

CYCLE SHOP WINDOW

PRODUCT NEWS FROM THE CYCLING WORLD



Photo by Allan Kelly

Tyre sales spike

Britain's worst winter in decades saw a surge in demand for spiked cycle tyres. No tyre will grip on ice – unless there are metal studs in the tread. Consequently bike shops sold out and distributors' shelves emptied.

'We sold out of Continental Spike Claws,'

We've sold nearly 2,000 spiked tyres of some description this winter

said Shelley Childs of Cambrian Tyres, Continental's distributor. 'We only ever kept a small stock as there was no demand in the UK – until the first week of January. We've been inundated over the past couple of days. Luckily our German warehouse had some stock and so I've now purchased enough to get us through one more big freeze.'

It was a similar story for Schwalbe's British distributor, Bohle UK. 'We've sold nearly 2,000 spiked tyres of some description this winter,' Chris Hearn told Cycle. 'We've sold a lot of Marathon Winter tyres – including quite a few in the 406 size. It's a bit of a do-everything tyre, for ice or snow, whereas our Snow Stud is more for snowy roads.'

'We've also sold a lot of Ice Spiker and some Ice Spiker Pro tyres. They get used for speedway racing in Scandinavia; ours mostly went to guys doing the Strathpuffer, a winter mountain

bike event in Scotland.

'Or problem is that we get geared up for winter but wholesalers and retailers don't always put orders in early enough. Then you get this situation with the weather and suddenly everybody wants them.'

For more information, see www.schwalbe.co.uk and www.conti-tyres.co.uk.



iPayRoadTax jerseys available

Bike journalist Carlton Reid has inked a licensing deal with Foska of London to create a line of jerseys emblazoned with fake 'road tax' discs. It's all to highlight a new campaigning

website aiming to dispel key urban myths, including the myth that there's such a thing as road tax.

'Cyclists don't pay road tax, so have fewer rights than motorists' is a common gibe against cyclists. However, road tax was abolished in 1936 by Winston Churchill and even when it existed, the 'road fund' only paid some of the costs for trunk roads, never for local roads. Roads are paid for by general and local taxation.

The idea for iPayRoadTax.com was born on Twitter. 'When I raised the idea of jerseys with road tax discs on them I thought there would be about 30 jersey orders and I would put in a herding-cats, club-style order to a club jersey printer. However, the immediacy and size of the demand knocked me sideways,' said Reid.

'I knew I'd struggle to meet demand so, six days after Twittering the first concept, I signed a licensing agreement with Foska.'

Foska is Britain's largest manufacturer of bespoke and brand-licensed cycle jerseys, the company behind the jerseys from Marmite, London Pride, London A-Z, Dennis the Menace and others.

For more, see www.iPayRoadTax.com and www.foska.com.

Flying Gate future assured

The distinctive Flying Gate frame now has a secure future at TJ Cycles, who have taken a new young frame builder, engineer Jeremy Cartwright.

The Flying Gate was first built by WR Baines Bros of Bradford in 1936 but ceased production in 1954 when the company closed. In 1979, Trevor Jarvis of TJ Cycles bought the rights to build the frame and has made them since.

The range of Flying Gates is expanding too, with an Audax Gran Sport and Fixie model being added to the existing line up of tourers, road bikes and a tandem. For more details, visit www.tjcycles.co.uk or tel: 05601 648221.

