

International News

Holland—e-bikes climbing to 26% market share

E-Bikes are a genuine trend in Holland and they are so popular that even car brands are nowadays using them as incentives in order to sell their 4-wheelers!

This market is not to be looked upon in terms of volume as with regular bikes; it's about revenue and profit.

Cannondale/GT/Mongoose/Schwinn brands

In February 2008, Dorel acquired Cannondale Bicycles, based in Bethel, Connecticut; it has offices in Canada, Switzerland, Holland, Japan, and Australia. Dorel announced at the same time that it will split its recreation and leisure unit into two divisions. Through this acquisition, Dorel inherited and now operates the Cannondale bicycle business in Australia and they are about to incorporate the GT, Mongoose and Schwinn brands within this business and rename it the Cycling Sports Group Australia (CSGA) as they have been doing in other parts of the world including the USA and Canada. The new Cycling Sports Group (CSGA) will focus on these "premium-oriented brands" sold through independent dealers.

Monza now has their product team looking for the GT brand replacement and/or other employment opportunities.

<http://www.bicycleindustrynews.com.au>

Germans getting on their bikes in ever greater numbers

8 August 2009—There has been a dramatic growth in pedal power in Germany. Germany's four million cyclists represent a doubling of the total ten years ago and accounted for 9% of all journeys made in the country and those numbers are predicted to rise dramatically in the coming years.

The ADFC, Germany's cycling association expects cyclist numbers to reach 11 million over the course of the next decade.

Italy's new bike buying scheme super success

On September 25, just two hours after the start of Italy's second bike buying incentive scheme (officially called Ecolncentive) already 2,000 bicycles were sold with a total government subsidy of 230,000 euro! Under its Ecolncentive scheme the Italian government has allocated another 7.6 million euro to spur consumer purchases of bicycles.

Hutchinson Reveals Revolutionary Tyre Technology



Hutchinson has launched a new tyre technology that could change cycling. Yes, it's about airless tyres. Hutchinson's Serenity Airless Tyre Concept is based on a sort of half-tube special composite material, which keeps its basic shape even without air pressure. On top of this half-tube different rubber layers are bonded depending on the performance requested from the tyre.

This patented technology is not a solid rubber tube. It's made of a light & strong composite structure, covered by a unique long life wearing and grippy rubber tread. Theoretical when the rubber layer wears out a replacing new rubber layer could be put on the half-tube again.

If the promised characteristics of the new Airless Tyres Technology are met—no more flats or punctures! Should be available to the market at the end of 2010.

New members



Mountain to Road Cycles	Te Awamutu
Pushbikes	Christchurch
The Bike Bunker	Napier
Bike Barn branches—	Manukau, New Lynn, Newmarket, Takapuna, Hamilton, Wellington, Penny Farthing Cycles, Symonds Street
Stoke Cycle Centre	Nelson
Electricbikes NZ Ltd	Whakatane

E-bikes consign pedal power to the slow lane

China, the world's bicycle kingdom—one in every three people—is going electric.



Workers weary of crammed public transport or pedaling long distances to jobs are upgrading to battery-powered bikes and scooters. Even some who can afford cars are ditching them for electric two-wheelers to avoid traffic jams and expensive petrol.

There are 430 million bicycles by government count. Production of electric two-wheelers has soared from fewer than 200,000 8 years ago to 22 million last year. The industry estimates about 65 million are on Chinese roads.

In China electric bikes sell for 1700 yuan to 3000 yuan (*\$380—\$670). It costs a mere 1 yuan to charge a bike for a day's use. Their maximum weight is about 40kg, and the maximum legal speed is about 20km/h.

The biggest concern is the health hazards from production, recycling and disposal of lead-acid batteries.

Although China is beginning to turn out more electric bikes equipped with nickel-metal-hydride and lithium-ion batteries, 96% run on lead-acid batteries.

A bike can use up to 5 of the batteries in its lifetime. A Chinese-made battery containing 10kg of lead can generate nearly 7kg of lead pollution.

NZ Herald 20/7/09

The e-bike trend already has a huge impact on the bike market in The Netherlands and is now starting in other European countries. More than 50 top brands were exhibited at Eurobike.

"E-bikes are hot right now", says Siegfried Neuberger, General Manager of Germany's bicycle industry association (ZIV), summing up the mood in the market. Annual sales in Germany at about 100,000 units basically quadrupled from 2005 to 2008 and it is anticipated there will be another increase of 20 to 50% this year.

For the whole of Europe e-Bikes sales in 2008 are estimated at about 500,000 units. For this year unit sales of between 650,000—700,000 is expected. They are becoming a real money maker for the industry.

www.bike-eu.com

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Gaining respect from your staff

Demonstrating to staff that you know what you are doing, knowledge gives you power, and when you share it, you earn respect.

- Teach those who work for you everything you know to help them become more efficient. Use coaching techniques.
- Set a good example, it is smart to pitch in and work from time to time to demonstrate your competency, but don't overdo it. Your skills are more valuable as the manager than as a staff member.
- Keep a controlled "open door" policy, that is, be accessible to staff, and welcome their suggestions and complaints.

Create a relaxed but efficient working climate - people make mistakes and produce less when supervision is too close and constant - people should be able to enjoy their work within your discipline line.

The Bicycle Industry Association of New Zealand (BIANZ)

A Specialist Trade Group within the New Zealand Retailers Association Inc.

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Schools, Clubs and Communities set to Benefit from BikeNZ Cycling Programme

BikeNZ is looking to ensure that cycling in New Zealand has a healthy future by providing children and adults the skills to get on their bikes to enjoy a variety of cycling opportunities.

“Just like riding a bike, you never forget” is a phrase that epitomises the simplicity and freedom of cycling. However, we can no longer take it for granted that everyone, including children in particular, get an opportunity to learn to ride a bicycle.

Cycling has come a long way over recent years with an ever increasing range of cycling opportunities to suit a wide range of interests. BikeNZ's programme will give children and adults the opportunity to develop skills to pursue a range of cycling opportunities from cycling to school or work, BMX, mountain biking, and road and track cycling.

BikeNZ recognises that many people and organisations share our passion for introducing people to cycling. A key aim of BikeNZ's development programme is to support people in schools, clubs or other organisations with training and resources to enable them to play an active role encouraging and preparing children and adults to ride for transport, recreation or sport, and educate them on the wider benefits of cycling. How will BikeNZ develop its cycling programmes.

To ensure the programmes reflect best teaching practice and meet the needs of clubs and schools, BikeNZ will be drawing together people with expertise to shape BikeNZ's cycling development programme.

We recognise that New Zealanders are an innovative lot. BikeNZ's club network and schools in particular, have been a hot-bed of development. Collectively, we have developed various cycling programmes, the knowledge and experience to prepare children and adults for all types of cycling – road (sport) and track, mountain biking, bmx and active transport. These provide use a good starting point to develop a national programme. BikeNZ's cycling development programme is supported by SPARC and will be developed within the Rotorua In Gear programme over the next six months prior to being available nationally. Partners in the programme include Sport Bay of Plenty, Lakes DHB and Rotorua PHO, the Rotorua District Council and the NZ Police.

Would you like to help shape BikeNZ's cycling development programmes?

If you have experience running a school, club or community cycling programmes for road and track, mountain biking, BMX or active transport, and would like to help shape BikeNZ's cycling programme, BikeNZ would like to hear from you.

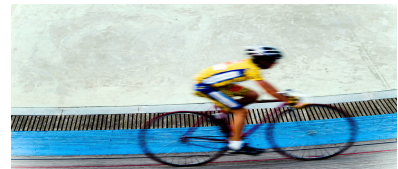
There may also be opportunities to assist in piloting the programmes, dependant on available resources.

For further information, please contact:

John Willmer, Cycling Development Manager

DDI 04-5600 332, Mobile 021 599 102

Fax 04-560-0400 www.bikenz.org.nz www.ridestrong.org.nz



Electric Bikes NZ Ltd is seeking quality, independent Cycle retail outlets for its top-end **Wisper** power-assisted bicycles and **Strida** folding bike range. In 2010 we will be launching the world's lightest ebike conversion kit (5kg), with carbon fibre casing, lcd control consol, disc brake option, and compatibility with over 90% of bikes on your shop floor. Power-assisted bicycles are now the highest turnover type of bike sold in Holland... NZ has only just begun to know what they are! Threat or opportunity? We are happy to answer any questions you may have about ebike technology, market trends, or our wholesale terms. Our 2010 bikes arrive Nov 20th and we are happy to put a Wisper 905se on your shop floor for a 3 month, no obligation trial. See how it goes! Call **0800-733254** or email info@electricbikes.co.nz for more info. Ask for Anthony


**Merry
Christmas
and Thank You
for Your
Support.**



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A way to build your customer service

One of the trends in retailing in 2009 is what the Americans call 'perkonomics'. This is where you attract the customer in a difficult trading period by offering them a perk. Ben & Jerry's, which is an ice cream retailer in the US has a free 'cone day' once a month, but the day is never announced to consumers—you have to go to the retail store to find out if it is a 'perk' day. This is an excellent way of overcoming the discount mentality that has crept into the retail scene over recent years.

Customer service is not about the process, it is about the caring. It is management giving people the empowerment and support to make these decisions. A simple act like this results in many people hearing about your store. This can be a very powerful tool.

I have just been to Canada to work with the retailers there and discovered the true meaning of perkonomics and how it can affect your business. I left Perth, Australia on a flight travelling to Toronto. I had booked in at the Holiday Inn there. I was not a Holiday Inn advocate but it was convenient as it was close to the airport in Toronto. In my view they provide a service to the customer which is satisfactory, but not memorable. Two hours before we landed in Vancouver we were informed that there was a person on board that had a life-threatening illness and they had been advised to fly to the nearest airport which was Honolulu, Hawaii. The flight landed in Hawaii at 2am and the patient was taken off and the passengers were left in the lounge since the airport had a night curfew. The pilot informed us that by law he had to have 20 hours rest before he could fly again and that meant we were stranded in Hawaii till the next evening. We were allowed to go to a hotel and were given a \$25 food voucher, however, the hotel did not have a restaurant making the voucher worthless. Finally we took off and flew through the night to Vancouver landing at 6am next morning. I had to get to Toronto, asap but was told that the connecting flight was fully booked and had to wait till the midday flight to Edmonton with the hope they could get me a connecting flight through to Toronto that evening. Finally I arrived at Toronto Airport at 11pm that night, a period of 60 hours, door to door, since I took off from Perth. So when I arrived at the Holiday Inn I informed them of my travel saga. I certainly wasn't the world's friendliest customer at this point in time. The receptionist mentioned that I had been in contact with Ariana for 2 days while travelling and unfortunately she was not on duty right now, then the receptionist handed me a small package from Adriana. It turned out to be a homemade cookie with a welcome note with it. That is perkonomics and that is customer service. I never met Adriana, but she is my Holiday Inn hero. This is a wonderful example of how a little delight in the eyes of the customer can create heroes. The real key is that the Holiday Inn gave Adriana the empowerment to make the decision.

I often hear retail owners say that you cannot get good people these days. I believe one of the challenges is that retail owners are not giving the team the empowerment confidence to make a difference with the customer.

The challenge is:

1. Have you an empowerment policy in your business?
2. Do your team believe in that policy?
3. Has it been explained to them why an empowerment policy is so important?
4. Have you brainstormed with the team how you can make empowerment work in your business? They need examples so they can relate to the policy.
5. When you find out about the empowerment success do you reward and recognize those individuals in front of the rest of the team?

As I left the Holiday Inn the next morning I noticed a sign on the door to the kitchen that was normally only visible to team members. It read "Through these doors daily walk a team of professionals dedicated to providing excellent customer service".

What is the strategy in your business when it comes to customer service? Do you have a cookie strategy that can make a difference?

Excerpts from an article by John Stanley's www.johnstanley.cc

Auckland the new Copenhagen?

25 May 2009- Auckland drivers may be forced to navigate already-congested inner city streets without signs, kerbs, road markings, crossing signals and traffic lights when a council plan to make the city more "European" and pedestrian friendly is completed.

In a \$60 million scheme to be rolled out during 2009-2014 with funding from rates and development contributions as part of the Ten Year Plan, Auckland's side streets will be transformed to resemble European lanes, eliminating signs, road markings, crossing signals and traffic lights.

Surge in cycle commuting in USA

18 August 2009- Trek president John Burke says bicycle commuting and recreational cycling have surged in the United States in recent years, and he has the numbers to prove it.

Cities such as Portland, Oregon and San Francisco, California are reporting enormous increases in commuter traffic. Federal spending on bicycle infrastructure (bike lanes, paths, signage, etc.) will top US\$1.4 billion in 2009 - up from a few hundred million just five years ago, official Bicycle Friendly Community municipal applications to the League of American Bicyclists have more than doubled in two years, and there are now 5,200 schools enrolled in the Safe Routes to School programme.



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