

Robbert de Kock, WFSGI Secretary General
Velo-City, Taipei, 2016

INNOVATION DRIVES THE INDUSTRY – HOW DOES THE FUTURE LOOKS LIKE?

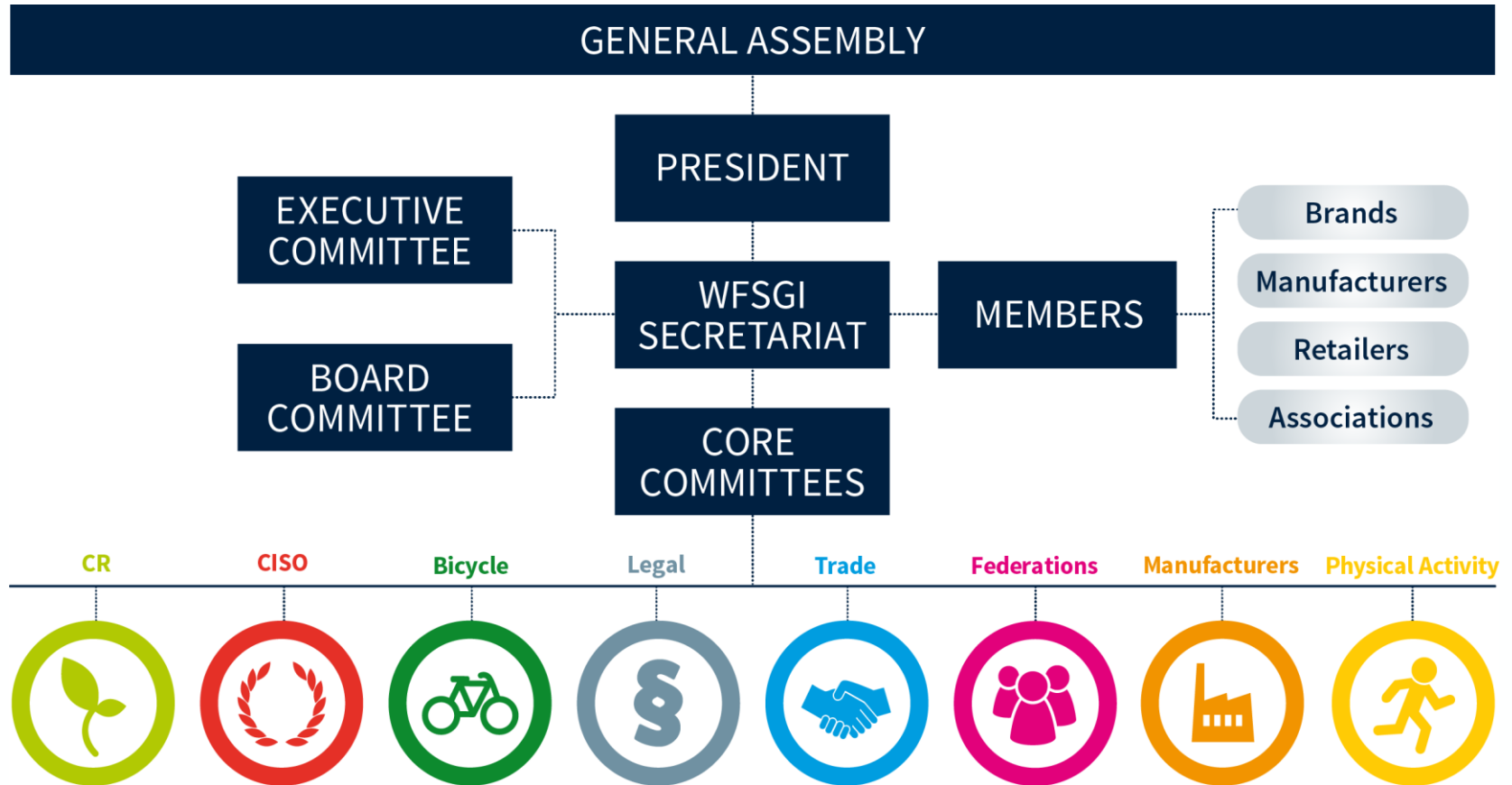


WFSGI – A BRIEF OVERVIEW

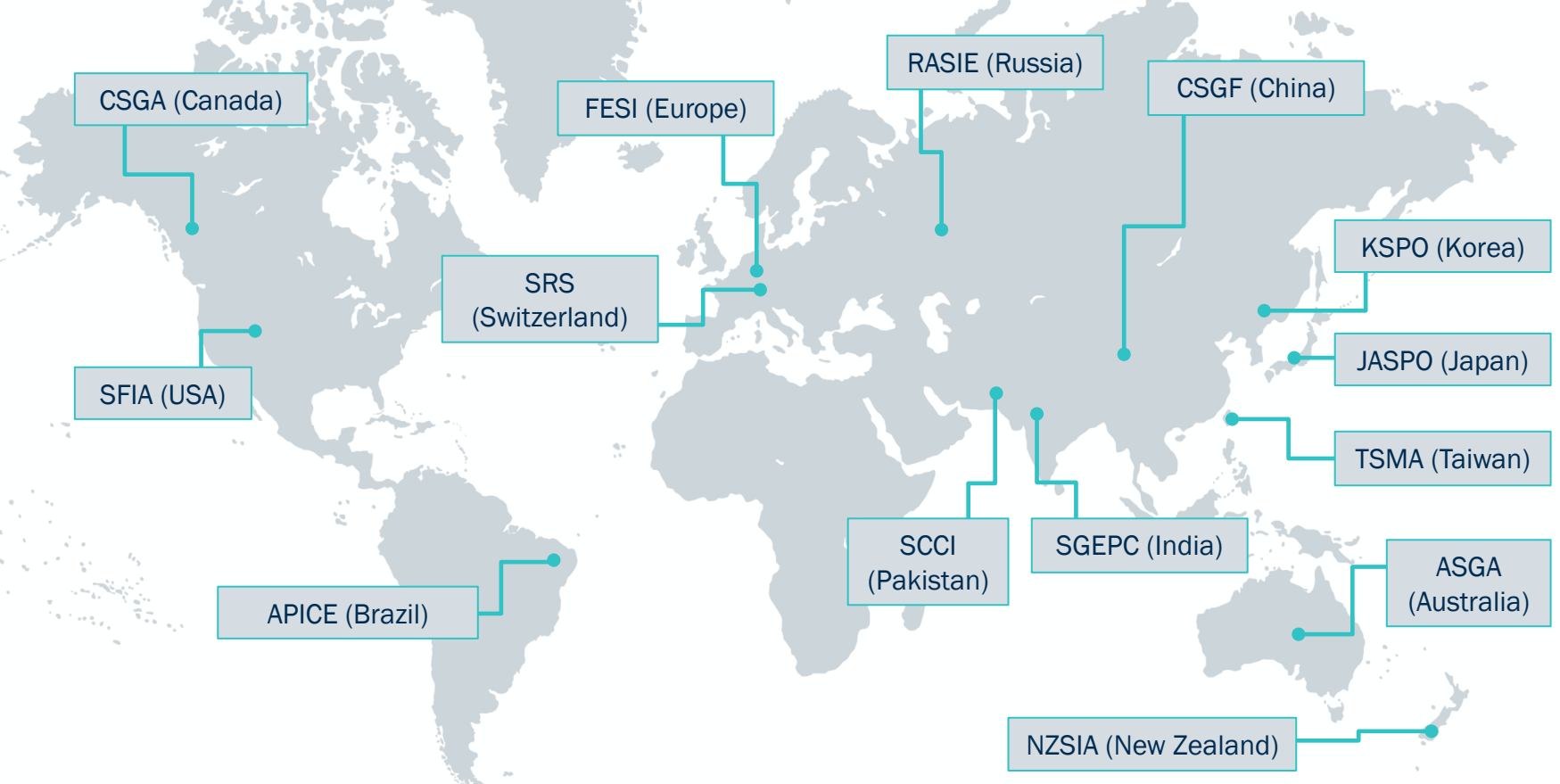


- Not-for-profit organization formed in 1978
- Global voice of the industry
- Officially recognized by:
 - IOC (Olympic recognized organization), UCI and other IF's
 - UN Agencies (WTO, WHO, UNESCO, ILO, etc.)
 - Many Governments
- Representing 70% of the global turnover of the entire SGI
- Over 300 direct members
- 83 bicycle brands (since 2010)

ORGANIZATION OF THE WFSGI



NATIONAL & REGIONAL ORGANISATIONS

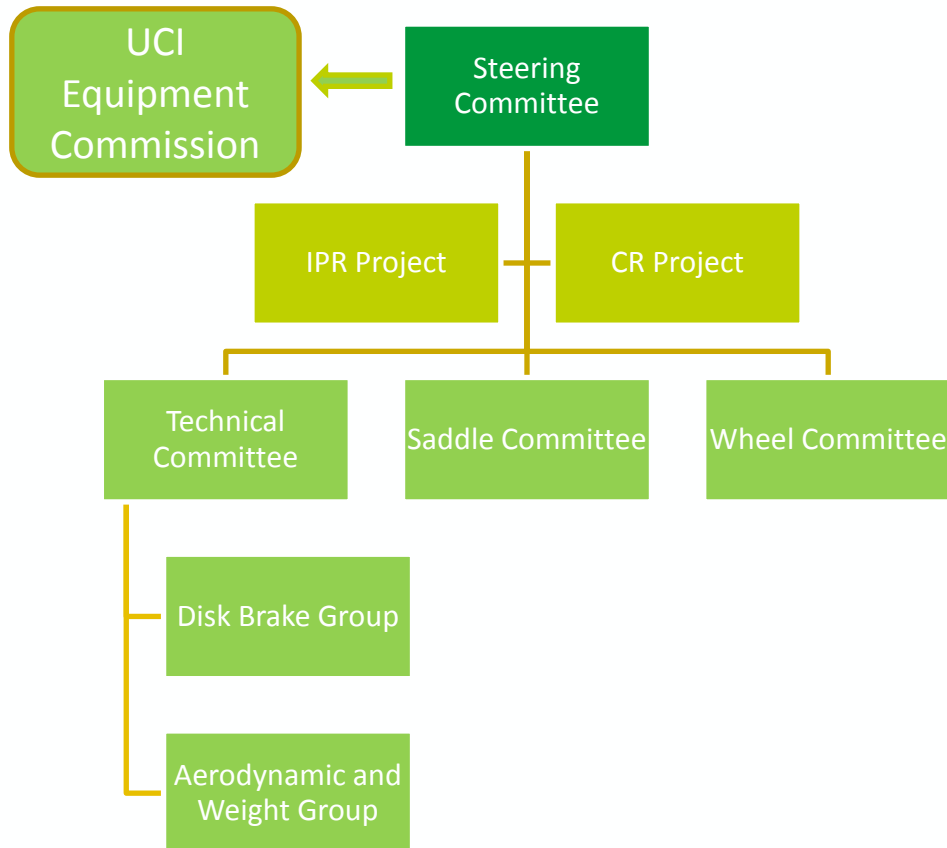




“ WE ARE THE VOICE OF THE BICYCLE INDUSTRY TOWARDS THE UCI ON ALL TECHNICAL TOPICS, A REPOSITORY OF VALUABLE KNOWLEDGE, AND WE OFFER AN OPPORTUNITY TO INFLUENCE HOT TOPICS LIKE CR, IPR AND MANUFACTURING.”

JEROEN SNIJDERS BLOK,
COO AT ACCELL GROUP;
CHAIR OF BICYCLE
COMMITTEE

WFSGI BICYCLE COMMITTEES



- Industry experts in specific groups
- Representation of the bicycle industry in UCI Equipment Commission
- Industry relation towards the ITU

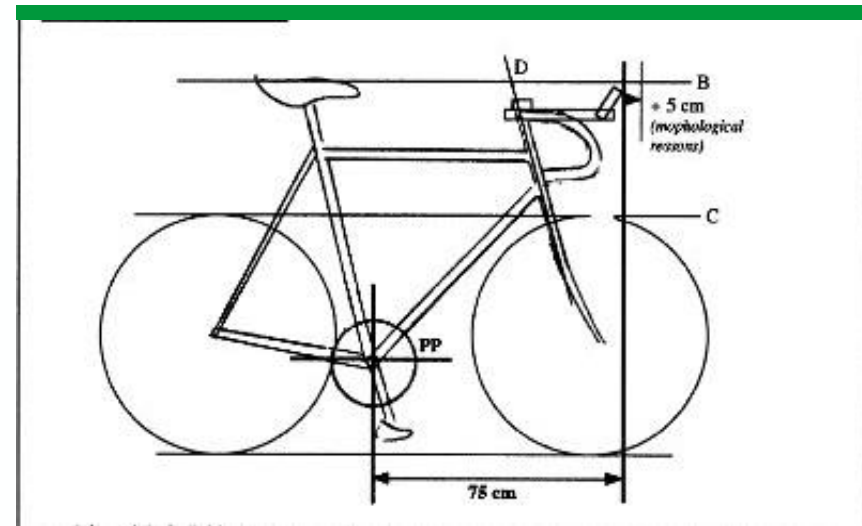
RULES & REGULATIONS



REGULATION = LIMITATION



- Rules limit innovation
- Rules are probably made to protect or preserve something
- How can we provide other stakeholders a feeling where innovation is accepted without violating the sport or their mind.
- How can we together grow with the sport and make it more attractive?



WHAT HAPPENED IN ATLANTA 1996

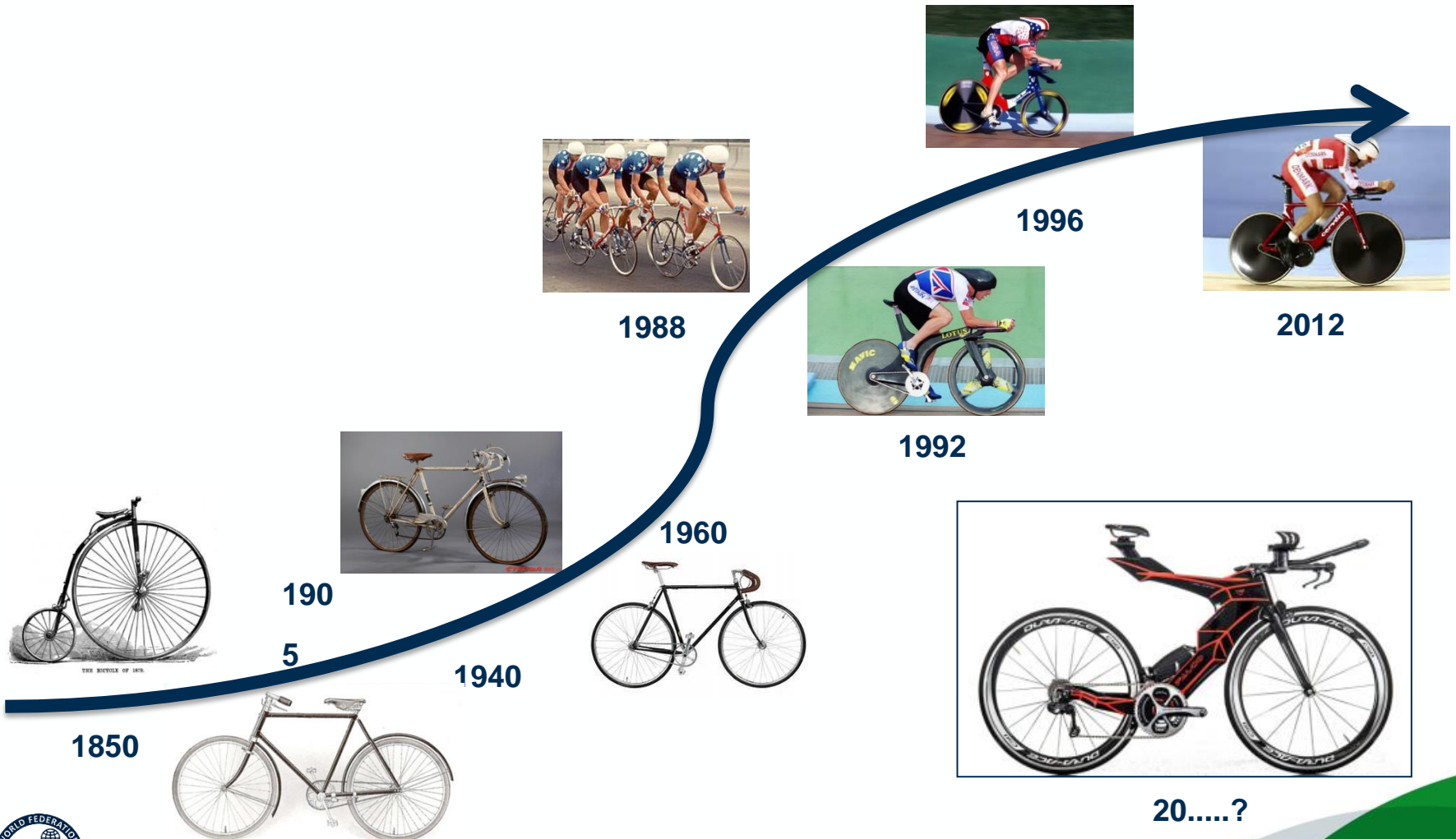


- UCI felt industry went too fast/futuristic.
- UCI found that machine took over from men
- UCI was afraid that it remained a bicycle? (Traditional we mean)



This was the moment when the UCI started to craft rules for the Lugano charter 2000

EVOLUTION BICYCLES OR DID WE GO BACKWARDS?



THE BICYCLE OF 1816



190

5



1960



1988



1992



1996



2012



20....?



STEP BY STEP TO INNOVATIVE DESIGN



Innovation & Development ...



1975 – VW

Golf 1



1991 VW Golf 3



2003 VW Golf 5



2010 – VW

Golf 7

Could they have made the step from Golf 1 to Golf 7 in one go? Probably not.

THE CURVE



KEY ACHIEVEMENTS INDUSTRY



Since 2010 bicycle industry really united towards the UCI / ITU and IOC

Reduction of costs:

- Frame approval (Reduction)
- Wheel approval (costs removed)

Innovation :

- Allowance of disc brakes
- Clarification on 84 UCI rules
- UCI more open for innovation (Brian Cookson)
- IOC more open for branding



GOOD EXAMPLE: DISC BRAKES IN ROAD RACING



- Three step introduction procedure:
 - First test races in limited period (August/September) 2015
 - Full introduction season 2016
 - Change of regulation for season 2017

What does it do?

- More safety for riders
- New impulse for sales
- More money to re-invest in the sport and innovation



IOC RULES UNLOCKED FOR RIO2016



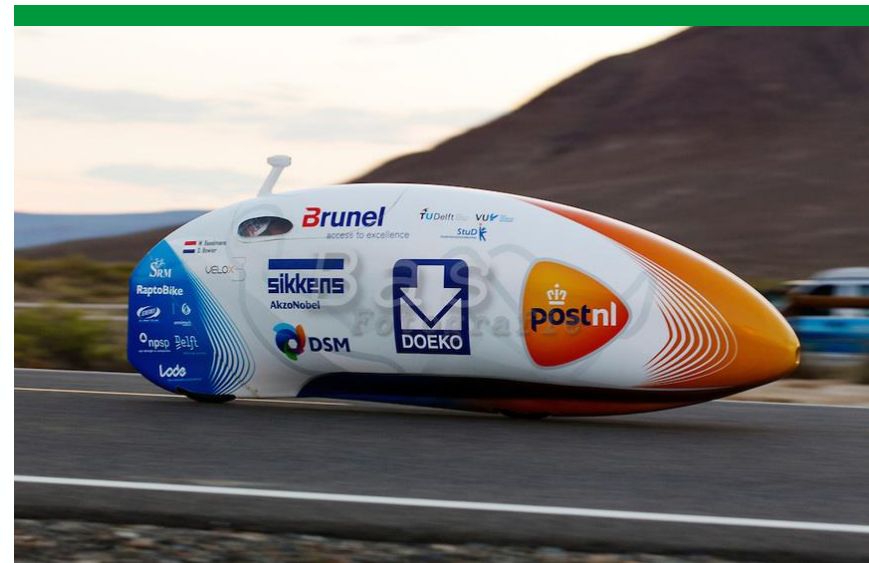
- Most products can be used as produced 6 month prior to the games
- No third brand party allowed (Rabobank or other sponsors)
- Only few products (textiles) have logo limitations
- Why all these difficulties for only 2 weeks every 4 years?
 - More viewers then ever
 - Our brands the only visible at the games
- More olympic rules at wfsgi.org



WHY DO NEW RULES TAKE SO LONG TO GET ACCEPTED?



- Different stakeholders involved
 - NF's, Teams, Mechanics, Race organisers, Riders, etc.
- Decisions taken by people who do not race themselves
- Monopolistic powers
- Simply people



WHERE ARE THE NEW LIMITS?



On board cameras,



GPS navigation,

Powermeters...



These are known!

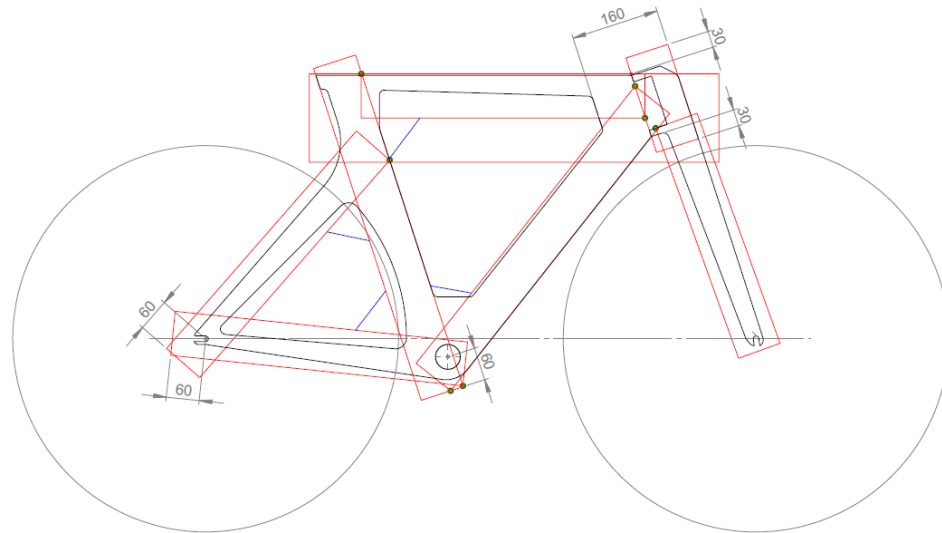
TODAY AND THE FUTURE?





IN DISCUSSION TODAY

- 3:1 rule
- Radius
- Boxes
- Straight lines
- Weight limitation
- Etc.



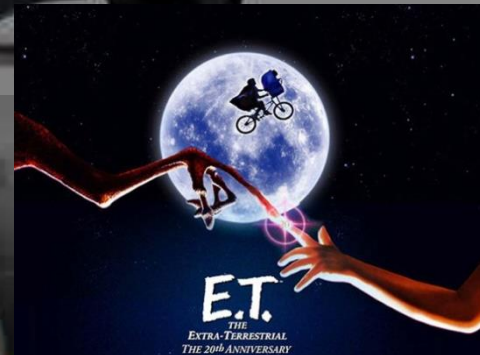
- 1. Many restriction for an innovative bicycle!**
- 2. What shall and can be changed?**

WHAT COMES NEXT?



- Tour de France with electric bicycles?
- Bicycle races on Formula 1 tracks?
- ... or a race with ET on the moon

Let's work on the future!





THANK YOU!