

CYCLESTORIES

ISSUE 02/2017



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GOOD THINGS FROM GERMANY

For many people all over the world “Made in Germany” is a synonym for outstanding quality. Ironically enough, this label was originally brought to life in Great Britain: At the end of the 19th century, the British parliament decided that products must contain a label with the country of origin. The idea behind it was to differentiate between local products and imports which had a bad reputation back then. As a result, a huge effort was made in Germany to improve the quality of goods and so, “Made in Germany” soon became a quality seal – which is still the case today. We have had a look at bike parts produced in Germany and our first stop was Schweinfurt. This is where the German headquarters of the US-American component manufacturer SRAM are located. What many people don’t know: Astonishingly, the complete development of the well-known and popular SRAM drivetrain systems takes place in Lower Franconia. Read about what else we have discovered during our visit on page 92.

Yet SRAM is by far not the only company with a German-based production – ROSE Bikes, too, develops and produces some of their finest products in Germany. For example our brand-new PIKES PEAK. An extremely versatile carbon full-susser which spreads its wings from trail riding to enduro action – developed by us in Bocholt. Read in our bike presentation on page 76 what this all-rounder is capable of and what exactly is the new PROGEO technology.

And there are even more news from ROSE: We have been working on it for a long time and put a lot of passion, brainpower and work in it. Now we are almost there: In the near future, our new web shop will go online. It promises an even better shopping experience, as well as faster access to the things that matter to you and that you are interested in. Moreover, it will have a clearer structure, with even more information about the products from the ROSE WORLD of cycling. Of course, there will be many great offers, too, just as you are used to get from us. What’s more, we are happy to welcome a long-awaited homecomer



Thorsten Heckrath-Rose,
managing director

in our magazine: After 30 years, the 2017 Tour de France will start in Germany once again. The Grand Départ of the world’s most famous cycle race will take place in Düsseldorf at the beginning of July, including a team presentation, publicity caravan and everything else belonging to it. Not only the first time trial race will take place at the banks of the Rhine river, but the second stage, too, will start in the capital of North Rhine-Westphalia. A great event for cycling fans from all over Germany, which we would like to introduce in this magazine as well. Moreover, we take a look into the past: 20 years after his Tour victory, we talk to our new ROSE brand ambassador Jan Ullrich about his passion for cycling which has made him so successful and which is still contagious to many cyclists today.

As you can see, there are plenty of interesting topics in the German cycling scene and in our CYCLE STORIES. Enjoy reading, true to the motto “Cycle your way”!

Yours sincerely,
Thorsten Heckrath-Rose

Thorsten Heckrath-Rose

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“There are always many spectators at the Tour de France, but in Germany, the **fascination** is simply huge.”

Jan Ullrich



After 30 years, the Tour de France will start in Germany again – exactly 20 years after Jan Ullrich won the Tour. A great event for the city of Düsseldorf and for all cycling fans. We get you in the right mood from page 14!



It is hard to resist the **morbid charm**. Huge, dilapidated buildings stand next to rusty plants – it looks like a scene from a post-apocalyptic movie.

The "Industrial Heritage Trail" is representative for the new orientation of the Ruhr area. We will take you with us on a tour on page 36!



“Of course, I did not think that a seven-day MTB stage race in the front garden of the **Rocky Mountains** is a walk in the park. Yet I had no idea that the BC Bike Race would be that tough.”

The BC Bike Race is considered one of the world's most demanding mountain bike stage races. For our author Dirk Vobbe, it was a matter of passion to face this challenge. Read on page 68 how he and his GROUND CONTROL did.

INFO POINT

WHAT'S NEW IN THE CYCLING WORLD OF ROSE? THE INFO POINT IS THE SECTION FOR ALL EVENTS, TEAM NEWS, ANNOUNCEMENTS OR ANYTHING ELSE THAT IS CURRENTLY HAPPENING. COME RIGHT IN AND TAKE A LOOK AT THE PRESENT AND THE FUTURE!

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Knock knock, is anyone home? Sure, come in and visit one of our many ROSE test centres! Rockets and elegant beauties, racers and mile-eaters, downhill monsters and touring heroes – here you can test them all and convince yourself of the excellent ROSE quality. As the stores are located all over Europe, we are sure there is one close to your home, too. This is where you can find us:

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TEST CENTRE LAKE COMO (Italy)
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ROSE RAD SQUAD

In 2017, the wind of change blows through the freeride scene. ROSE has founded a new team, the ROSE Rad Squad, and equipped it with six dashing blades. From now on, the top MTB riders Anthony Messere (CAN), Antoine Bizet (FRA), Torquato Testa (ITA), Jakub Venc (CZE), Tobi Wrobel (GER) and Lukas Knopf (GER) will race and dash through the dirt for honour, points – and for ROSE. And the guys are on fire. "I have already been riding for ROSE Bikes for two years now. It's awesome to have such a great brand behind one, especially for the new members. This year, ROSE will have a great season!" the team's trick machine Lukas Knopf says without doubt. Yet Anatol Sostmann, marketing and PR manager at ROSE Bikes, also thinks highly of the new ROSE family members. "The ROSE Rad squad is a real doozy of a team and surely one of the strongest teams of the season."



We are excited and optimistically raise our eyes towards the heavens. Is it a bird? Or a plane? No, it's a ROSE Rad Squad rider!

32nd ROSE Bikes RTF 2017

On 20 August 2017, the popular ROSE Bikes bicycle tour RTF will take place once again. No matter if you are a mile-eating training freak or a relaxed commuter – there is a right tour for everyone. Ranging from a relaxed 28-kilometre family tour through to a 152-kilometre long, competitive tour, the Radsportclub Bocholt 77 e.V., in short RC-77, offers several nice routes through the wonderful landscapes of Montferland's forests, the Dutch national park Veluwezoom, the Hanseatic city of Doesburg, as well as through other beautiful deciduous forests and fields full of flowers. As in previous years, the tour will start at ROSE BIKETOWN in Bocholt, Germany. The entry fee is between € 5 and € 7. All pupils who were born between

2004 and 2009, as well as adolescents with points cards born in 2000 or later are exempted from the fee. The first 1000 riders registered will get a great cycling shirt for free!

You can choose between the following routes that can be seen and downloaded as a GPS file on www.rc77.de:



- 28 km family tour with Dutch bicycles and trekking bikes only
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- 110 km fitness tour, 320 metres of elevation gain
- 152 km competitive tour for road bikes, 680 metres of elevation gain

TOUR DE FRANCE 2017 – THE GREAT DEPARTURE

GRAND DÉPART IN DÜSSELDORF & 20TH ANNIVERSARY OF JAN ULLRICH'S TOUR VICTORY

AUTHOR PAUL WELLER PICTURES ROSE BIKES/
STATE CAPITAL OF DÜSSELDORF/ FRANK BODENMÜLLER

IT IS AS LEGENDARY AS SPECTACULAR AND SIMPLY THE BIGGEST CYCLE RACE IN THE WORLD – THE TOUR DE FRANCE. EVEN AFTER HUNDREDS OF EDITIONS, IT STILL FASCINATES MILLIONS OF BIKE ENTHUSIASTS LIKE THE HOLY GRAIL. WHEN THE WORLD'S BEST RIDERS MEET TO RIDE THE “BIG LOOP” FOR THE 104TH TIME, THE PEOPLE IN DÜSSELDORF ON THE RHINE WILL BE ESPECIALLY HAPPY: AFTER 30 YEARS, THE 2017 TOUR WILL FINALLY START AGAIN ON GERMAN SOIL.



Start of the Tour in Germany – a celebration for the fans!

The 1st July is the day. The day so many bike enthusiasts have been feverishly looking forward to for 30 years: a Tour start on German soil. The last time the best road cyclists of the planet went hunting for the yellow jersey in Germany in 1987, Helmut Kohl was still chancellor and Thomas Gottschalk moderated the famous German game show "Wetten, dass..." ("You Bet!") for the first time. The Berlin Wall was still standing and Western Berlin was the location for the "Grand Départ", before the route led over Karlsruhe, Stuttgart and Pforzheim to France. The dominating riders at that time: tour winner Stephen Roche, Pedro Delgado from Spain and the Frenchman Jean-François Bernard.

It's been a long time. Today, the top riders from the German point of view are Tony Martin, André Greipel, Marcel Kittel and John Degenkolb. They all stream to Düsseldorf to offer the metropolis on the Rhine River a top-class four-day cycling spectacle together with other top riders and their teams.

On Thursday, 29th June, already, the event will start with a presentation of the teams. In the stylish setting of Benrath Palace, the teams will present themselves to the cycling fans. On the following Friday, there will be an official team training before a 13-kilometre individual time trial will mark the beginning of the tour on Saturday.

Riders will start at "Messe Düsseldorf" (Düsseldorf Fair Centre) and then continue along the Rhine Bank, over the Königsallee and past the state parliament building and the opera house. It's a course designed for individual time trial specialists like Tony Martin, the 2013 world champion.

The very next day, the second stage will take place: This time, the riders will start at Düsseldorf Burgplatz and at Grafenberg, there will be a first mountain classification. After that, the peloton will ride back to Düsseldorf to continue over Meerbusch and Neuss to Mönchengladbach, where the first sprint classification is waiting. The stage will end in the Belgian town of Liège.

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Of course, the Tour is also a strong signal for the German-French friendship."

Not one but two Tour de France stages for Düsseldorf – a stroke of luck for Germany's cycling fans and the Rhine metropolis. "We can already feel the enthusiasm," mayor Thomas Geisel says happily. "Last year at Düsseldorf's Everyman's race "Race am Rhein", 4000 participants could already test the route of the second stage," he explains.

"Düsseldorf is a bicycle city. During the time trial and the second stage, the participants of the Tour de France, too, will experience how beautiful it is to cycle here. It's an excellent opportunity to promote the beauty of our region and the bicycle as an attractive means of transportation. Of course, the tour is also a strong signal for the German-French friendship."

There are thousands of stories and happenings around the Tour de France, the famous stage race across France. The race has experienced many ups and downs. Yet, 2017 is also a special year for German cycling in other respects.

Exactly 20 years ago, the first and up to now only German rider won the Tour de France: Jan Ullrich. In 1997, the cyclist from Rostock rode to Paris in the yellow jersey and thus encouraged a cycling boom. "I only came back to Germany nine weeks after the victory and after some other races and the welcome was incredible," Jan Ullrich says. "Thousands of people came to the autograph sessions. I could hardly go outdoors, as coaches full of people stopped in front of our house every day. It was crazy."



Tour winner Jan Ullrich enjoys the loneliness of Majorca



For Jan Ullrich, the story of the Tour victory had actually already begun one year before, in 1996. At the tender age of 22 years, he caused one sensation after the other with the Telekom team around Tour winner Bjarne Riis, sprinter Erik Zabel, Heppner, Aldag and Udo "Torture yourself, you bastard!" Bölts. "The 1996 Tour was one of the best for me. I didn't even think I could get a starting place. National coach Weibel actually wanted to take me to Olympia," says Ullrich, "but after I had shown a strong performance at the Tour de Suisse, the team management wanted to take me with them to the Tour de France that started only a few days later.

This had always been my big goal and I was incredibly happy to take part." After a 3rd place finish in the previous year, captain Bjarne Riis clearly had his eyes set on victory and the entire team did their best to realize this dream – including Jan Ullrich. "Back then, I didn't have any pressure, I put myself at the service of the team and even finished second. It was Bjarne who had all the work with the media and the stress after the race, I could relax and let myself be massaged," Jan Ullrich remembers. "Later, I experienced the double burden of media work and professional sport myself, but in 1996, I had really enjoyed my role as a helper."

Thousands of people came to the autograph sessions. I could hardly go outdoors, as coaches full of people stopped in front of our house every day. It was crazy."



Bjarne Riis appreciated the good teamwork and supported Jan Ullrich himself at the Tour in the following year. "Actually, Bjarne also started as a captain in 1997," Jan Ullrich knows, "but after I had shown a strong performance on the first two mountain stages, he gave me the go-ahead for the Andorra stage. It was a very long stage with four mountain passes and a tough last climb. Bjarne said to me: 'Do your thing today'. Not every team captain

would do that, it was incredibly fair of him. I was really lucky to have Bjarne as my captain." Ullrich wore the yellow jersey through to Paris and thus achieved something no other German rider has ever achieved.

"Ulle" was already fascinated by the Tour de France in his early years in the GDR. "In sport school, we already admired top riders like Fignon, Lemond, Indurain – the

big Miguel," Ullrich still goes into raptures today. "We sat in front of the television as if spellbound. Everything was so colourful and modern, just like we expected the West to be. In Eastern Germany, the "Friedensfahrt" tour was the big event. "Friedensfahrt" – this was blue, red and grey jerseys. The Tour de France was more colourful, more spectacular, it was a bit like Disneyland. From the moment the Berlin Wall was opened, the Tour de France became my big goal."

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The ambition to achieve this goal grew with every victory. "Year after year, I achieved one success after the other," Jan Ullrich explains. "It was all step by step: junior world championships, GDR champion, national team – I achieved or even exceeded the goals set and my motivation was growing. As additional motivation, we also got aluminium bearings

The winner of the 1997 Tour is already feverishly looking forward to this year's start of the Tour in Germany.

or an aluminium drivetrain system for our steel bikes when winning a race. This was something very special back then," Ullrich says with a grin. However, after all, it is the love of cycling that brought him from one success to the other. "It's not possible without love and devotion, you wouldn't accept the stresses and strains it involves. For me, this is a very important aspect to be successful."



Even though he is only a spectator now, Jan Ullrich is still fascinated by the Tour


The winner of the 1997 Tour is already feverishly looking forward to this year's start of the Tour in Germany. "Back then, stages in Germany were also very special for me. I remember a race in Freiburg in 2000, when the Spanish or Italian riders came to us in disbelief asking 'What's happening here?'," Ulle goes into raptures. "It was just awesome – there were millions of spectators.

There are always many spectators at the Tour de France, but in Germany, the fascination is simply huge," says Ullrich. "To start this year's Tour with a little individual time trial is a great idea I think. The spectators will see the impressive time trial machines and will be part of the action. This must be a great start of the Tour!" ■



Programme of the Grand Départ of the 140 th Tour de France in Düsseldorf	
Thursday, 29 th June 2017: Team presentation	Königsallee to the opera house and back to "Messe Düsseldorf".
Friday, 30 June 2017: Official training of the teams	
Saturday, 1 st July 2017: 1 st stage: Individual time trial, 13 kilometres. Start and finish at "Messe Düsseldorf". From here, the riders will continue southwards over the "Oberkassel" bridge to the left Rhine bank. They will ride on the Kaiser-Wilhelm-Ring in the direction of the "Rheinkniebrücke" bridge, past the state parliament building and along the	Sunday, 2 nd July 2017: 2 nd stage: 9-kilometre long, neutralized start from Burgplatz. To Grafenberg (mountain classification), Erkrath and Mettmann, over Ratingen back to Düsseldorf. The riders will continue to Meerbusch, Neuss, Kaarst-Büttgen, Mönchengladbach (sprint classification), the district of Düren and Aachen through to the destination in the Belgian town of Liège.

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12 QUESTIONS FOR JAN ULLRICH

HE IS GERMANY'S BEST KNOWN ROAD CYCLIST AND THE NEW BRAND AMBASSADOR FOR ROSE BIKES: JAN ULLRICH. IN 1997, HE WAS THE FIRST AND UNTIL NOW ONLY GERMAN TO WIN THE TOUR DE FRANCE, HE WAS WORLD CHAMPION AND OLYMPIC GOLD MEDALLIST. THERE ARE ONLY A FEW PEOPLE WHO HAVE INSPIRED AND MOTIVATED AS MANY CYCLISTS AS THE RIDER FROM ROSTOCK. TODAY, HE LIVES IN MAJORCA TOGETHER WITH HIS FAMILY AND ORGANIZES CAMPS FOR ROAD CYCLING ENTHUSIASTS. 12 QUESTIONS ABOUT A LIFE AS A ROAD CYCLIST!

01 "Get a proper job!" my mum used to say. Jan, what would you have done, if you hadn't become a professional road cyclist? This question has never really come up in my life and I actually don't know the answer. I started cycling when I was nine years old and after that, I went to a sport school in the GDR. I wanted to become a world champion, an Olympic gold medallist, so I didn't have the time to think about it. Today I think I maybe would have become a carpenter. I'd love to work with wood. We have a carpenter here in Majorca who builds beautiful objects. Or maybe I would have followed in the footsteps of my grandpa who comes from agriculture. When I was a child I used to sit next to him on the tractor when he harvested sugar beets. I like to be outside in nature and to create something with my own hands.

02 You have seen half the world – what is your favourite place to cycle?

Everywhere the weather is nice. For me, this is very important. I have always been a child of the sun. Today, we live in Majorca which is – as you probably know – a cyclist's paradise. It is so much fun to cycle here. There are so many beautiful little fishing villages you can explore on your bike and you can do tough as well as easy tours... In the past, it used to be an island of work for me with six, seven hours of

sweating blood every day with photographers next to me – and I was always in the press. Today, I rather see it as an island of enjoyment. Yet I also like to cycle in other countries, for example in South Africa or Colorado. What I like best is cycling in the mountains, where you can see the sea and let your gaze wander.

03 Your favourite bike? The X-LITE TEAM by ROSE. It's a very beautiful, matt black carbon bike with the new wireless groupset by SRAM. What I love about it is the handling, that is to say: How do you get downhill, is it made for Paris Roubaix, is it long and hard to handle or are you also able to take narrow corners and slopes. The bike is ultra-lightweight and very stiff, the power from the pedals is transferred into propulsion and doesn't get lost in the bottom bracket. And even though you can again show colours, I like its matt black colour. It simply has a timeless beauty.

04 Are you a good loser? I think so, now I am. Sometimes, you can also come out a winner when losing, if you let it happen. Even though you always want to win a race as a pro, you know: Only 30 of 100 races in a year are your personal highlights. All other races also mean hard work, yet it's rather about the team, about other things. As a pro, you usually know how to lose.

Nobody likes to lose, but when it comes to showing great strength of character, it is actually very easy for me. I can also ride slowly for instance, which many cycling pros can't. I also like to ride with my kids and with my wife or friends. I like to do a nice tour where you stop to enjoy a cappuccino.

05 If you had to describe yourself in three words, what would they be? I'd say I'm a very warm person, I'm open and a generous family man. So, if it had to be three words: warm, open, generous.

06 What kind of sport do you like most apart from cycling and why? I like outdoor sports. I just hate to do sports in a gym or in a fitness centre, I prefer to be outside in nature. My second big love is skiing. My whole family likes to ski and we try to get into the mountains and out for some fresh air as often as possible. Skiing also is a technical sport with a lot of speed, just like cycling. Besides, I like all kinds of water sport, as I was born at the Baltic Sea. We are currently planning to learn kitesurfing and I also like to swim – I like everything that has something to do with the element water.

07 Everyone remembers spectacular racing situations from your life as a professional road cyclist – what was your toughest moment in a race? Usually, you successfully repress those memories, yet I'll never forget the moment I lost the Tour de France on the stage from Grenoble to Les Deux Alpes in 1998. It was pouring, it was cold, we had to do three big passes and the finish was on top of a hill, too. I was in the yellow jersey. On top of the Galibier it was four degrees and you couldn't really wear a rain jacket, as it was so dangerous downhill. Down in the valley where everyone was eating bars, I was still in a good position. Pantani

had to get me out of the pedals, as I did not have the power to do so. This was the first and last time I hit the wall like this. Otherwise, I would have probably reacted differently. I would have stopped for two minutes to eat and drink something. In this way, I would have maybe lost only six minutes, but not the Tour de France.

08 Where do you see yourself in ten years? Will you still be devoted to cycling? I will be devoted to cycling for the rest of my life. I take part in all those cycling events, because I love cycling and I see that the people are happy to hear me telling some



was ahead, but this was not a problem, as he was three minutes behind me in the overall standings. Then I had a flat. Everyone in front of me was eating and I – young, hectic, no one knew what was happening – had to pull over to the right and thought 'Oh, I think I'm running out of energy now'. On the next climb, I bonked like none of you can imagine. My blood sugar level seemed to be as low as it can be. I lost 9 minutes on that climb and thus the Tour de France. This is something you cannot repress and won't forget. This was the toughest situation I've ever had. My brain ran riot, I could no longer think. All I did was pedalling instinctively. After having crossed the finishing line, they

stories from the past and motivating them. I hope I will still be able to cycle and organize my camps for a long time. What I also have in mind is to motivate kids. My idea is to open a kind of sport school to get young people away from the couch and onto the bike. This would be fun. However, you never know what the situation will be like in ten years. As one door closes, another opens...

09 What do you always carry with you when taking your bike out for a ride? I always have a little emergency bag with me with money – at least 100 euros – my smartphone and a little multitool. I also often carry a tyre and an emergency

bar with me. I never need it, but you never know. Besides, I usually take a light wind-breaker with me, just in case it starts to rain or it's getting cold on top of the mountain.

10 What was your favourite stage of the Tour de France? To be honest, it has always been the last stage to Paris, when the strain is over and your family is waiting for you after three and a half weeks. The people at the Champs-Élysées are great. You ride into the city and take a lap of honour. And if you are successful and win the yellow jersey, you will have even more moments of happiness. And then there is the Andorra stage I won in 1997. This is where I got the yellow jersey, this mountain suits me perfectly. It was an extremely long, hard stage, but I was in a good form. I felt as if I was carried up the mountain. I have climbed that mountain (up to Andorra-Arcalis, editor's note) once again at the Vuelta in 1999 and took over the purple jersey. You will never forget the mountain where you won the yellow jersey for the first time. This has always been my childhood dream.

11 Did you ever get lost during training? No, never. I'm always well prepared. I often also had a team around me and the events are done with guides. I know the roads in Majorca and apart from little blind alleys you reach from time to time or little detours, nothing has happened to me so far. I also have a Garmin with a 'Bring me Home' button, however, I haven't used it yet.

12 You have met a lot of people in your life. What personalities from sports, politics and culture have impressed you the most? I'm generally impressed by people's achievements. My sport idol is Miguel Indurain, a five-time tour winner. He already impressed me when I saw him on television as a child. He was always surrounded by an incredible aura, he radiated a sense of calm and sovereignty. I also liked the way he won races his opponents were despaired of with a smile on his face. Someday, I could ride next to him and I thought by myself: "The big Miguel Indurain in a gruppetto together with the little Jan Ullrich..." I was just as happy as if I had won. ■



ROSE

TOP PRODUCT

DRUCKMACHER ST180 FLOOR PUMP

GIVES HUNGRY TYRES WHAT THEY NEED:

The DRUCKMACHER ST180 floor pump by ROSE provides bicycle tyres of all types with up to 12 bars (180 PSI) of fresh air. And it's stable, too: A large steel base with rubberised bottom guarantees the desired stability when pumping. The base has a built-in 2,5" gauge, which allows for easy reading thanks to its clear digit display. With a rotating pressure indicator ring, you can mark the desired pressure individually – what could possibly go wrong with this?!?

It is thanks to a 2-in-1 Clever-Twin-Valve pump head that the pump is suitable for Presta, Dunlop and Schrader valves. All this literally with a flick of the wrist: The screwed-in valve extension can simply be turned to match the valve type, and that's it!

Works fast and user-friendly. The ergonomically shaped, rubberised handle fits perfectly into the palm of your hand, an extra-long flexible high-pressure hose ensures sufficient range. Despite a sturdy steel tube cylinder, the DRUCKMACHER ST180 floor pump by ROSE only weighs approx. 1840 g.

ROSE
DRUCKMACHER ST180
FLOOR PUMP

€ 29,95
Item no.: 1998924



Manufacturer's guarantee,
see terms and conditions

Our top product is a special recommendation that makes life with your bike easier, more convenient and more beautiful. Whether it's a bike component, a piece of clothing or an accessory – these are very special tips for better biking!

ONLINE RATINGS // ROSE DRUCKMACHER ST180 floor pump // 34 ratings. Average 4,94

★★★★★

by Max Kroneberger (written on 15.02.2015)

Solid pump with easy-to-read gauge. Pressure is built up fast. What's handy is the rotating ring to mark the pressure. In this way, you can inflate until the needle reaches the mark without having to read the gauge exactly.

★★★★★

by rogefex (written on 09.10.2015)

Superb floor pump, easily keeps up with much more expensive products. Solid stand, easy handling, nice touch.

★★★★★

by Andreas Emil Kumm (written on 03.06.2014)

Very good pump, inflates everything from wheelbarrow tyres through to MTB tyres and road tyres over 8 bars. It's quite difficult to turn the lever at the pump head – nothing for weak fingers – but absolutely stays in place then. Great value for money. The only little point of criticism is the gauge scale, which has the main scale in PSI instead of in bars.

★★★★★

by Radfahrer_mit_Hut (written on 31.08.2016)

Good pump. Just watch out a little – a few strokes are enough to fill the tyre – which is quite different from the small pump before.

★★★★★

by Matthias Haas (written on 15.01.2017)

Universal, stable pump with a solid base. The pressure gauge indicates a little too much pressure compared to digital and TÜV-certified gas station gauges.

★★★★★

by Mathias Wittneven (written on 31.03.2017)

Excellent value for money. The pump easily builds up pressure and even with high pressure, the inner tube stays on the valve securely.

★★★★★

by Markus Meister (written on 04.12.2014)

Great pump. The head can be attached to the valve easily. Powerful inflation. Even very high pressures can be achieved without effort.

Customers have their say: Here you will find impressions, reviews and first-hand experiences with our products. Seen at www.rosebikes.com. Reading and participating expressly welcome!



NEW IN 2017!

BACKROAD

THE UNIVERSAL GENIUS FOR UNLIMITED RIDING ENJOYMENT

THE ROAD BIKE HAS CHANGED MORE IN RECENT YEARS THAN IT HAS EVER BEFORE IN ITS HISTORY. AERO, GRAN FONDO OR GRAVEL – TODAY, THERE IS A SUITABLE KIND OF BIKE FOR EVERY DISCIPLINE. CONSEQUENTLY, THE CHOICE OF BIKES IS BIGGER THAN EVER BEFORE TODAY. MANY PEOPLE ARE HAPPY ABOUT THIS; OTHERS FIND IT DIFFICULT TO MAKE A BUYING DECISION.

For customers who are rather looking for an all-rounder instead of a highly specialised bike, ROSE Bikes present their first all-road bike with the BACKROAD this season: Just as its name suggests, this crossover bike also feels home on side streets with bad asphalt or even on gravel roads. Yet it always stays true to its racing genes of lightness and agility. This new universal weapon made from carbon is an absolute game changer, as it allows for significantly more spontaneity and freedom of choice of routes thanks to a tyre width of 32 mm.

When developing this all-road bike, a particular focus was placed on the tyres: Besides flats caused by known hazards on the side of the road, a spontaneous detour over field and forest paths might also come to a sudden end due to sharp stones. Therefore, the product managers of ROSE Bikes decided to equip the BACKROAD with resistant Durano road tyres by Schwalbe.



Their SmartGuard belt protects from punctures and a Dual Compound centre tread combines low rolling resistance with optimum grip in all weathers. With 32 mm wide tyres, the BACKROAD manages the balancing act between being a pure road bike and a thoroughbred gravel racer – it is the all-rounder many cyclists have been waiting for.

This new ROSE bike, too, stands out for a low weight. The carbon frame of the BACKROAD tips the scales at almost exactly 1000 grams. Thanks to high-tensile fibres, it offers the safety and stability you need when riding across the country. The frame offers a balanced combination of stiffness and comfort. It also gives the rider control and endurance, even on long and varied tours. Handlebar, stem and seat post belong to the Service Course line of the brand Zipp. The lightweight and beautiful components are particularly robust and emphasize yet again the racing performance of the BACKROAD.



Just as its name suggests, this crossover bike also feels home on side streets with bad asphalt.

The new all-rounder by ROSE Bikes can be configured with the brand-new Shimano Ultegra 8000, the crisp SRAM Force 22, or the high-end groupset Shimano Dura-Ace 9100. Gear and brake cables are routed completely internally and therefore protected from dirt and external influences. For tours in wet conditions, mudguards can be fitted optionally. All models have the hydraulic disc brake in common, which delivers outstanding braking performance in every condition.

ROSE Bikes offers the BACKROAD in two different colour versions from a price from 2549 euros. Customers who would like to make a colour statement will be pleased with the version in striking “radio-active green”. The second design is more of a classic one: The shiny black frame is decorated with details in “dramatic blue” and “scary red”. ■

BACKROAD (now available)
Price: from € 2549
For more information visit rosebikes.com/backroad

FRAME DETAILS

- Carbon Fibre T30/40, H.O.C. Technology
- Weight: approx. 1040 g
- Internally routed cables
- Flat Mount brake mounts
- 12 mm rear thru axle
- Full-carbon fork with 15 mm thru axle

ON THE SHOPPING LIST

ROAD BIKE SHOPPING MALL

IN ROAD CYCLING, THE PERFECT EQUIPMENT PLAYS AN IMPORTANT ROLE. WE SHOW YOU PRODUCTS THAT HELP YOU GET TO YOUR DESTINATION FASTER.

XENOFIT CARBOHYDRATE BAR

Thanks to an optimized composition of carbohydrates, fat and protein, this carbohydrate bar fulfils modern demands on a carbohydrate bar for sports. The production is based on oat flakes. In addition, the 68g bar contains important vitamins, particularly vitamin B1, B6 and niacin needed for catabolism, as well as magnesium and calcium. Available in six different flavours.



€ 1,35
(Basic price 1 kg € 19,85)
Item no.: 417118 (chocolate/nut)



BLACKROLL FLOW

Public's darling! Everybody's talking about the Blackroll Flow foam roller. Gently rolling out the fascia and active stimulation over a hard edge help to hydrate the tissue, boost circulation, optimize recovery and prevent muscle ache. An intuitive handling and immediately noticeable results turn the Blackroll Flow into an all-rounder for self-massage and relaxation, as well as into a complement to traditional treatment methods.

€ 35,90
Item no.: 2257999

ATLANTIC DRY11

The Atlantic Dry11 lubricant for bicycle chains and drivetrains was developed in cooperation with cycling pros and thus offers everything you need for perfect functioning: strong dirt resistance, extremely high lubricity and especially good creeping capacities. The combination of dryers, polymers and special adhesion additives allows for extremely clean chain lubrication. So, give your bike the care it deserves!



50 ml € 5,45
(Basic price 1 l € 109,00)
Item no.: 2254919

125 ml € 8,95
(Basic price 1 l € 71,60)
Item no.: 2254919



GARMIN FORERUNNER 935*

Thanks to a high functionality, the Forerunner 935 GPS multi-sport watch is a true all-rounder – and you do not even need a chest strap, as the heart rate is measured directly at the wrist thanks to the Elevate technology. For competitive sports, the watch offers automatically changing activity profiles, performance-related data, a built-in accelerometer and much more. In everyday life, the watch serves as a fitness tracker and directly transfers Smart Notifications to the display.

You want more? The TRI bundle (item no.: 2259556) incl. TRI and SWIM chest strap offers even more possibilities.

€ 549,99
Item no.: 2259554



B+M IXON SPACE*

Goodbye darkness. The battery-powered LED headlight B+M Ixon Space provides brightness whenever you need it. The light is mounted on your handlebar within seconds and comes with several high-power LEDs for a brightness of up to 150 lux. This gives you the vision you need for evening city rides or off-road adventures. Thanks to a power bank function, the LED headlight can also be used to charge external devices with USB connection. Approved for all bikes according to German road traffic regulations (StVZO).

€ 199,00
Item no.: 2255551



POLAR H10*

This heart rate chest strap revs up. Thanks to a revised electrode unit, the heart rate is measured even more precisely and smoothly transmitted. The plug-in sensor comes with an internal memory that allows tracking without using an end device. Thanks to Bluetooth 4.0 and 5kHz, the strap is suitable for versatile use; it can even be used in water or on fitness equipment in the gym. A GoPro Hero 4 and 5 compatibility ensures your heart rate data is directly displayed in the video, which is especially interesting for subsequent video analyses.



€ 74,95
Item no.: 2259656



MET MANTA HES

More than just a simple road helmet! The MET MANTA helmet features the innovative HES CONSTRUCTION – which means that a special skeleton is integrated into the main helmet shell. Thus, the impact energy is distributed over a huge area in case of a fall. Another advantage: In size M, the helmet weighs 200 grams, which is just as much as a bar of chocolate – a featherlight bike helmet that is hardly noticeable at all.

€ 159,00
Item no.: 2254860

UVEX SPORTSTYLE 803 RACE VM

All those who are tired of a complicated lens replacement should go for the uvex sportstyle 803 race vm sunglasses. Their self-tinting lenses adapt to changing light conditions as if by magic. A mirrored finish and an anti-fog coating additionally protect from UV rays and prevent the lenses from fogging. Glasses for any eventuality!

€ 119,00
Item no.: 2252033



NORTHWAVE BLADE AIR 2

Ready for summer! The NORTHWAVE BLADE AIR 2 cycling jersey made from very breathable 3D mesh fabric is especially designed for sunny tours. The jersey offers pleasant ventilation and a perfect fit, even in high temperatures and on exhausting sections. Cuffs and bottom hem come with anti-slip coatings to ensure the jersey fits like a glove. *Material: 100% polyester.*

€ 54,95
Item no.: 2252559



GAERNE G CHRONO+ CARBON COMPOSITE

Watch out, carbon lovers! The G CHRONO+ road shoes from the well-known Italian brand GAERNE are based on a thought-out carbon-nylon blend for even more effective power transfer at an especially low weight. Two BOA dials, a perforated tongue and an anatomic heel cap ensure a perfect hold. Quality made in Italy!

€ 239,95
Item no.: 2252581



CHIBA ROADMASTER II

The CHIBA Roadmaster II gloves are a featherlight choice for training and races. Breathable, robust, with a shock-absorbing padding, cool patterns and trendy colours. These close-fitting gloves are a must-have for warm days and fast-paced races. *Material: 44% polyester, 32% polyamide, 16% polyurethane, 8% elastane.*

€ 29,95
Item no.: 2253664

LÖFFLER CONCEPT GTX ACTIVE

This cycling jacket offers high-end performance for your bike tour. With a weight of a mere 125 grams (in size 50), this rain jacket is a real lightweight. The two-layer laminate is windproof, waterproof and especially breathable. Thanks to the SHAKEDRY technology, the jacket dries when shaking it – the water will simply roll off.

Material: 100% polyamide.

€ 249,95
Item no.: 2253229



MAVIC COSMIC PRO

The COSMIC PRO gilet by MAVIC is a quick helper for on the road. Thanks to the WIND SL fabric on front, this vest reliably protects you from draught and light rain. In-between seasons, on windy days, on top of a mountain or when riding downhill... this wind vest will do it all. When not in use, you can easily pack it into your jersey pocket thanks to a small pack size. *Material: 100% polyamide; Back panel: 100% polyester; inserts: 88% polyamide, 12% elastane.*

€ 80,00
Item no.: 2252281

NALINI ROADCYCLING BIB SHORT

Long distances? No worries! The approx. 4-8 mm thick RIDE MAN seat pad of the Nalini ROADCYCLING BIB SHORT offers pleasant shock absorption and pure comfort on longer tours. To ensure that you are perfectly equipped for summer, the pad is especially breathable – just as the bib shorts' high-performance fabric. The perfect choice for summer!

Material: 78% polyamide, 22% elastane.

€ 79,95
Item no.: 2255822



BRAVE NEW WORLD

ON THE INDUSTRIAL HERITAGE TRAIL THROUGH THE RUHR AREA

AUTHOR LISA-MARIE MÖLLMANN PICTURES KURT KRESS

WINDING TOWERS ONCE REACHED UP FOR THE SKY OF THE RUHR AREA LIKE STEEL COLOSSI. TOGETHER WITH THE COLLIERIES, THE PAST, PRESENT AND FUTURE OF THE MINERS IN THE RUHR AREA DIED. YET IN AN EXEMPLARY MANNER, THE FORMER INDUSTRIAL METROPOLIS TRANSFORMED INTO A GREEN CULTURAL AND RECREATIONAL REGION. THE "INDUSTRIAL HERITAGE TRAIL" (GERMAN: ROUTE DER INDUSTRIEKULTUR) LEADS ACROSS THIS BRAVE NEW WORLD – AND WE WERE RIGHT IN THE MIDDLE OF IT, FOLLOWING THE TRAILS OF ORE AND COAL.



Ruhr area romantic: daybreak at the Grimberger Sichel bridge

The sky is burning over the Rhine-Herne Canal. Yet, even though the rising sun bathes the environment in orange light, the air is still fresh. I further pull up the zipper of my jacket; the wind is blowing cold. I lean against the parapet of the Grimberger Sichel bridge and wait for my father.

We have parked our car nearby. We thought the Grimberger Sichel bridge in Gelsenkirchen-Bismarck would be a perfect starting point for our tour. The bikes were quickly unloaded and ready to go. The crescent-shaped bridge was only a few metres away. So, we could have started our trip immediately – if my father hadn’t forgotten the replacement tube inside the car.

“Got it!” he shouts from far away while riding up the bridge. “That’s just like dad,” I think and wave at him. Today is our day, a real daddy-daughter day. We have planned this tour for quite some time and the Industrial Heritage Trail has long been on our bucket list.

We have decided for the section called “Following the trails of ore and coal” (German: Auf den Spuren des Erzes und der Kohle). It is 42 kilometres long and leads past numerous sights like the Grimberger Sichel bridge we are currently standing on.

The Industrial Heritage Trail has long been on our bucket list.

“A nice bridge!” my father says after having stopped next to me, looking around. And it is indeed. The suspension bridge was built in 2009 and has just one single pylon that is anchored at the north bank of the river to hold the curved construction. The bustle here is quite astounding. There are already many cyclists crossing the Grimberger Sichel bridge early in the morning. We join the soft stream of cyclists and start to pedal, as there is a lot to discover for us today.

My dad is fit. As a road cyclist, he is in top form. However today, he sits on a trekking bike – just like me. I ride a MULTISPORT TREKKING LADIES, my dad has the same model in the men’s version. The bikes are true sporting aces, which can already be derived from the extremely sporty frame. It is made from 6013 T6/2 Aluminium, weighs only around 1490 grams, is double-buttressed and extremely stiff. I especially like the great finish with smooth weld seams and internally routed cables. It’s a very sporty basis for a fast bike. The bike’s components, too, are of high quality: Mavic XM319 Disc wheels roll extremely well together with Schwalbe’s Marathon Supreme Reflex tyres. A high-quality Shimano XT rear derailleur ensures precise shifting.

My disc brake also bears an XT label. For me, a disc brake should be part of any good trekking bike, as it also works reliably in rain and always delivers full power. We ride westwards along the Rhine-Herne Canal and after around eight kilometres, we arrive at the Nordsternpark. It is located on the former coal mine site Nordstern.

“Do you still remember the day we visited the Federal horticulture show here?” my father asks me while we are rolling onto the site. “That must have been in 1997!”

Of course I do. Together with my brother, I ran through the park-like green spaces that still have a special charm today. During summer, there is hustle and bustle. The beer garden is full of people and you can hear the children playing in the kids’ area consisting of a huge water playground and 18-metre high, artificial climbing rocks.

You can also marvel at the Hercules of Gelsenkirchen, an 18-metre high statue created by artist Markus Lüpertz, in the Nordsternpark. Like a park sentry, he is sitting enthroned on the former winding tower of the colliery. At the Nordsternpark in Gelsenkirchen,

we leave the circuit and take a little detour towards Bottrop. We ride past the former spoil tip “Schurenbachhalde” and the garden town of Welheim, a workers’ housing estate typical for Bottrop. We can already see our next destination from far away: the Tetrahedron. It seems to magically hover above the former spoil tip “Beckstraße”. The correct name of this three-sided pyramid actually is “Halderneignis Emscherblick”, but you can’t go very far with German officialese in the Ruhr area.

From Beckstraße, we take a gravel path up the tip. It takes us 9 hairpin bends and 120 metres up to the plateau. Here, you can see the impressive steel construction in full size. It is 70 metres high and consists of 210 tons of steel and tubes with a total length of 1,5 kilometres.



Creates a good mood: the Hercules of Gelsenkirchen

Cosy nature in the Nordsternpark





Lunar landscape at the Tetrahedron

We park our bikes and climb up the first metres of the Tetrahedron, but then my father signals his refusal. "You have to go on your own, I already feel dizzy when looking down!" My dear dad and his fear of heights! I go up to the first platform. The view is impressive, it is a great 360-degree view over the Ruhr area. On a clear day, you can even see the Rhine Tower of Düsseldorf approximately 40 kilometres away.

I look down. The grating below me offers a free view through to the ground. Now I start to feel a bit uncomfortable, too. The stairs and platforms are suspended by steel ropes and slightly move. In stronger wind, you might even get seasick. The Tetrahedron can be seen as a symbol of the modern world on the Industrial Heritage Trail.

Everywhere you go, a bridge is built between past and modern times with a brittle backdrop and art and culture as an exciting counterpart.

We leave the Tetrahedron plateau and the lunar landscape on the former spoil tip Beckstraße. A small downhill section is waiting for us. Now it proves advantageous that our bikes are not only fast, but also extremely comfortable.

The Suntour air suspension forks on our trekking bikes pleasantly absorb small irregularities of the partly bumpy gravel road. 63 millimetres of travel offer enough reserves for a relaxed downhill ride. The ROSE RC-170 Flex carbon seatpost also offers high comfort.



SFC3. The Fitness Comfort Saddle.

Effective pressure relief – ergonomically approved.
Numbness is reduced and riding comfort enhanced.

For fitness bikes, E-bikes and sportive touring bikes.

Item no.: 2257601 (SFC3 Comp Gel), 59,95 €
– in two sizes available: [rosebikes.com/ergon](https://www.rosebikes.com/ergon)

GERMAN INNOVATION



Don't go Numb



Pressure-free in the soft tissue areas.

 **ERGON**
BIKE ERGONOMICS

It effectively absorbs small bumps and vibrations thanks to a Flex layer design and an offset of 25 millimetres.

My father’s bike is also equipped with these two comfortable components. Differences can be found at the saddle though. My father sits on a Terry Figura GT Gel Men saddle, while my bike is equipped with a Terry Figura GT Gel Women. It’s a saddle that is especially adapted to the female anatomy, so that you can comfortably sit on it despite its sporty design.

Next stop: The Zollverein coal mine in Essen, probably the highlight of our tour. It really deserves the title of the “most

beautiful coal mine in the world” and was declared a UNESCO World Heritage Site in 2001. It is an unparalleled work of art. Large parts of the plant are still preserved and allow for an unvarnished look to the mine’s past. It is hard to resist the morbid charm. Huge, dilapidated buildings stand next to rusty plants – it looks like a scene from a post-apocalyptic movie.

The Zollverein coal mine was active between 1851 and 1986 and produced over three million tons of coal per year in its best days. After it was shut down, the state of North Rhine-Westphalia bought the premises and turned them into the largest monument of the city of Essen.



Garmin eTrex touch
(item no.: 2162669,
price: 189,95 euros)



Northwave shoes
(item no.: 2252430,
price: 79,95 euros)



Deuter backpack
(item no.: 2252491,
price: 79,95 euros)

It really deserves the title of the “most beautiful coal mine in the world” and was declared a UNESCO World Heritage Site in 2001.

Today, around 1,5 million people visit “Zeche Zollverein” each year to marvel at the lovely architecture, visit exhibitions, swim in the works’ swimming pool or relax in one of the restaurants. “What a huge facility,” my dad says. “This gives you an impression of how it must have been like in the past!” “Come, let’s go to the other side to the coking plant!” I nod at him.

The Zollverein coking plant is part of the complete World Heritage ensemble. Here, coke and raw gas were produced until 1993 and it was considered to be one of Europe’s most modern coking plants. At the machine side next to the coke ovens, an ice rink is opened for four weeks in winter. Marco Polo guides call it “the probably most fascinating place to go ice-skating nationwide”. As the area is quite large, it is absolutely



The double winding tower of shaft 12, the landmark of the Zollverein coal mine

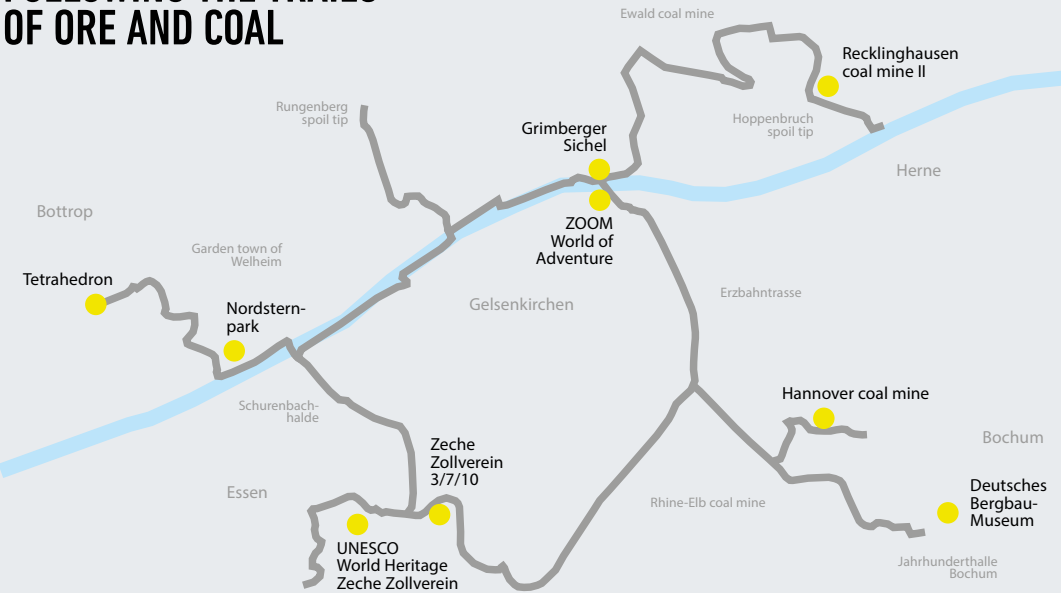
perfect to be discovered by bike. Well-built paths welcome cyclists with open arms. We slowly cruise across this impressive open-air museum.

“Now I’m getting hungry!” I complain to my father. “Shall we go to one of those cafés over there?” “I’ve got a better idea,” he says with a grin and quickly rides away. I’m curious and follow him. Shortly after, he stops at a food stall. “What would a tour across the Ruhr area be without a visit of a fast food stall?” he shouts and parks his bike

with a laugh. I have to agree. After all, the Ruhr area is known for the best currywurst in the world. “Our food stall has already existed for more than 30 years,” the shopkeeper tells us.

“Of course, currywurst with French fries is still the classic dish.” We want to know whether his business has suffered from the closure of the coal mines. “Not really,” he answers. “It has just changed. The guests are different today, but business goes as well as ever.”

FOLLOWING THE TRAILS OF ORE AND COAL



Highlights:
Jahrhunderthalle Bochum – Tetrahedron – Grimberger Sichel – Landscape Park Hoheward and transformer station Recklinghausen (detour) – Nordsternpark Gelsenkirchen – Nordsternweg – UNESCO World Heritage Zeche Zollverein – Halde Rheinelbe

Characteristics:
Day trip mostly over well-developed asphalt paths along former railway lines and the Rhine-Herne Canal.

Length:
approx. 42 km
(65 km incl. detours)

More information:
route-industriekultur.ruhr



The machine side of the Zollverein coking plant reminds you of Mad Max.



This might be a good final word to describe the changes of the Ruhr area, but we are not yet at the finish. We still have to go back to our car. The Zollverein path leads us to the Kray-Wanner line, a former railway line that was converted into a cycle path. It leads us past the Rhine-Elb tip to the Erzbahnstraße (ore line). From here, we ride back to Gelsenkirchen-Bismarck. Again, we cross the Grimberger Sichel bridge and comfortably roll to our car.

We are flabbergasted and impressed by this tour. Decades of industrial culture roll by at breakneck speed, you ride across green areas you would not expect in the Ruhr area and up on former spoil tips with fantastic views. Every seven, eight kilometres, there is another attraction. It is nice to see how a region presumed dead has changed, and how it constantly reinvents itself and dispenses pure life. ■



ESSENTIALS FOR THE TOUR

ERGOTEC EP URBAN

Step on it: pedal with a concave platform that features a sandpaper surface which even provides good grip in wet conditions. With CNC milled pedal body.



€ 49,95

Item no.: 2254491

VAUDE AQUA BACK II

Storm-proof pack bag: PVC-free pannier bag with waterproof roll closure, made from tarpaulin material, with hard shell back and removable shoulder strap.



€ 119,95

Item no.: 2250696



VAUDE BADILE

The Swiss army knife among garments: The VAUDE BADILE softshell jacket is wind-resistant, breathable and elastic thanks to a high stretch content. Preshaped sleeves for highest comfort. Material: 88% polyamide, 12% elastane; Inserts: 85% polyamide, 15% elastane; Mesh lining: 100% polyester.

€ 109,00

Item no.: 2250110

AXA FOLDABLE 600

You cannot be too careful these days: The Foldable 600 folding lock by AXA with 6 mm wide, movable links made of hardened steel. Good paint protection thanks to a thick coating. Length: 95 cm. Including bracket.



€ 29,95

Item no.: 2155401



€ 24,95

Item no.: 2118367

TOPEAK RATCHET ROCKET LITE DX

A 155 g travel repair workshop with 12 tools. Fine-tooth ratchet with hex bits, Phillips screwdriver and tyre levers packed into a robust nylon bag.

GONSO ARICO

Help you look good even when it's getting tougher: casual cycling shorts by GONSO made from robust HIGHTEX-PRO STRETCH PLUS fabric. Breathable and with removable inner pants with seat pad. Material: 90% polyamide, 10% elastane; Inner pants: 86% polyester, 14% elastane.



from € 89,95

Item no.: 2251903

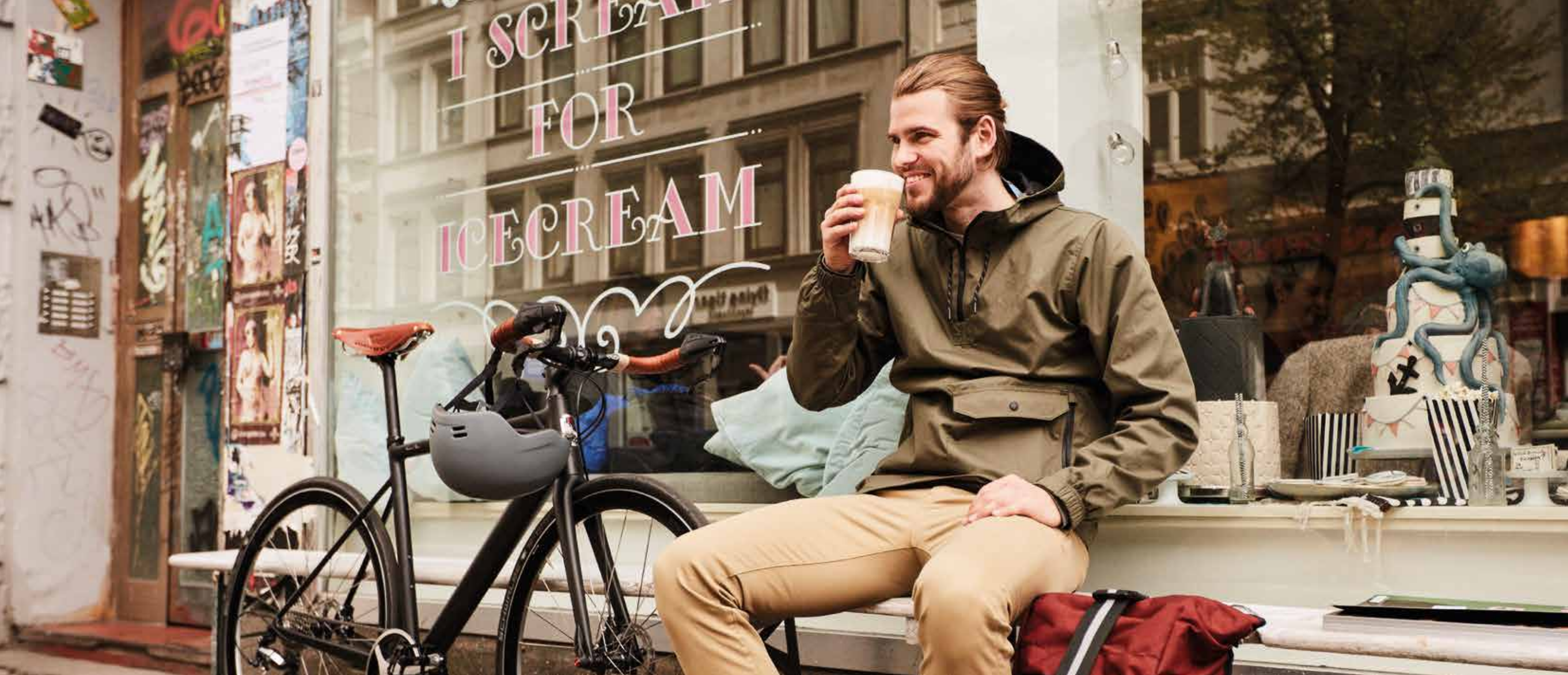
A man wearing a helmet and a backpack is riding a bicycle on a city street. The scene is set during sunset, with a warm, golden light illuminating the background. In the background, there is a city skyline with various buildings, including a prominent skyscraper. A metal fence runs across the middle ground, and a body of water is visible behind it. The ground in the foreground is paved and has some puddles reflecting the light.

NEW IN 2017!

EDELROSE METREA

NOSTALGIA MEETS URBAN SPORTS

IN THE 50S, MANY VICTORIES WERE MADE WITH EDELROSE ROAD BIKES FROM THE TRADITIONAL BRAND FROM BOCHOLT ON CYCLING TRACKS AROUND THE WORLD. MEANWHILE, THE EDELROSE HAS LEFT THE OMNIUM AND NOW ATTRACTS ATTENTION IN URBAN AREAS WITH STYLISH COLLECTION MODELS.



After the EDELROSE fixie and the comfortable EDELROSE CityMax model, ROSE Bikes now present their first urban sports bike with the EDELROSE METREA – a bike made for all those who want to reach their destination with speed and style.

The new EDELROSE is equipped with the luxurious Shimano Metrea Urban Sports groupset to be specially suited for riding in cities. So, this retro racer combines state-of-the-art technology with a touch of nostalgia. The days when urban cyclists had to convert their road bikes into zippy urban bikes themselves are over.

The EDELROSE METREA closes the gap between a thoroughbred road bike and a comfortable urban bike – without any compromises!

The new Metrea groupset impresses with an excellent finish, as well as with precise gear changes Shimano is known for. This allows for a dynamic riding style, even in hectic tbig city traffic. A huge advantage when pedalling between cars and other road users. Moreover, hydraulic disc brakes with Flat Mount standard ensure outstanding braking power modulation. 40 mm deep wheels top off the look of the modern 11-speed groupset.

The bullhorn handlebar of the EDELROSE METREA is perfectly adapted to urban cycling, too: The fitted PRO H bar offers urban cyclists particularly agile handling while representing a tribute to track cycling. In addition, Dual-Control shift/brake levers allow for an efficient and aerodynamic riding position. Brake and gearshift are always easily accessible to guarantee short reaction times. Features that will increase riding enjoyment in the city. Besides its functionality, the Metrea series also stands out for its appearance: It comes with a timeless and minimalistic design and blends in harmoniously with the modern look of the new EDELROSE.

The latter comes in a simple design and is completely matt black. Only the silver writing "Erwin Rose" on the top tube reveals the sender of this new urban bike. A classy bar tape with leather look and a colour-matched B17 Imperial saddle by Brooks remind us of past times and represent an exciting contrast to the otherwise clean frame design.

An EDELROSE badge on the head tube, which already decorated the first models of this historical series, tops off the trend factor of this bike and will impress all fans of vintage chic. ■

FRAME DETAILS

- 6061 T6 Ultralight Aluminium
- Weight: approx. 1280 g
- Internal cable routing
- Smooth weld seams
- Flat Mount brake mounts
- Full-carbon fork with 12 mm thru axle

EDELROSE METREA (now available)
Price: € 1799
For more information visit rosebikes.com/edelrose

ON THE SHOPPING LIST

URBAN SHOPPING MALL

THE CITY IS YOUR TERRITORY AND THE BIKE YOUR CONSTANT COMPANION. WHETHER FOR SHOPPING TOURS OR FOR YOUR WAY TO THE OFFICE OR UNIVERSITY – WE WOULD LIKE TO STRONGLY RECOMMEND THESE GREAT PRODUCTS FOR YOUR TOURS ROUND THE URBAN JUNGLE.

ERGON GP1 BIOLEDER

Pure nature – the GP1 BioLeder handlebar grips by Ergon are made of seamless natural Allgäu leather and not only offer particularly high comfort on your tours, but are also easy to install. A perfect pressure distribution and an ergonomically correct hand position ensure sustainable pain prevention. Your comfort for city rides and tours!



€ 79,95
Item no.: 2210966



SELLE ROYAL LOOKIN RELAXED

The Lookin relaxed unisex saddle by Selle Royal is the perfect choice for commuters and hobby cyclists who prefer an upright riding position. The sealed surface of the Lookin relaxed unisex is partially transparent so that you can see how the Royalgel padding deforms and reacts – besides, this feature reduces pressure peaks by up to 40%. The weight of the rider is perfectly distributed. With this saddle, you will feel as if you were sitting on the couch!

€ 54,90
Item no.: 2256170

ROSE TOUR GRIP PLUS

A touring pedal for high demands and perfect grip. Thanks to a wide platform and a lightweight composite base body, the 20 mm slim ROSE touring pedal Tour Grip PLUS not only impresses with its look. A sandpaper grip tape guarantees perfect hold – whether you are riding in sunshine, rain or through muddy terrain.



€ 26,95
Item no.: 2239387

COBI SMART BIKING SYSTEM BUNLE*

COBI pairs your smartphone with your bike: In future, you will have an integrated charging station and navigation device combined with weather forecasts, light system, barometer, an electronic bell, a loud alert and much more in a single device. An intelligent and intuitive system that offers fun, comfort and safety for your rides. So clean your handlebar and replace your bike computer, GPS device and bell with COBI!

€ 339,00
Item no.: 2259516



SKS BLUEMELS STINGRAY

Best protection in a new look. The SKS Bluemels Stingray mudguard kit is available in several colour combinations and suitable for installation on the 28" front and rear wheel of your trekking or fitness bike. The colourful plastic mudguards are combined with robust steel struts, which is why the set is protected from corrosion and resistant to UV rays. They offer robust protection against dirt and moisture and are easy to install. The fenders offer space for tyres up to a size of 700 x 38C. A splash of colour in the urban jungle!

€ 28,95
Item no.: 2253025

VDO M7*

Installing a bike computer and appropriate sensors on your bike and setting them up can take a lot of time – with the VDO M7 bike computer with integrated GPS you can ride off immediately. Simply install the computer on your handlebar or stem and get going. There is no need for spoke sensors either. During your tour, you will have all the information you need – current speed and altitude, kilometres ridden, average gradient and more details are easy to read from the display. So, thanks to the perfect use of all GPS possibilities, you won't miss a thing – what remains is pure cycling fun.

€ 89,95
Item no.: 2256389





SMITH OPTICS MAZE

With the MAZE bike helmet by smith optics you are perfectly equipped for city trips and everyday commutes! A modern, clean look in combination with a trendy shape makes this city helmet a must-have for the urban jungle. An integrated AIREVAC ventilation system ensures constant airflow and perfect thermoregulation. Get yourself this stylish bodyguard with a great value for money!

€ 54,00
Item no.: 2253808



OAKLEY STRINGER

24K magic! You won't want to take the OAKLEY STRINGER sunglasses off again. The yellow-gold 24K Iridium lenses made of PLUTONITE offer some magic. They effectively protect from UV rays, and come with a coating to prevent glare and to provide balanced light transmission. The trendsetter for sports and everyday use!

€ 84,00
Item no.: 2215208

CRAFT RIDE

No matter if you are on your way to the office, supermarket or cinema – the RIDE windbreaker by CRAFT always cuts a fine figure. It combines casual comfort on the bike with a windproof and water-repellent VENTAIR WIND membrane and a trendy look. Just the right combination of high performance and style for your free time!

Material: 100% polyester; inserts: 97% polyester, 3% elastane.

€ 89,95
Item no.: 2250632



TRIPLE2 HANNING WINDBREAKER

New to the ROSE range: trendy cycling clothes by TRIPLE2 produced in an environmentally friendly way. The HANNING WINDBREAKER JACKET from the Munich sport company impresses with elastic side panels for even more freedom of movement while cycling. In addition, a windproof and water-repellent front and back panel offer protection from draught and splashing water.

The materials selected all come from certified sources and meet the Bluesign standard. *Material: 100% cotton; inserts: 100% polyester.*

€ 169,95
Item no.: 2255606



VAUDE CYCLIST II

Timeless! What looks like abstract art at first sight, are actually two hidden red bikes when taking a closer look at the VAUDE CYCLIST II t-shirt. The trendy bike print turns this high-performance shirt into a must-have for bike enthusiasts. A high content of certified organic cotton ensures environmental balance and especially high comfort. *Material: 50% cotton, 50% polyester.*

€ 32,00
Item no.: 2250150



LÖFFLER URBAN INCL. INNER PANTS

Your choice for URBAN tours! With these cycling shorts by Löffler every bike tour will be fun. The highlight: what looks like usual denim shorts from the outside, is a pair of elastic cycling shorts with removable inner pants and integrated COMFORT ELASTIC seat pad for sporty all-rounders in reality. How clever! *Material: 73% cotton, 17% polyamide, 10% elastane; Inner pants: 93% polyamide, 7% elastane.*

€ 139,95
Item no.: 2253870

CHROME STORM 415 PRO WORKBOOT

Look like casual shoes, but are cycling shoes at heart! The CHROME 415 Pro Workboots are designed for everyone wanting to travel incognito. Despite the sole with an appropriate mount for MTB pedal systems, nothing reveals that these shoes are made for cycling. Thanks to their classic design, these robust sneakers can also be worn every day. Perfect for commuters!

€ 174,95
Item no.: 2255981



ORTLIEB COMMUTER DAYPACK

Watch out, city bikers and commuters! With the COMMUTER DAYPACK CITY, ORTLIEB has developed a backpack that leaves nothing to be desired. The shoulder straps are well ventilated and pleasantly soft, even when the backpack is filled. There is a separate, padded compartment for a notebook, tablet or paperwork. A roll closure protects the valuable contents from dirt and splashing water.

€ 119,95
Item no.: 2184193



MILESTONES THE NEW WEB SHOP

AUTHOR ANATOL SOSTMANN PICTURES ROSE BIKES



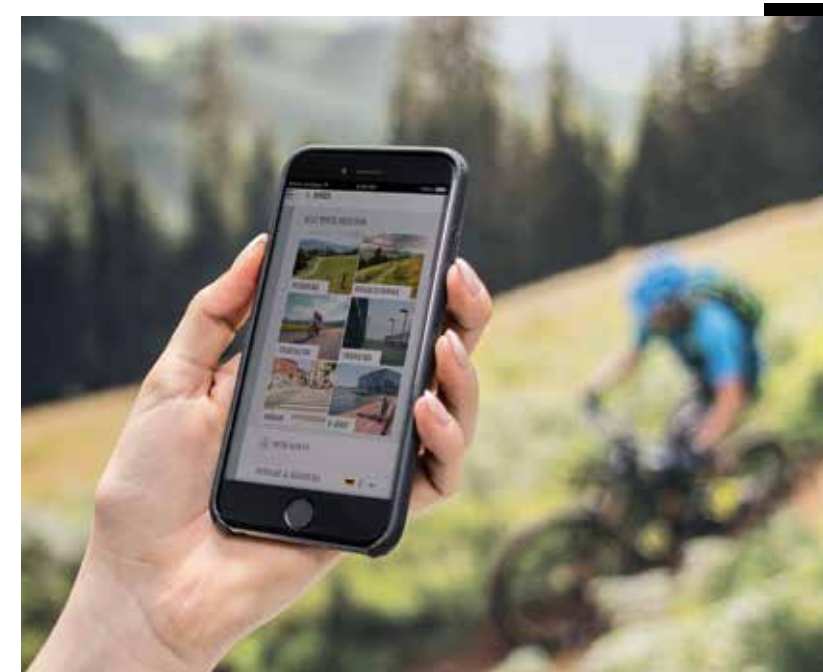
WHEN ROSE OPENED AS THE SMALLEST BICYCLE SHOP OF BOCHOLT IN 1907, THE FOUNDATION STONE WAS LAID. STONE BY STONE FOLLOWED, SOME OF THEM WERE CRUMBLING, MANY OF THEM WERE STABLE AND SOME OF THEM WERE – MILESTONES. A MILESTONE – IT REFERS TO A SIGNIFICANT STAGE IN THE DEVELOPMENT OF SOMETHING THAT SHOWS IF IT IS SUCCESSFUL OR NOT; THE MOMENT WHEN THE PATH FORKS AND YOU MAKE THE RIGHT TURN.

Today's episode tells the story of the latest milestone, the new web shop. It is the legitimate successor of the legendary ROSE catalogue and takes the ROSE shopping experience to a new level.

It was a 20-foot container that turned the world of ROSE upside down. Filled with 140 high-quality bikes, it represented a turning point at the beginning of the 1980s and confronted the small bicycle shop of Bocholt with a huge task: Where do you sell so many expensive bikes?

Sure, marketing was required, a catalogue was needed! What consisted of only a few photocopied pages at the beginning grew to a huge catalogue with up to 1000 pages over the decades. The ROSE catalogue

Use your phone smartly:
more comfort in pocket-size
format!



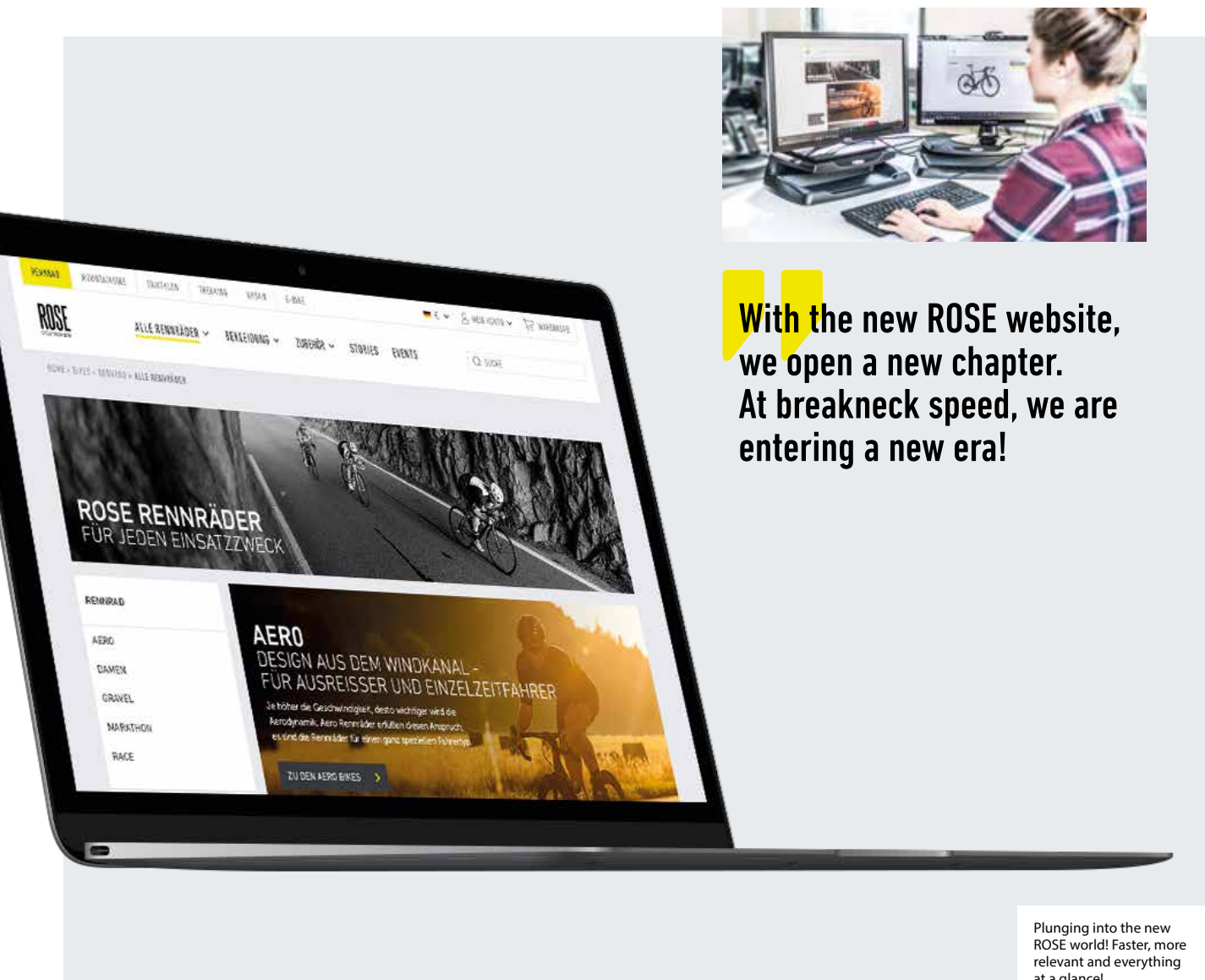
was a monument, an institution. It lay on numerous coffee tables. It represented and established the company including its wide range of products in a perfect way.

Yet time is not static, but it flows – and it does not flow backwards. The internet has changed our world, and the world of ROSE. In 1996, the first web page was put online. It was a rudimentary business card with 1000 products you could not do much with, and yet it marked the beginning. Back then, people were still not sure whether the so-called internet would catch on.

Today, we live in a fast, networked world. Selling products over the internet has become enormously important and is now the major pillar of ROSE. The catalogue has outlived itself: The last copy was printed in 2014. Its problem was the problem of printed paper: Space is limited and it is only up-to-date for a limited period of time,

provided that the catalogue is only printed once a year. You are too inflexible, you cannot adapt prices in the short term or quickly react to trends. At the same time, the range of products sold online continued to grow and in 2014, when the last catalogue was printed, there were already around 40 000 products available online.

With the new ROSE Bikes website, we open a new chapter. At breakneck speed, we are entering a new era! The declared aim was to create added value, facilitate navigation and immediately show the users all products relevant for them. The products do no longer stand on their own, but are flanked by contents like pictures, videos, reports, infographics and much more, ranging from objective and useful information through to entertaining and emotional facts. We want the users to find a complete world in which they can inform themselves and have a good time – always with reference to the selected product and their preferred category. Exciting additional content should simply be fun, convey the passion of cycling and show the product in its element. In addition, the new online shop impresses with a fresh layout and an appealing, modern look.



**With the new ROSE website,
we open a new chapter.
At breakneck speed, we are
entering a new era!**

Plunging into the new
ROSE world! Faster, more
relevant and everything
at a glance!

The new shop comes with a vertical navigation, which means that when e.g. entering the road bike shop, you will only see products related to this subject. The shop then only consists of road bikes, road bike clothes and road bike accessories. If you search for example for pedals, you will only get road pedals as a result. A preselection is made so that it is no longer necessary to browse through non-category products. This makes the web shop clearly structured, more focused, more relevant. Once you have called up the page of your dream bike, the navigation, too, will be even easier.

Everything can be found on one single page and you can simply scroll to move up and down.

You can find everything here: technical specifications, additional content like videos and stories as well as the bike configurator. The latter has also been updated and is now quicker to access and comes with a clearer structure. The shop's functionality will also be continuously further developed in future. A foot measurement tool is for instance in the pipeline to get meaningful information with which you can easily buy shoes online. "Buy shoes that fit online" is the motto.

When building a new website, you do of course not know what the requirements will be in the years to come. Yet we believe that we have created a modern platform with modern technologies that will support continuous change. And there is even more in the pipeline! Further improvements and possibilities are planned, as well as an app that offers even better user friendliness on mobile end devices. The change from a website that is nothing more than a product catalogue through to an extensive e-commerce platform has only just begun.

You can look forward to things to come! ■

black and blue



MYTHOS 3.0



ALPINA S-WAY

ALPINA

www.rosebikes.com/alpina

Mythos 3.0 - ord. no.: 2251223
Alpina S-Way - ord. no.: 2251291

LADIES ONLY!

THE FIRST LADIES NIGHT IN ROSE BIKETOWN!

AUTHOR STEPHEN ALVAREZ PICTURES ROSE BIKES/OLLI LAAKSONLAITA



A welcome guest in the BIKETOWN store: Eva Hürlimann

RELEVANT TOPICS, FROM WOMEN FOR WOMEN – AT THE LADIES NIGHT, EVERYTHING REVOLVED AROUND BIKES. GIGATHLETE EVA HÜRLIMANN CAME ALL THE WAY FROM SWITZERLAND TO ANSWER ALL QUESTIONS AND TO GIVE TIPS AND TRICKS FOR MORE CYCLING FUN!

A visit of the Ladies Night in Bocholt. The BIKETOWN store is decorated with balloons in the fresh colours of the new ladies CHASE collection. Jerseys and bib tights with the catchy slogan "Catch me if you can" are presented, the new ladies' road bike PRO SL is standing next to the garments. Sparkling wine and canapés are served, everyone gets a discount on their purchase, several bikes are ready for a test ride, which is highly appreciated. The ladies are in excellent

mood. Among them Eva Hürlimann from Switzerland, winner of the 2016 Gigathlon Switzerland and a passionate cyclist. But stop for a second, "gigathlon"? "Gigathlon is an ultra-distance race with the disciplines swimming, inline skating, road cycling, mountain biking and running that is very popular in Switzerland," the likeable mother of three explains. "Those five disciplines have to be done on two days. You can choose between the categories Single, Couple or Team of Five."



Among women: thirst for knowledge after the lecture



Eva's favourite little gem: her road bike

The ladies are in excellent mood. Among them Eva Hürlimann from Switzerland, winner of the 2016 Gigathlon Switzerland and a passionate cyclist.

So, Eva's guest lecture was definitely one of the highlights of the Ladies Night. She took the ladies on a gigathlon journey and talked about material, training and nutrition and gave tips for beginners. There was also a focus on the mental aspect: How do you motivate yourself in difficult situations?

Which thoughts are goal-oriented and profitable? Eva's wealth of experience was well received among the participants and conversation continued until late at night. And so, the ladies talked, laughed and established contacts – a great success for the first ROSE Ladies Night! ■

Eva's tips

- Dare to say "Guys, please slow down a bit. This is not supposed to be a race!" when riding in a group. The slower guys will thank you, as they often do not dare to say it themselves.
- My personal tip for the road bike setup: Install the saddle in a slightly forward tilted position.
- When riding longer distances, you should use chamois cream! It might feel a bit unfamiliar at first, but you soon won't do without it ever again!
- When buying a bike, make sure that size, handlebar width, components etc. are adapted to your body, references and skills, as well as to the intended use. ROSE offers ladies' models that are especially adapted to the female anatomy.
- If a ladies' model should not fit, a men's model with the right modifications might also be an option. ROSE Bikes offers the possibility to customize many components and for special looks, you can maybe also use a colourful handlebar tape.
- There are not only women-specific bikes, but also

women-specific clothes. What I particularly like about the ladies' collection of ROSE Bikes is that it was developed from women for women. I like that the jersey is close-fitting. However, this is a matter of taste. Simply wear the clothes that fit perfectly and that you feel comfortable with. In this way, cycling will be even more fun!

- Think positive, trust in your skills and your material, true to the motto: You know you've got the best bike, you are fast!
- I definitely recommend newcomers to do a technique training. There are great events and trainings for women only, where it is not only about your riding technique, but also about the safe handling of your bike: How do I replace an inner tube? How do I set up my bike correctly? Important topics that increase both fun and safety.

Information and pictures from Eva on facebook.com/huerlimanneva

ON THE SHOPPING LIST

LADIES ONLY!

EVERYTHING WOMEN NEED: THESE PRODUCT HIGHLIGHTS WILL TURN YOUR NEXT RIDE WITH YOUR MOUNTAIN BIKE INTO A GREAT EXPERIENCE.

GARMIN VIRB ULTRA 30*

...and action! The VIRB Ultra 30 by Garmin will turn your MTB tour or downhill ride into a 4K Ultra HD monitor blockbuster. Thanks to 3-axe image stabilization, this action camera always ensures a steady image – no matter how wild your ride is. And to make sure that you can always keep both hands on the handlebar, the action cam also comes with voice control. CUT!

€ 379,95
Item no.: 2254126



CRANK BROTHERS CANDY 7

Nothing sweet and yet something delicate: The Candy 7 pedal is a true all-rounder. No matter if you prefer cross country, all mountain or trail riding – integrated traction pads always ensure a perfect connection between sole and pedals to let you become one with your bike. Besides, the pedal offers high robustness and reliability – all in all, it's a real gem!

€ 119,95
Item no.: 2232074



LEZYNE CNC ALLOY DRIVE

Small, lightweight and damn strong. This is how to best describe the Alloy Drive mini pump by Lezyne. With a big cylinder diameter, this pump is designed for large-volume tyres and achieves a maximum pressure of approx. 6,2 bars with just a few strokes. With a weight of approx. 112 g and a length of 17 cm, this pump will be your loyal companion on every MTB tour.

€ 35,95
Item no.: 2256218



ROSE FITS ME

Do the full monty! The ROSE FITS ME shirt doesn't like to hit the trail without the ROSE FITS ME shorts. This is not reason enough for you to buy them? Okay, here are some more facts: The stylish shorts offer great comfort and a casual fit. Besides, they come with an elastic and reinforced crotch panel, as well as with four pockets.

Material: 86% polyester, 14% elastane.
Crotch panel: 88% polyester, 12% elastane.

€ 44,95
Item no.: 2252930



ROSE FITS ME

Dot, dot, comma, slash – ROSE FITS ME in a flash. This jersey is like a piece of poetry – excellent! It impresses with an elastic fabric that keeps you dry. Thanks to a casual fit and a V-neck, it also looks cool – eye-catcher guarantee included!

Material: 100% polyester.

€ 29,95
Item no.: 2251240



FOX WOMENS RIPLEY

Watch out, MTB ladies! You are looking for perfectly fitting gloves that offer good grip on the handlebar? Your search has finally come to an end! The WOMENS RIPLEY GLOVES by FOX are especially light and perfectly adapt to female hands thanks to four-way stretch fabric. In addition, the gloves are touchscreen-compatible so that you don't have to fiddle about when taking pictures!

Material: 79% polyamide, 14% polyurethane, 5% polyester, 2% polychloride.

€ 25,95
Item no.: 2254356

FIVE TEN FREERIDER PRO

Everybody knows that women's and men's feet are completely different. Therefore, FIVE TEN has developed the FREERIDER PRO with a close-fitting heel and less volume in the forefoot area to especially adapt it to the female anatomy. Beside a perfect fit, a shoe's sole is of particularly high importance: Therefore, the FIVE TEN comes with its popular STEALTH S1 sole that offers unbeatable grip.

€ 124,95
Item no.: 2251794



CYCLE FASHION

KEEP CALM AND GO SHOPPING

Helmet
GIRO Synthe
Item no.: 2174390
€ 233,00

Glasses
RUDY PROJECT Fotonyk
Item no.: 2252528
€ 149,95

Jersey
ASSOS SS.laalaLai_evo 7
Material: 50% polyamide,
30% polyester, 20% elastane
Item no.: 2259165
€ 160,00

Bib shorts
ASSOS T.laalaLai_S7
Material: 73% polyamide,
18% elastane, 9% polyester
Item no.: 2163765
€ 190,00

Gloves
ASSOS S7
Material: back of the hand:
80% polyamide, 20% elastane
Palm: 70% polyester,
20% elastane, 10% polyurethane
Item no.: 2163835
€ 50,00

Socks
ASSOS exploitSocks_evo7
Material: 50% polyamide,
35% elastane, 15% polypropylene
Item no.: 2163862
€ 15,00

Road shoes
SIDI Genius 7 Woman
Item no.: 2243797
€ 179,95



Helmet
RUDY PROJECT Racemaster
Item no.: 2252544
€ 249,95

Glasses
ALPINA S-Way VL+
Item no.: 2251288
€ 129,00

Jersey
ROSE One10
Material: 100% polyester
Sleeves and side panels:
86% polyester, 14% elastane
Item no.: 2260273
€ 79,95

Bib shorts
ROSE One10
Material: 80% polyamide,
20% elastane
Straps: 88% polyester,
12% elastane
Item no.: 2260274
€ 119,95

Gloves
ROECKL Imuro
Material: back of the hand:
68% polyester, 24% polyamide,
8% elastane
Palm: 90% polyamide,
10% polyester
Item no.: 2163941
€ 27,00

Socks
SHIMANO Original Mid
Material: 97% polyester,
3% elastane
Item no.: 2253640
€ 10,95

Road shoes
NORTHWAVE Flash Carbon
Item no.: 2252391
€ 209,95

Helmet
SMITH OPTICS Route MIPS
Item no.: 2253777
€ 139,00

Glasses
UVEX Sportstyle 803 Race VM
Item no.: 2252034
€ 119,00

Jersey
ROSE Retro II
Material: 100% polyester
Inserts: 78% polyester,
22% elastane
Item no.: 2253933
€ 69,95

Bib shorts
ROSE Retro II
Material: 80% polyamide,
20% elastane
Item no.: 2253923
€ 74,95

Gloves
ROECKL Badi
Material: back of the hand:
43% polyamide, 39% polyester,
11% viscose, 7% polyurethane
Palm: 100% polyamide
Item no.: 2162173
€ 28,00

Socks
ENDURA Graphics
Material: 85% polyamide,
15% elastane
Item no.: 2252677
€ 13,95

Road shoes
SIDI Level
Item no.: 2073383
€ 134,95



Helmet
POC Octal Avip MIPS
Item no.: 2254011
€ 389,95

Glasses
ROSE PS 08 Photochromic
Item no.: 2240790
€ 59,95

Jersey
NALINI Stripe Lady
Material: 66% polypropylene,
28% polyamide, 6% elastane
Item no.: 2255838
€ 74,95

Bib shorts
ENDURA Womens Graphic DS
Material: 66% polypropylene,
28% polyamide, 6% elastane
Item no.: 2252723
€ 99,95

Gloves
GRIPGRAB Women's Rouleur
Material: 60% polyester,
20% polyurethane,
10% polyamide, 10% elastane
Item no.: 2251733
€ 27,95

Socks
SIDI Logo
Material: 80% polyamide,
20% elastane
Item no.: 2254525
€ 17,95

Road shoes
SHIMANO SH-RP5 Woman
Item no.: 2159188
€ 109,95



Helmet
UVEX race 5
Item no.: 2163969
€ 159,95

Glasses
OAKLEY Evzero Pitch
Item no.: 2256298
€ 99,00

Jersey
CASTELLI Velocissimo FZ
Material: 100% polyester
Item no.: 2251393
€ 74,95

Bib shorts
CASTELLI Volo
Material: main fabric:
81% polyester, 19% elastane
Crotch panel: 80% polyamide,
20% elastane
Lower legs: 55% elastane,
45% polyester
Item no.: 2251372
€ 99,95

Gloves
GORE BIKE WEAR Power 2.0
Material: back of the hand:
83% polyamide, 17% elastane
Mesh: 86% polyamide,
14% elastane
Palm: 60% polyamide,
40% polyurethane
Terry: 80% cotton, 20% polyester
Item no.: 2068053
€ 31,95

Socks
CASTELLI Rosso Corsa 6
Material: 85% polyamide,
15% elastane
Item no.: 2254989
€ 14,95

Road shoes
MAVIC Cosmic Elite
Item no.: 2252118
€ 129,00

Helmet
SMITH OPTICS Route MIPS
Item no.: 2253778
€ 139,00

Glasses
ROSE PS 07 Photochromic Lady
Item no.: 2240763
€ 64,95

Jersey
NORTHWAVE Logo Woman 3
Material: 100% polyester
Item no.: 2252465
€ 49,95

Bib shorts
GORE BIKE WEAR
Power Lady Short+
Material: 80% polyamide,
20% elastane
Mesh: 93% polyester, 7% elastane
Item no.: 2252381
€ 109,95

Gloves
ROSE Lady CYW
Material: 64% polyester,
26% polyamide, 6% elastane,
3% polyurethane, 1% polyethylene
Item no.: 2199292
€ 16,95

Socks
ENDURA Womens Graphic
Material: 85% polyamide,
15% elastane
Item no.: 2252725
€ 13,95

Road shoes
NORTHWAVE Verve SRS
Item no.: 2252445
€ 119,95



Helmet
GIRO Cinder MIPS
Item no.: 2253546
€ 130,00

Glasses
KOO
Item no.: 2254784
€ 199,00

Jersey
ENDURA Graphic
Material: 80% polyester,
20% elastane
Item no.: 2252673
€ 69,95

Bib shorts
ENDURA Graphic
Material: 60% polyamide,
30% polyester, 10% elastane
Item no.: 2252675
€ 99,95

Gloves
ROSE RSH Gel 05
Material: 40% polyurethane,
34% polyester, 20% polyamide,
6% elastane
Item no.: 2096199
€ 18,95

Socks
ENDURA Graphic
Material: 60% polypropylene,
20% polyamide, 20% elastane
Item no.: 2252678
€ 13,95

Road shoes
GAERNE G Tornado
Item no.: 2252598
€ 149,95

Helmet
KASK Protone
Item no.: 2200561
€ 229,00

Glasses
ROSE PS 07 Photochromic
Item no.: 2240745
€ 64,95

Jersey
Material: 85% polyester,
15% elastane
Sides, armpits, back and pocket:
100% polyester
Outer hem: 62% polyester,
38% elastane
Inner hem: 80% polyester,
20% elastane
Item no.: 2252715
€ 99,95

Bib shorts
ALÉ Plus Infinity 2017
Material: 80% polyamide,
20% elastane
Straps: 78% polyester,
22% elastane
Item no.: 2097903
€ 69,95

Socks
GAERNE G Professional
Material: 60% polyester,
25% polyamide, 15% elastane
Item no.: 1997712
€ 11,95

Road shoes
GAERNE G Record Lady
Item no.: 2171737
€ 89,95



MTB Helmet
LEATT DBX 3.0 All Mountain
Item no.: 2253418
€ 179,95

Glasses
OAKLEY Radar EV Path
Item no.: 2192651
€ 159,00

Cycling shirt
IXS Progressive 6.1
Material: 100% polyester
Item no.: 2252596
€ 59,95

Cycling shorts
ENDURA Hummvee
¾ II incl. inner pants
Material: 100% polyamide,
Inner pants: 90% polyester,
10% elastane
Item no.: 2252703
€ 74,95

Socks
POC Resistance Enduro
Material: back of the hand:
90% polyester, 10% elastane
Palm: 60% polyamide,
40% polyurethane
Item no.: 2254089
€ 49,95

Socks
POC Resistance
Material: back of the hand:
90% polyester, 10% elastane
Palm: 60% polyamide,
40% polyurethane
Item no.: 2254092
€ 19,95

Flat pedal shoes
ION Raid_Amp
Item no.: 2250457
€ 119,95

Protector backpack
FOX Larger Camber D30
Item no.: 2203726
€ 169,95

Helmet
ENDURA MT500
with Koroyd
Item no.: 2253264
€ 159,95

Glasses
ALPINA Ranom
Item no.: 2251310
€ 24,95

Cycling shirt
FOX Womens Flexair
Material: 94% polyester,
6% elastane
Item no.: 2254263
€ 74,95

Cycling shorts
FOX Womens Flexair
Material: 93% polyester,
7% elastane
Item no.: 2254265
€ 119,95

Gloves
FOX Womens Sidewinder
Material: 90% polyester,
10% polyurethane
Item no.: 2254352
€ 34,95

Knee pads
O´NEAL Sinner Kevlar
Item no.: 2255585
€ 109,95

Socks
NORTHWAVE Logo WMN
Material: 60% polypropylene,
20% polyamide, 20% elastane
Item no.: 2252497
€ 9,95

Flat pedal shoes
FIVE TEN Freerider Pro
Item no.: 2251793
€ 124,95

Helmet
IXS Trail RS Evo
Item no.: 2231279
€ 99,95

Glasses
OAKLEY Reverie
Item no.: 2257616
€ 94,00

Cycling shirt
100% Airmatic Skylar
Material: 100% polyester
Mesh: 92% polyester,
8% elastane
Item no.: 2253327
€ 59,95

Cycling shorts
100% Airmatic Skylar
Material: 90% polyester,
10% elastane
Mesh panels: 85% polyamide,
15% elastane
Inner pants: 92% polyester,
8% elastane
Item no.: 2253330
€ 129,95

Gloves
FOX WMNS Ripley
Material: 79% polyamide,
14% polyurethane, 5% polyester,
2% polychloride
Item no.: 2254356
€ 25,95

Socks
FOX 8" Creo Trail
Material: 61% polypropylene,
28% polyamide, 7% polyester,
4% elastane
Item no.: 2254376
€ 19,95

Flat Pedal shoes
FIVE TEN Freerider Pro
Item no.: 2251794
€ 124,95



Helmet
BELL Super 3 MIPS
Item no.: 2253522
€ 159,95

Cycling shirt
100% Airmatic Fast Times
Material: 100% polyester
Mesh: 92% polyester, 8% elastane
Item no.: 2253334
€ 59,95

Cycling shorts
100% Airmatic Fast Times
Material: 90% polyester,
10% elastane
Mesh: 85% polyamide,
15% elastane
Inner pants: 92% polyester,
8% elastane
Item no.: 2253337
€ 129,95

Gloves
ROECKL Mango
Material: back of the hand:
92% polyamide, 8% polyurethane
Palm: 60% polyamide,
40% polyurethane
Item no.: 2252951
€ 29,95

Socks
O´NEAL MX Pro
Material: 80% polyacrylics,
15% polyamide, 5% elastane
Item no.: 2252170
€ 16,95

MTB shoes
MAVIC Deemax Elite
Item no.: 2252134
€ 114,00

A MATTER OF PASSION

2016 BRITISH COLUMBIA BIKE RACE

AUTHOR DIRK VOBBE PICTURES BC BIKE RACE/
WWW.RAVENEYEPHOTOGRAPHY.COM/
MARGUS RIGA/ DAVE SILVER

IN THE DEEP GREEN, ROUGH WEST OF CANADA, THE HEART OF THE MOUNTAIN BIKE COMMUNITY BEATS IN ITS OWN RHYTHM – PULSATING, VITAL AND ALWAYS IN SEARCH OF THE ULTIMATE TRAIL. IN 2007, THE LEGENDARY BRITISH COLUMBIA BIKE RACE – ONE OF THE WORLD'S MOST DEMANDING MOUNTAIN BIKE STAGE RACES – AROUSE FROM THIS FEELING. FOR OUR AUTHOR DIRK VOBBE, IT WAS A MATTER OF PASSION TO FACE THIS CHALLENGE. ALSO ON BOARD: THE GROUND CONTROL, A ZIPPY TOURING BIKE FOR SPECIAL OCCASIONS!

lift my head and look to the left. "Hey, are you okay?" All I can see are two mud-caked legs. "Yes, why are you asking?" I reply. The mud-caked legs start to laugh. "Because you are lying splayed out at the foot of a redwood tree." "Oh, I see. Right. I'm fine, thanks." This is only when I realize how bizarre this entire scene must look like. I actually just wanted to take a breath. "I slipped on a wet root and landed here. I just stayed here on the ground for a while. Everything's fine. I'm ready to go," I say while getting up and back on the saddle, which is quite difficult, as I am fully exhausted. Of course, I did not think that a seven-day MTB stage race in the front garden of the Rocky Mountains is a walk in the park. Yet I had no idea that the BC Bike Race would be that tough.

And I was well prepared! I trained my condition, rode technical trails till the cows come home and took a really good bike with me: the GROUND CONTROL. It is a real weapon made for those wet, rooty trails over here. I intentionally decided against a 29er, which I surely would have preferred on an easier marathon course. The trails of the BC Bike Race are demanding and winding, you can only rarely find longer gravel sections. The 27,5" wheels of my GROUND CONTROL are way more

agile and accelerate better because of their low mass. When riding up and down and curling through the Canadian forests, these riding characteristics really prove advantageous for me. The rear suspension is tight, nothing will sink down. And with 130 mm of travel, it offers an impressive performance, even on rough tracks.

Some kilometres later, I finally reach today's stage finish. Breathing heavily, I lay my head on the handlebar. "I bet you feel like I look." I look up and have to laugh. Brett Tippie smiles back. He is something like the mascot of the BC Bike Race. Whether in the camp or on the course: He always spreads good vibes with crazy disguises and euphoric encouragements. I wipe away the mud from my face and stand up. "You have mastered the fourth day of the race. That's almost half of it. You can be proud of yourself," says Tippie and gives me a slap on my shoulder.

While I am pushing my GROUND CONTROL to the drop-off station, I realize that I have indeed already managed four stages. Four days with more than 210 kilometres of wildest wildness. Four days in which I have climbed up almost 5500 metres in altitude and dashed down the same amount afterwards.

"Damn, where is my tent?"
Regular evening search operation in the BC Bike Camp



Four days through
heaven and hell.

Four days through gentle coniferous forests and over rough gravel paths, fallen trees and moss-grown rocks, rocky coastal paths and beautiful singletracks, winding and blocked jungle sections, including great views over waters and mountains. Four days through heaven and hell. As if I were a tennis ball, I bounced between both. Heaven: the Rocky Mountains in sunlight. Hell: the steepest downhill tracks of my life. Heaven: the most flowing singletracks of my life.

In order to understand my ambivalent attitude towards the BC Bike Race, you must know that I only started mountain biking about one and a half years ago. I come from the road cycling sector and have successfully rushed over asphalt on smooth tread tyres for over 20 years. This is why I have no major problems with condition and uphill torture. What bothers me though is my lack of riding technique.



The biggest challenge:
The rough course

As I said, I have trained a lot, yet there is no place where you can really prepare for British Columbia – except British Columbia. The Canadians who live here have supernatural riding skills and an extraordinary feeling for their bikes, especially when riding across the country and down to the valley at breakneck speed. Impressive!

A loud, artificial cock scream that is sent through a megaphone to echo across the tent camp wakes me up. I crawl out of my tent and feel fresh. I'm glad I did without a campfire beer and went to bed early last night. Day five, North Vancouver is on the agenda, the world-famous "Northshore". This is the stage I fear the most. Those who are careless today or lose control of their bike will fall deeper than usual.

In the first four days, the course was rather rainy and slippery. Fortunately, today is a dry day and the track is in good condition. A man from Munich is standing at the start line grinning like a Cheshire cat. Hans is 45 years old and already takes part in this race for the third time. He gives me the thumbs up. "Don't worry about your concentration today. The entire stage is a single cocktail of endorphin and adrenaline. You are a guest of the world's most famous mountain bike trails, so enjoy it", and off Hans goes. Uphill, I'm one of the fastest riders. The other riders already know me. "Attention, ROSE is coming!" they have shouted every time I attack from behind since the third day. Thanks to a balanced geometry, my GROUND CONTROL climbs uphill like a chamois.

A central riding position and its incredible efficiency give me a significant performance advantage. Regarding the components, I rely on established products. A RockShox Pike fork at the front not only offers excellent suspension qualities, but is also uncomplicated and very reliable. During the entire race, it has not had the slightest problem with rain, mud or dirt.



The Canadians who live here have supernatural riding skills and an extraordinary feeling for their bikes.



The excellent RockShox Monarch rear shock takes the same line. The Reverb dropper seatpost has proven to be indispensable. It offers a significant advantage with regards to riding dynamics and on extremely steep sections, you can simply get it out of the way with one click. Today, I am doing astonishingly well on the technically very demanding downhill sections. I am concentrated and the balanced chassis of my bike encourages me even more. Today, I am in the middle

of the field and cross the finishing line without any serious falls. I am extremely happy. In the evening, the sky brightens up and the sun is shining on our camp and the small coastal town of Squamish. It is simply breathtaking, just like the entire landscape during the race. This alone is reason enough to travel here. From Squamish, the route leads 53 kilometres over finest, world-class singletracks like the famous "Bonanza" trail to the finish on the next day. Perfect – but for the rain. "A nice slip-and-slide today,"

my Canadian tent neighbours say with a wink. "And as the icing on the cake, you will even get Whistler tomorrow," Hans explains me with a grin at the campfire.

The racing atmosphere is unique. Maybe 10 percent of the 600 participants ride for a good result, all others simply enjoy the BC Bike Race experience. I am infected with the good mood and the anticipation of the next day and only crawl into my tent late at night.

Squamish – A mountain biker's paradise with top trails and great views





The organisers have packed the last 27 kilometres of the race with everything a mountain biker could wish for. Flowing trails with a rhythm you cannot resist. Brutal climbs with names like "Heart Break Climb". Lots of disguised, clapping and cheering spectators that push all riders to their limits. When speeding out of the forest and into a bend, I can see the last downhill track of the 2016 BC Bike Race. The last trail down to the Rainbow Lake.

There is no better name for this finish. It is hard to describe the emotions that are running through my body at that moment. It feels a bit like you were sitting on a bench shivering with nervousness and joy while the best girl in the world is giving you a kiss. Thanks Canada. These 300 kilometres and 9200 metres up- and downhill will always stick in my memory – just like fantastic British Columbia. ■

Finally finished!
Thanks, BC
Bike Race!



GIVE ME SOME ADVENTURES!

FOX ASCENT

It's worth taking a grip: cycling gloves by FOX in a simple and elegant design. With a back made from elastic Lycra material and a palm made of goatskin leather. Material: 81% polyamide, 19% polyurethane.



€ 44,95

Item no.: 2254347

ROCK SHOX REBA RL SOLO AIR

A smooth classic: reliably absorbs shocks and irons out every bump. 100 mm of travel, 32 mm upper tubes made of aluminium, magnesium lowers, aluminium crown. Available for 26, 27,5 and 29 inches.



€ 359,00

Item no.: 2250787

MAXALAMI MAXI REPAIR KIT FOR TUBELESS TYRES

Faster than the fire brigade and just as helpful: This repair kit allows you to repair a hole in a tubeless tyre within seconds – and without removing the wheel. For holes up to a size of 10 mm.



€ 17,40

Item no.: 2256689

€ 359,95

Item no.: 2257515



SHIMANO SH-XC9 S-PHYRE

A question of adjustment: top-notch MTB shoes with precisely adjustable dials. Including MICHELIN outsole with deep tread and ultra-stiff midsole made from carbon fibre composite material.

THULE PACK 'N PEDAL TOUR RACK

Workable solution for your luggage: 2017 model of Thule's successful rack with optimized plate and revised side bars to attach panniers.



€ 79,95

Item no.: 2255893



€ 69,95

Item no.: 2253931

ROSE RETRO II

Ready for the trip: jersey made from an elastic fabric that breathes, reflects and fits closely to your body. Main fabric: 100% polyester; inserts: 78% polyester, 22% elastane.



NEW IN 2017!

PIKES PEAK – MAKE TWO OUT OF ONE!

A BASE FOR ALL-MOUNTAIN FUN OR PASSIONATE ENDURO ACTION

THIS SUMMER, ROSE BIKES PRESENTS A TRUE QUICK-CHANGE ARTIST – THE PIKES PEAK. THE BASIS OF THE NEW 27,5" CARBON FULL-SUSSER CAN BE EQUIPPED TO FORM EITHER AN ALL-MOUNTAIN BIKE WITH 150 MM OF TRAVEL OR A 165 MM ENDURO RACER.

With the PIKES PEAK, the bicycle brand from Bocholt has successfully set an example in respect of design.



The frame of the new PIKES PEAK – made from high-quality carbon – weighs a mere 2380 grams and is available for two different areas of use, depending on the setup: “The enduro model with 165 mm of travel comes with slacker angles and an increased bottom bracket height for smoother running and more ground clearance on speedy downhill rides. The trail version with a 150 mm fork on the contrary comes with a steeper seat and head tube angle for improved cornering and more propulsion. Depending on the setup,

the PIKES PEAK has different riding characteristics,” explains Max Sistenich, developer at ROSE Bikes. Another metamorphosis is offered by the brand-new PROGEO technology patented by ROSE Bikes and used for the first time on the PIKES PEAK. “PROGEO allows the rider to adapt the characteristics of the PIKES PEAK to the prevailing terrain with a flick of the wrist and on the fly, e.g. on the trail. The term is composed of the words progression and geometry. Progression describes the rear stay characteristics and the resulting bottom-out protection.

By setting up the bike’s geometry, you can adjust head and seat tube angle, as well as the bottom bracket drop,” says Max about the new feature. With the PIKES PEAK, the bicycle brand from Bocholt has also successfully set an example in respect of design. The modern geometry of the PIKES PEAK is characterized by an especially long top tube, yet a short stem of 30 to 40 mm harmoniously compensates this length. Thanks to 430 mm short chain stays, the bike offers an agile ride despite its huge reach. The kinematics of both product lines – the all-mountain

and the enduro version – is designed for a 1x11 drivetrain and benefits from the new Boost standard: Thanks to a wider axle and the resulting wider bracing angle of the wheels, the rear stay is especially stable and stiff.

Besides, ROSE intentionally did without a front derailleur to get more installation space for a wider bearing unit – another positive aspect for the rear stay’s stiffness.

Even more possibilities, even more action – the PIKES PEAK offers the full range!

PIKES PEAK (now available)
For more information visit rosebikes.com/pikespeak

FRAME DETAILS

- Weight: approx. 2380 grams
- Internal cable routing
- 27,5" wheels for a tyre width of up to 2,5"
- Boost standard
- Chain stay length of 430 mm for agile handling
- Metric Shock standard
- Exclusively designed for 1x11 drivetrains

ENDURO	ALL-MOUNTAIN
Travel: 165 mm	Travel: 150 mm
Head angle: 65,5° (slack) or 66,5° (steep)	Head angle: 66° (slack) or 67° (steep)
Reach size M: 445 mm (slack) or 455 mm (steep)	Reach size M: 450 mm (slack) or 460 mm (steep)



FOR TECHNICAL TRAILS
WITH TIGHT
CORNERS



FOR TRICKY UPHILL SECTIONS



RATHER FAST AND FLOWING
DOWNHILL TRAILS, WITH
ROOTS AND HIGH-SPEED
SECTIONS



FOR SPEEDY TRAILS WITH
LARGE DROPS AND
COMPRESSIONS
THAT REQUIRE
GREAT BOTTOM-OUT
PROTECTION

"PROGEO TURNS THE
PIKES PEAK INTO A REAL
ALL-ROUNDER WITH A
HUGE RANGE OF USE."

DIGGING DEEPER:

ROSE PRODUCT DESIGNER
MAX SISTENICH ABOUT PROGEO



Max, you are the one who developed PROGEO. How does this new system work? PROGEO offers you four different positions for the rear shock linkage. Whether quick-response or soft, a steep angle for technical sections or a flat one for speedy downhill rides – with PROGEO, you will quickly find the right setup. Gener-ally, you can say that the more progression you have, the tighter the suspension will be. The rider gets direct feedback from the ground and becomes one with the trail. With less progression, the suspension will be more forgiving and the rear stay will easily eliminate rough grounds. As regards geometry, the cus-tomer can either choose a flat geometry, the so-called SLACK position, or increase the head and seat tube angle of the PIKES

PEAK by 1° in the STEEP position – for more agility on winding trails.

Which of the four PROGEO settings is best for which terrain in your point of view? PROGEO turns the PIKES PEAK into a real all-rounder with a huge range of use. With high progression and a steep geometry, you can pedal your bike with great efficiency and easily climb moun-tains. Therefore, the PROGEO setting "PRO: HIGH/GEO: STEEP" is perfectly suitable for tricky uphill sections. When set to "PRO: MID/GEO: STEEP", the bike has medium progression, which is perfect for technical trails with tight corners. A flat geometry corresponding to the PROGEO mode "SLACK" is perfect for riding downhill.

In combination with medium progression, e.g. the third possible setting "PRO: MID/GEO: SLACK", the PIKES PEAK is turned into a downhill artist for speedy trails with large drops and compressions that require great bottom-out protection. If the down-hill is rather fast and flowing, with roots and high-speed sections, I recommend a lower progression in combination with a flat geometry, that is to say the PROGEO setting "PRO: LOW/GEO: SLACK".

How do you set up the PROGEO positions? It doesn't take rocket science to adjust the positions so that even technically unexperienced riders will be able to do so: Customers can adjust the desired position via a flip chip that is se-curely integrated into the frame using the

6 mm hex key of their multitool. A spring preload makes sure the position snaps into place easily. The advantage of our system is that adjustments can quickly be made at the side of the trail, as no moving parts must be removed. In this way, you won't lose any small parts on your tour.

How long have you been working on the development? We fairly quickly knew what the basic parameters should be and swiftly made the first drafts.

However, until the start of production and the perfect interaction between PROGEO and the PIKES PEAK, it took us around three years to develop, construct and intensively test the bike. Rome was not built in a day! ■



BIKE HACKS

WE'VE EXPERIENCED IT ALL: THE TOOL YOU NEED FOR A REPAIR IS EXACTLY THE TOOL YOU DIDN'T TAKE WITH YOU ON YOUR TOUR. THIS MAY RESULT IN A LONG WALK. FORTUNATELY, THERE ARE SOME TRICKS, REMEDIES AND POSSIBILITIES TO GET YOURSELF HOME WITH AN EMERGENCY REPAIR. MAIK THE MECHANIC IS THERE TO HELP AND REVEALS SOME OF HIS BEST TIPS. IT IS ALWAYS RECOMMENDED TO PROPERLY PREPARE FOR A TOUR. THEREFORE, WE THINK THAT A MINI TOOL WITH INTEGRATED CHAIN TOOL AND A SMALL HAND PUMP/CO2 INFLATOR BELONG TO THE STANDARD EQUIPMENT. BUT BE CAREFUL! THE REPAIRS SUGGESTED HERE ARE EMERGENCY REPAIRS. IT IS STRONGLY ADVISED TO CAREFULLY AND SLOWLY RIDE HOME AFTERWARDS!

1 ZIP TIES



Different sizes for different applications

If MacGyver had owned these little helpers, he would have probably built a space shuttle with them. Zip ties are extremely versatile yet featherlight and the universal tool for your tours. Therefore, you should always have a few cable ties in your backpack. Broken shifters, a broken seatpost clamp,

broken rear derailleurs that could get caught in the spokes – their range of use is almost limitless. They can also be used for clothes: defective helmet closures, slipping trousers – simply cable tie together what can be cable tied together.



Better than walking: unorthodox saddle repair

2 BROKEN CHAIN



A featherlight helper in need: a chain lock

Broken chains are annoying and not rare. Since nobody voluntarily takes a chain with her/him on a tour and chain repairs are not quite easy to carry out without the right tools, it is recommended to always have a chain lock with you. Important: Inform yourself how to use the chain lock beforehand and make sure you have

got the right chain lock for your chain – no chain lock is like the other! Moreover, you should remove bent links of the broken chain using the right tool before fitting the chain link.

At minimum cost and a low weight, you are perfectly prepared for a chain defect!

3 SLASHED TYRE

Suitable for versatile use: duct tape



A banknote will also do

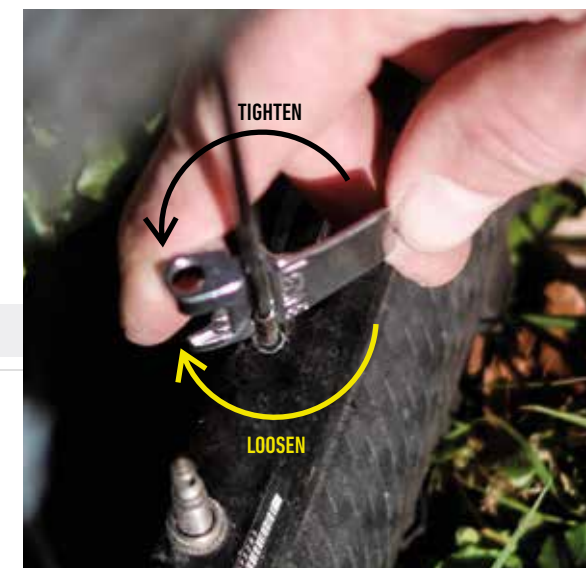


Sharp rocks or a nail in a board are enough to slash the tyre casing. The tube is patched in no time, yet it presses through the hole in the outer tyre when inflating it. What next? The best solution is to solve this problem with duct tape, you should always have some duct tape with you.

You do not need to carry a whole roll though, it's enough to take a piece of it and wrap it e.g. around a CO² cartridge to save space. In case of a punctured tyre, the tape is pasted on the inside. Those who do not have tape should have a look in their backpack.

The packaging of an energy bar, a folded piece of paper or a banknote will also do.

However, you need to be careful. It goes without saying that you must not ride at full speed, yet the repair will help you to slowly ride home.



Emergency wheel truing: Check the result after a quarter turn!

4 BROKEN SPOKE

A broken spoke does not have to be the end of your ride. It is only important to keep a few things in mind though. To prevent damages, you should remove the broken spoke, if possible. If this is not possible, fix it with a zip tie or duct

tape. If you should have a spoke key with you, you can temporarily true the wheel. Carefully tighten the spoke a quarter turn and check the result! The neighbouring spokes of the broken one should be tightened (anti-clockwise), the

opposite spokes can be slightly loosened (clockwise). When using rim brakes, you can also open the brake caliper, if the wheel is heavily buckled – but keep in mind that this will reduce braking performance! ■

CUSTOM-MADE

ROOT MILLER 4

AUTHOR PAUL WELLER PICTURES ROSE BIKES



CUSTOM-MADE — MADE TO THE CUSTOMER'S SPECIFICATIONS. BECAUSE A BIKE SHOULD FIT LIKE A GLOVE, ONLY THEN IT CAN SHOW ITS STRENGTHS. WITH THE CONFIGURATOR, ROSE OFFERS AN IDEAL BASIS TO CREATE YOUR INDIVIDUAL BIKE. WE PRESENT ESPECIALLY INTERESTING, EXTRAVAGANT OR INDIVIDUAL CUSTOM-MADE BIKES — AS INSPIRATION AND MOTIVATION FOR YOUR BIKE PURCHASE!



Sascha Hartmann

Who: My name is Sascha Hartmann, I live in Holtenau and work as a personal trainer. My profession involves doing a lot of sports, yet I only started mountain biking in 2011. Since then I have been infected. Together with my friends, I ride through the surrounding forests in my free time, always looking for new trails. Yet in my function as a personal trainer, too, I do a lot of tours with athletes with different performance levels.

What: Sascha's dream MTB is the ROOT MILLER 4. The full-suspension trail bike with 140 mm of travel, 27,5"+ wheels, a 1x12 drivetrain and a low weight covers a huge range of use and offers a convincing combination of climbing qualities and trail performance.

Why this bike: For my private life as well as for my job, I was looking for a highly versatile bike. I wanted the bike to be comfortable on longer tours, yet not too heavy, but with enough travel reserves to let rip. I fairly quickly found that the ROOT MILLER is the right choice for me, as it offers nearly everything I expect from a mountain bike. A good friend of mine has been riding this model for quite some time now and he is fully satisfied. In contrast to the model he rides, the new ROOT MILLER offers slightly more suspension with 140 mm on front and rear, as well as a more modern geometry: It comes with a longer top tube and a slackened head angle, which ensures better downhill performance — and more fun!

How did you customize the ROOT MILLER to suit your requirements?

The biggest change I made clearly is the wheel size. The ROOT MILLER actually is a 29er. In contrast to the other models, ROSE has designed the ROOT MILLER 4 as a 27,5"+ bike, that is to say that a 27,5-inch wheelset is combined with really wide tyres. The ROOT MILLER can be equipped with different wheel sizes: With 29 inches — the classic — but also with 27,5"+ wheels. I have stuck to the proven XM 1501 wheelset by DT Swiss in my dream configuration, as it is lightweight, well finished and incredibly reliable — even though I chose it in 27,5 inches and with a 40 mm rim for extra-wide tyres. The tyres come from Schwalbe: I opted for the Nobby Nic in the Snake Skin version pimped to a generous 2,8 width. For me, the advantage clearly is in the downhill performance: The 27,5"+ bike also keeps cool on rough trails and



1x12 drivetrain — extreme spread of gears for extreme versatility





Plus tyres give the ROOT MILLER completely different riding characteristics.



A solid Race Face cockpit

Have you achieved your custom-made goal? In my view, this is exactly the configuration I wished for. The ROOT MILLER 4 allows me to have lots of fun on the trail with my friends and to go on MTB tours with my clients.

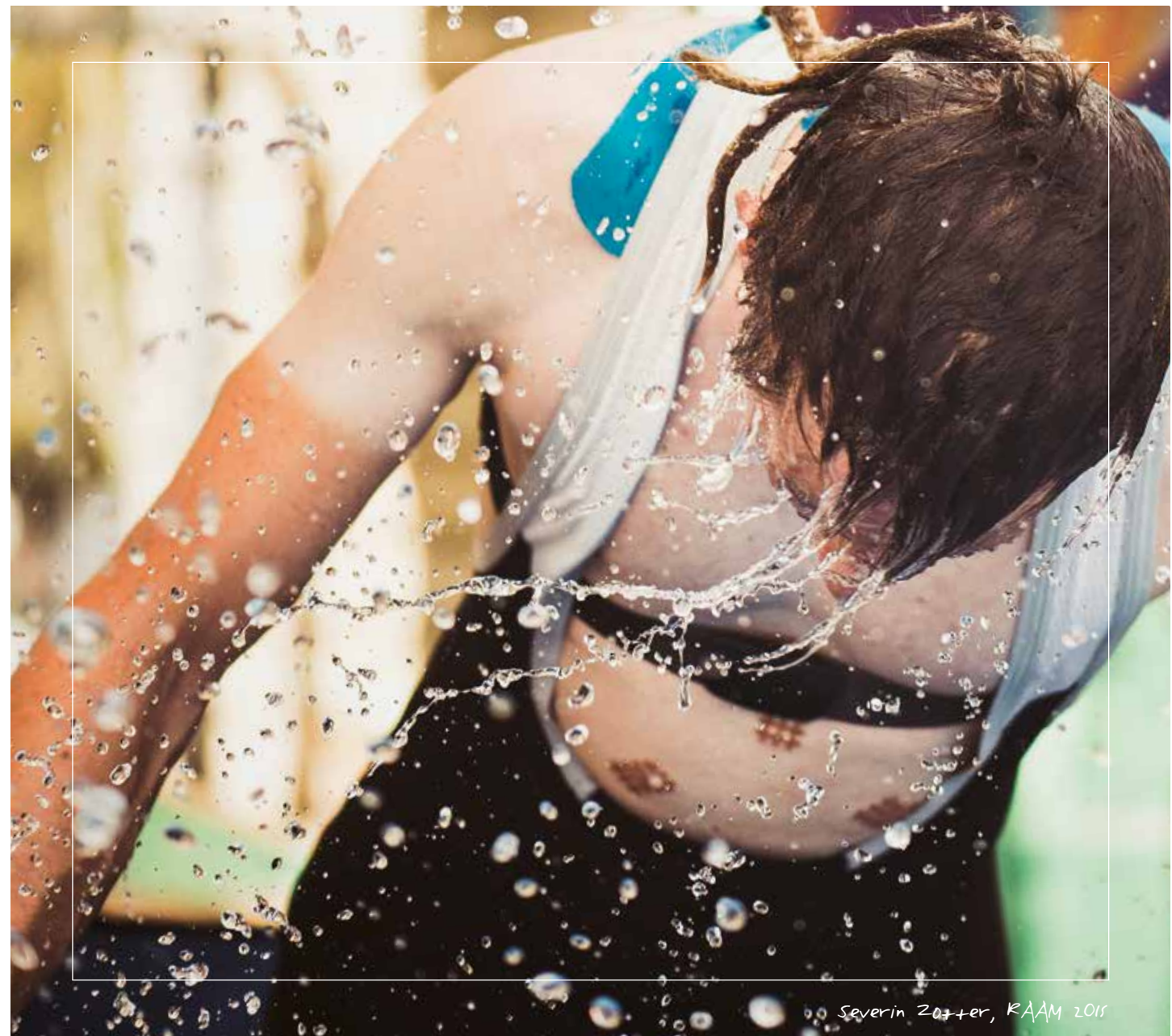
The bike's versatility is huge, not least because of the possibility to use two different wheel sizes. Maybe I'll give myself a second wheelset in 29 inches as a Christmas present. With that, I'll have two bikes in one! ■

simply irons out every bump, which means a gain in comfort and fun. I also gladly accept the fact that the bike lacks a bit of zippiness compared to a 29er due to heavier tyres.

The X01 Eagle groupset by SRAM is responsible for shifting. It comes with a 12-speed rear derailleur and a single chainring at the front – and a quite big one. Instead of a 30-tooth chainring in the standard configuration of the 29er ROOT MILLER 3, my 4 series model comes with a chainring with 34 teeth. This gives me the advantage of being able to choose a higher gear at high speeds to achieve even more top-end speed. My wish for a dropper seatpost has come true with the RockShox Reverb Stealth. High-quality suspension elements by FOX and a SRAM Guide RSC brake top off my dream bike. Configured like this, the ROOT MILLER 4 costs € 4299, which is only € 100 more than a ROOT MILLER 3. Considering what an ingenious overall package you get for this price, this is just excellent.



ROOT MILLER 4 – convertible for 29" and 27,5" + tyres



Severin Zotter, RAAM 2015

Severin Zotter slept for three minutes after riding 745km on the opening day of the 2015 Race Across America. On day two, he took a shower. By 9am, the Arizona heat topped 35 degrees, but Timing Station Six offered a pool. Sevi, leading the race, was first in.

Seven days later, he won RAAM at his first attempt, having packed two pairs of our revolutionary Pro SL Bibshort, with a choice of three pad widths.

Sevi is now a father, and our new addition – the Pro SL Bibshort II (item no. 2252656) – is sleeker, and with a choice of two leg lengths, as well as the game-changing pad width options.

Perhaps we can persuade Sevi to extend his compelling story. The new Pro SL Bibshort II might inspire him. Every bestseller deserves a sequel, after all.

RENEGADE PROGRESS



ENDURA

rosebikes.com/endura
endurasport.com



Official Partner

ON THE SHOPPING LIST

MOUNTAIN BIKE SHOPPING MALL

WHAT ARE YOU WAITING FOR? GO AND HIT THE TRAIL! BUT DON'T FORGET TO USE THE RIGHT EQUIPMENT! IN THIS WAY, MOUNTAIN BIKING WILL BE EVEN MORE FUN!

ELITE ARCA

The Elite Arca wall-mounted rack turns your bike into a securely stored piece of art. The easy-to-install bike rack has an especially soft leather coating that protects the frame from scratches and damages. An included hook offers the possibility to additionally store helmet and more. Really handy!

€ 84,95
Item no.: 2254973



MAGURA MT5

On the trail, you need maximum control. To make sure you can tackle every trail and difficult terrain with confidence, the Magura MT5 disc brake features the 4-piston technology known from motorcycle racing. In this way, you can enjoy the perfect combination of ergonomics and performance. Aluminium brake levers provide precise braking power modulation.

€ 79,95
Item no.: 2173601

RST FIRST AIR ALL BLACK

The RST First All Black suspension fork feels home on cross country and trail rides. A low weight, a timeless design and the combination of comfort and control make this hydraulic air suspension fork the perfect choice. Outstanding value for money. Available for 26", 27,5" and 29" bikes.

€ 254,00
Item no.: 2253820



ROSE DRUCKMACHER XXL 260

A real pressuremaker! The ROSE Druckmacher XXL floor pump not only impresses with an extremely stable steel base with a rubberised bottom, but also with a high pressure output of up to 18 bars/260 PSI. What's also interesting is its tubeless feature: When using this feature, the additional cylinder is inflated first and the collected volume released at once to ensure an airtight seal between tubeless tyre and rim. The practical Clever Twin-Valve 2-in-1 pump head is suitable for Presta, Schrader and Dunlop valves.

€ 84,95
Item no.: 2224288



TUNAP SPORTS INTENSIVE CLEANER

Get your bike spick and span with the Tunap Sports intensive cleaner. With this cleaning agent, your bike will even shine like new after rough trail rides. Whether dust, oil films or stubborn dirt – this cleaner easily removes it all. The extreme adhesion qualities of the biodegradable cleaner even dissolve dried-on dirt and remove all tough stains without attacking the material. Available in a 1-litre or 5-litre spray bottle.

from € 14,95
Item no.: 2260085



TIME ATAC XC4

What would you like? XC, marathon, trail, touring or cy-clocross? The ATAC XC 4 MTB pedals won't care. Thanks to sealed bearings and an open click mechanism, mud and dirt will have no chance. However, these pedals not only stand out for great robustness, but also for easy handling.

€ 54,90
Item no.: 2255479



EVOCC CC 16 L

The evoc CC 16 l bike backpack promises high-tech. The shoulder straps with a flexible BRACE LINK element perfectly adapt to your body and thus ensure even more comfort. The breathable back consisting of air mesh pads and ventilation channels is waterproof. Therefore, it does not absorb sweat so that your back will stay cool and dry for longer. Numerous features like a padded smartphone compartment, a helmet holder and a tool compartment top off the package.

€ 94,95
Item no.: 2252415



LEATT DBX 3.0 ALL MOUNTAIN

Innovative! With the new DBX 3.0 mountain bike helmet, LEATT has come up with something very special. "360° Turbines" is the magic word – integrated pressure buttons between EPS liner and head that deform in case of an impact to effectively absorb rotational forces. With a weight of only approx. 375 grams (in size L), it is one of the lightest and most popular bodyguards available on the market and a must-have for all-mountain rockers!

€ 179,95
Item no.: 2253417

ROECKL MANGO

A colourful summer is waiting for you! The ROECKL MANGO MTB gloves are colourful trail companions with additional grip. The back is made from mesh fabric that feels pleasantly light on the skin and impresses with high breathability. The DURADERO fabric on the palm is combined with SILICONE GRIP prints on the fingers so that you will have full control on rough tracks, even with sweaty hands.

€ 29,95
Item no.: 2252951



ION SLASH_AMP

Yeah, let's shred – the Slash_AMP bike shirt by ION is only waiting for off-road adventures and fast trails. In order to also easily manage steep downhill sections, the high performance fabric is especially robust and abrasion-resistant. An antibacterial SANITIZED treatment of the fabric provides lasting freshness for intensive MTB weekends. If you are looking for a cycling shirt that looks cool and fits perfectly – this model here even guarantees envious glances! *Material: 100% polyester.*

€ 69,95
Item no.: 2250447



POC JOINT VPD SYSTEM

Do you already know VPD? The shock-absorbing foam hardens in case of an impact and returns to its original soft form afterwards. POC used this wonder foam for the Joint VPD System knee pads. Therefore, these 3D-shaped knee protectors are not only especially resistant to impacts and cuts, but also feel pleasantly soft and light while riding. Besides, they do not restrict your freedom of movement.

€ 159,95
Item no.: 2254020



FOX SERGEANT INCL. INNER PANTS

Make new from old! FOX fans have been familiar with them for a long time already – the SERGEANT cycling shorts. Design, material and fit have been revised to offer you especially high performance on the saddle. A robust fabric with two-way stretch provides even more freedom of movement and durability. The removable inner pants come with an integrated EVO seat pad that also provides comfort on long distances.

*Material: 68% cotton, 29% polyester, 3% elastane.
Inner pants: 94% polyester, 6% elastane.*

€ 109,95
Item no.: 2252985

FOX 8" LOGO TRAIL

The times of thick wool socks are over – here come the FOX 8" Logo Trail socks made from breathable and antibacterial MERYL SKINLIFE material. Integrated mesh panels offer additional ventilation and a pleasantly cool feeling on exhausting sections. What are you waiting for? Ride your socks off!

€ 17,95
Item no.: 2254368

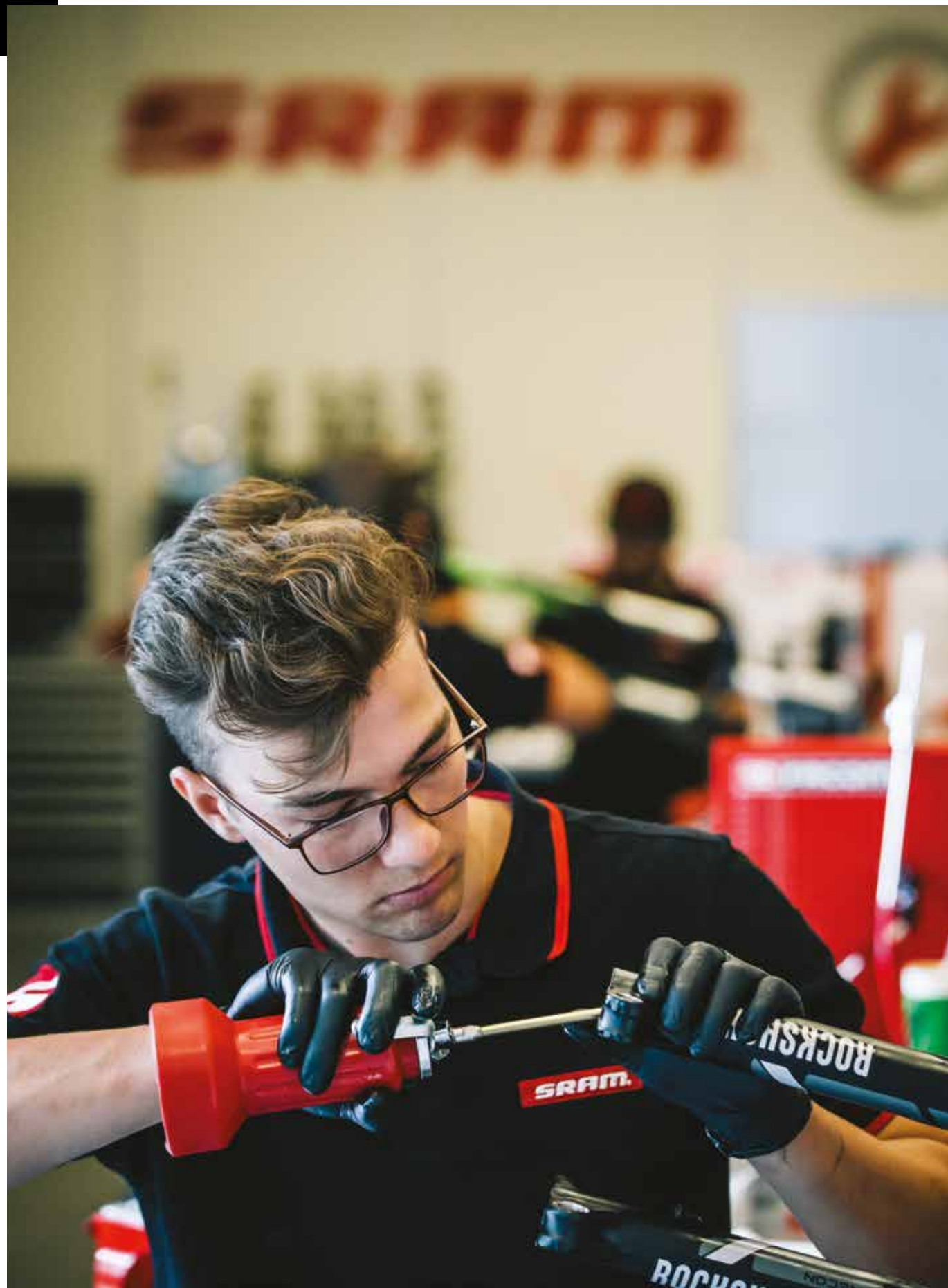


ION RASCAL

For feet and eyes: The RASCAL by ION is a style giant packed with high-end features. The light, synthetic leather used offers high breathability, while a combination of a classic lacing system and a velcro strap ensures a perfect fit. A non-slip rubber sole (compatible with SPD) with EVA midsole guarantees perfect power transfer to the pedal, as well as comfortable walking.

€ 139,95
Item no.: 2250453





BEHIND THE SCENES IN THE FIELD!

ON A VISIT TO SRAM

AUTHOR STEPHEN EGERTON PICTURES SRAM

WHEN THINKING OF BIKE PARTS, YOU AUTOMATICALLY THINK OF SRAM. THE COMPANY'S PORTFOLIO INCLUDES THE BRANDS ROCKSHOX, TRUVATIV, ZIPP AND QUARQ – ALL KNOWN FOR INNOVATIVE PRODUCTS OF EXTREMELY HIGH QUALITY. WHAT ONLY FEW PEOPLE KNOW: THE LARGE US-AMERICAN COMPANY PLACES GREAT EMPHASIS ON THE GERMAN ART OF ENGINEERING. ALL DRIVETRAINS ARE DEVELOPED IN GERMANY. REASONS ENOUGH FOR CYCLE STORIES TO LEAVE THE OFFICE AND TAKE A LOOK BEHIND THE SCENES OF SRAM!

The sofa I sit on and wait is bright red and very comfy. The ground and walls of the hall-like office are painted white. Not only the 14 000-square metre large building complex is dominated by this colour combination, but the entire company site is. Sure, red and white are the colours of SRAM's logo. What rather attracts my attention though is the hustle and bustle around me.

I'm in the development centre of SRAM in Schweinfurt, Germany. There is plenty of space, as if they wanted to leave creative heads room for ideas and innovations. In one corner, small groups are standing at large tables and have lively discussions over sketches and drawings. Next to them, two young men have spread out sprockets in front of themselves and are lost in thought. Between all these isles of creativity,

other employees are bustling about doing their day's work. "Sometimes it's like in a beehive," a voice next to me says. "Hello, you must be the editor of Cycle Stories. My name is Bernhard Johanni, I'm the managing director of SRAM Germany," the person opposite me says. I nod and shake the hand I'm offered.

"I was told that you wanted to take a look behind the scenes." I nod again while I am getting a worn notepad and my analogue Lomo LC-A camera out of the bag. "I have prepared some questions," I say hastily. Mr. Johanni laughs. "I'd suggest we get a coffee first. After that, I will tell you something about SRAM and show you around so that you can see what we are doing here in Schweinfurt. If you should have any more questions and space on your paper after that, I will be happy to answer them all."

As I fully agree with his plan, we sit in the bright and friendly designed cafeteria with little pieces of art made of espresso beans and milk froth in front of us a few moments later. To understand why a US-American company runs such a huge location in the German town of Schweinfurt, you have to look back into the past. To be more precise, you have to look back 123 years. In 1894, a young man left a German patent office with plans for a bicycle hub in his pocket. This young and innovative developer was Ernst Sachs. One year later, he founded "Fichtel & Sachs" internal hub gear production in Schweinfurt together with his partner Karl Fichtel. Only a few years later, Ernst Sachs set a real milestone of bicycle technology. His legendary Torpedo freewheel hub soon became a bestseller and had by far the largest market share in Germany at the beginning of the 20th century.



Space to think and work: SRAM creates spaces



"This is where history provides a first link to SRAM," Mr. Johanni starts to tell, "because before we took over Fichtel & Sachs, our company, too, had grown big with such a milestone in bicycle technology. Stanley Day, a passionate triathlete and co-founder of SRAM, had never been a fan of the then usual shifters on the down tube. Therefore, he searched for a possibility to change gears on the handlebar. This was in 1987 and this year also marks the date of birth of the twist shifter, the Gripshift. This was the first product and the starting signal for the success story of SRAM." "Why SRAM? What does the name mean?" I interpose a question. "SRAM is an acronym for the names of the company founders. Scott, Ray and Sam, of which Ray is the second name of the previously mentioned Stanley."

Ten years after the invention of the Gripshift, SRAM was still rather a new-comer on the huge bicycle market. It was time to grow and to follow new avenues. In 1997, the company took over the bicycle hub division of the German manufacturer "Mannesmann Sachs AG", previously "Fichtel & Sachs". Back then, the founders in the USA recognized the historical tradition of Schweinfurt, as well as the enormous importance of this location for innovative developments in the bicycle sector and the access to the European market. Therefore, they decided to create new headquarters and a centre for innovative bicycle technology there. We have finished our coffee in the meantime and I follow Mr. Johanni into the development centre.

"Even though we are a multinational company with more than 400 engineers in five different time zones, the heart of SRAM developments beats here in Schweinfurt, which hardly anyone knows. Here, we focus on the further and new development of drivetrain technology. This includes cassettes, front derailleurs, rear mechs, shifters, chainrings and completely new parts."

However, SRAM wanted more than just further developing drivetrains under its roof. They wanted to play an important part in the bicycle market, which is why they again brought in lots of development power and bicycle innovations at the beginning of the 2000s. For this purpose, they took over the experts for mountain bike suspension fork and rear shock technology RockShox in 2002, and two years later Avid, the specialists in the field

of rim and disc brake systems, as well as Truvativ, the experts for bike hardware, bottom brackets and cranksets. With that, SRAM unites an impressive product portfolio of high-quality bike parts under its roof. "In an era of global change like this, we are of course all connected and maintain permanent contact with our colleagues."

This means that every department can adapt and benefit from the knowledge and art of engineering of the other. This proves extremely advantageous for our products," Mr. Johanni explains and leads me through a glass door out of the huge development area and into the Chamber of Secrets: the test lab.

"We have very high quality standards for our products," Mr. Johanni says and shows me a machine called DeMONSTRator.



In the test lab: eternal hunting for the weak spot

SRAM is an acronym for the names of the company founders. Scott, Ray and Sam, of which Ray is the second name of the previously mentioned Stanley."

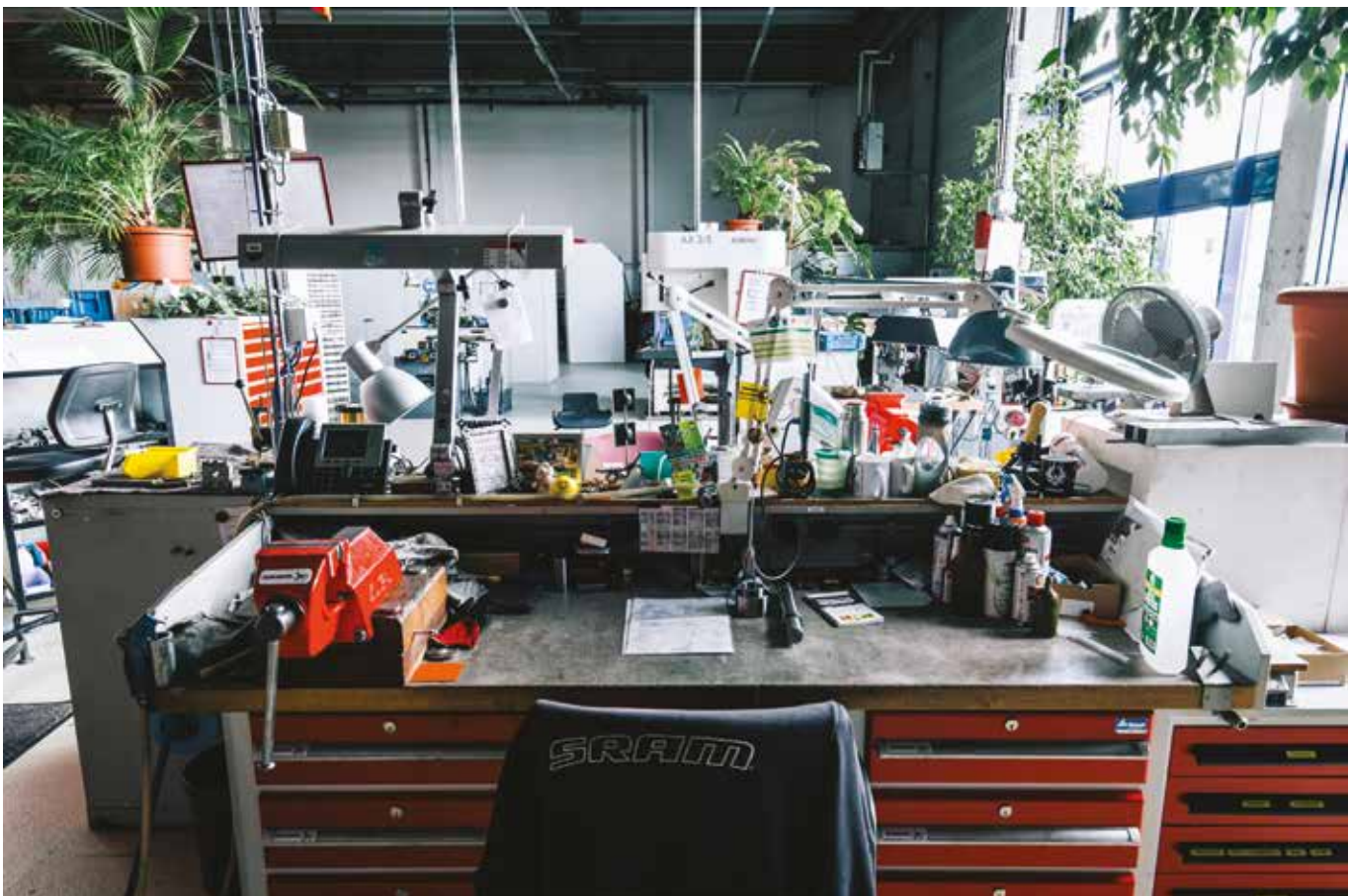


A workshop for prototypes:
No speck of dust can be
found

This machine is currently letting a front derailleur shift through all gears under peak loads again and again. "Here, we torture our products and prototypes with loads that far exceed the loads they are subject to in real life. Everything is tested to the limit and beyond and evaluated with the help of computer-assisted data analyses. Based on these data, we cannot only achieve maximum robustness and durability for our products, but we also see where we can eventually save a few more grams. Of course, each product is not only tested in the laboratory, but also on extensive and demanding field test rides.

We want to deliver our customers a product that offers perfect support. We are all united by a huge passion for cycling and that is why we know first-hand what bikers need." "Do you do anything else here but developing and researching?" I want to know. "Of course we do. We are also home to a skill centre in which we train traders and experts from all over the world in SRAM products. Besides, there is the SRAM Technical University, our service centre, the dealer service direct, in short DSD, and of course the sales department, administration and logistics centre.

Here, we torture our products and prototypes with loads that far exceed the loads they are subject to in real life."



Details are of prime
importance to
make good things
even better.





Memories of past
"Fichtel & Sachs" times

We are also home to a skill centre in which we train traders and experts from all over the world in SRAM products."



Yet our focus here in Schweinfurt is on the look into the future and the associated product development. I'm sure you know this from Bocholt. The guys from ROSE Bikes also develop in-house at a very high level. That is probably why we have been working together successfully for so many years now," Mr. Johanni says

and smiles at me. In the meantime, our walk has led us to the fresh air again. "I hope I could answer all your questions. Did you enjoy it?" the person opposite asks. "It was quite impressive," I answer honestly. "Yet I have one more question. You talked about the look into the future. What do you see? What can the friends

of SRAM look forward to?" Mr. Johanni laughs. "Don't be so curious! You will find out early enough!" Okay, okay, I guess I was too brisk. So, I say thank you for the exciting morning and leave Schweinfurt in the direction of ROSE with lots of impressions from a remarkable and pioneering company! ■



SHOT

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ROSE Item No.: 2251432

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KASK PROTONE

Safe and sexy: The developers and product designers of KASK have successfully managed the balancing act between these two attributes with the PROTONE helmet. It is made with the in-moulding fabrication process, where the inner shell is fused with the outer shell under high pressure and heat. The result is an especially robust and lightweight helmet. MIT promises additional protection. The three letters stand for a polycarbonate shell that is laid above the outer shell. This provides additional safety in case you should fall. With regards to comfort, too, the PROTONE gives its all: A rubberised micro dial called OCTO FIT allows for an easy adjustment of the helmet. Sounds as practical as it is. The PROTONE is available in five classic, simple, timeless and cool colour versions.

€ 229,00 Item no.: 2200552

VAUDE MEETS ROSE AQUA BACK

When two long-established companies like Vaude and ROSE come together, something good will come of it. This is exactly what happened with the limited VAUDE AQUA BACK ROSE pannier. This elegant transport solution is made at the Vaude headquarters in Tett nang. Made in Germany. Yet this is not the only quality attribute of the AQUA BACK ROSE. Thanks to a PVC-free, waterproof material and design, rain, snow, splashing water or dust will no longer have the chance to spoil your stuff. Thanks to a shoulder strap that allows you to turn the pannier bag into a shoulder bag within seconds, the AQUA BACK ROSE is especially suitable for your way to work, university or school. The gem offers a volume of 24 litres and comes with rubberized feet to ensure it won't fall when left standing on the ground. Thanks to a lockable QMR-2.0 system the bag will long remain your property. So, don't wait too long and order the bag now on www.rosebikes.com.

€ 69,95 single pannier Item no.: 2254746



Back view



SQLAB 604 ACTIVE TREKKING

For long-distance racers: Those who like to do long tours on their bike know how important a good saddle can be. The boys and girls of SQLab are real experts in this field. It is they who developed and designed the 604 active saddle. Especially when riding in a slightly stretched standard position, this saddle offers improved pressure distribution between pubic bone and sit bones. A lower saddle nose provides relief for the sensitive perineal and genital area. The active system ensures perfect biomechanical movement, increases comfort and relieves the spinal discs. Two active sticks make sure the saddle can be adjusted to fit any type of rider. The SQLab 604 active is a trekking and touring saddle that should be under every backside.

€ 79,95

Item no.: 2253389



POLAR M460 GPS*

The Polar M460 GPS bike computer is cutting-edge and equipped with a lot of new features! As the successor of the M450, it also supports Strava live segments – start to train for your best time now! Also new is the pairing with your smartphone, so that text messages, calls and social media messages can be checked while riding! Connectivity as far as the eye can see: The Polar is now compatible with many Bluetooth Smart power meters for a perfect power measurement. The GPS performance, too, has been updated. Gradients are now also shown without a speed sensor, the data is derived from the GPS signal. Thus, it is a real tracking expert weighing only 50 grams. A Back to Start feature helps you find your way back home in case of emergency. A carbon look, five textured buttons and a battery life of up to 16 hours are further features that turn the M460 GPS into a loyal companion. Bluetooth Smart heart rate sensors optionally available (e.g. Polar H10, Item no.: 2260443).

€ 179,95

Item no.: 2260444

*Please note the battery law information on www.rosebikes.com/battg

SRAM RED

22 ROAD ETAP*

Like a walk into the future: With the Red 22 Road eTap, SRAM offers a new level of electronic shifting. You won't find any gear cables on this high-tech product for two-wheelers, each component has its own battery. This not only saves plenty of time when installing the system, but also offers a clean and elegant look. Communication between the various components is done through a proprietary system called AIREA, which uses a 128-bit rolling encryption, so each pairing of a groupset consisting of shifter, front derailleurs and rear mech generates a new, unique encryption code. This eliminates interference with other riders' systems. To make shifting and thus you even faster, SRAM have let themselves be inspired by another, even faster sport: For the brake and shift lever, SRAM uses technologies you know from Formula 1. The DoubleTap system makes sure both levers can be used to control rear and front derailleurs. The right lever is used to shift up at the back, the left lever to shift down. By tapping both eTap buttons together, you can change the front derailleur. Unfortunately, space is limited and it is not possible to describe all innovations and technical highlights the Red 22 Road eTap group offers. So, browse on www.rosebikes.com to get more information.

€ 1299,00

Item no.: 2195719



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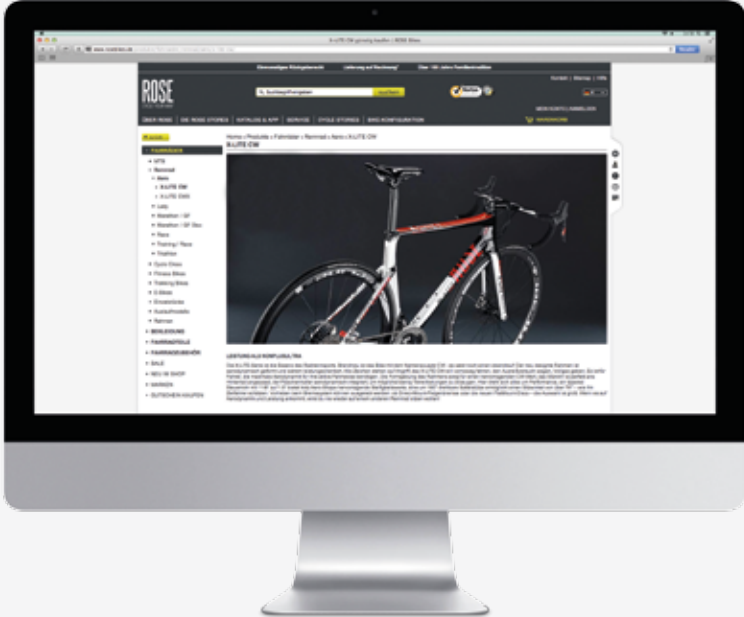


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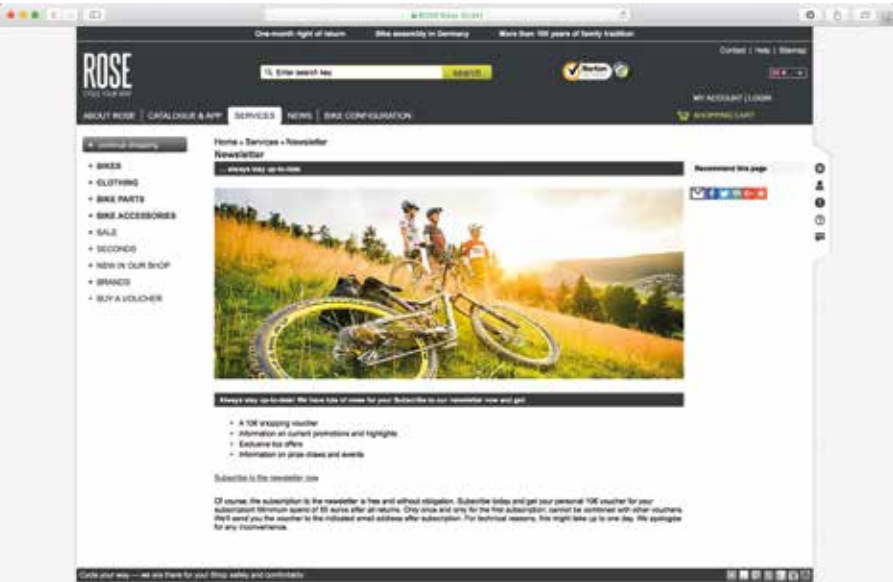
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