

MODYN
design that moves

**Eurobike
2022**

Introduction

An event that we at MODYN absolutely cannot miss is Eurobike, so this year we went with a whole delegation. We had great conversations with our clients and saw how the world of bikes is evolving.

Eurobike is the world's leading platform for bike and future mobility, so this year they had to move to an even bigger location: Messe Frankfurt. Although we always enjoyed the previous location in Friedrichshafen, this edition exceeded our expectations.

This year was interesting from a technology point of view, with new products, more innovation and integration, and fortunately also an increasing focus on protection. Sustainability is becoming a more integral part of the business, each brand doing it in its own way.

Finally yet importantly, we were also happy to have our CMF team in attendance to spot the latest and greatest — lots to see and read about in the report.

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Shifts in product offerings



Cargo Bikes



Promovec sustainable e-bikes

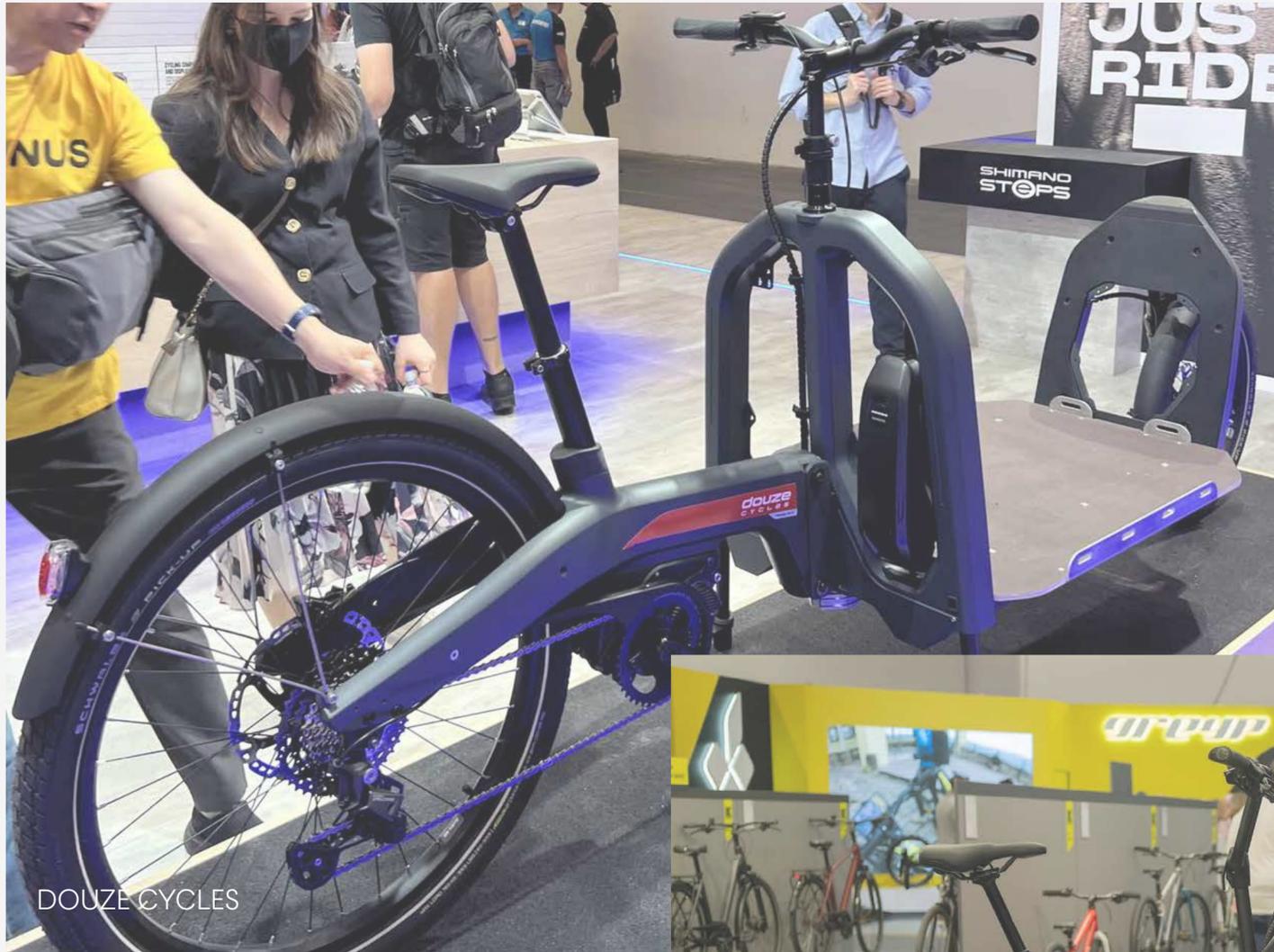


IUMENTUM ultralight cargo bike



KETTLER Cargo bike

This year, many Cargo solutions were presented, ranging from low-tech to high- and innovative tech. Eurobike already knew in 2018 that Cargo was becoming big when they started offering a dedicated 'cargo area', which was even bigger this year. Trial rides, 'cargo academy' talks, and even a cargo bike Euro cup.



DOUZE CYCLES



Ca Go FS 200 electric cargo bike



Kettler Cargo bike

This year's highlights were:
New frame shapes, further electrification, and more customization opportunities.

Gleam Escape



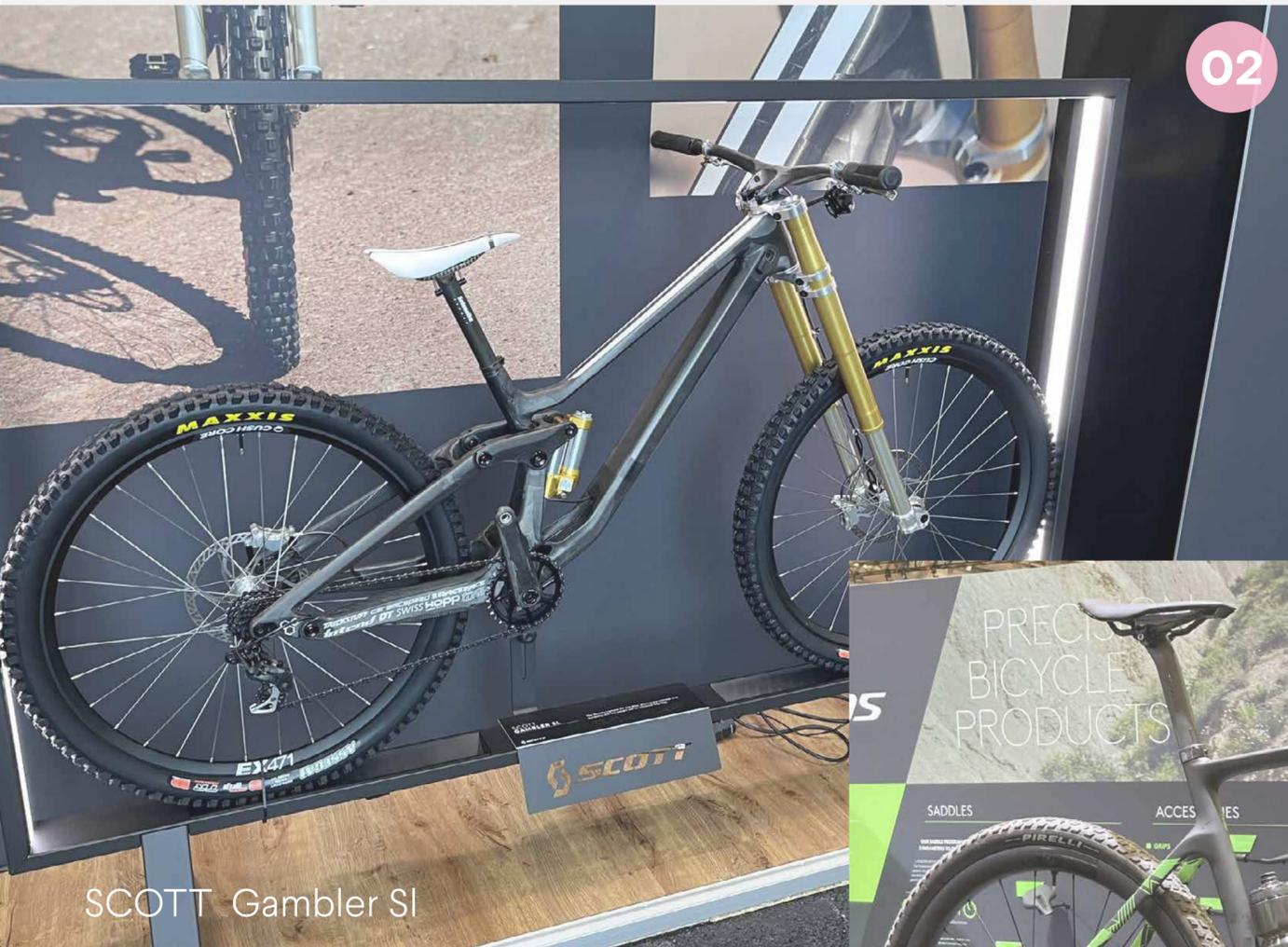
One of the personal highlights was **Gleam Escape (01)** - the multi-use bike. They developed the unique Dynamic Tilting Technology, that makes it super easy and safe to ride on the streets with any kind of terrain and obstacles. Gleam states that their bike has no limits to the areas of application. From private garden butlers to food delivery, you name it!

SPORTS

Of course, this year again, there were bikes for all kinds of sports at the fair. We have selected a few that are worth mentioning. What was originally a specialized form on the gravel roads of the US has now probably become the most universal bike of all: the **gravel bike (01)**. Many were on display this year, and we liked the one on the next page the most. Then **the enduro bikes (02)**, the “as-fast-as-possible mountain bikes”: not too many technical innovations, instead more new fresh visual elements to make it look at least faster. Finally, **e-MTBs (03)** are developing rapidly, some would argue that it is not racing, though e-MTB races are increasing. Some of the latest e-MTB developments at Eurobike: are the lightest 700-watt battery at the moment (Greyp), the longest travel e-MTB in the world (Cybro), and further implementation of carbon and carbon belt drives.

SCOTT Gambler SL

Sports



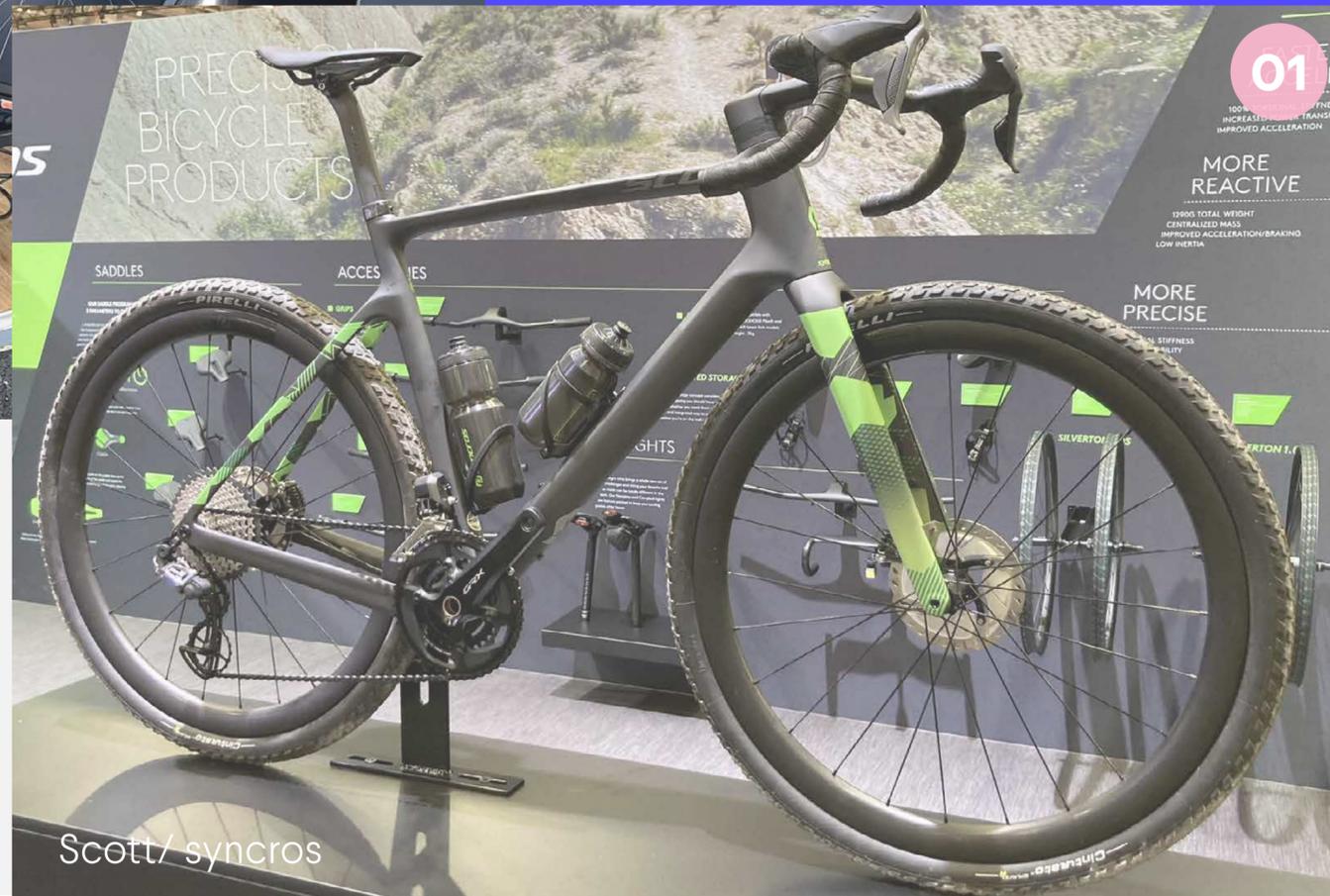
SCOTT Gambler SL

02



Husqvarna Mountain Cross

03



Scott/ syncros

01

100% STIFFNESS
INCREASED POWER TRANSFER
IMPROVED ACCELERATION

MORE REACTIVE

1900G TOTAL WEIGHT
CENTRALIZED MASS
IMPROVED ACCELERATION/ BRAKING
LOW INERTIA

MORE PRECISE

STIFFNESS
QUALITY

PRECISE
BICYCLE
PRODUCTS

SADDLES

ACCESSORIES

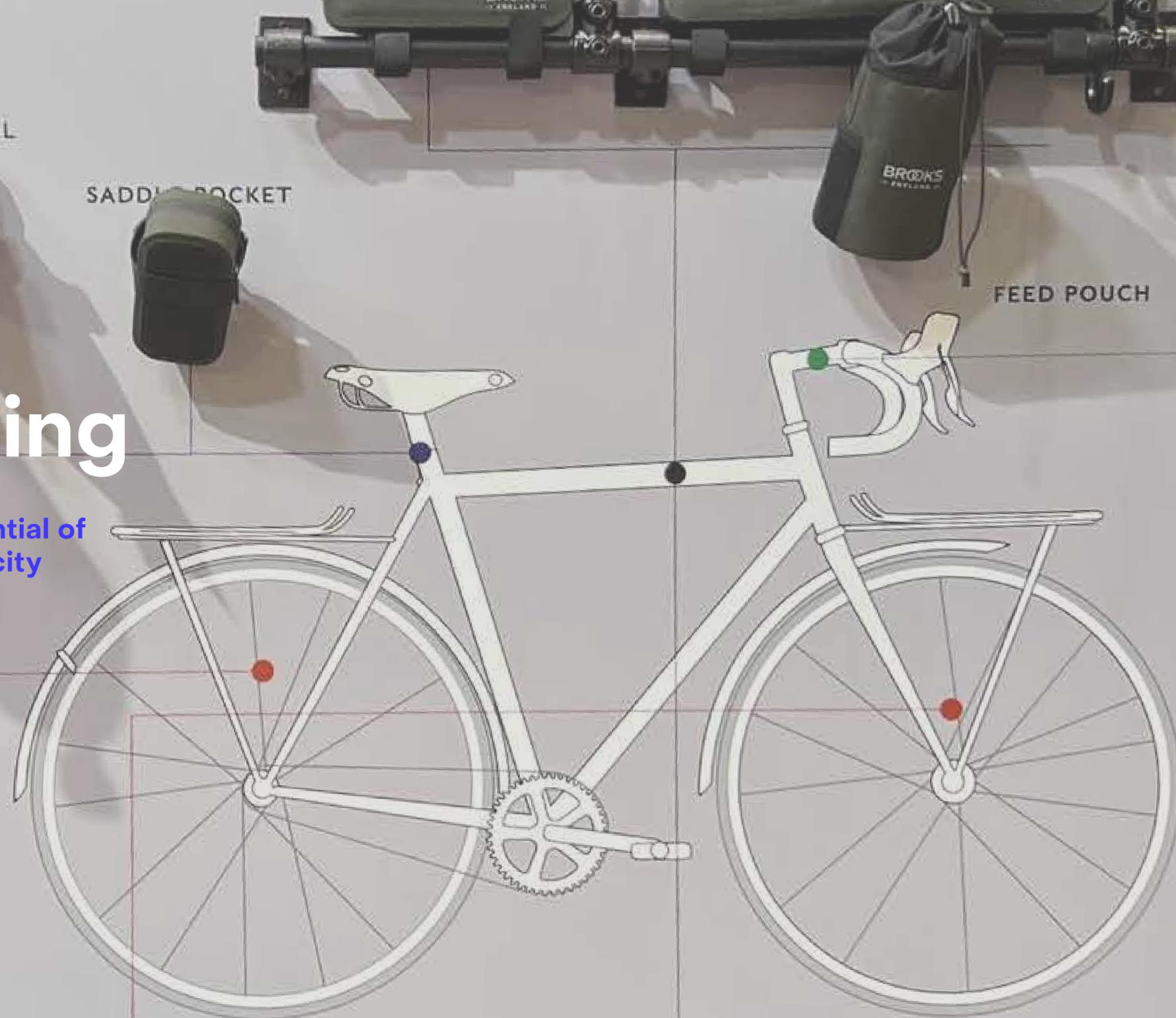
LIGHTS

SILVERTON

BURTON 1.1

Bikepacking

Many brands see the potential of having extra storage capacity for people that like to ride on unbeaten paths. They also see the need for versatility: everyone's different and so are requirements. We found some good examples made by **Evoc (01)** and **Brooks (02)**.



SADDLE ROLL

SADDLE SOCKET

FEED POUCH

HANDLEBAR CASE

HANDLEBAR POUCH

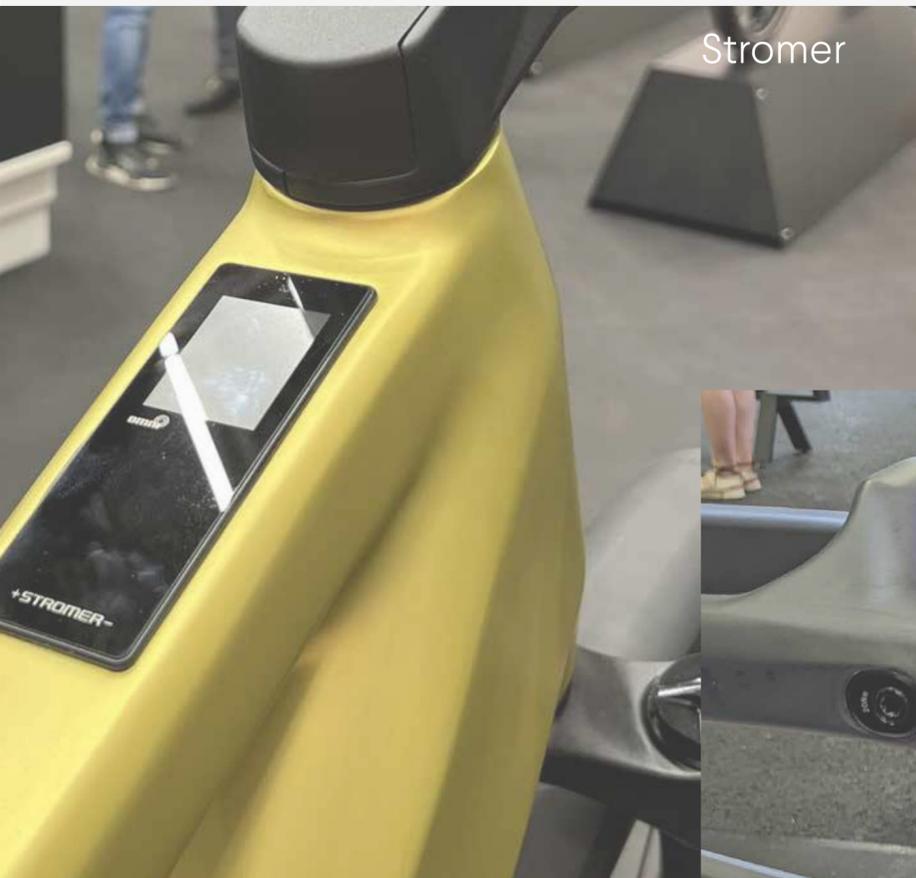
FRAME BAG



Offer more, but show less



Integration Seamless Design



Stromer



Xiaomi e-bike



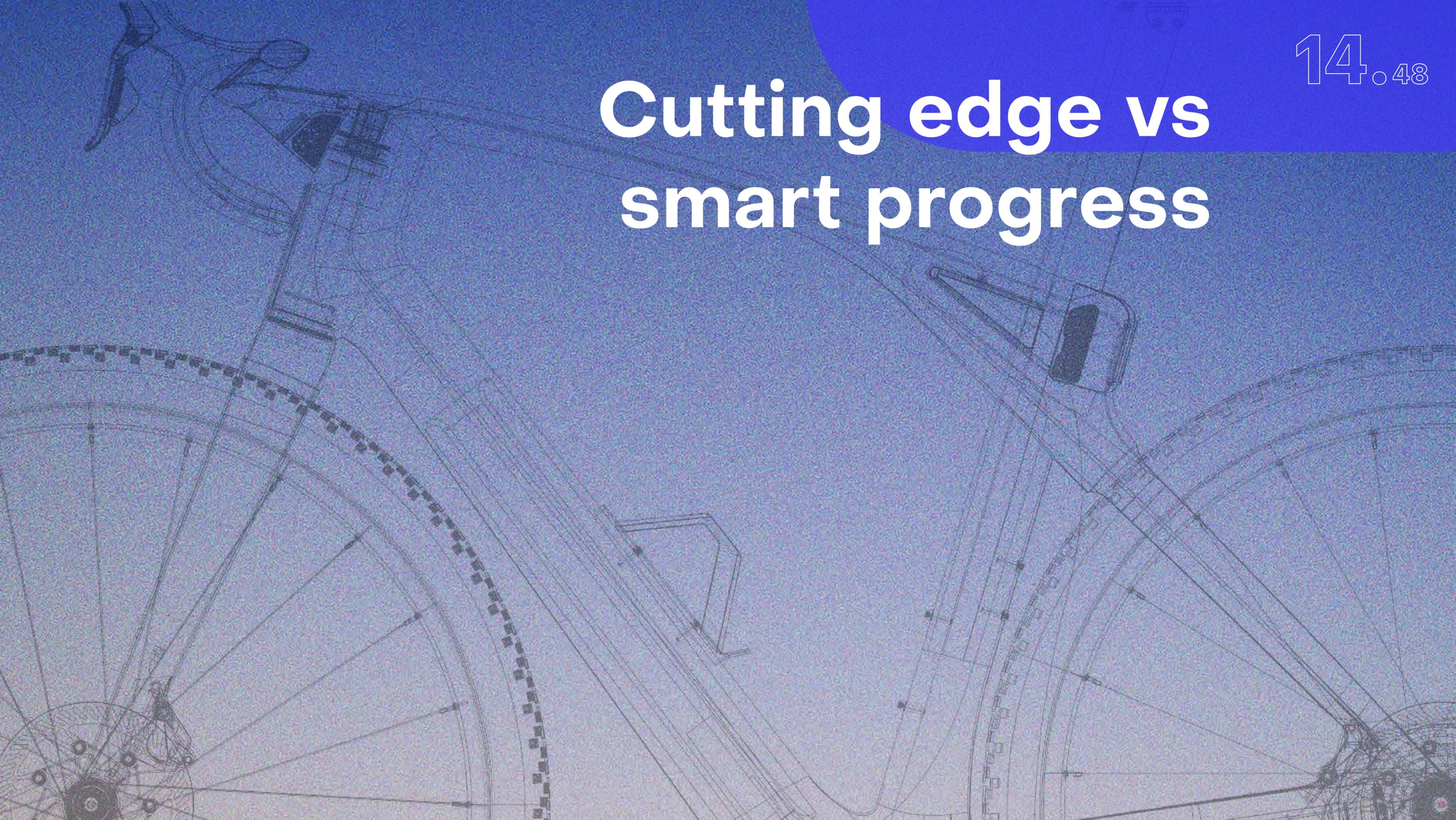
Scott Spark,

What not to integrate is the next question for many bike brands. Displays, batteries, motors, lights, braking systems: bikes are becoming more complex. Yet, we prefer clean frames and uncluttered compositions. Here are some examples of how the industry approaches the topic of integration.

Integrated lights



Cutting edge vs smart progress





Safer Braking

Full throttle at Bosch, or should we say brakes on! The new **Bosch eBike ABS (01)** makes braking safer with both brakes at the same time, whether you are biking through the gravel paths or city asphalt. The eBike's ABS system is based on Bosch's ABS technology that has been used in cars and motorcycles for many years. Despite being an exciting technology, it can still make strides when it comes to integration.

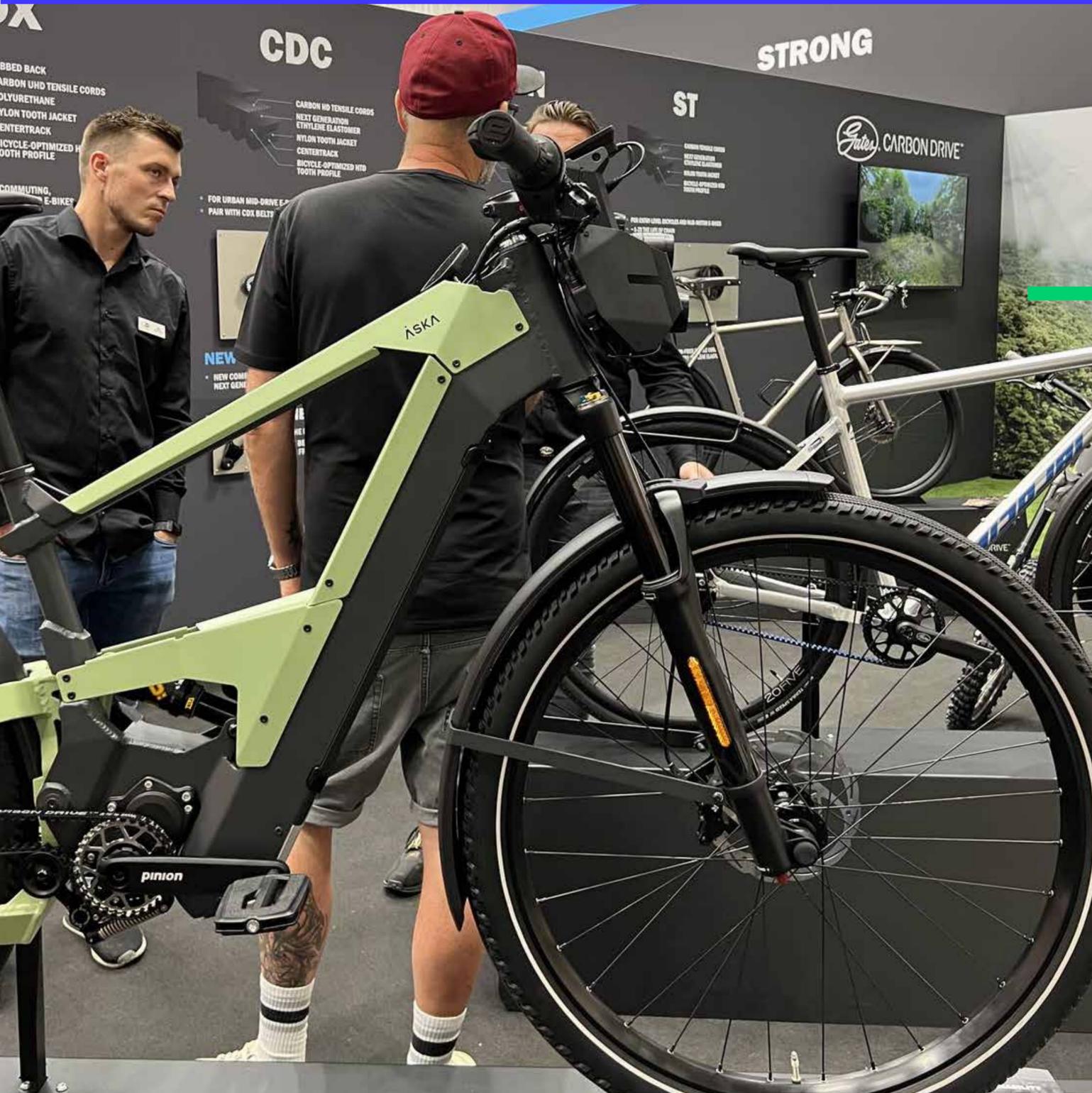
It is not only Bosch that sees the value of this technology, **Shimano (02)** also presented their new ABS system that they developed together with Blubrake. We'll let you know who the winner is once we've tested them in real life.





Intend Samurai CC is the World's Lightest 120mm Fork – 1495g!

The fork everyone was talking about, was apparently World's lightest fork. How do they do it? The lack of an arch over the lowers helps to keep the weight low. Next to that, they introduce dropouts with a 44 mm offset, which is very minimal. To ensure the same stiffness, they created a curved bridge that places the fork at a slacker head angle than the head tube itself. The result: saving about 50 grams.



Sheet metal bending for bikes

One technique we are seeing more often in the bike industry is sheet metal bending. ÅSKA BIKE is one of the companies using aluminum sheets for their frames. They even patented their concept of making frames. With this technology, they might be able to make it more viable to produce in Europe. Not only that, their supply chain is thus becoming more sustainable, with both production and assembly in Belgium and European components. Regarding the specs: 60 km range, neodrive system, and full suspension.



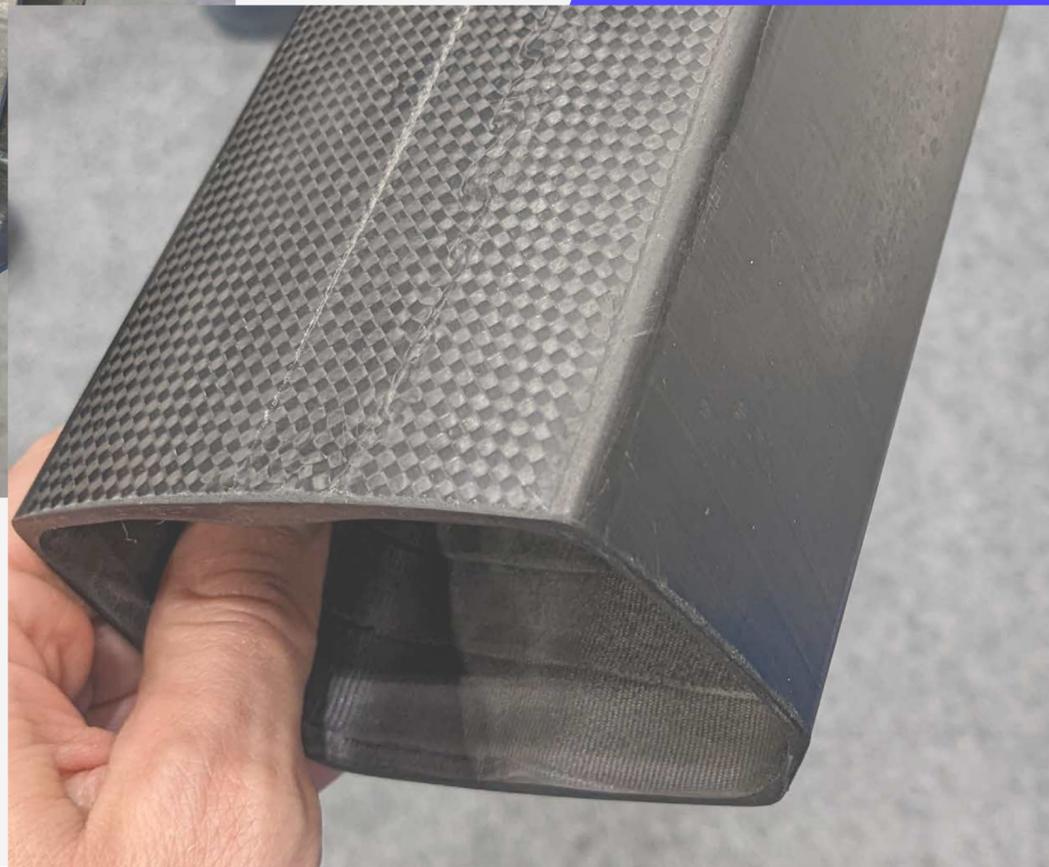
Cybro Industries - City bike

Banded carbon round tubes combined with 3D printed titanium lugs which are totally customizable to any customer's measurements. How cool is that? Cybro thinks it's their most elegant bike, designed for those who want to stand out in the urban environment.



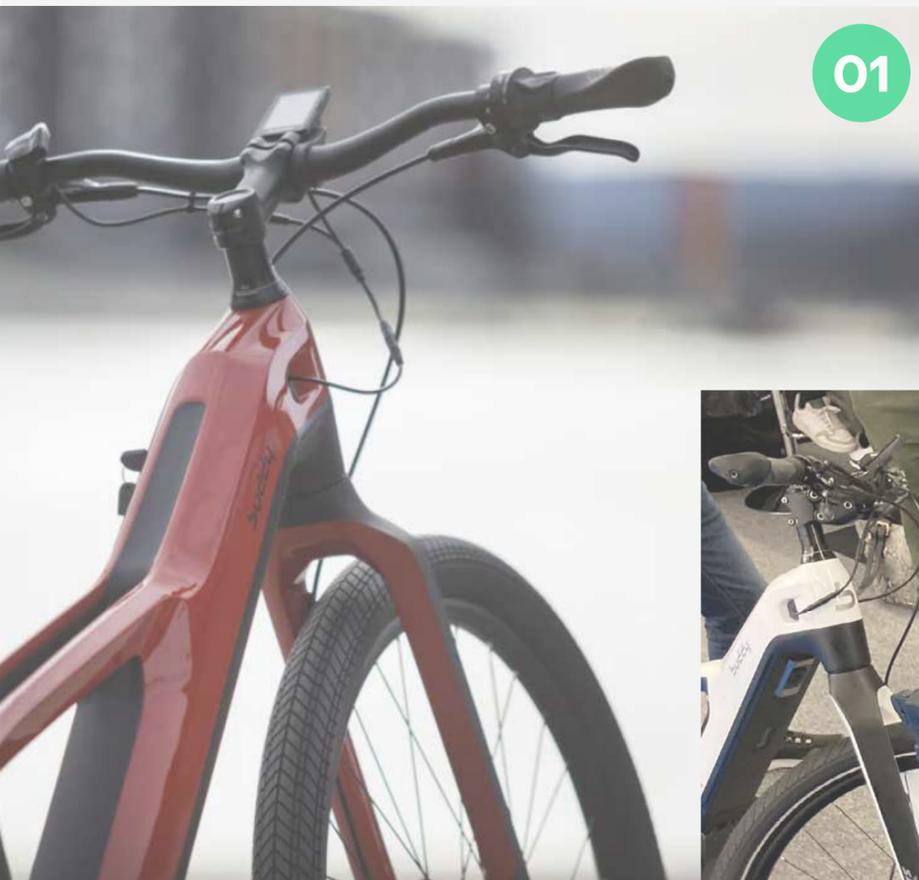
Picture source: www.cybroindustries.it

Carbon Automation



With the demand for carbon frames only seeming to increase, a growing number of companies are automating processes. One that caught our eye at Eurobike was Astro with their thermoplastic frames. They are offering an alternative to traditional carbon fiber frame production: it binds carbon fibers with thermoplastic. Thermoplastic has certain advantages: it's tougher, easier to recycle, and has better impact resistance. The main advantage is undoubtedly the automated processing — resulting in consistent manufacturing quality and the ability to produce a frame in as little as 15 minutes.

Injecting in Europe



Picture source: www.v-frames.com



When it comes to process automation, we actually found the winner in the name of **V-Frames (01)**. With their fluid injection technology, they built the first carbon composite frame. It takes them only 90 seconds to produce an entire frame. Are they then also sustainable? Yes, we have good reason to think so: with recyclable frames, production in Germany, and a zero waste system.

Another company that caught our attention is **Ultima (02)** since they also run their entire production in micro-factories in Europe. Their frames are also made by injection molding, but their production time remains a secret for now.

Schwalbe's green milestones



One of the bigger tire manufacturers in the world has decided to change lanes. They presented their 'green milestones' at this year's edition of the Eurobike, where even their booth was made of recyclable, and environmentally certified materials. They claim to act responsibly when dealing with customers, co-workers, society, and the environment. Their most concrete initiative is the recycling of used tires: already today, 20 percent of every new Schwalbe tube is made from recycled materials.



Picture source: www.schwalbe.com

Protecting body and wheels

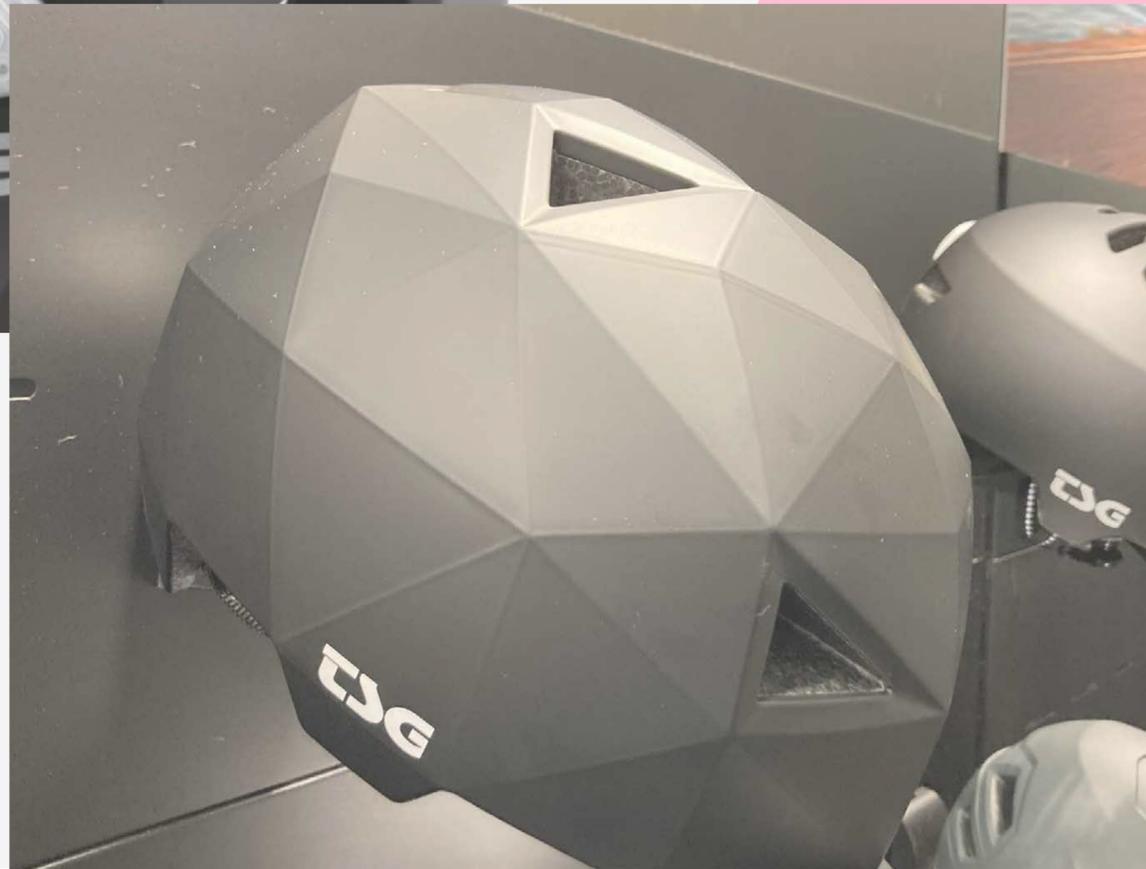
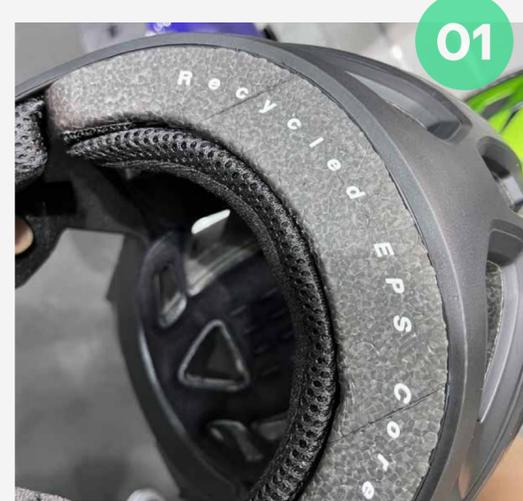
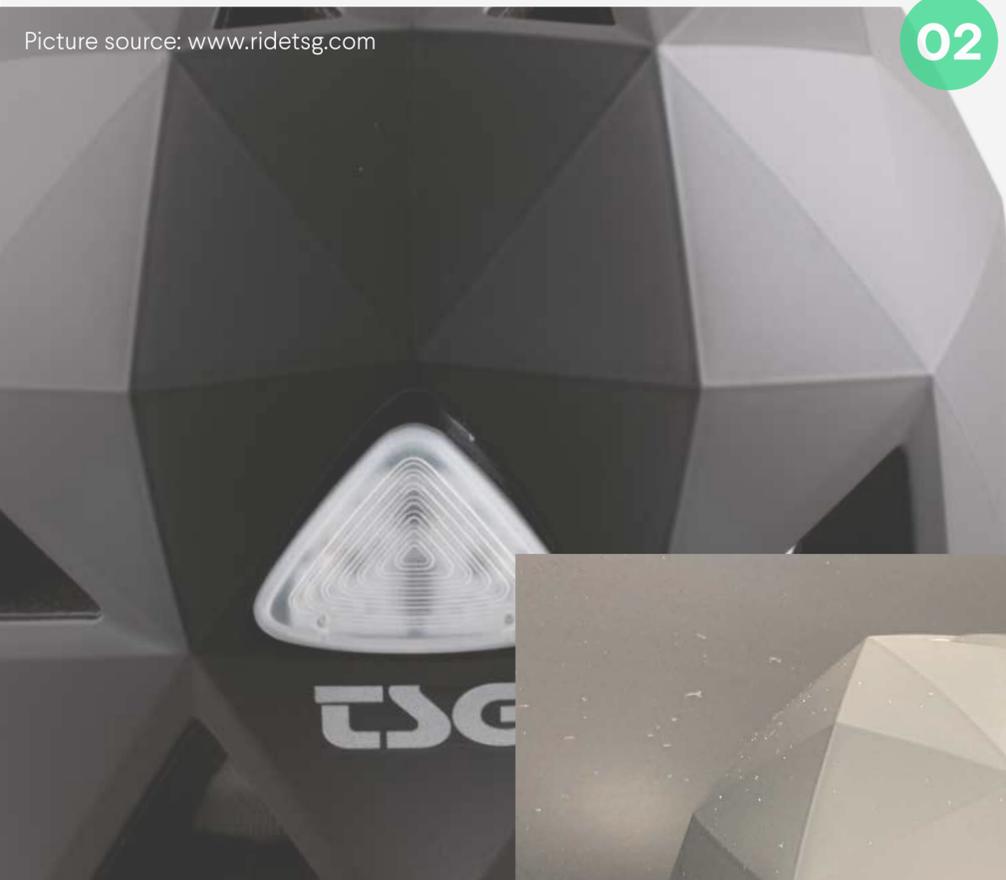




TEX LOCK

We've all encountered the struggle of locking your bike: whether it's getting greasy hands, or not knowing where to store the lock. Tex—lock is trying to tackle these problems and is helping you to protect what you love. Several layers of textile fibers in a composite provide a soft feel and appearance while forming a shield against bolt cutters, fire, or saws.

Bike helmets



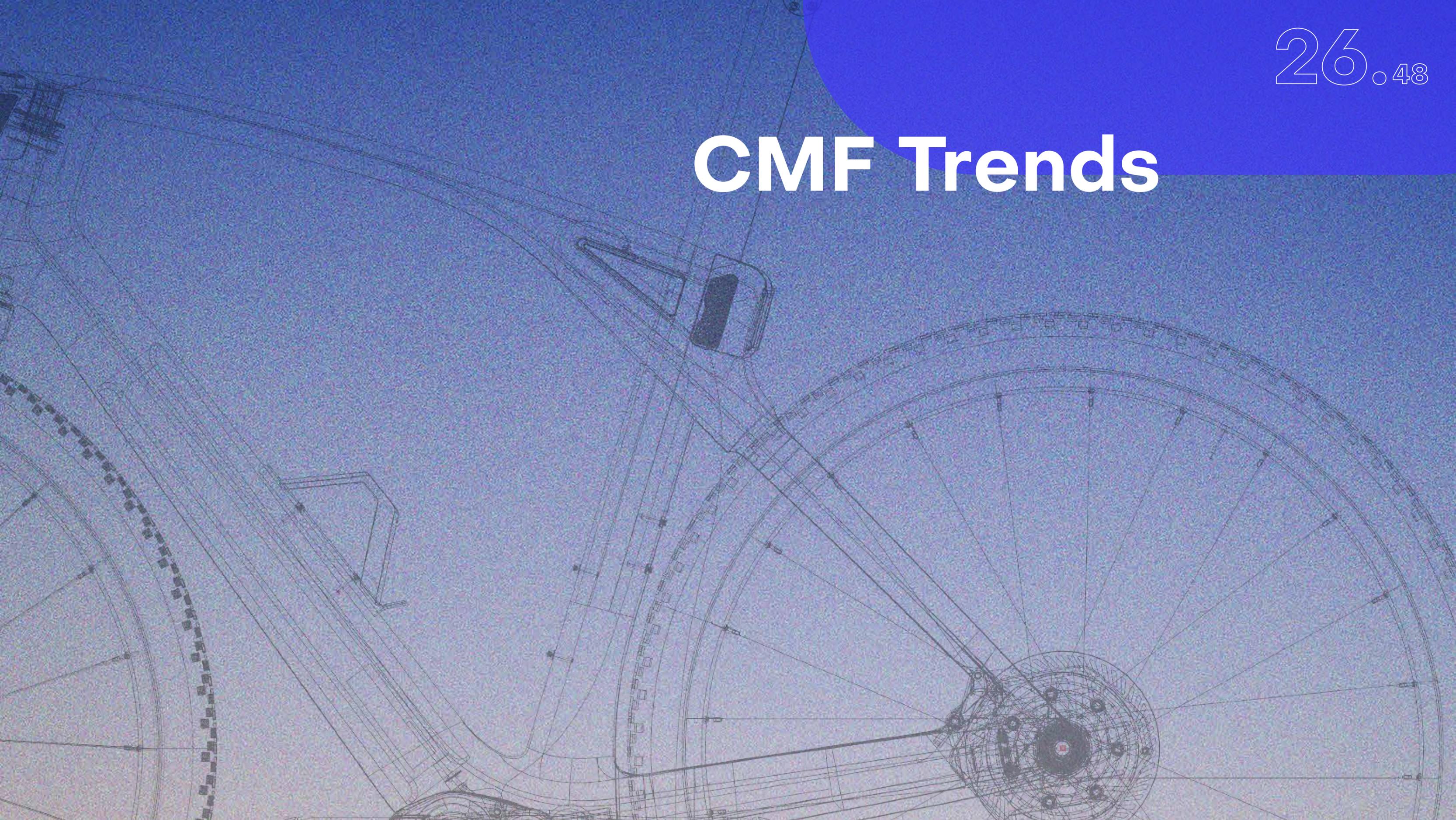
As bicycle sales rise, so are helmet sales. Some companies, therefore, started the search for a more sustainable solution. **Abus(01)** and others are going to make use of recycled eps, but some companies go beyond that and are testing solutions with cork, cardboard, and wood. **TSG (02)** came up with a rebellious new look for their helmets, and also added a removable LED taillight. Finally, perhaps the most innovative one is the **Lazer - Vento KinetiCore (03)**, which uses strategically placed EPS foam blocks in the helmet's interface instead of a MIPS liner. This protects the wearer from both the linear and rotational forces of an impact, and it works like the crumple zones in cars. It is 90 grams lighter and better ventilated than its predecessor, without compromising safety.

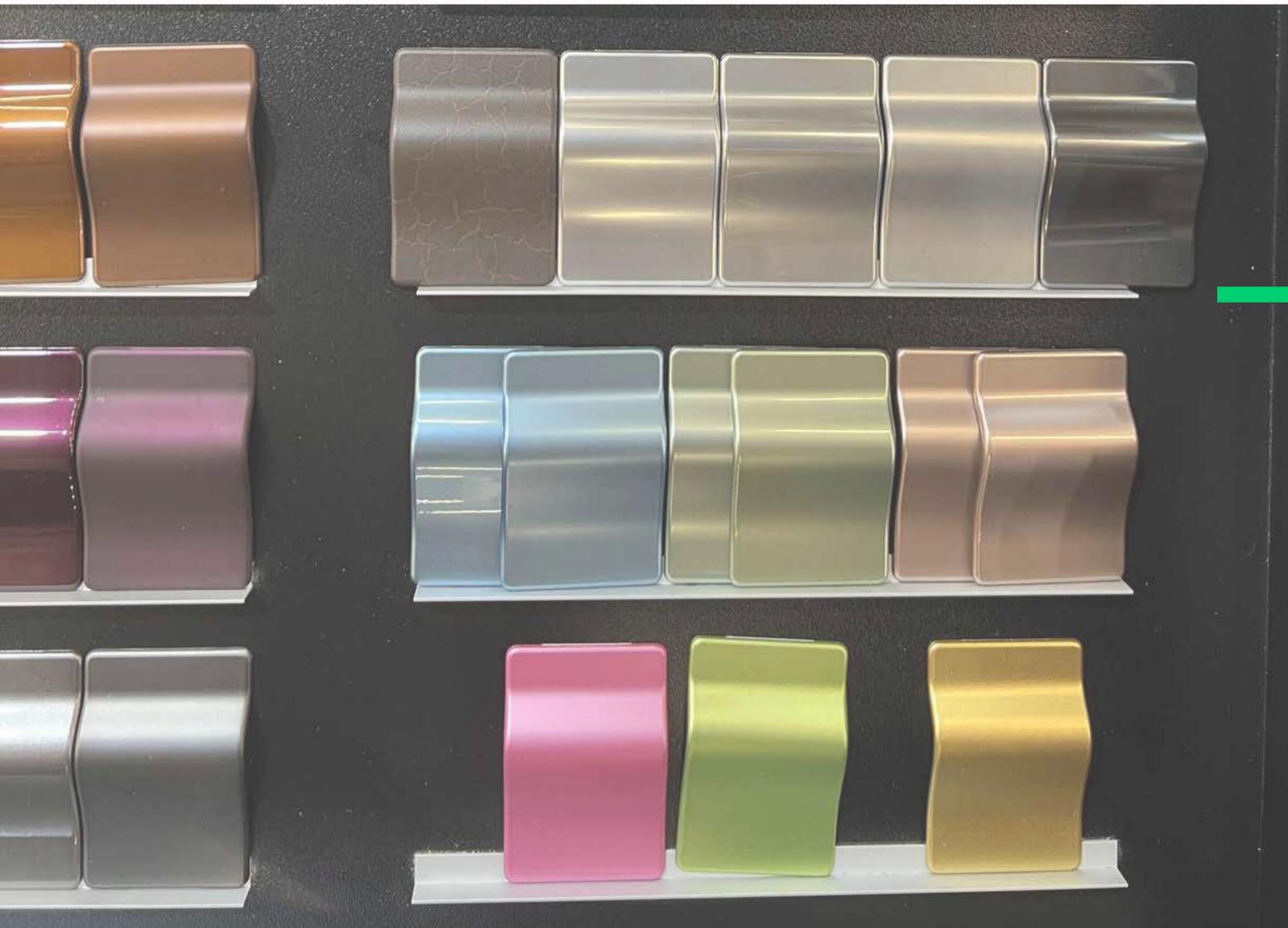
EVOC COMMUTE A.I.R. PRO 18



We've all seen the **Hövding airbag (01)** helmet on many mood boards, but now it's time to shine for **EVOC (02)**. They are keeping it safe and sound with their newest and world's first airbag commute backpack. Always carry everything you need while remaining well-protected.

CMF Trends





Impressive after pandemic comeback.

We are shifting more towards material revolution, back to the essence of the product, focusing more on functionality, efficiency, smartness, and quality, rather than quantity and diversity. Though at the same time we're taking more risks in terms of CMF. Experimenting with different materials, coatings, and vibrant color combinations creating unpredictable yet unique outcomes.

Raw Colors

**CLEAN LOOK
NO COLOR
MATCHING LABELING
FOCUS ON FUNCTION**

N^o1

Clear functionality & no-nonsense

Continuing to shift more towards essentialism, knowledge and skills gained over time inspired designers to go explore the essence of the bike and return to good raw materials, designing non-colored bikes, with different finishes. Slow approach, uniqueness is more desirable than before!



Coboc Brooklyn FAT



Basilisk Pinion Gravel



unknown

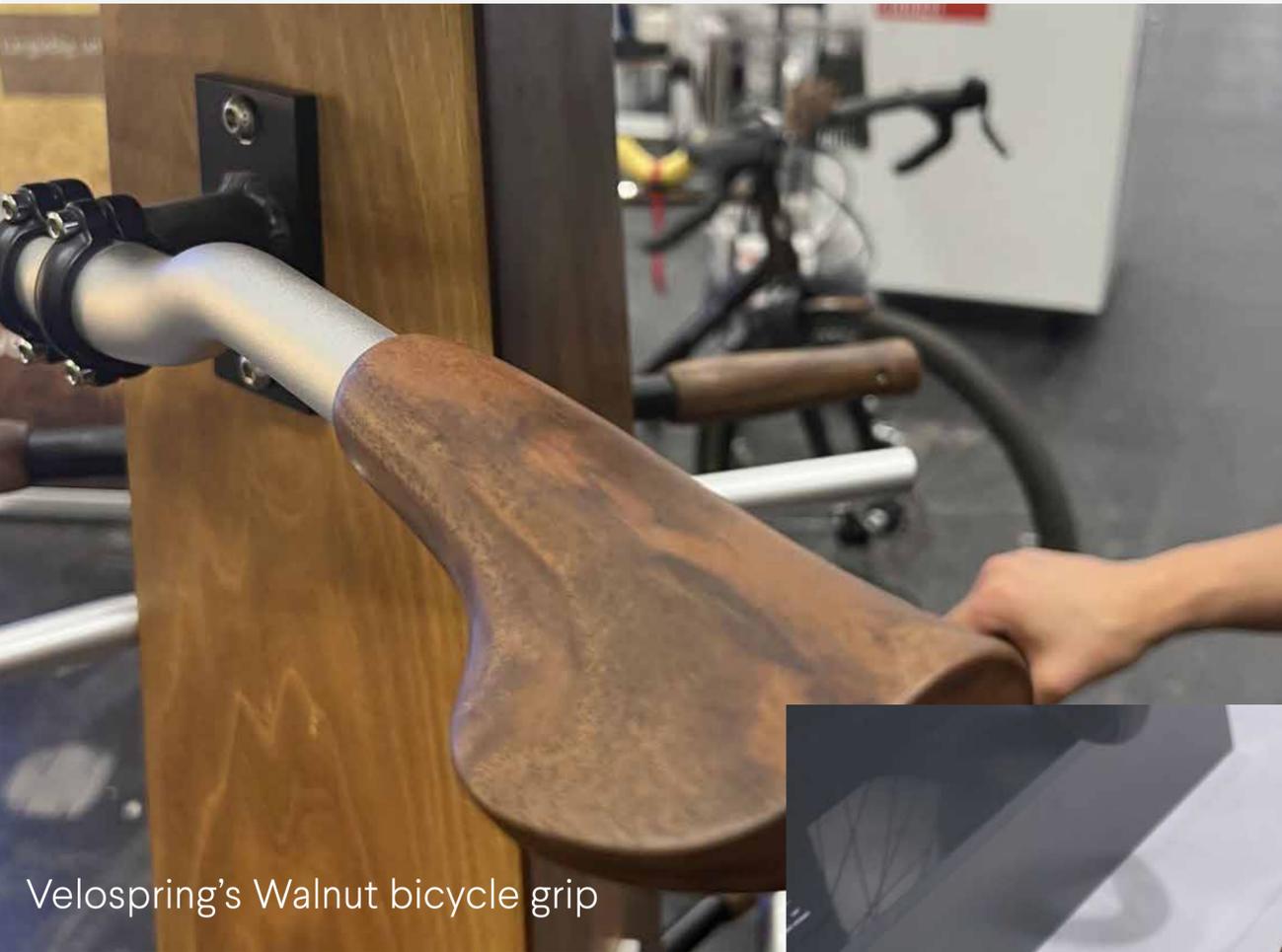
Raw Materials

WOOD
METAL
CORK
LEATHER
ORGANIC COTTON

N^o2

Honesty and Authenticity!

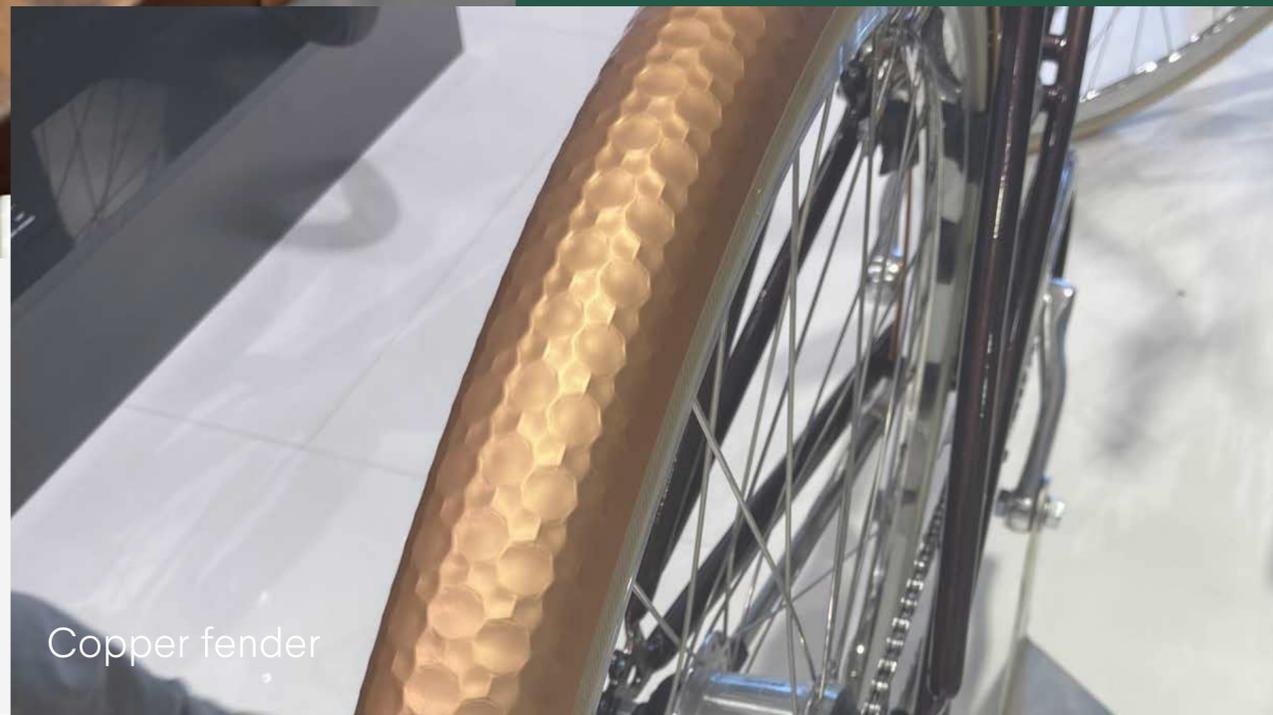
Sustainability and eco-movement also inspired designers to push for materials with natural looks and feels, like wood, leather, organic cotton, recycled nylon, cork, and other materials to create authentic, one of a kind look.



Velospring's Walnut bicycle grip



Brooks saddle



Copper fender

Earth Inspired

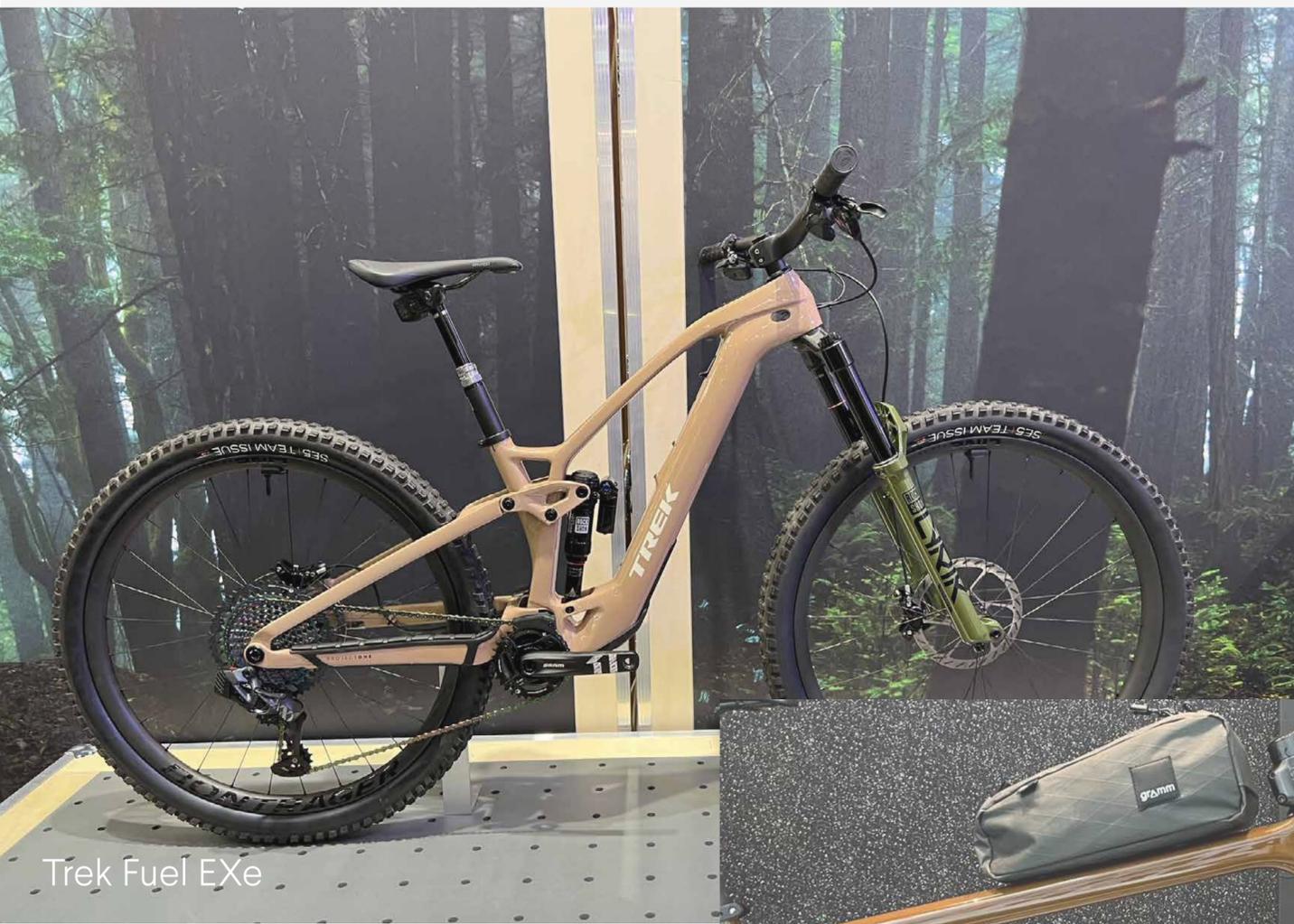
EARTHY COLORS
NATURE INSPIRED
PATTERNS
SIMPLE STYLING
COMPLEMENTARY
COLORS

N^o3

Re-connecting with nature!

After the pandemic, the desire to connect with nature grew in every way possible. Many brands chose to go back to earthy colors, the ones you can only see in nature. A quiet, natural palette combined with shadowy darks and complementary color combinations gives it a very gender-neutral yet long-lasting look.

Canyon Gravel



Trek Fuel EXe



unknown

DARK NIGHT

**DIFFERENT SHADES
OF BLACK
GLOSS/MATT
REFLECTION
POWER**

N^o3

All Black/**BOLD**/ Spectacular

Nighttime shades are still in trend. Different shades of black, rich sub-tones of navy, browns, and greens. These colors are combined either with contrasting glow decals or black reflective parts creating slick and monochrome looks. Who wouldn't like that? Black has been the top color of choice for the consumer for some time already and it's still got it!



BULLS



Merida



Rave



Black reflective

Bold & Playfull

**FUN
CONTRASTING
BRAVE
EYECATCHING
COLORBLOCKING**

N^o4

The Eye Catcher of the show!

Rediscovering new possibilities. Finding new playful ways to use color. How different shades can work together creating fun and unique combinations. Combining dusty pastels with bold and contrasting colors. Mixing and matching different coatings, textures, and materials. This direction is definitely the eye-catcher of the show!





Urwhn



Scott gravel bikes



Onguza

Nostalgic

RETRO
COLORFUL
JOYFULL
EXQUISITE
WARM HUES
GLOSS FINISH



N°5

Inspired by the Past Times

This direction is so nostalgic, it is drawing on a range of inspirations, like from the 1970s. Retro, abstract prints, rounded line patterns, warm and playful color hues. A combination of warm greys, yellows, orange and ochre. Glossy coating is the key element of this styling.



Ruff Cycles



Bergamont



Bulls

Gradients

EXPEREMENTAL
INNOVATIVE
DIVERSE
EXCLUSIVE



N^o 6

It's the
opposite
of boring
and simple

Creating gradients by using different coloring and printing techniques, the color palette on its own is the opposite of being simple. It is very diverse, starting from dark mysterious tones, like purple greys, smoky greys, charcoal, smoky blue, shifting to more abstract unnatural, bright colors like coral, pink, red and blue.



Vielo V+1 Race Edition

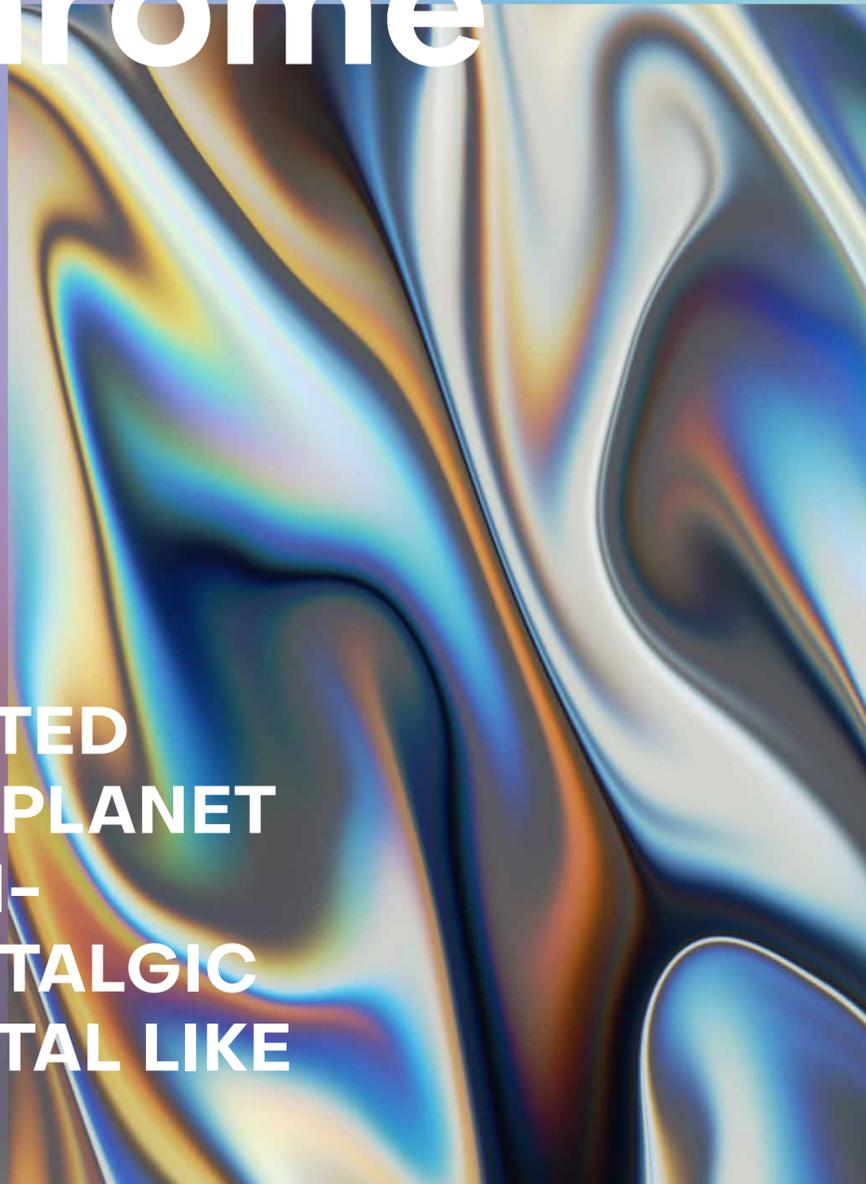


Tahnee Seagrave's Canyon Sender



Chrome

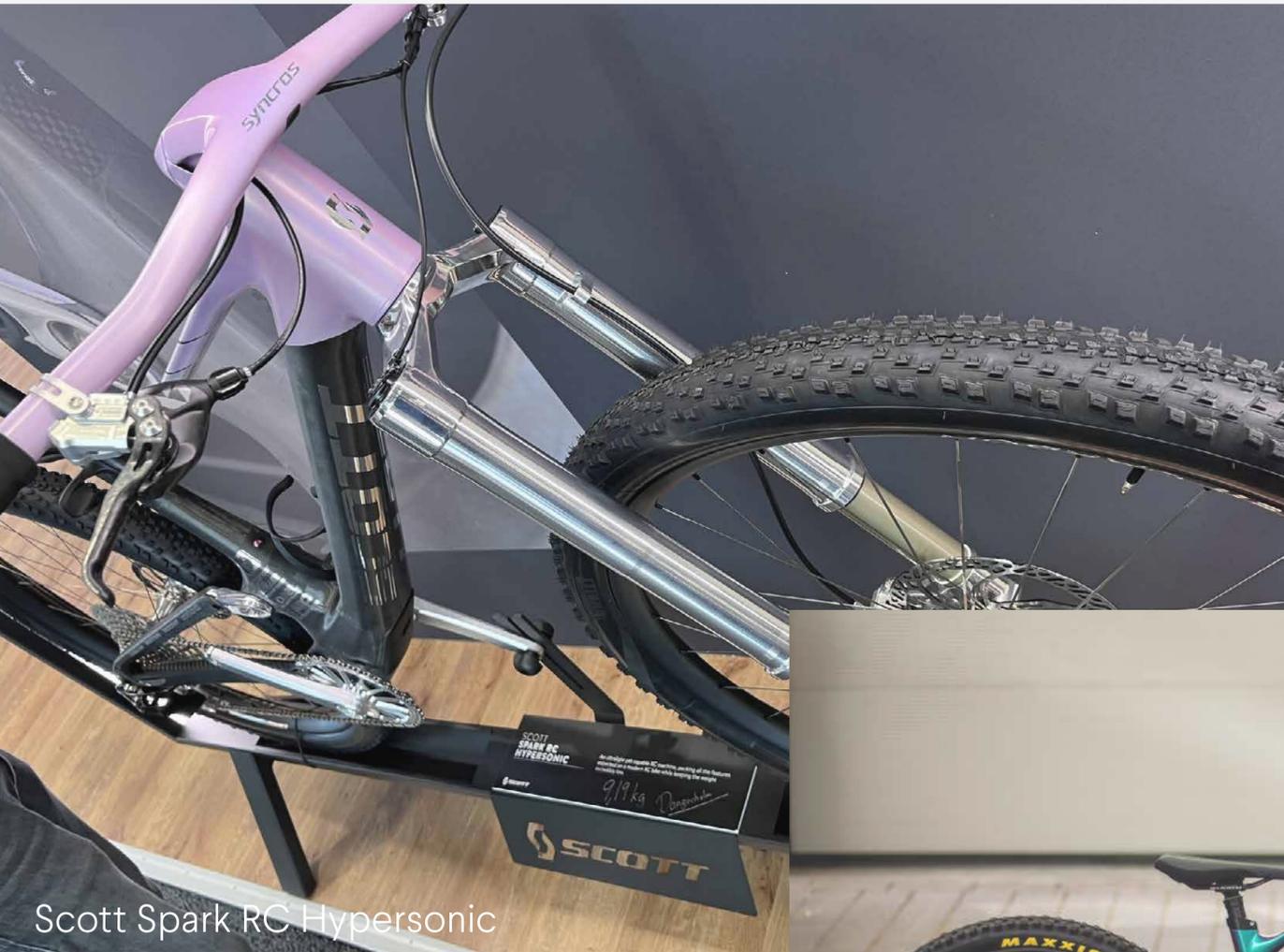
LIMITED
OFF PLANET
ANTI-
NOSTALGIC
DIGITAL LIKE



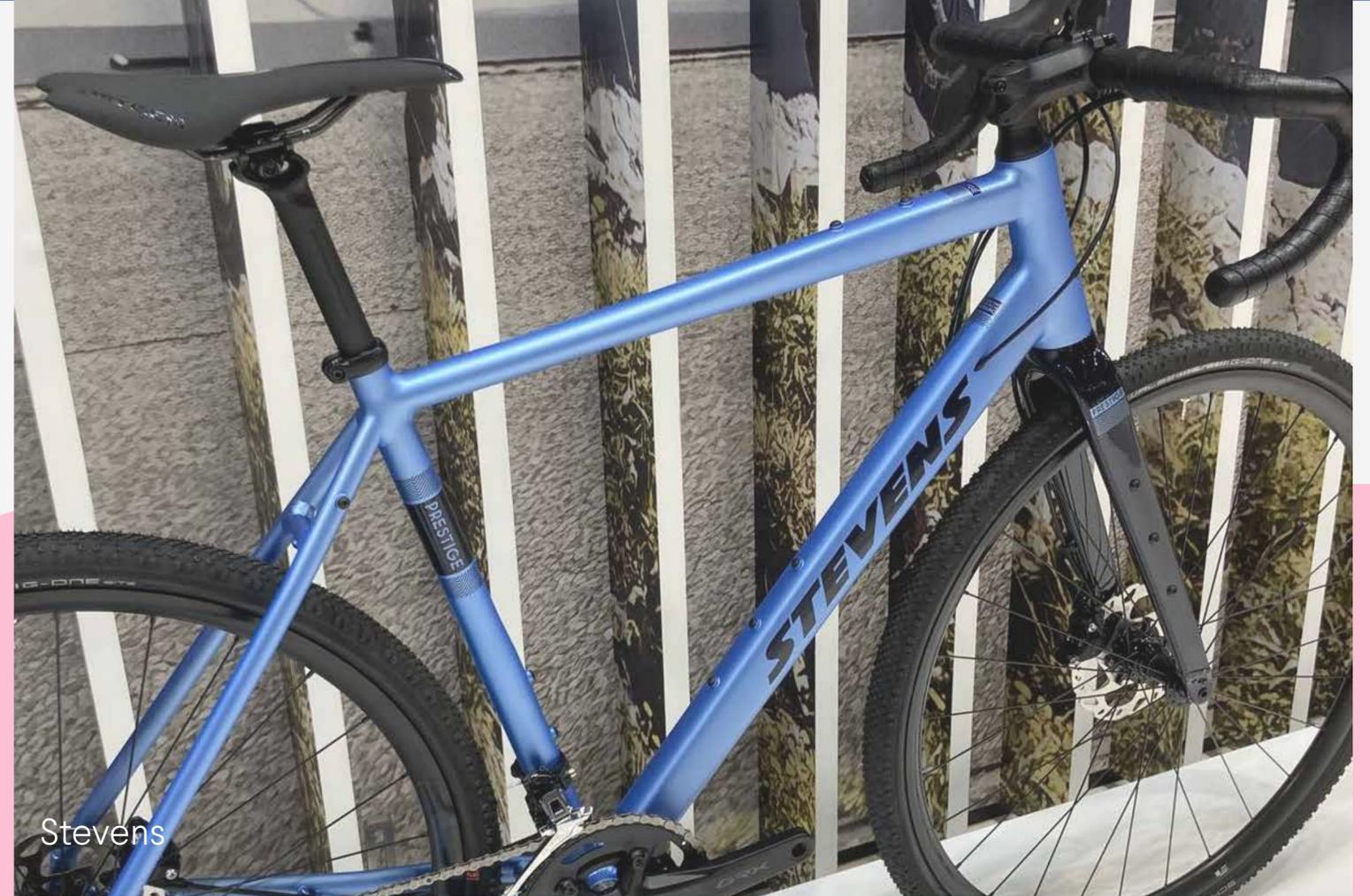
N^o7

Digital-like color palette

An exclusive mix of vibrant high-energy colors, vibrant hues of aqua sea blue, lavender, darker purple, bright green. The metallic effect gives the color another dimension. Classic off-planet looks!



Scott Spark RC Hypersonic



Stevens



The new Hope HB.916 (Chameleon finish)

— Scott Spark RC Hypersonic



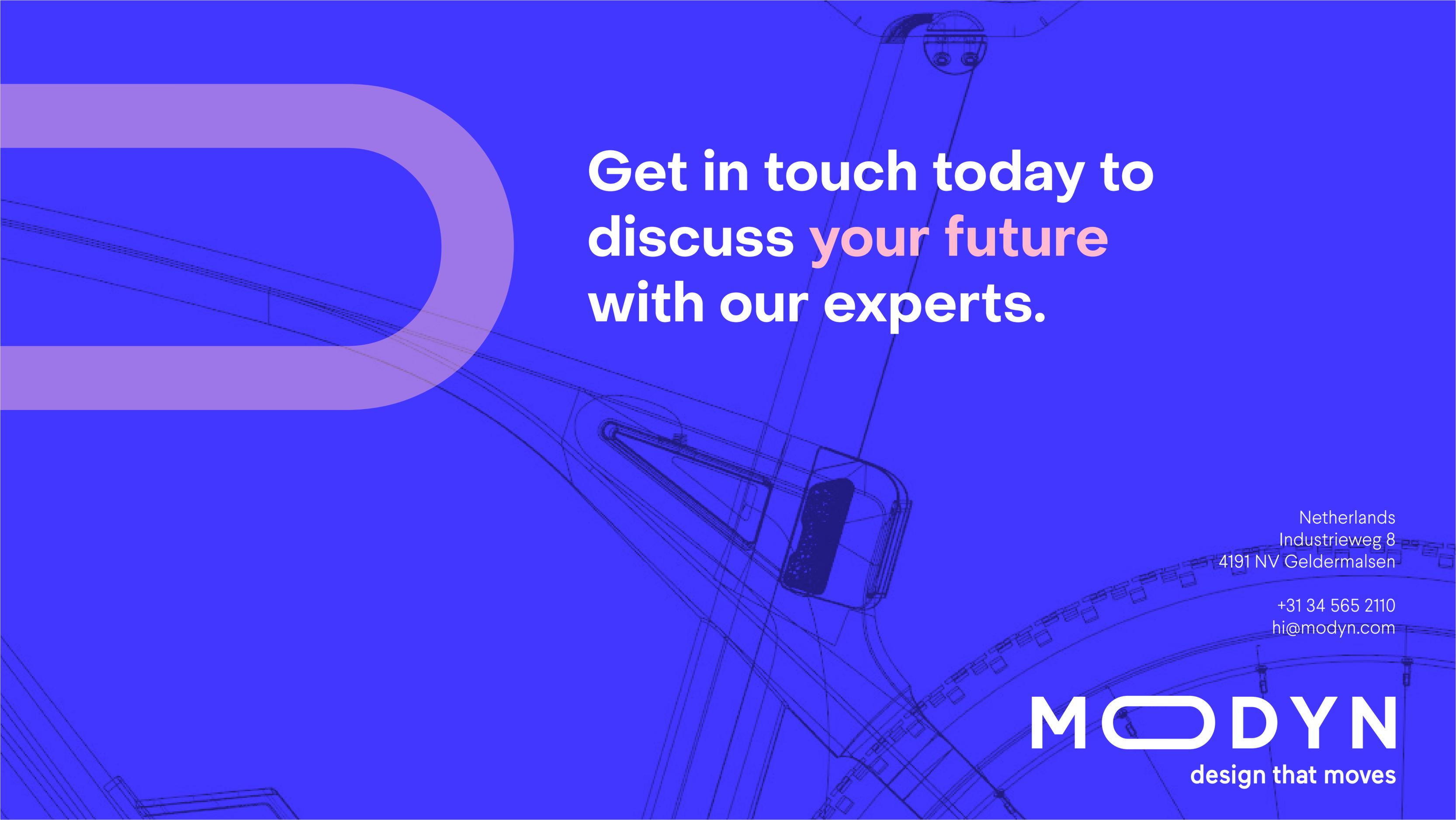
Creating with no limits! Another highlight of the fair was this custom-painted Scott Spark RC Hypersonic. The bike was designed by Mr. Dangerholm, who makes custom designs for Scott. This design has exposed carbon, pink bars, and anodized silver components. Besides the color and finish, we like how they have integrated the cables into the aero-looking handlebars and stem of the bike.



Thanks for meeting with us!

Three days filled with the things we love — now that was a lot of fun! We feel that the bike market is on the move more than ever, from new types of products to existing bikes that keep on evolving. A fair like this is fuel for us to make beautiful things — new inspiration and the many good conversations we had are helping to make that happen!

See you next year!



Get in touch today to
discuss **your future**
with our experts.

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MODYN
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