



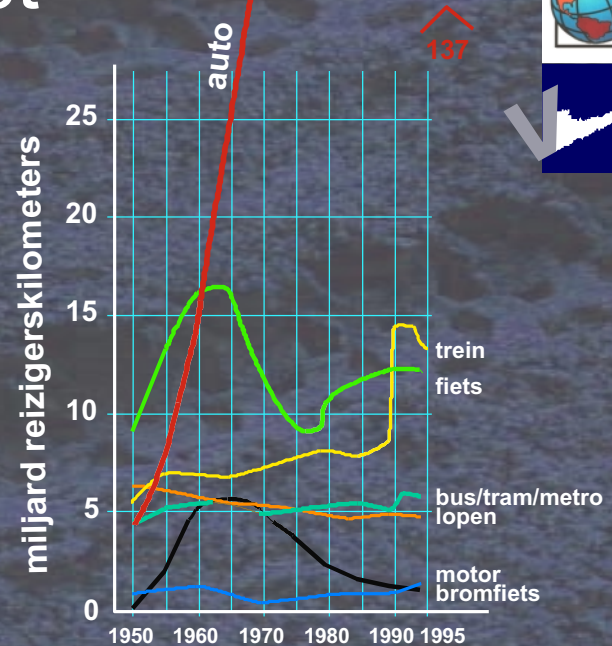
ON BETTER BICYCLES

Peter van der Veer



What do we learn from the past

- Bicycles ousted by motor vehicles
- Bicycles from transport to recreation medium



What do we learn from the past?

- After '80 cycling becomes more popular



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What do we learn from the past?

- Cycling is in fashion
- Short rides still often by car
- Influence of the infrastructure



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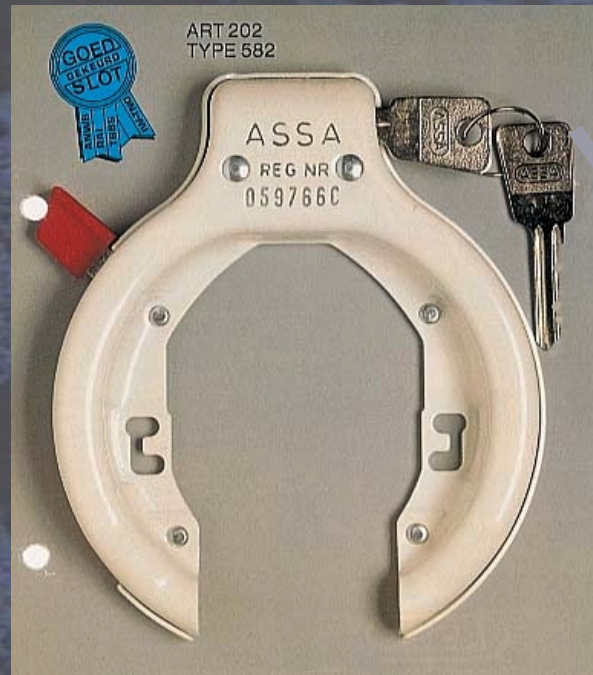
WHO RIDES THE BICYCLE?

- Youth < 16 years
- Housewives without their own car
- Seniors cycling for recreation



Important innovations

- Safety locks (AXA)



Important innovations

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- 'perfect'-tires (Vredestein)



PRS
PUNCTURE RESISTANCE SYSTEM

alle Vredestein banden hebben lekbescherming

Met het geavanceerde PRS-anti-lek-systeem (Puncture Resistance System) is de kans op lekken maar liefst 80 % lager, een orange anti-leklaag is de basis van dit systeem.

De orange rubberlaag doet tevens dienst als vervangingsindicator. Zodra het orange door het zwarte loopvlak compound komt, dient de band vervangen te worden.

Vredestein de garantie voor veiligheid

Door weer en wind, bij licht en duisternis. Al is het zicht slecht, als fietser moet je gezien worden. Daarom maakt Vredestein uitsluitend gebruik van het allervolgende reflectiemateriaal: het gepatenteerde 3M Moonline reflectiesysteem.

Deze zijreflectie biedt optimale zichtbaarheid wanneer de omstandigheden dit vereist.

moOnline REFLECTION
VEELZIJTIG PIELT FNC

80% MINDER LEK
dankzij het unieke Vredestein PRS anti-lek-systeem

SUPERLICHTLOPEND
dankzij het gebruik van Silica energy-compound

SUPERCOMFORTABEL
dankzij de elastische eigenschappen van Silica

MOONLINE ZIJREFLECTIE
3M Moonlinereflectie heeft een optimale hechting op de band en blijft langer reflecteren

SKINWALL
de flanken van de banden zijn zoepeler en garanderen een super lichte loop van de band

HIELBESCHERMING
hierdoor kan het karkas niet beschadigen, waardoor een langere levensduur verzekerd is

Perfect!
De fietsband die niet lekt



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- 'perfect'-tires (Vredestein)
- HR- dynamo (AXA)



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- Safety locks(AXA)
- 'perfect'-tires (Vredestein)
- HR- dynamo (AXA)
- Turngrip-shift (Shimano)



Important innovations



- Adjustable stem
(Gazelle)



Important innovations

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- LED- backlights



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- Gel- saddle



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- Adjustable stem (Gazelle)
- LED- backlights
- Gel- saddle
- Frame design



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- The recumbent



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- The recumbent
- Bicycles with a roof



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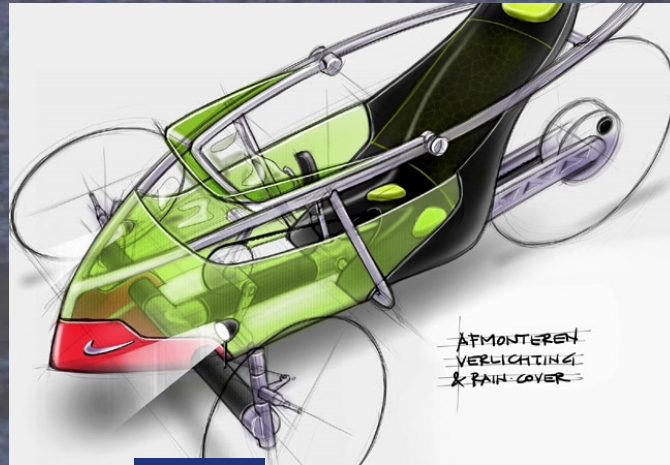
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What's the future of the bicycle?





Electric power-assisted bicycles





Electric power-assisted bicycles



Folding bicycle (Urban Solutions)



suspension



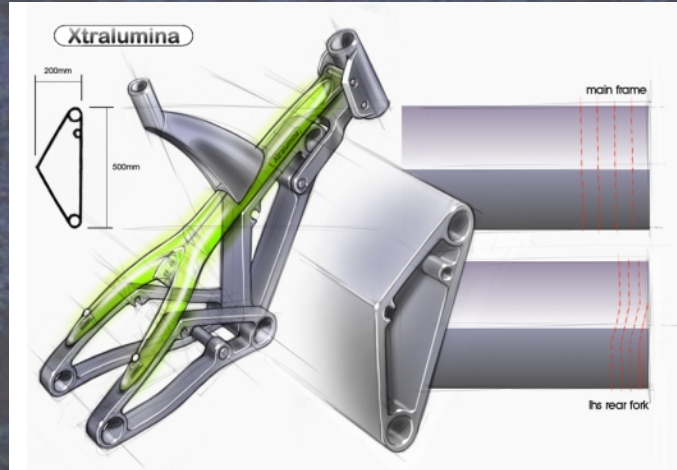
suspension



suspension



suspension



Better bicycles will not significantly
increase cycling

