MSc. I had never been a big cyclist before, aside from cycling to and from nearby friends’ houses as a young teen, but since adulthood, the idea of getting sweaty out in the open and cycling on busy roads had never particularly appealed to me. However, living in a Scandinavian country opened my eyes to the endless benefits that cycling has to offer.

Despite the harsh weather, in my small town cycling was by far the most common method of transport, with safe cycle routes to the university and picturesque views of the lake. The cyclists showed diversity, with men, women, old and young cycling, even the bars and clubs had a mass of bicycles parked outside them – quite the sight to an outsider like me!

The town had fewer cars, lower pollution levels and a very happy population, much of this could be directly attributed to the love of cycling held by the people there. From hereon, I knew this was a method of transportation that should be encouraged and invested in in the UK, and that any business supporting this notion must surely be a positive thing.

What are your experiences of being a woman in the industry?

As a female cyclist myself, it is impossible not to notice that I am often severely outnumbered on the roads. My daily commute sees a number of male cyclists, and while it’s a really great sight to see cycling commuters, few to no females seem to be out on two wheels at 8am along the main roads.

This male-heavy ratio is also reflected in the industry. With the bulk of trade shows attendees as well as retailers being made up

by white middle-aged men, it is understandable that it could be overwhelming to be a minority in the industry.

I personally feel grateful to be working at a company that has never made me feel undermined in any way, or that my intelligence has ever been doubted. I understand that this may not be the norm for many females working within the industry.

Do you feel that the gender gap is closing at all, and if not, what more could be done?

The larger cycling organisations are setting excellent examples – initiatives such as Cycling UK’s Women’s Festival of Cycling and the London Bike Show’s Women’s Cycling Awards celebrate females within the industry and welcome more to join.

An influx of smaller female-only cycling clubs, either in-person or using apps such as Strava, and more IBDs making the effort to become female-friendly shows that, while progress may be a little slow, we are certainly pedalling in the right direction.

If you could give one piece of advice to women entering the industry, what would it be?

Unfortunately, the cycling industry is still at the stage where females need to work a little harder to prove themselves to a number of the trade. However, the female cycling community is growing. Male-dominant businesses, while certainly still around, are becoming a dated concept. If cycling is something that you enjoy then jump on your bicycle and get on board with as many female-friendly initiatives as possible to spread the word! ■



Cycling UK's Women's Festival of Cycling



‘We have an increased number of women in higher roles’

Tell us about how you got into the cycle industry.

Completely by chance! Having been made redundant from a previous role, I was looking for a new job in the local area and came across a marketing coordinator position which sounded interesting. As someone who loved sport in general, the fact this was something involved in a sport really appealed.

What are your experiences of being a woman in the industry?

My general experience has been positive. As I’ve worked up through the company I’ve never had any problems as a woman, and in more recent years we have an increased number of women in higher roles, which is especially pleasing.

Do you feel that the gender gap is closing at all, and if not, what more could be done?

I definitely think it is, although probably not quick enough. I’m not certain though in cycling whether this is as much to do with fewer women partaking/being interested in the sport and therefore not being driven to join an industry they don’t know that much about.

If you could give one piece of advice to women entering the industry, what would it be?

Embrace it, and don’t feel like you have to ride a bike to fit in! ■

‘The industry is no longer such an intimidating place to work’

Tell us about how you got into the cycle industry.

After completing an illustration degree in 2011, my first job was working for a small UK-based cycle clothing company in 2012. I fell into the role, the office was local to me and I’d heard about the position from my local bike shop. I’d been road cycling since 2008 at this point, so the job was a fusion of my two interests, cycling and creative design.

I can remember talking with male clients on the phone or in person at trade events was often quite trying, they seemed often reluctant to believe I was a ‘real cyclist’ or could give effective advice about the clothing. If you think back to the show situation in the mid 2010s, it wasn’t uncommon for brands to have sort of show girls in branded skin suits on their stands. So this never helped me to be taken seriously. The business struggled and I had to leave after a couple of years when they could no longer pay me.

What are your experiences of being a woman in the industry?

When I first worked at [my current job], I answered the sales phone as well as doing my design work. There were a lot of negative reactions from customers unaccustomed to a female voice on the phone. To give some examples: ‘Oh but I need to speak to someone who actually knows about this stuff’, ‘Can I talk to one of the lads about it’ and ‘Are you sure?’.

I had a colleague who started at the same time as me, although his role was just telephone-based. I remember talking to him when we had our six month review and noting at least no one ever doubted he could get/knew the answer to something just because of the sound of his voice.

I would say I felt this negative experience didn’t continue at the same level as the years past. It was almost like a changing of the guard within the industry, certainly where a younger/newer customer base is much more likely to be happy dealing with a woman or is not even thinking about your gender when they are working with you. I work directly with loads of retailers now, designing POS for their stores or custom bottles and clothing, and I can’t remember the last time I had a bad experience or felt I wasn’t being taken seriously.

Do you feel that the gender gap is closing at all, and if not, what more could be done?

There are definitely more women in the industry now than at the start of my career, which is very positive. I think this is also reflective of how cycling has evolved since the 2012 Olympics, so many more women on bikes now. When I started riding in my club of around 100 riders, there weren’t more than five or six female riders. I also think better TV/media coverage for women’s racing is having a positive influence.

Overall, I would say the industry is still male-dominated but it’s no longer such an intimidating place to work as a woman, and there seems to be more and more women entering the industry all the time. Maybe I’ve grown in confidence over the years, but I don’t feel like I have to fight to be taken seriously anymore.

If you could give one piece of advice to women entering the industry, what would it be?

If you think something is wrong don’t be afraid to speak out, you could be making a difference for your next female colleague. ■



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IAA Mobility: a hybrid platform

The IAA is coming to Munich in September 2021 and, for the first time, will focus on bicycles. Tobias Gröber, executive director, business unit consumer goods at Messe München, and Jürgen Mindel, managing director of the German Association of the Automotive Industry (VDA), discuss the plans, goals and ideas that are to be achieved with the new concept of the fair as a mobility platform



VDA's Jürgen Mindel (left) and Messe München's Tobias Gröber (right)

Could you give us a short introduction to IAA Mobility?

JM: The IAA represents a fundamentally new way of thinking. Mobility is not a matter of one or the other – it is not cars or bicycles, it is not for the countryside or urban areas – modern mobility is both. More than this, mobility is all kind of vehicles – it doesn't matter how many wheels they have or how they're powered – and all of them will be showcased. Urban air aviation, public transport, infrastructure assets, IoT, connectivity and everything tech are important as well.

We are asking NGOs with strong sustainability agendas to join the conversations on the IAA Mobility stages: our conference and dialogue platforms. We need to break down barriers and discuss our future, together.

TG: IAA Mobility is not a traditional show at a trade fair ground. IAA Mobility is a hybrid platform composed of digital solutions and three main physical touch points, which are as follows:

FEATURE

First: The “Open Space” – The B2C brand and product experience hubs located downtown, which are accessible for all end-consumers without the need for a ticket.

Second: The “Summit” – IAA Mobility’s main hub at Munich’s trade fair. The Summit is split into two parts: one that is only open for B2C visitors on the weekend, and one that is accessible for media, B2B and B2C visitors on all days (September 7th-12th). The cycling segment is located in the latter B2B2C area. An outdoor cycling and LEV test track will be constructed in this area of the Summit, too.

Third: The “Blue Lane” – an exclusive on-road test track for zero-emission vehicles, which will connect the Open Space and the Summit.

What has led to the IAA’s change in focus for 2021?

JM: The change in mobility behaviour, especially in Europe, and the urgent need for more sustainable transportation on a global scale. The new IAA Mobility concept is an open invitation to other branches, e.g. the bicycle industry, to participate in shaping the future of mobility alongside stakeholders from both the automotive industry and businesses beyond.

How will this change affect previous focuses, such as apparel and accessories?

TG: Apparel and accessories, especially everything in the softgoods category, will be hosted at OutDoor by ISPO. Why? Because cycling apparel is primarily sportsgear (urban commuter products are still an absolute niche), and the majority of products shown at OutDoor by ISPO, across all the different sports segments, fall into the softgoods category. From these brands’ perspectives, the timing (end of June/beginning of July) is perfect to collect pre-orders, which have to be sent to factories by mid-July at the latest in order to have shipments delivered in time for the fall/winter season.

For small- to medium-sized cycling hardware brands, the June timing would not have been manageable on product sample level, even before COVID. And bigger bicycle brands need a strong B2C focus for any tradeshow-related budget they are spending.

To what extent do you anticipate this will change your target audience?

JM: It won’t change anything, because the audiences are different: the cycling segment within IAA Mobility is more focused on B2C, even if it covers diverse B2B stakeholders at the same time.

If we highlight our end-consumer approach, we have to refer to the 2019 numbers, which are strong benchmarks. It is not only about the number of visitors, but also the massive international coverage IAA Mobility generates: over 560 million digital reach, which excludes print and TV coverage.

Over 7,800 journalists from 95 countries attended the show, a large proportion of whom worked for daily press and mainstream media.

TG: And as for the visitors: apart from the fact that 6.2 million people live in the Munich metropolitan area – which, by the way, has the highest average household income in Germany – fundamentally every international B2B visitor across the different mobility segments is at the same time a potential end-consumer for any bike brand exhibiting. Who doesn’t own a bike? In 2019, the visitors’ survey showed that they plan to spend an average of €60,470 on cars and mobility over the next months(!)

How are you working with cycling organisations to drive attendance?

TG: We are slightly behind schedule, as we had planned to have talked to all organisations already. But right now, we have only had conversations with a few international and global associations, for example with the World Federation of the Sporting Goods Industry which will host its biannual World Cycling Forum during IAA Mobility in 2021. But we will also talk to all the different national cycling associations in the near future, so in the first quarter of next year. When talking to them, the most important thing will be to ask: what are your pain points?

We – VDA and MMG – are always happy to listen and adjust to different needs. But so far the industry feedback from individual brands has been very good, especially for the pre-built booth solutions at the Summit combined with the brand experience hubs at the Open Space. It maximises ROI and massively reduces the time and effort on the marketing department’s side.

The World Cycling Forum (WCF) will now be taking place in tandem with IAA. What does that mean for the event?

JM: Inclusion and synergy effects. Key stakeholders that normally would only visit or speak at the WCF can now do so at the IAA Conference, and vice versa. It’s simply a huge win-win situation. Industries can sometimes be self-centric, it doesn’t matter if it’s automotive, cycling, LEV, public transport... but in the end we are just one big industry: the mobility industry. The products showcased at IAA Mobility will prove that the lines between the categories are fading: former automotive-only brands showing pedelecs, e-bikes, and scooters as well as former bicycle-only brands, and all-new players presenting pedal and crank-activated e-4-wheelers. ■

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EVENTS

A look ahead to upcoming cycling industry events...

With a COVID-19 vaccine now on the horizon, organisers are becoming increasingly optimistic about a return to physical events in 2021. Here's a look ahead to what could be in store this year...

TAIPEI CYCLE SHOW

3rd-6th March, Taipei Nangang Exhibition Center Hall

'Taipei Cycle will still hold a physical exhibition this year, taking place from 3rd-6th March, while Taipei Cycle Online will kick off on the same day but continue for one month. The physical event will feature dedicated exhibits to complete bikes, parts, accessories, e-bikes and drive units, services and smart cycling devices. The onsite show will also have an area exclusively dedicated to interacting and connecting with online attendees.'

SEA OTTER CLASSIC

20th-23rd May, Monterey, California

'The late spring dates are perfect for product launches and offer terrific weather. As our industry reemerges from COVID-19 restrictions, Sea Otter promises to be the best ever unabashed celebration of cycling. The health and safety of our attendees is our top priority. We'll work with Monterey County health officials to ensure all proper protocols are in place. In the event that COVID restrictions prevent our spring event, our backup dates are scheduled for 7th-10th October 2021.'

THE CYCLE SHOW & LONDON EBIKE FESTIVAL

24th-27th June, Alexandra Palace, London

'Now celebrating its 19th year, the Cycle Show is returning to London after nine years at the NEC. It will take place alongside the London eBike Festival, which was due to launch in May last year. The two events will utilise over 11,000 sqm of exhibition space, along with 196 acres of parkland around the venue; it was this flexibility of event space that was key in the decision to move the shows there. The show will open with a trade day on 24th June.'

EUROBIKE

1st-4th September, Messe Friedrichshafen

'The 29th edition of Eurobike has been scheduled for 1st-4th September 2021, taking place as a combined trade fair and public trade show. The first two days will be open to international trade visitors only, day three will be a mixed day for trade visitors and end consumers, while the final day will be a public open day with festival events, demonstrations, races and test rides.'

WORLD CYCLING FORUM & IAA MOBILITY SHOW

6th-7th September & 7th-12th September, International Congress Center Munich

'The 2021 World Cycling Forum will take place from 6th-7th September in tandem with the IAA Mobility Show, from 7th-12th September 2021, at the International Congress Center Munich. The IAA's new concept will see the exhibition evolve into the 'leading international platform for future mobility', offering the cycling industry an opportunity to become involved in shaping intelligent transport solutions.'

BESPOKED

15th-17th October, Harrogate, Yorkshire

'2021 will mark the tenth anniversary of Bespoked and we're pulling out all the stops to celebrate a decade of gathering the world's best handcrafted bicycles and their makers together under one roof. At Bespoked, most of the bikes on show will have been commissioned by individuals, and are the result of a partnership between customer and maker.'

NUKEPROOF

HOT LINES

brand X



What **Oh, just a few...** brands?

ENHANCE
YOUR PERFORMANCE

We are gutted not to kick off 2021 at Core Bike.
But fear not, we still have a new sales programme
across our parts and accessories brands.
To get full details and learn more about the
brands, contact your account manager
or email info@hotlines-uk.com

Visit our new website

www.hotlines-uk.com

SPANK
INDUSTRIES

 **WTB**



How market data has changed the UK cycling landscape

Sports Marketing Surveys' Marc Anderman explores the advocacy value of the cycling market data service

If you've followed our recent articles for *BikeBiz*, you will have seen us use a number of statistics from the Bicycle Association Market Data Service (MDS), powered by SMS. We know that many retailers, brands and distributors are using the tool to turbocharge their operations, whether that's in product design, routes to market or distribution. However, there is another key aspect of the cycling market data service that perhaps hasn't been discussed as much: the characteristics that make the MDS an effective tool in advocacy. So, as cycling in Great Britain comes to the end of one of the most disrupted but dynamic years in living memory, it's worth reflecting on how the MDS has supported the industry in 2020.

To give three practical examples, the data from the MDS has been used in lobbying for: repair vouchers; cycling retailers' exemption from the lockdown closures, and e-bike subsidies. But exactly what is it about the MDS and other market data that enables the BA and other organisations to use it so proactively?

Firstly, and perhaps most crucially, the MDS provides consistent, comparative data that can highlight short, medium, and long-term trends. From the beginning of the service, all views on the interactive dashboard were designed to be benchmarked against historic performance, with users able to select custom time periods and view historic trends.

The fact that all new data providers are asked to supply at least 12 months back data ensures that as the service expands, comparability remains at the forefront of the monitor. Because of this, year-on-year or year-to-date results do not fluctuate on the basis of the number of data providers contributing to the service, but remain consistent. As more and more retailers are onboarded, the results only get more accurate, filling in gaps in the historic record and ensuring that the insights are representative of the widest possible cross-

section of the market. At present, the MDS aggregates the results of generalist retailers like Halfords and Argos, alongside more than 250 independent bike shops. Bricks and mortar and click and collect sales are counted, as are online direct sales from all contributing retailers who offer this service, including Wiggle and Amazon. The result is a service that covers an estimated 70% of the total sales of cycling products and services in the UK. In 2019, the MDS, which now tracks over 700,000 SKUs, captured the sale of 1.84 million bikes, more than two-thirds of the number of imported bikes.

The partnership between SMS and the BA helps both parties deliver the most effective audit possible. The BA harnesses SMS' experience of delivering similar retail audits in multiple markets in sports such as golf and tennis, while the fact that SMS receives and aggregates all the data gives suppliers reassurance that their information will remain completely anonymous. Equally, when the results of the research are presented to the Government, they have extra weight for being produced by an independent organisation.

Another factor in the audit's success is the regularity of collection. The MDS receives sales data on a monthly basis, enabling the BA to keep the conversation alive and respond rapidly to opportunities and challenges. With the coronavirus situation changing quickly, this has been especially important in 2020. For example, when cases of the virus began to ratchet upwards in the autumn, the BA was able to pre-empt a second lockdown, and make early contact with the Department for Transport to build a case for the economic importance of cycling. The ensuing conversations were pivotal to the eventual decision to exempt bike shops from the retailers forced to close their doors in November.

Now, as bike manufacturers, retailers and customers turn their minds to 2021, another result of the advocacy programme

has emerged. A pilot programme of e-bike subsidies, a policy recommended by the Bicycle Association, is planned before the end of the financial year. This is expected to then lead to a finalised support package to appear in the Government's spending review in spring 2021. The result could be a reduction in the price of e-bikes to consumers by up to a third. Such a move will boost leisure cycling and walking, as well as making cycling more accessible and appealing as a means of transport, for example for travelling to work. SMS' ongoing monitor of the commuting landscape shows a renewed spike in cycling to work in the week that the second lockdown was announced in England. In fact, week 22 of the study marked the first occasion that the proportion of workers using a bike as their means of commute surpassed 10%. Previously, results had hovered around the 4-7% mark. This comes despite the clocks going back and the weather turning distinctly wintery, although it is worth bearing in mind that the total number of people commuting to work has reduced with the imposition of the second lockdown.

Reflecting on the overall value of the data, Steve Garidis, chief executive of the Bicycle Association, writes: "Modern Government policy making, as with modern business decision making, must be evidence based. Our purpose as the body representing the UK cycling industry is to grow the cycling market. This will only happen if more people choose to ride bikes. Both the right Government policies and cycling industry products and services must be in place to enable this; and we know so many more people want to cycle when they are. Independent, objective, high-quality evidence supporting why, what, how, when and where is now, more than ever, a necessity; a vital tool in the decision process for both Governments and businesses. That's why the Bicycle Association has made providing such evidence, in particular this Market Data Service with our partner SMS, our absolute top priority."

Retail data is far from the only useful tool in making cases to Governments. At a continental level, bodies like Cycling Industries Europe (CIE), of which SMS is a member and part of the Market Insights Expert Group, are compiling statistics and data which can make a difference within the corridors of power. As in the UK, at European level, cycling has traditionally not lobbied as successfully as industries like motoring or rail transport, in large part because those organisations have bigger budgets for research and data gathering. COVID-19 has pushed the cycling industry to renewed action. The ECF, for example, is successfully tracking the levels of new infrastructure promised and delivered across the EU. A number of companies, such as Geovelo and Ecompteur, are using journey counting technology to compile excellent data on the number of cyclists using different routes and different times. Such information can ultimately be mapped against infrastructure developments and retail trends, in order to recommend policy changes that will generate the greatest return.

Simultaneously, SMS, on behalf of CIE, has run three waves of a top-level industry tracker designed to shed light on the varied

impacts of the pandemic, and quickly collate independent evidence of the support the industry requires.

With the MDS, however, the UK is at the front of the peloton. Much credit for this must go to the Bicycle Association, not only for its effective lobbying of Government, but also for its foresight. The Market Data Service was first conceived in 2018, and it was only after 18 months of planning, consultation with stakeholders, and rigorous setup and testing that the service became operational in March 2020. Now that it is up and running, the future of the industry, both from a commercial and advocacy standpoint, looks stronger than ever. ■

The Bicycle Association is the national trade body for the UK cycling industry. Its market data service now covers between 60-70% of retail cycling sales across nearly 700,000 products back to January 2018. For more information about the service, please see: www.bicycleassociation.org.uk/market-data

To discuss how SMS can support you, please contact: marc.anderman@sportsmarketingsurveys.com



In 2019, the MDS captured the sale of 1.84 million bikes

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EASY INSTALLATION FLEXI WINGS ANTI-BURP
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Green credentials?

In the conclusion of a four-part series, **James Smith** speaks to two industry professionals to explore the cycle trade's attitude towards ethical and environmental considerations

Craig Middleton, sales manager, Pinpoint

Middleton has been working in the cycling industry since 2010, launching his own brand, Onix Bikes. He sold Onix in 2012 before taking on roles at Nrg4 and Limar, eventually joining Pinpoint in February 2019.

What efforts has Limar made in consideration of its environmental impact?

Limar recently removed plastic bags from its cardboard boxes and no longer offers plastic bags at consumer shows. Although the brand has made efforts to reduce its impact, the 'EPS' plastic moulding used to make its helmets, along with most other manufacturers, is not easily recyclable.

Do you think customers care?

In five years with Limar, Middleton was approached by just one consumer asking about the environmental impacts of the brand. This lack of environmental consideration is similarly replicated in the trade arena.

What evidence do you think the industry will need to make changes?

The industry will respond as other manufacturers begin to release environmentally-friendly products, but this will not change within the next five years. However, the industry can respond quickly when this does happen.

Russell Harrison, sales manager, Velotech Services

Harrison has been working with Velotech Services since 2011. The distributor deals with various brands, including Madrid-based Rotor and bearings brand C-Bear.

What efforts has Rotor made in consideration of its environmental impact?

At Eurobike, Rotor stated that it would be reducing the plastic in its packaging.

Do you think customers care?

Harrison says he has not been approached by any customers that are concerned with the ethical or environmental impacts of their purchases. However, he does get asked where the products are manufactured. This is, in his opinion, due to customers believing that European-manufactured products are of a higher quality than their Chinese counterparts.

What evidence do you think the industry will need to make changes?

The industry will not respond until legislation forces changes on it, or if customers use their wallets to demand change. At the moment, there is no sign of that happening.

The conclusion from the perspective of the cycling industry

The research surrounding this four-part series discovered that although the environment is very high on the agenda in the broadcasting, print and radio media, it is not high on the agenda within the cycling industry.

This is precisely because the cycling consumer is not showing any purchasing concerns, whether that be through buying habits or through conscious questioning of the retailer before making a purchase.

As Middleton pointed out, only once in five years has he ever been questioned about Limar's environmental and ethical credentials. This was backed up by Harrison; in eight years, he has never been asked about the environmental or ethical credentials of Rotor. He has, however, been asked about manufacturing location, and this again reflects on the importance of the perceived brand quality.

The conclusion from the perspective of the cycling consumer

In this research, cycling has been proven to be environmentally-friendly compared to car, train, bus or air travel. However, although the cycling consumer is perceived to be environmentally aware due to their choice of transport, they are not consciously considering their environmental impact before making purchases.

This fact is supported in the research, as the survey shows only 6% of respondents always consider the environment before making a purchase, and only 8% consider the ethical impacts of their investments within the cycling sphere. However, over 30% still consider the perceived brand quality of a product before purchasing. This sample data is reflected in the industry responses; the cycling consumer is much more concerned about quality, brand and price than they are about protecting the environment.

The conclusion from the author

These interviews highlight a disconnect between the mainstream media, consumers and manufacturers. It seems that although ethical and environmental concerns are in the mind of the consumer, it really does not play out when it comes to purchasing. This may be changing, but as Middleton says, we may be five years away – at least – from seeing this becoming equal to brand or quality considerations.

Throughout the research, it has become clear that, regardless of the media coverage on the environment and corporate ethical responsibilities, until customers demand change by ensuring they are purchasing from environmentally-aware organisations, these corporations will not make any serious efforts to improve their environmental and or ethical credentials. ■



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Under the spotlight

Small Business Saturday UK returned on 5th December 2020, highlighting the critical role independents play in our communities. Director Michelle Ovens MBE tells **Rebecca Morley** why supporting them is now more vital than ever



59% of Brits say they now support local businesses more than previously

COVID-19 has brought a host of challenges for small businesses throughout 2020. Some had to close temporarily or even shut down for good, but even those permitted to remain open had to adapt operations in some way to keep in line with Government restrictions.

Thankfully, bike shops have been seen as essential retail throughout each lockdown, with many experiencing an increase in demand as the UK looked for alternative ways to travel and keep fit.

In fact, research from last June showed that cycle shops are set to be among the businesses least affected by a reduction in consumer spending as a result of COVID-19; 87% of Brits said they planned to maintain or increase their spending at bicycle shops compared to pre-lockdown levels, and in terms of those who said they'd reduce their spend, only 5% of Brits said they planned to do this with cycle shops. And COVID-19 lockdowns have boosted the

nation's love for small businesses, research commissioned by American Express and Small Business Saturday UK has found, with 59% of Brits saying they now support local businesses more than previously.

"Small businesses have done remarkably well, and we saw many of them pivoting and showing amazing creativity to adapt their businesses to the new restrictions," says Michelle Ovens MBE, director of Small Business Saturday UK. "In particular, we have definitely seen a lot of small businesses moving online and boosting their digital capability."

Online sales have been strong throughout the pandemic, with British Retail Consortium data showing online non-food sales increasing by 39% in October last year, against a growth of 3% the year before. The non-food online penetration rate also increased, from 31.7% in October 2019 to 42.3% in October 2020.

But ongoing diversification is needed from small businesses as this winter is going to be ‘tough’ – whether that is products, services, or routes to market, adds Ovens. “Right now, firms need to do whatever they can to generate extra revenue and ensure cash flow. Keep working on the problem and try new things.

“Things are really hard right now, but with glimmers of hope on the horizon with vaccines etc, there are positive things to cling to. In the longer term, this will open up new opportunities so that on the other side of this crisis businesses could have new revenue streams to add to old ones. This can be the foundation of future growth and underpin a long-term recovery.”

Shining a light

The UK’s eighth annual Small Business Saturday, which took place on 5th December 2020, encouraged people to support small firms not just on the day itself, but in the coming weeks, months and beyond. “With the impact of COVID-19 lockdowns and tough new restrictions heading into the winter months, small firms are facing prolonged headwinds,” says Ovens.

“Small Business Saturday’s mission has never been more important, and it is vital that we continue to support small businesses as the crisis continues, particularly given the invaluable role they played in supporting communities.

“The good news is that people are supporting small businesses like never before. Lockdowns have boosted our love of small firms, with 59% of Brits saying they now support small businesses more than previously, according to new research Small Business Saturday did with American Express.”

Spend on last year’s Small Business Saturday UK hit £1.1 billion, exceeding the billion pound mark for the first time. The day saw 15.4 million people hitting the high street and shopping small, according to American Express, representing a 2.2 million decline in footfall compared to last year, but the average per person spend rose by 56%, from £45.42 in 2019 to £70.74 in 2020.

“It is fantastic to see such phenomenal, record-breaking support for small businesses, in one of the toughest years many have ever experienced,” says Ovens. “Small Business Saturday has been running for eight years, but [last] year’s campaign has been our most vital. We are delighted that it’s generated such a massive boost for small businesses, at a time they are facing huge challenges with the ongoing effects of the pandemic.

“I have no doubt that this strong support for small businesses has been driven by recognition of the critical role they played in our communities during lockdown.

“So many firms worked hard to pivot and adapt their businesses during this national emergency, often stepping in to offer useful services, vital products, as well as being a source of practical support and kindness, particularly for the NHS and frontline workers.

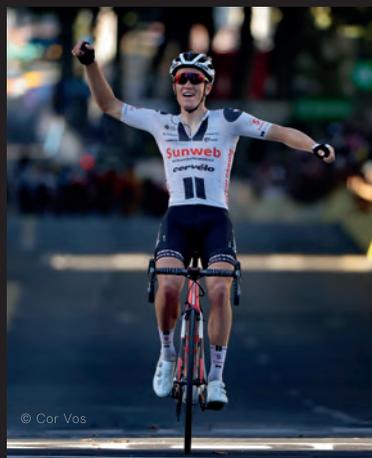
“While there is light at the end of the tunnel for 2021, with a vaccine, this winter is still going to be tough for many small businesses and it’s so important that we all continue to support them.” ■



Top tips to help small businesses through winter

Small Business Saturday has issued a list of top tips for small business owners, struggling after national and localised lockdowns have kept many customers at home.

1. Embrace new technology – even if your business used to be completely face-to-face, there are digital alternatives that could help you continue during lockdown. Spend some time learning new digital skills and adopting the right tools to help you reach customers through new channels
2. Keep in touch with your customers – update them on how your business is adapting and new things you are offering. If you have had to close or pause operations, make sure you stay in touch and stay relevant
3. Protect your cash flow – review all your outgoings and focus on keeping costs as low and flexible as possible, with a limited number of big outgoings. Keep in touch with your suppliers to see how you might manage payments
4. Continue to diversify – keep pivoting your business model to continue trading, as the world carries on changing. Don’t rely on one product or market, think about alternative services you could offer that have not been hit by COVID-19 or have thrived during lockdown



**WELDTITE
PARTNERS WITH
TEAM DSM
IN 2021**

**1940
2021**

1940

Instructed to manufacture puncture repair kits to accompany 70,000 airborne folding bikes for the armed forces.

1989

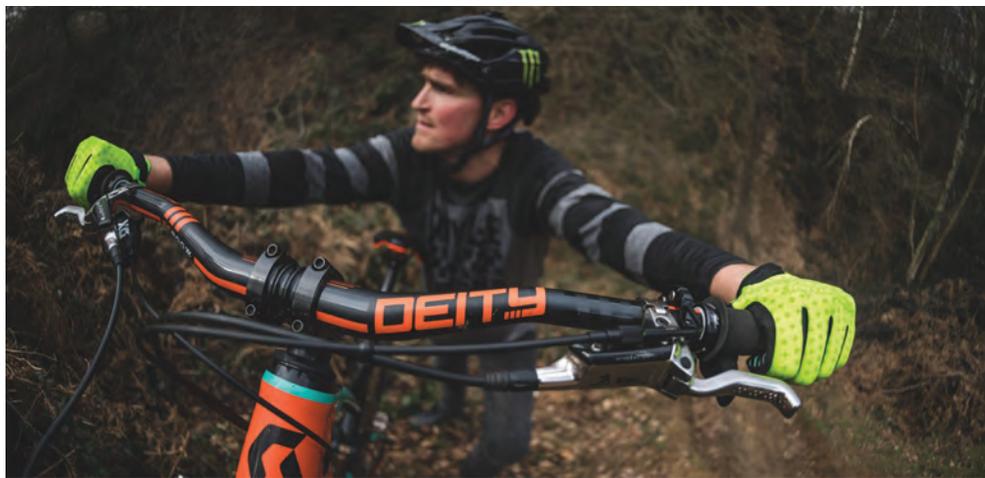
After increasing business over many decades Weldtite relocates to Barton, North Lincolnshire on the banks of the River Humber.

2021

Weldtite manufacture over 15 million bike maintenance products per year and play a crucial role in supporting riders from the first pedal stroke to the World Tour.

5 minutes with... **DEITY**

This month, *BikeBiz* catches up with mountain bike component manufacturer Deity



Can you give us a little background on Deity?

Deity was born in 2014 from the love we both (Eric and Sadie, pictured far right) had for mountain biking, and the gap in the market in the early 2000s for product that could withstand the abuse riders were putting gear through to progress the sport. We always believed if you have the best intentions, passion for the sport, and love for your customers, the rest will follow. Our goal was to prove that we didn't need to follow industry standards and typical business practices... that we could actually care more about our customers' (distributors, dealers, athletes and end consumers) experiences and best interests than the bottom line. Just a simple dream and \$15,000 was the start of Deity. Our first products were simple, but our ideas and where we wanted to take the brand and product line were much bigger. We built and reinvested everything into Deity for the first four years so we could afford to develop moulds, proprietary processes and the die-hard loyalty of our customers and athletes. Our primary goal, beyond supporting athletes and their progression, was protecting the heartbeat of the

cycling industry, the bicycle retailer. We understood the challenges bike shops were facing with growing discounts, increased warranty claims, and year-end blowouts... and shifting sales channels were threatening the IBDs' existence. We committed to years of real-world product testing and timeless product designs that don't need to reinvent themselves year after year to stay relevant, and our global protection of the brand has become synonymous with Deity.

What area of the cycling market does Deity target?

Deity is a mountain bike component manufacturer. Our goal is to improve a riders' contact point experience, and we don't target or discriminate. We believe in building the very best products possible to deliver a better experience to all riders for a fair value. If you compare any of our products to our competition, they will last longer, extend your time on the bike and bring a style that gives you the confidence to get back out and push the limit just a little further. In the end, our goal is to get more people out on their bikes.

What does Deity offer that its competitors perhaps do not?

Deity offers the highest performing contact point components at competitive pricing. We refuse to put out any product or standard unless we know they improve your experience on a bike. This commitment to delivering only the very best to our customers runs through our entire product line and is 100% what separates everything Deity does from our competition.

On top of our high-level of customer service, product reputation, and devoted fan base, our standards for testing definitely propel Deity to the top of the list. We believe putting every product we release through strict 12-24 month real-world testing is critical to ensure we are doing right by our customers. Consumers should never be the test subject, but you may be surprised how many brands rush release of new components by simply meeting minimum machine testing requirements without ever being installed on a bicycle.

Tell us about your manufacturing process.

We manufacture many different products: handlebars, stems, pedals, seats, grips, seat clamps, headset caps and valve stem caps... and they all require unique production applications. We utilise CNC machining, injection moulding, forging, various heat treatment processes, and so much more.

To give you an idea of the manufacturing processes our handlebars go through, let's use our signature Brendog (Brendan Fairclough) handlebar as an example. To begin, when we approach any of our athletes about a signature product, we both must agree to develop the product from the ground up with a purpose that makes the product unique to the athlete. We would never just slap a logo or name on a product and call it "signature".

So, with Brendan, we spent two years developing and testing new bars during his World Cup seasons to allow him to scrutinise every detail. Unlike many handlebars on the market that are double or triple butted, we have developed our own proprietary Gradient Butting Technology that allows us to apply more or less material to the handlebar "walls" at specific areas of stress or non-stress to create the lightest, strongest, and best riding version of a handlebar.

This is a fine science, and every width, rise and bore handlebar has its own unique perfect balance point to maximise the ride feel and quality. Once the feel was optimised, we machine stress tested to meet Deity's strict requirements (which far exceed industry standards). After all this, we sent Brendan the final version of his prototype Brendog handlebar to test for the entire next World Cup

season to make sure it exceeded his expectations and could take all the abuse he could throw at it.

What sort of feedback have you received from the industry?

Media will tell you we put out some of the best content in the industry. Our distributors will talk about our unique hands-on interest in connecting with IBDs.

Our bike shops continue to restock Deity because they know they're investing in a company that has their back, appreciates how important they are to the health of our industry and protects the value they build into the riding community.

But the end consumer and rider is who dictates how successful Deity is, and to us, that is the most important measure. Our in-house team will tell you it's very rare for us to encounter an unhappy customer, and we take great pride in that.

What are your plans for 2021 and beyond?

After 17 years of slowly building Deity, we are just getting started. Last year only reinforced our understanding of how critical community is to all our health and wellbeing. We see the struggles each level of our industry must overcome, and we fully commit to stand steadfast behind all our partners to not only weather these seas of change but to come out thriving.

We are consciously monitoring industry demand to avoid flooding and devaluing the market, we are pushing to bring Deity to all corners of the globe and actively looking for quality partners in Europe and beyond who share our philosophies and resolve, and we are refining our systems and communications to continue to improve our customers' experiences in all that is Deity! ■





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Energy and nutrition

1



1

Nuun

Sport

Distributor:

Extra UK

Nuun's flagship sports drink product is packed with complete electrolytes and made with clean ingredients that replace what is lost when you sweat during exercise. Available in 12 different flavours and both with or without caffeine. New Nuun Sport now features reoptimised amounts of sodium and potassium for maximum H₂O absorption. On top of the existing electrolyte blend, chloride has now been added, which plays a key role in fluid transportation and electrolyte balance.

2



2

Namedsport

Sport Gel

Distributor:

Raleigh Bike Parts

This great tasting gel has been carefully formulated with five different carbohydrates. Each has a different absorption rate, giving this gel the ability to provide both fast and slow release energy in a single sachet. No water required, these 25ml gels are designed to be super simple, fast and effective ways of giving your body the energy it needs during endurance activities, also featuring a straw for ease-of-use.

skraitch LABS



3

3

Skratch Labs

Anytime Energy Bars

Distributor:

Silverfish UK

Powerful enough for endurance workouts, but tasty enough for a snack anytime of day. Made with real ingredients like oats, nut butter, sea salt, brown rice crisps and quinoa. Skraitch don't like putting extra junk in their bodies and don't want you to either, so these are free from additives such as artificial sweeteners, colouring or flavouring. Plant-based ingredients make for easier digestion, fast absorption and contain 50% less sugar compared to other leading bar brands.

4



4

Science in Sport (SiS)

Turbo+ Gel and Powder

Distributor:

Madison

Indoor training is more popular than ever, and the hard, intense intervals that characterise indoor training and racing place specific demands on the body. With that in mind, SiS has a new range of Turbo+ products, tailored to meet those demands. The pre-session Turbo+ Gel and the in-session Turbo+ Powder are formulated to help you get the most out of your indoor training.

SECTOR GUIDE



5



6



7



8

5

Namedsport

Total Energy Shot
 Distributor:
 Raleigh Bike Parts

Each of these liquid energy shots from Italy's number one nutrition brand contains caffeine, guarana and taurine for an immediate mental boost. Designed to be used during intense exercise, magnesium, Vitamin C, Vitamin B12 and elderberry extract all help to reduce fatigue and tiredness. Each 60ml shot contains 1,000mg of taurine and 180mg of caffeine... perfect for getting you across that finish line or crushing the last few intervals of a long workout.

6

Saltstick

Capsule, Chews and Liquid
 Distributor:
 Multisport Distribution

An electrolyte nutrition supplement with a balanced mixture of sodium, potassium, magnesium and calcium, enabling you to easily replace vital electrolytes lost during sweat, improving energy levels, productivity, alertness and general wellbeing while helping to minimise heat stress and muscle cramping due to perspiration. Relying on sports drinks or water to rehydrate is simply not enough, as most sports drinks contain too much sugar and not enough salt.

7

CLIF

Nut Butter Bar
 Distributor:
 Extra UK

CLIF Nut Butter Bar is a different kind of energy bar that brings together two great foods – a delicious, creamy nut butter filling inside an organic energy bar. Available in three delicious flavours, Peanut Butter, Chocolate Hazelnut Butter, and Chocolate Peanut Butter, Nut Butter Bars are a great source of carbohydrates, plant-based protein, and healthy fats, keeping you fuelled throughout activity.

8

OTE Sports

Blueberry Vegan Anytime Bar
 Distributor:
 Dealer direct through B2B

The new Blueberry Anytime Bar is made from 100% natural ingredients and is also nut and gluten free. These flapjack style bars are the ideal snack for those looking for a healthier option whilst also being great tasting, easily digested for during exercise. Each bar delivers over 35g of carbohydrate.



9

Skratch Labs

Sport Energy Chews
 Distributor:
 Silverfish UK

An easy and convenient source of carbohydrate to help maintain blood sugar and performance during prolonged exercise. Made with simple ingredients and flavoured only with real fruit to create a chew with a clean bite, that isn't coated with wax. Shape has been carefully thought through for sustained energy drip. A single pouch contains two 80 calorie servings. Available in orange, raspberry and new sour cherry flavours and packed in boxes of ten.

10

Torq

Hydration Drink
 Distributor:
 ZyroFisher

Torq Hydration is an advanced hypotonic formulation specifically aimed at optimising hydration where events/sessions are no more than an hour long and ideal for indoor winter training, and heavy sweat loss is anticipated. Torq Hydration can also be used as part of the Torq Fuelling System during longer events. Torq Hydration is a vegan recipe, no artificial colouring, no artificial sweeteners, preservative free, only natural flavours. Lemon, watermelon and tangerine.

11

Namedsport

Isonam Isotonic Energy Drink
 Distributor:
 Raleigh Bike Parts

Make your own isotonic drink with this energy powder from Namedsport. Take before and during exercise to remain hydrated and fuelled throughout your session or race. Available in a 480g tub, the formula is packed full of magnesium, potassium, maltodextrin and vitamins, all perfectly blended to help maintain athletic performance. Its isotonic properties mean that salt and minerals lost through sweat are replaced rapidly when using this powder in your bottles.

12

Enervit

Cycling/Triathlon Nutrition
 Distributor:
 Chicken CycleKit

Enervit has introduced exceptional innovation into the world of endurance sports. The research centre Equipe Enervit is staffed by a team of doctors, scientists, athletes and industry experts who strive to understand the real needs of athletes across a range of endurance sports, offering even the most dedicated athletes a complete line-up of products for every supplementary need. Used by UAE and Trek Segafredo, its range of nutrition covers before, during and after exercise.

PURE ELECTRIC

We work every day to keep people cycling, and we're proud to support others who do the same.

CONGRATULATIONS

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Contact: richard.setters@biz-media.co.uk | +44 (0)779 480 5307

Bike security



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1

Hiplok

DXF

Distributor:

ZyroFisher

The new DXF features Hiplok's Gold Sold Secure rated double locking DX U-lock with the addition of a new speed-loading frame bracket for carrying your lock on your bike. This new rattle-free, reliable and sturdy mount uses Hiplok's patented "CLIP+RIDE" system to attach the lock to the bracket for a steady hold in transit. And the unique design of the bracket is easy to fit, attaching directly to the bottle mount. RRP £74.99.

2

Hiplok

ANKR

Distributor:

ZyroFisher

Most bikes are stolen from homes and outbuildings, making quality home security more important than ever. The Hiplok ANKR ground and wall anchor can be fixed to concrete or wood and paired with a chain or D-lock to give total peace of mind. Rated Gold Sold Secure for bicycle and motorcycle, its unique premium hardened steel two-part design means it can be relocated easily when not in use, without compromising its security.

3

XLC

Sundance & Cassidy III U-Lock

Distributor:

Raleigh Bike Parts

XLC's best-selling U-lock, made of hardened steel and wrapped in a double rubber coating. The lock cylinder has been designed to protect against drilling and picking, so you can leave your bike locked up in suitable public places with peace of mind. This lock also comes with an LED key for use in the dark, as well as four standard precision-cut keys. Overall, a quality lock with an affordable price tag!

4

Squire Inigma

BL1 D-lock

Distributor:

Ison Distribution

This clever Bluetooth D-lock uses one of the world's most secure smart bike lock operating systems. It's Sold Secure Gold rated and bears the BSI IoT Kitemark, a first for a bike lock. Inigma BL1 lets you lock and unlock your bike via smartphone app and it's super-secure using top level AES-256 bit military grade encryption. Features include aluminium lock body with internal armouring and hardened boron steel shackle.

SECTOR GUIDE



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ETC

Slammer Illuminated Coil Cable Combo

Distributor:

Moore Large

ETC ‘Slammer’ Combination Coil Locks offer convenience without having to remember your keys and come complete with a Quick Release bracket that fits to your bike so you never forget it. This model also has Tumblers that light up so it’s easy to operate in the dark.

Features:

- Illuminated Combination
- Rubberised Lock Body
- Quick Release Bracket

6

Kryptonite

Keeper Standard With Flex

Distributor:

Madison

Rated Sold Secure Silver, the Keeper Standard has a 12mm hardened performance steel shackle, resisting bolt cutters and leverage attacks with a hardened double deadbolt design giving additional protection against twist attacks. It includes a click style transportation bracket as well as a KryptoFlex 410 cable to be used to secure the front wheel or accessories. Also part of the Key Safe Programme. D-lock dimensions: 10.2cm x 20.3cm.

7

Kryptonite

Evolution Mini-7 With Flex

Distributor:

Madison

Rated Sold Secure Gold, the Evolution Mini-7 has a 13mm hardened max-performance steel shackle, resisting bolt cutters and leverage attacks with a patent-pending hardened double deadbolt design giving additional protection against twist attacks and a high security disc style cylinder that is pick and drill resistant. It includes the FlexFrame-U bracket, providing convenient multi-location D-lock transport as well as a KryptoFlex 410 cable to be used to secure the front wheel or accessories.

8

Kryptonite

KryptoLok Standard With Flex

Distributor:

Madison

Rated Sold Secure Gold, the KryptoLok STD has a 12.7mm hardened performance steel shackle, resisting bolt cutters and leverage attacks with a patent-pending hardened double deadbolt design giving additional protection against twist attacks and a high security disc style cylinder that is pick and drill resistant. It includes the FlexFrame-U bracket, providing convenient multi-location D-lock transport as well as a KryptoFlex 410 cable to be used to secure the front wheel or accessories.

KRYPTONITE®

PROTECT WHAT YOU VALUE.



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Double Deadbolt Secure
Keeper, KryptoLok and Evolution Series U-Locks

AVAILABLE NOW!

Sold Secure approval ratings apply to double deadbolt versions only. Sold Secure approval ratings do not apply to any cable that may come with the product. Sold Secure gold rating excludes Evolution LITE Mini-6.

SECTOR GUIDE

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Litelok

Silver Flexi-O
 Distributor: litelok.com and nationwide retailers

Litelok Silver Flexi-O is a Sold Secure Silver insurance rated lock and perfect for e-bikes. 40% lighter than comparative U/D locks, its flexibility also offers you more options when securing your ride – flexing easily through your frame and wheel, and providing more options when securing around larger street furniture. What’s more, they’re pairable, so you can now join multiple locks together for double the length and strength with the Twin pack. Proudly made in Britain.

10



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10

ETC

Slammer Combo Shackle Lock
 Distributor: Moore Large

Bringing all the usual benefits of a shackle lock, the ETC ‘Slammer’ 230mm combination with 1200mm extender cable has the SST double-bolt locking mechanism with a robust 13mm staple. The rubberised lock body is soft to the touch and kind to your frame. Complete with a quick-release frame/seat post bracket.
 Features:
 - 1200 x 10mm extender
 - Rubberised Lock Body
 - Quick Release Bracket



11

Squire Inigma

IC1 integrated chain lock
 Distributor: Ison Distribution

Squire’s Bluetooth integrated chain lock uses one of the world’s most secure smart bike lock operating systems. IC1 is another of Squire’s Inigma cycle security range to bear the BSI IoT Kitemark, a first for a bike lock. Easy to use, with top level AES-256 bit military grade encryption, it lets you lock and unlock your bike via smartphone app. Sold Secure Bronze rated, features include lightweight aluminium lock body and hardened alloy steel chain.

12

tex-lock

Bundle of tex
 Distributor: Multisport Distribution

The innovative textile bicycle lock. Designed by bicycle lovers for bicycle lovers to protect your bicycle. Lightweight, stylish, functional, extremely flexible, wearable and most of all, offers comparable security to conventional heavy steel chain bike locks, but tex-lock is easy to handle, deploy, transport and remove without scratching your bike. Available in three different lengths: S – 80cm, M – 120cm and L – 160cm, four different colours and two different lock options.



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Zefal

K-Traz U17 U-Lock 230mm

Distributor:

Bob Elliot & Co Ltd

The K-Traz U17 is a U-lock with a loop made from very high resistance steel. This anti-theft device offers a quadruple locking, ultra performance system. Fitting to the bike is quick and easy using the mount frame (included) that can be used on any tube from 20 to 80mm in diameter. Provided with three keys and the possibility to duplicate keys in case of loss.

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XLC

Seatpost with Cable Lock

Distributor:

Raleigh Bike Parts

A quirky but functional bike security solution from XLC, this cable lock is integrated into a seatpost. Thanks to this design, you'll never arrive at your destination without a lock! Available in two sizes (27.2 x 300mm and 31.6 x 300mm), the cable lock is perfect for attaching to solid structures such as fences, posts or bike racks whilst making quick trips out of sight from your bike. The seatpost itself is compatible with most bike frames and measures 300mm in length.

15

Master Lock

8195 U-Lock

Distributor:

Windwave

The Gold Sold Secure rated Master Lock 8195 U-Lock features an 11cm wide hardened steel body for maximum strength and reliability. The 13mm diameter double locking shackle is 21cm long and made of hardened steel, offering extra resistance to prying, cutting and sawing. The disc key cylinder prevents picking. The limited lifetime warranty provides peace of mind from a brand you can trust. Available in two lengths and with optional cable.

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RFR

Folding Lock Circle Pro

Distributor:

Oneway Bike Industry

High security meets convenience! The RFR Folding Lock Circle Pro is a practical, 600 mm folding lock that comes in a particularly handy and small pack size. It's made of stainless steel and thoroughly tested for its mechanical strength. The synthetic coating prevents corrosion and protects the frame against scratches. It's wear-resistant, certified pollutant-free and highly secure – the perfect solution to secure your bike.

SECTOR GUIDE



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Oxford Cycle

Alarm-D Pro

Distributor:
 Oxford Products

The Alarm-D Pro is a maximum-security U-lock which comes with its own carry case. The lock comfortably surpasses Sold Secure's Gold standard by using a 14mm special hardened steel shackle. It also has a 120db weatherproof alarm which will scare off any would-be bike thief. The Duo model also comes with a chunky 1.2 metre hawse cable to help lock in your wheels or to help extend its reach. Three keys are provided plus a replacement key service.

18

Seatylock

Foldylock

Distributor:
 i-ride

Seatylock offers a range of locks to suit all bicycle security applications with ease of use placed firmly at the heart of its product development process. This approach, coupled with Sold Secure rating to weight ratios, has seen it pick up multiple international design awards. Foldylock combines the flexible convenience of a cable lock with the hardened steel security of a D-lock in a riveted sliding plate design. This form factor is perfect where portability is a top priority.

19

ABUS

Ultimate 420 and cable

Distributor:
 Extra UK

With a Sold Secure Gold rating, compact design and accompanying cable lock, the Ultimate 420 makes a clear statement to deter all but the most determined bike thieves. A 13mm shackle made of hardened steel can be used in conjunction with a cable lock for excellent protection at an affordable price point for storing bikes and equipment in medium-risk areas, and is available in 140mm and 230mm shackle lengths.

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Lifeline

Steel D Lock – Sold Secure

Distributor:
 Hotlines

Available in three sizes, the Steel D Lock – Sold Secure has been certified with a Silver Sold Secure rating. It is constructed from a 14mm toughened steel shackle, comes with two reversible keys and is protected by a dust/water cover, which also protects your frame paintwork free from scrapes. It is easily transported on your bike via the included frame mounting bracket, making for an all-round convenient and dependable bike lock.

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INTRODUCING 



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