

PRESS RELEASE

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Schlegel und Partner on track for market trails

EICMA – Market innovations and technical advances as far as the eye can see



EICMA, Europe's largest motorcycle fair, is good for many new releases and advances in diverse segments of motorcycle technology. What has come to stay? What is of market relevance? Schlegel und Partner reveals the underlying facts – and is not content with just reporting trends.

The infectious interest shown by Italian visitors and the international public is impressive. In Italy, motorbike riding is not just a leisure entertainment with particular personal preferences but is imbued with a unique spirit. Compared to Germany it is not so much about individual standpoints. Instead, tolerance determines the tone of communication. Consequently, mutual acceptance of bikers across all barriers of gender, age groups or styles is much greater. Even families attend and enjoy the EICMA event together. And the exhibitors offer products, services and exhibits for every taste and style.

Evolution and revolution – EICMA shows many remarkable first presentations

BMW G 310R – a bike for rookies with some 34 HP from the production line of BMW's Indian partner *TVS* – *KTM* brings cheer with its small *Dukes* below 390 cc. The *BMW R9t Scrambler* is not really a new bike but a variation with off-road handlebars and high silencer, which is likely to be customized in directions other than the base version. This is the field where *Ducati* has already been promoting its *Scrambler* for a year or so. Many screens show videos with bearded, tattooed men in jeans wearing jet helmets and sun glasses and riding with still oily fingers into the sun.

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This year *KTM* has enriched its range of models by introducing some variations: the *Super Duke GT* with sports touring fairing, which now moves into contention against last year's newly introduced *BMW R1200 RS* and *BMW S100 XP* or *Ducati's Multistrada*; the *KTM RC 390* as a sportsbike for rookies, which is a variation on the theme of the *RC 125*.

Remarkably, the *RC 8* was no longer to be seen at the *KTM* booth. Maybe in one or two years' time we shall find a successor derived from the *RC16* MotoGP bike, which is currently under development. Such development work resembles that undertaken by *Honda* last year.

Yamaha has broadened its extremely successful *MT range* with new models and added depth through new variations. Additions include the *MT-03* and the *MT-10*, which is derived from the *R1* superbike. A retro version named *XSR 900* was exhibited alongside existing versions of the *MT-09*.

Honda has finally presented the new *Africa Twin* ready to market. The two variations address current trends: one comes with all assistance systems such as traction control, ABS and DCT, and the other comes pure and lightweight, without all this stuff for all who want to ride their bike in the desert from oasis to oasis – and repair it themselves.

With its *RV 200*, *Suzuki* has created a clone of the approximately 40-year-old *RV 125*. Questionable whether its rail-like fork tubes are required to revive the flower-power feeling of the seventies.

A wonderful example of purpose-built motorcycles offering maximum customer benefit is the small but precious *CCM* brand which builds the *GP450 Adventure* for long on-road and off-road distances. Lightweight design has highest priority and leads to a 125 kg dry weight although the bike is fitted with a long-distance 20 l fuel tank and a Sahara fairing. The frame has been assembled from forged parts and rectangular tubes through bonding and screwing. The engine is well known as a reliable unit from the *BMW G450*. 40 HP plus are quite sufficient for cruising on-road and off-road. So even on challenging trips biking does not become exhausting. In comparison to a *BMW R1200 GS*, this bike represents a totally different approach with adequate fuel range and luggage space, even for longer tours. The way in which it is built also enables variations, e.g. for smaller riders or with a supermoto chassis. At a cost of some EUR 11,000 this nice tool will probably remain a rare sight on the road, but for the workmanship and selection of components it looks to be an appropriate price tag.



Suppliers with profile

Safety component companies such as *Bosch* and *Continental* are present at the show with their sensors, actuators and ECU. Well known suppliers of airbags are represented, such as *Held*, *Helite* and *Safer-Moto*. *Dainese* and *Alpinestars* are missing. The segment is establishing a presence and gaining end customers as well. Ecall 2.0 is now called *dguard* from ECU supplier *digades*. This company has invested considerable effort in system development and hopes to have overcome mistakes made by former supplier *Schuberth*. Hardware and marketing concept are comparable but international coverage is not yet assured. With *dguard*, official emergency call numbers will be dialed if no OEM concept sets up alternative brand-individual call centers for alarming rescue personnel. False alarms will be eliminated. The intended application is for older motorcycles or for vehicle manufacturers without proprietary system design. But the cost of approx. EUR 500 is competing with the cost of an airbag vest. Why either or? Why not utilize an electronic airbag signal also for alarming rescue teams? One ECU could then be eliminated. We are curious what the future will bring.

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