

MAGAZINE FOR CYCLING CULTURE AND ACTIVE LIVING

CYCLESTORIES

COMPLETE FREEDOM

Highest level of comfort, without equal in price and value,
and excellent for long distances:
the new endurance road bike REVEAL





PHOTOGRAPHY **PAUL MASUKOWITZ**





New frame, new design: The gravel bike
BACKROAD won't let trails stop it.
Making it ideal for adventure seekers.

Read more on page 44



PHOTOGRAPHY **FEDERICO DAMIANI**



Back when Corona was just a beer, ROSE colleague
Mara Swiatlon participated in the "Dead2Red"
cycling race in Jordan.

Read her account on page 58.



Trail bike, All-Mountain, Enduro light - call it what you like, what matters most is having fun on the trail!
And with the ROOT MILLER, fun is guaranteed.

Read more on page 68



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ALBERTO

BIKE JEANS

NEW:
ALBERTO x ROSE
BIKE JEANS



ANTI-SLIP BAND

in the elastic waistband

360° STRETCH FEELING
for high freedom of movement

REFLECTORS

on back pockets and
the pants cuffs

Order-No. 229228904

rosebikes.com/alberto



BE BRAVE!

The Corona virus has paralyzed daily life since March. We are experiencing limits on our movements and gridlocks, financial worries and fears about the future.

This pandemic is an immense challenge for all of us. And yet it is absolutely the right thing to do, to consistently put our social responsibility above our economic and personal interests.

Sure, it's not easy, especially during spring time, to hear: Avoid cycling in large groups. Stay at home, fix up your bikes or train on your roller trainers – even if it's hard. But only by working together can we succeed in slowing down the exponential spread of the COVID-19 virus. With the help of "Social Distancing".

Naturally, it has also been difficult for us at ROSE to close the stores right when the biking season starts. Luckily, most of our store employees could be moved to logistics and

help with the large online demand. After all, we've been active in e-commerce since 1997, which helps us in this crisis.

But we've also learned a lot in these Corona times and have sped up some digital projects we might have otherwise worked on later: Such as the video consultations or product launches on Instagram.

My wish for the future: That all these experiences in these exceptional times actually make a difference - regardless of whether its the climate, new work situations, or showing solidarity.

The air is cleaner than ever in some places. So many more people are riding bikes. We're suddenly seeing how efficient digital appointments or home office work can be. And how flexible they make our daily lives.

But what matters most to me is the renewed willingness to help. And by that, I don't just mean our natural readiness to offer some of protective

equipment to doctors and hospitals, or to other retailers.

Together with various companies we started the innovative initiative on LinkedIn "Businesses helping Businesses" (Händler helfen Händler). The group provides a platform for the exchange of information about help programs or tax relief, but also for the chance to use this crisis into new opportunities and business models. Goal-driven, legitimate, valid, and respectful.

And on that note: I am sure that together we will triumph over the Corona virus and its associated economic downturn. Be brave!

Yours sincerely,
Thorsten Heckrath-Rose

Thorsten Heckrath-Rose

NEW ROSE INDUSTRIAL DESIGN

STRAIGHT FORWARD

The ROSE genetic code has been deciphered: starting with the current season, our bikes are all receiving a consistent industrial design – and with it a whole new DNA.

In which the edges of the ROSE logo play an essential role.

Turn the page to learn more.





The road bike REVEAL is the first product in our new ROSE design language

Do you know Dieter Rams? He is considered to be one of the most influential German designers of the last decades. His designs for the Braun company are legendary, many Apple products were derived from them. The “Ten

“Good design is consistent down to the last detail.” And these are true for us as well.

Design is the language of products and shapes. It is the way in which an object achieves a certain expression by means of formal elements. Like the words of a language, these elements, whether lines, bodies or colours, can have different effects: soft or aggressive, subtle or loud, simple, honest, timeless, concentrated or - just like Apple – minimalist.

We have thought intensively about how we can become even better in the language of our forms. For you, our customers. Already two years ago, we modified our logo and launched new and braver colours that we call “Colorways”. By developing an individual industrial design, we are going one step further and reaching a new level.

The result is no less than a revolution. As of the new season, our bikes will receive a consistent design, so to say, a new genetic code. A common DNA. This comprises all segments, from Road to Gravel and Urban as well as Hybrid, Fitness and Mountain Bike.

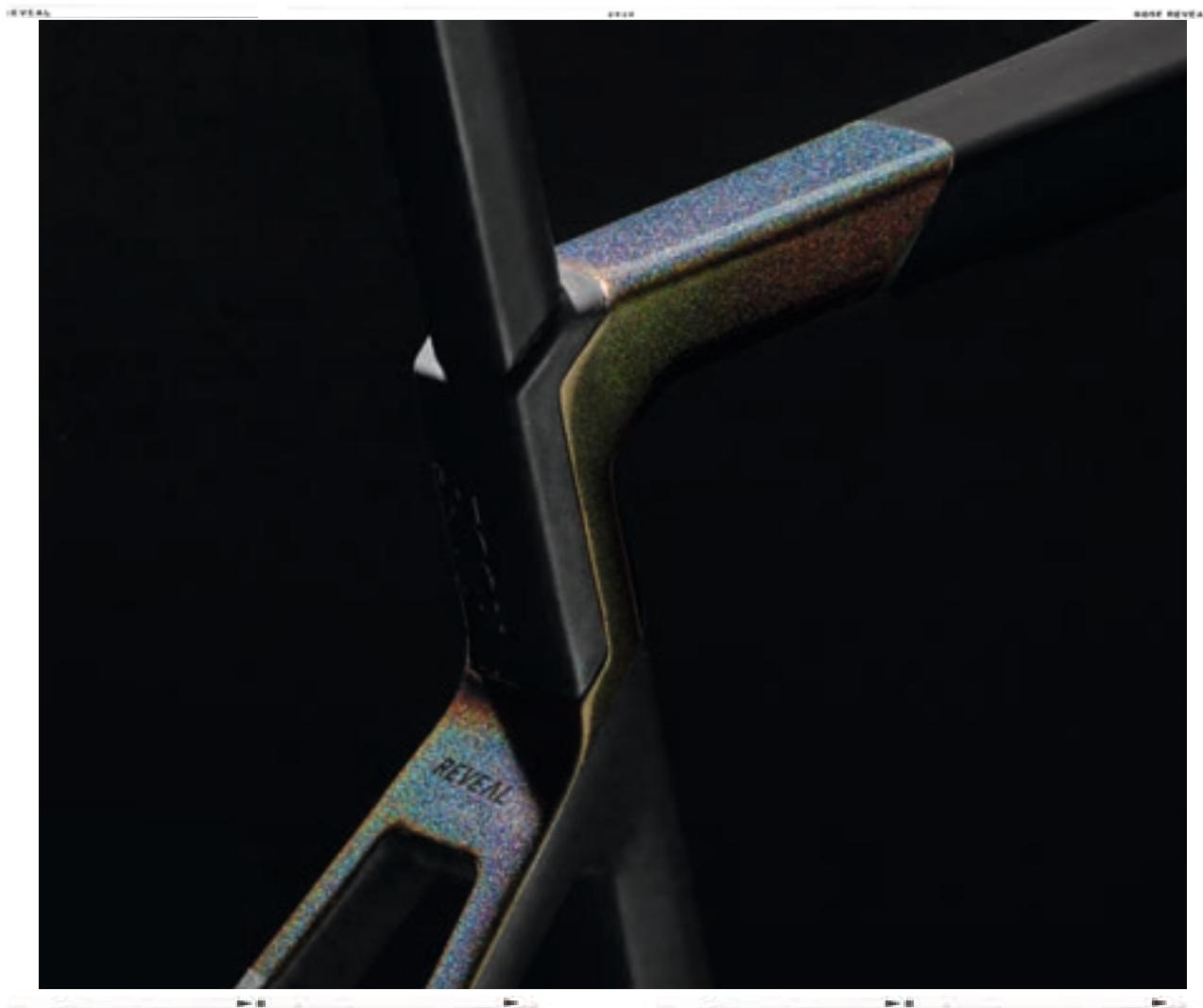
A “design footprint”, that means a unique footprint that is recognisable in all our bikes. An unmistakable ROSE style with a visual and practical design that speaks a new language. More emotional, more harmonious. Yet also more straightforward and cleaner, even more performance-oriented and sportier.

“This applies to all future models and all frame platforms,” says Gerrit Walter, Head of Design at ROSE. “And the most important thing is: For you, our customers, it will be even simpler to find the relevant and best bike.” Because the most relevant design will even better match your taste and your requirements. »

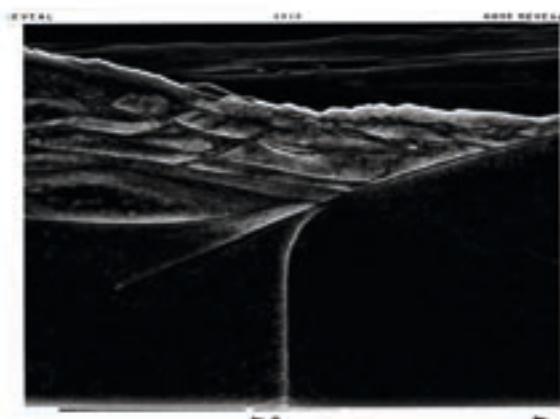


Dieter Rams, Wikipedia image

Theses for Good Design” that Rams has already developed in the 70s are still relevant today. From “Good design makes a product useful” to “Good design is unobtrusive” or



Straight lines, long light-refracting edges and dynamic chamfers define the new ROSE design – across all the 2020 frame platforms.



By the way, the start of the new beginning was an edge. The edge in the new, angular ROSE logo. It is an important part of our future design DNA. Pay attention, for example to the “edge” at the seat tube, which can be found in all frames now. Or to the new proportions between rear and front frame triangle. We think they are now even more harmonious, have more character. Because your bike is of course also a design object and part of your personal expression.

Sure, some of you will hardly notice the changes. But we are certain: They do something to us at ROSE. And to you. Because it's not just about the outer and visible form or special paint accents on a bike, i.e. the visual design, but also about something very practical and tangible: Our new DNA creates even more comfort and even better ride qualities. Just test it for yourself, for example with our new REVEAL. Check it out on page 18.

“Technically and in terms of value for money we are top of the line anyway,” says ROSE designer Gerrit Walter, “but now are products are also really cool and trend-setting. Just looking at the bikes makes you

„NOW OUR PRODUCTS ARE ALSO REALLY COOL...“

want to have them. With our design, we don't have to hide from any manufacturer in the world.”

By the way, the English word “design” is derived from Latin. “Designare” not only means “drawing”, but also “denoting”. And this kind of fits. As the new mixture of aesthetics, ergonomics and functionality really expresses and denotes a new era.

An era in which ROSE, on a digital and analogue level, appears to be completely homogeneous. With all its products, including even bottle cages, yet also with the architecture of its stores and its logo. Well recognisable. Individual. Yet also approachable and true. Emotional. Personal. Yet always clear and straight forward.

Because we will speak the same language in our bike worlds from now on. The new design language of ROSE. With a modern DNA, yet without forgetting what ROSE is: A competent brand and an experienced trader for your bikes. Walter: “Our new design represents our new identity in all facets and the new self-confidence of ROSE.” ●



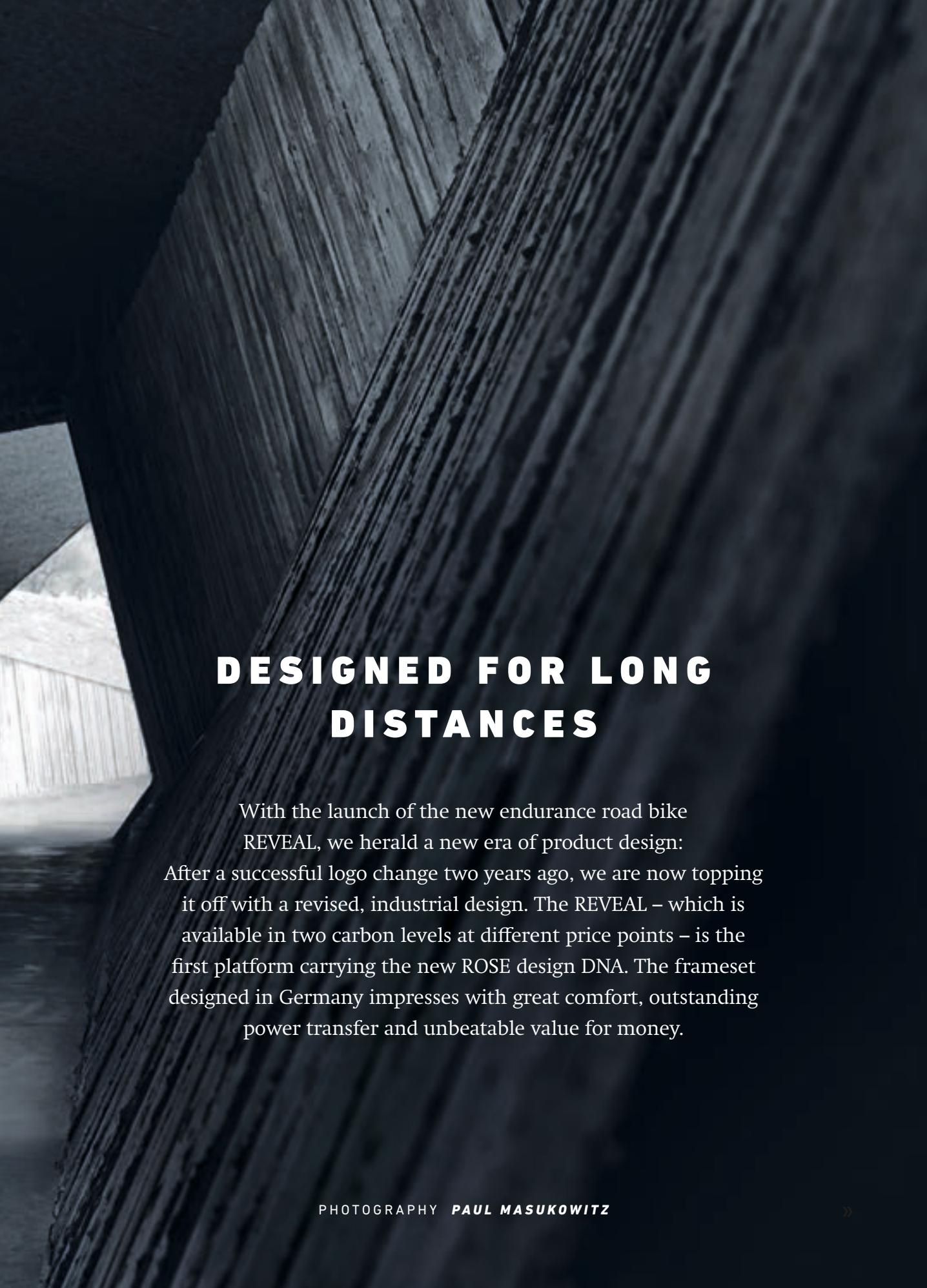
The edge and angles in the ROSE logo were among the inspirations for the new design.



Less is more! The new ROSE design language is emotional and at the same time clean and performance-oriented.

THE NEW
REVEAL





DESIGNED FOR LONG DISTANCES

With the launch of the new endurance road bike REVEAL, we herald a new era of product design: After a successful logo change two years ago, we are now topping it off with a revised, industrial design. The REVEAL – which is available in two carbon levels at different price points – is the first platform carrying the new ROSE design DNA. The frameset designed in Germany impresses with great comfort, outstanding power transfer and unbeatable value for money.



The pervasive motto of the COVID-crisis is "flatten the curve". With the REVEAL in the new ROSE industrial design, we've managed to do just that.



Light and especially well-shaped: The high-end carbon frame of the REVEAL starts at the low weight of just 900 grams. It stands out for its design that speaks an emotional, yet clean and performance-oriented language. Our new design is characterised by straight lines, long light-refracting edges and dynamic chamfers. The REVEAL cockpit also possesses this clean look: It comes with a fully integrated cable routing solution on the headset to neatly hide gear and brake cables.

COMFORT VALUES ON A RECORD LEVEL

A long-distance racer should offer a certain level of saddle comfort. The REVEAL achieves its comfort values through deep seatstays and a fully integrated clamp on the carbon seatpost. The 490 mm long D-shape seat post – with 8 or 25 mm setback – is ideally adapted to the endurance frame geometry and allows for different flex levels and riding positions. ROSE's endurance fork strikes the perfect balance between lateral stiffness, weight and flex – and offers control in every situation. A tyre clearance of up to 30 millimetres further enhances the REVEAL's level of comfort.

»

Fast and light on its feet - the REVEAL allows for fast acceleration.









Long hours in the saddle thanks to a measured 85 N/mm comfort at the saddle



A tyre clearance of up to 30 mm for further comfort



The BB86 crankset provides efficient momentum

HIGH-END POWER TRANSFER

Our new endurance race bike not only stands out for its comfort values, but also for its power transfer. A 1 ½“ to 1 ½“ headset paired with an impressive BB86 bottom bracket and low asymmetric chainstays guarantees outstanding power transfer on the road. Every pedal stroke is transformed into acceleration. Those who wish to monitor their performance data can mount Shimano's Power Sensor on the frame.

SPECS AND PRICES

The REVEAL is available in two carbon levels at different price points. The top-of-the-range model is the REVEAL SIX DISC starting at 3999 euros. – Depending on your budget and preferences, you can equip it with Ultegra, Ultegra Di2, Dura Ace Di2, Force eTap AXS or Red eTap AXS. The frame of the REVEAL FOUR DISC weighs around 100 grams more: This bike is available from a price of 2499 euros with a Shimano 105 groupset. For even more weight savings, the REVEAL FOUR is also available with rim brakes. Available from a price of 2099 euros, it can be configured with a 105, Ultegra or Ultegra Di2 groupset at rosebikes.com/reveal or in one of our ROSE stores.

For more information visit
www.rosebikes.com/reveal





1. Headwear

ROSE RVL Racing Cap

Prod. code: 2296254

Material: 100% polyester

€17,95

5. Bar tape

SUPACAZ

Super Sticky Kush Star Fade

Prod. code: 2277741

€29,95

2. Jersey

ROSE RVL High End

Prod. code: 2296282

Material: Main material 86% polyester / 14% elastane (back insert 95% polyester / 5%

elastane, arms 80% polyester / 20% elastane)

€99,95

6. Tyre

Continental

Grand Prix 5000, folding tyre

Prod. code: 2282878

€34,95

3. Jersey

ROSE RVL Top

Prod. code: 2299708

Material: 100% polyester

€74,95

7. Bottle cage

ELITE

Custom Race Plus 20

Prod. code: 2296418

€7,95

4. Arm warmers

ROSE R arm warmers

Prod. code: 2296260

Material: 80% polyamide / 20% elastane

€24,95

HITTING THE WALL

WINE GUM PRESSURE REFUELING

Do you know the feeling of suddenly hitting an inner wall?

This extreme fatigue known as “bonk”.

But what exactly happens there?



It all comes quite suddenly: the feeling of heaviness in the legs, the pain in the joints, the trembling, nausea and slight dizziness. That's what sometimes happens at ROSE, too. From kilometre 194, Sebastian just wants to get off his road bike during the "Mecklenburger Seen Runde" race. He manages another three kilometres, yet only slowly. As if there was adhesive tape between tarmac and tyres. He stops at the roadside in the forest, puts his bike on the ground and lays down next to it. His bent knees are shaking, his vision goes black.

Before the race, he has even asked for nutritional tips, after all it was a 300 kilometre race. A coach recommended: soft toast spread with a thick layer of almond paste, banana slices on top of it.

His buddy Stefan heard something else from a triathlon coach: "Grab every single sugar you can get at the feeding stations. Cola, chocolate, whatever." He is still amazingly well after almost 200 kilometres. Sebastian and Stefan work as photographer and author for the ROSE magazine CYCLESTORIES.

Gerrit rides his mountain bike on his home track at the German-Dutch border – in Montferland. Toxic

ascent, a lighter hardtail in front of him, he follows on his full susser. Then suddenly: Jellyfish muscles. Dried fruit feeling. Raisin mode. Plug pulled. Cable drum rolled up. Quitting time. So this is him, the man with the hammer. Gerrit's carbon bike suddenly feels like a leaden carriage from the middle ages – the wheels at least made from stone.

His mind is craving: for hearty roulades, made by 1000 grannies. For pressure fuelling with wine

"SO THIS IS HIM, THE MAN WITH THE HAMMER"

gum. For bathtubs full of apple pie. Or at least a peppermint drop. The Head of Design at ROSE drags himself home and brings himself back to life with a handful of nuts plus crispbread with a very thick layer of Nutella and an espresso.

Hitting the wall. Of course, this has nothing to do with a real wall; it just feels like it. What happens is that your performance suddenly drops due to a lack of carbohydrates. A drop in blood sugar levels also leads

to a lack of glucose in the central nervous system. Hence the tiredness, the dizzy spells, the feeling of despondency. Because low blood sugar – also called hypoglycemia – shows that the glycogen storage of the muscles is depleted and glucose is taken from the blood.

The blood sugar level then falls below the critical value of 40 milligrams per millilitre, instead of the usual 60 to 120. Which is why it is best to take preventive measures before training or before the race (see interview on the right): During endurance sports like cycling, the body needs about 60 grams of carbohydrates per hour of exercise. When you eat wholemeal bread, a banana or an energy bar, these do not go into your bloodstream immediately, but gradually.

And this is exactly the key to avoiding the bonk: Eating before feeling hungry.



Photography: Sebastian Bahr

"BEATING THE BONK"

Ingo Froböse, Germany's most famous sports scientist from the German Sport University in Cologne, about the bonk.

Can a bonk happen to anyone?

Froböse: In general, yes, even to highly trained athletes. It is about the change of body functions, which we can also experience during fasting.

What diet do you recommend before training or races to prevent bonking?

Froböse: Normally, the carbohydrate stores in well-trained people last for about 120 minutes. Then you have to start slowly adding something. The second store is the body's own fats. Yet, when they start to burn, you risk bonking. With the energy

in our fat stores, we could ride a whole Tour de France in theory. However, we need carbohydrates to access them.

Let's rather stick to the first store then, right?

Froböse: Yes. So this is important: Before exercising, you should eat slow carbohydrates like pasta, bread or nuts. During exercising, stick to fast carbohydrates like gel or cola. Especially in the last few hours. Drinking a lot is important so that the energy can be distributed. But don't start eating again shortly after the start of the race. If you eat something after an hour on the bike, this costs energy, because the food needs to be processed.

And what if I hit the wall nevertheless?

Froböse: Also stick to cola or gel with water. Liquid energy with an immediate effect. This sugar only needs 15 minutes to reach your brain.

Can a bonk be dangerous to your health?

Froböse: Not if you stop exercising in that moment, take a break and add energy back to your body. What's more, you don't risk bonking again and again once you have experienced it. The fear of it really is just a mental thing.

*Sweet
Girana
Dreams*



PHOTOGRAPHY PAUL MASUKOWITZ

HER:**// Helmet**

POC Omne Air SPIN

Prod. code: 2294047

€159,95

// Cap

POC Essential

Material: 65% cotton, 35% polyester

Prod. code: 2294131

€29,95

// Jersey

POC Essential Road W's Light

Material: 100% polyester

Prod. code: 2294113

€99,95

// Shorts

ROSE High End

Material: 80% polyamide, 20% elastane

Prod. code: 2262052

€89,95

// Socks

POC Essential Road Light

Material: 65% cotton, 35% polyester

Prod. code: 2294128

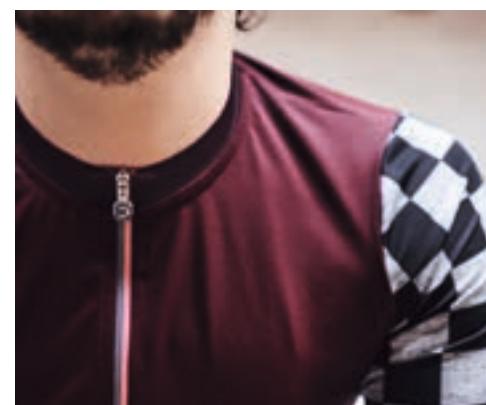
€14,95

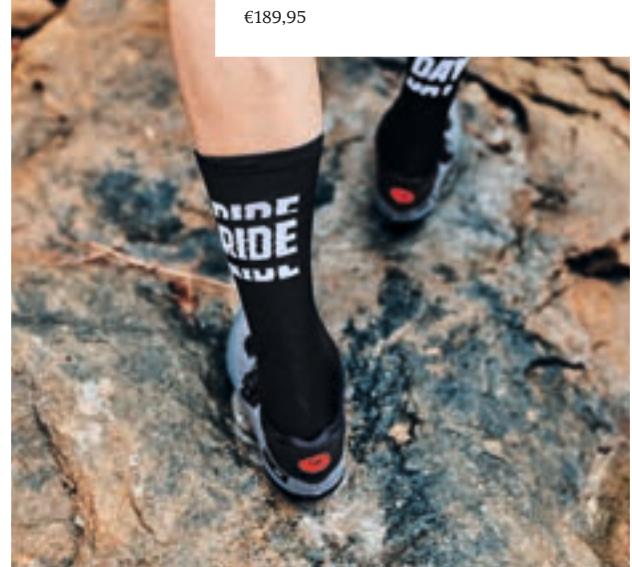
**// Shoes**

SHIMANO SH-RC500

Prod. code: 2292555

€114,95

**HIM:****// Jersey** | DOTOUT Fanatica | Material: 92% polyester, 8% elastane | Prod. code: 2291835 | €129,90**// Shorts** | DOTOUT Team | Material: 80% polyamide, 20% elastane | Prod. code: 2291852 | €119,90**// Socks** | GRIPGRAB Lightweight SL | Material: 51% polyester, 41% polyamide, 8% elastane | Prod. code: 2282252 | €13,95**// Shoes** | NORTHWAVE Extreme Pro | Prod. code: 2281123 | €279,95



HIM:

// Helmet

GIRO Aether MIPS

Prod. code: 2293255

€235,95

// Cap

COIS CYCLING Rideday

Material: 100% cotton

Prod. code: 2297749

€19,95

// Glasses

OAKLEY Jawbreaker

Prod. code: 228982601

from €132,95

// Jersey

COIS CYCLING Panache

Material: 86% polyester, 14% elastane

Prod. code: 2297744

€89,95

// Shorts

COIS CYCLING Let's get Lost

Material: 82% polyamide, 18% elastane

Prod. code: 2297745

€119,95

// Socks

COIS CYCLING Thank God it's Rideday

Material: 100% polypropylene

Prod. code: 2297751

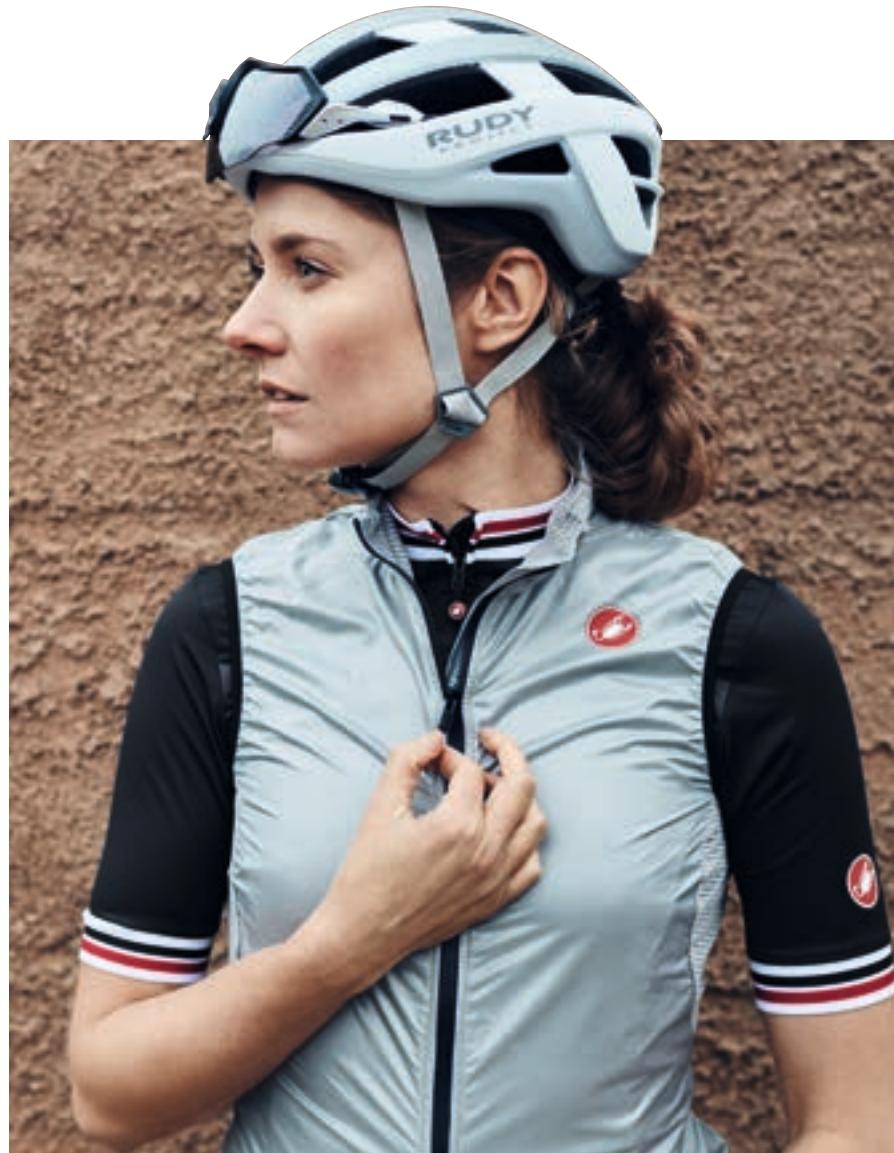
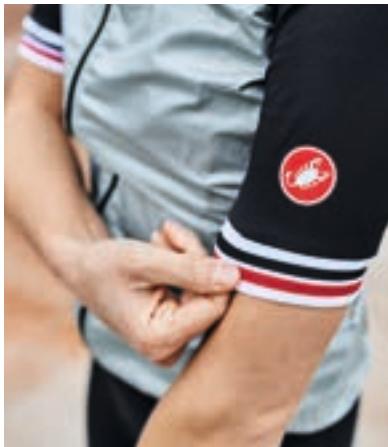
€19,95

// Shoes

SIDI Genius 10

Prod. code: 2292332

€189,95

**HER:****// Helmet**

RUDY PROJECT Venger
Prod. code: 2295760
€139,95

// Glasses

OAKLEY Flight Jacket Sport
Prod. code: 2289821
€149,95

// Vest

CASTELLI Aria W
Material: 94% polyester, 6% elastane
Prod. code: 2292958
€84,95

// Jersey

CASTELLI Promessa 3
Material: 95% polyester, 5% elastane
Prod. code: 2292911
€99,95

// Shorts

CASTELLI Velocissima 2
Material: 71% polyamide, 29% elastane
Straps, front crotch, pad: 80% polyamide,
20% elastane, insert: 90% polyamide,
10% elastane, middle insert: 82% polyester,
18% elastane, back insert: 74% polyamide,
26% elastane
Prod. code: 2292805
€99,95

// Socks

CASTELLI Gregge 15
Material: 50% wool, 25% polyamide,
25% elastane
Prod. code: 227389402
€15,95

// Shoes

SIDI Alba 2
Prod. code: 2292411
€149,95

**HIM:****// Helmet**

KASK Protone

Prod. code: 2294774

€177,95

// Glasses

100% Glendale

Prod. code: 2282756

€159,00

// Jersey

SPORTFUL Checkmate

Material: 100% polyester

Prod. code: 2292874

€79,90

// Shorts

SPORTFUL Giara

Material: 88% polyamide, 12% elastane

Mesh: 100% polyester, back: 60% polyester,
40% elastane

Prod. code: 2292859

€84,90

// Socks

GAERNE G. Professional

Material: 60% polyester, 37% polyamide,
3% elastane

Prod. code: 2295415

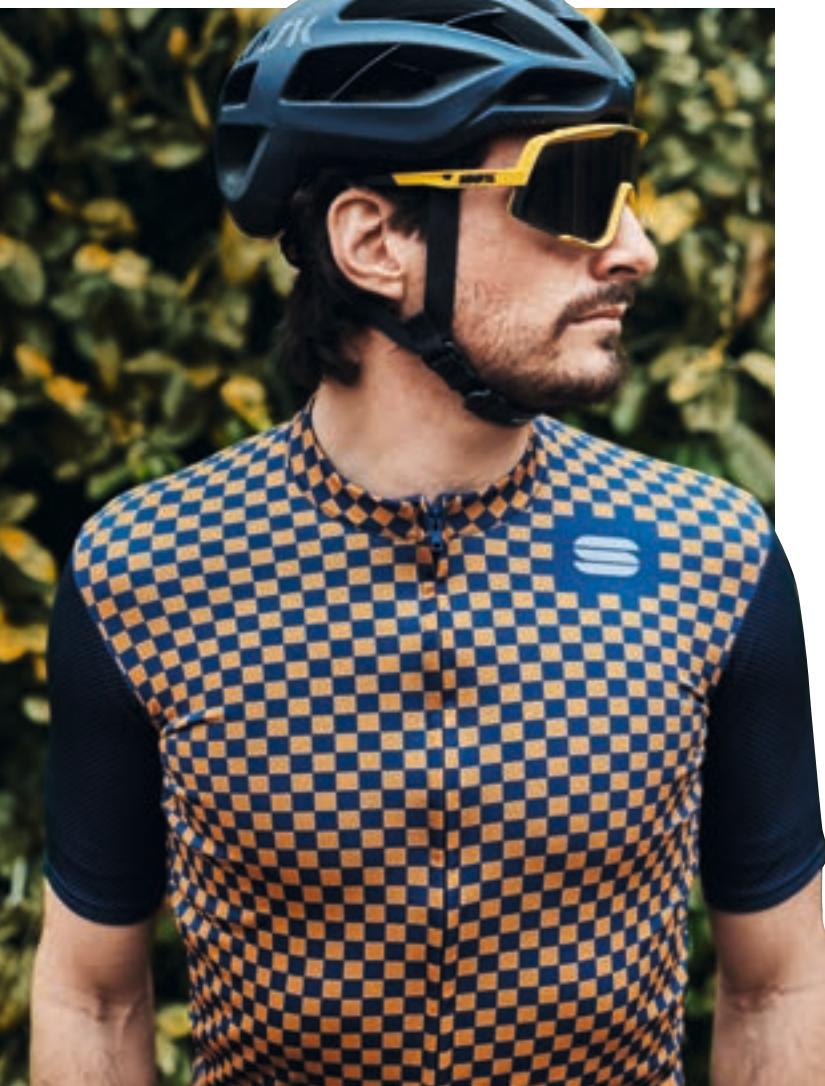
€12,95

// Shoes

GAERNE G. Laser

Prod. code: 2294096

€99,95



**HER:**

// **Helmet** | GIRO Radix | Prod. Code: 2293304 | €99,95

// **Jersey** | GORE WEAR C5 Trail | Material: 91% polyester, 9% elastane | Prod. code: 2290662 | €59,95

// **Hose** | GORE WEAR C5 | Material: 88% polyamide, 12% elastane | Prod. code: 2290725 | €99,95

// **Socks** | GORE WEAR C3 Optiline | Material: 95% polyamide, 5% elastane | Prod. code: 2266768 | €13,95

// **Shoes** | SHIMANO SH-XC501 | Prod. code: 2292571 | €119,95



HIM:

// Helmet

ABUS Gamechanger

Prod. code: 2295052

€169,95

// Glasses

100% S3

Prod. code: 2293365

€159,95

// Jersey

ROSE BR Merino

Material: 51% polyester, 41% wool (merino),

8% elastane

Prod. code: 2297391

€89,95

// Shorts

ROSE Gravel

Material: 80% polyamide, 20% elastane

Inserts: 90% polyester, 10% elastane

Prod. code: 2275064

€69,95

// Socks

NORTHWAVE Work Less Ride More

Material: 65% polyester, 20% polyamide,

15% elastane

Prod. code: 2293843

€13,95

// Shoes

SHIMANO SH-XC501

Prod. code: 2292569

€119,95



**HER:****// Helmet**

POC Ventral Air Spin

Prod. code: 2282262

€249,95

// Cap

ROSE BR Racing

Material: 100% polyester

Prod. code: 2297472

€17,95

// Glasses

RED BULL Spect Flow

Prod. code: 2297361

€149,95

// Jersey

ROSE BR Lady Merino

Material: 51% polyester, 41% wool (merino),

8% elastane

Prod. code: 2297465

€89,95

// Shorts

ROSE 4 Way Heather

Material: 80% polyamide, 20% elastane

Inserts: 90% polyester, 10% elastane

Prod. code: 2281275

€44,95





HIM:

// Helmet

IXS Trigger AM
Prod. code: 2282587
€96,50

// Glasses

100% Speedcraft Tall
Prod. code: 2293368
Price: €119,95

// Jersey

ION Tee SS Traze AMP
Material: 88% polyester, 12% elastane
Inserts: 94% polyester, 6% elastane
Prod. code: 2292341
€59,95

// Socks

ION Traze
Material: 81% cotton, 16% polyamide, 3% elastane
Prod. code: 2292422
€14,95

// Shoes

ION Scrub AMP
Prod. code: 2292435
€149,95

// Backpack

EVOC CC 10 L
Prod. code: 2266179
€84,95

**HER:****// Helmet**

O'NEAL Pike Solid
Prod. code: 2292729
€107,95

// Glasses

100% Speedcraft Small
Prod. code: 2261400
€168,95

// Jersey

FOX Flexair SS
Material: 95% polyester, 5% elastane
Inserts: 88% polyester, 12% elastane
Prod. code: 2291741
€44,95

// Shorts

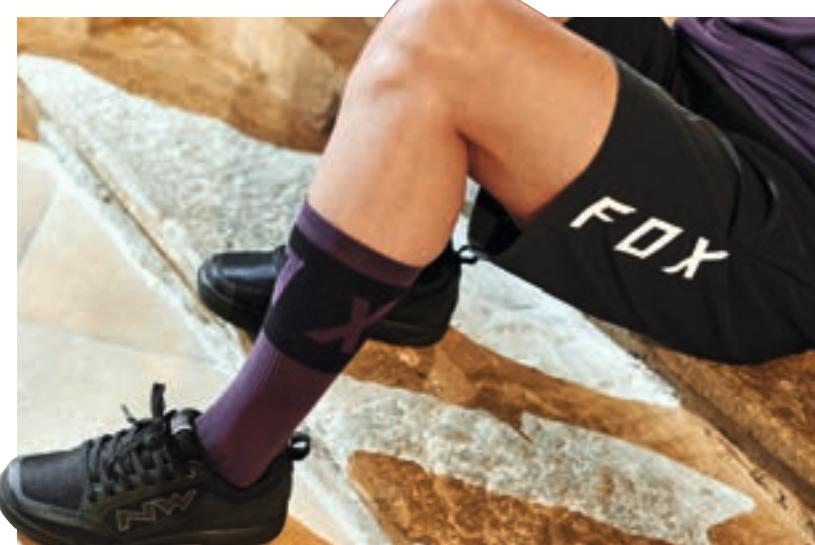
FOX Ranger
Material: 92% polyamide, 8% elastane
Lining: 83% polyester, 17% elastane
Prod. code: 2291748
€84,95

// Socks

FOX 8" Trail Cushion
Material: 48% cotton, 40% polyamide,
9% polyester, 3% elastane
Prod. code: 2291772
€14,95

// Shoes

NORTHWAVE Clan
Prod. code: 2281211
€109,95



**HIM:**

// **Vest** | CHROME Bedford | Material: 100% polyester | Prod. code: 2288805 | €99,95

// **Hoodie** | CHROME Merino Cobra Hoodie 2.0 | Material: 100% wool (merino) | Prod. code: 2295187 | €199,95

// **Shorts** | CHROME Union Short 2.0 | Material: 94% polyamide, 6% elastane | Prod. code: 2267227 | €109,95

// **Socks** | CHROME Crew Merino | Material: 56% wool (merino), 36% polyamide, 5% polyester, 3% elastane | Prod. code: 2288828 | €19,95

**HER:****// Sweater**

COIS CYCLING Chain my Heart

Material: 85% cotton (organic), 15% polyester

Prod. code: 2297740

€59,95

**// Shorts**

ALBERTO Coolmax Denim Jeans

Material: 60% cotton, 37% polyester,
3% elastane

Prod. code: 2264635

€99,95



A scenic view of a vineyard on a hillside. The foreground shows a dirt road with some vineyard stakes and a small tree. The middle ground is filled with rows of grapevines on a steep hillside. The background shows a dense forest of bare trees, suggesting a late autumn or winter setting.

THE NEW *BACK*ROAD

MORE LONG DISTANCE. MORE OFF-ROAD. MORE EXPERIENCE.



The wait is finally over: THE gravel bike of the year is here! With the launch of the BACKROAD, we present another model with our completely new design language. The new ROSE gravel bike goes beyond the limits of the road and – in terms of riding enjoyment – it has even more to offer than its predecessor model:

The frameset was designed in Germany and impresses with even more comfort and off-road capability as well as unbeatable value for money.



Ready to go! With the new BACKROAD you can experience your own personal gravel adventure



The high-end carbon frame of the BACKROAD achieves a frame weight of 1020 grams and, thanks to its gravel-specific frame-fork geometry, it guarantees perfect handling on tarmac, gravel and technical terrain. Straight lines, long light-refracting edges and dynamic chamfers give this model a modern appearance. The REVEAL cockpit also has this clean look: It comes with a fully integrated cable routing solution on the headset, in combination with the Redshift suspension stem. What's more, hidden brake and gear cables facilitate the installation of a handlebar bag. »



MORE LONG DISTANCE

Long hours in the saddle are no problem with the BACKROAD! Low seatstays and a fully integrated clamping of the ROSE carbon seat post create record comfort values at the saddle, which were measured at 85 N/mm. The 490 mm long D shape

seat post with 8 or 25 mm setback allows for different levels of flex and riding positions – yet another comfort gain. The BACKROAD also stands out for great power transfer. The 1 ½" to 1 ½" headset paired with an impressive BB86 crankset as well

as deep asymmetric chainstays transform every pedal stroke into massive speed gain and make sure the new ROSE gravel bike accelerates willingly.

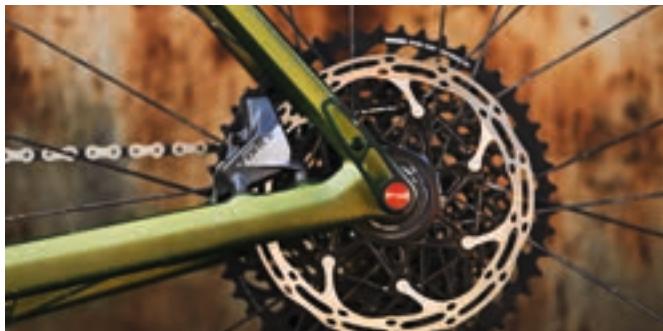


MORE OFF-ROAD, GREAT EXPERIENCES

The ROSE engineers have given their gravel platform even better off-road capabilities. Frame and fork now allow for a tyre width of up to 47 mm with 700c and up to 50 mm with 650b wheels. For rougher road conditions, perfectly adapted protectors at the down tube and

chainstays shield the precious frame from stone chips. Moreover, the BACKROAD has several mounting points for bottle cages, anything cages or bags for ultimate versatility – whether for a quick training ride or the epic bike packing adventure! »

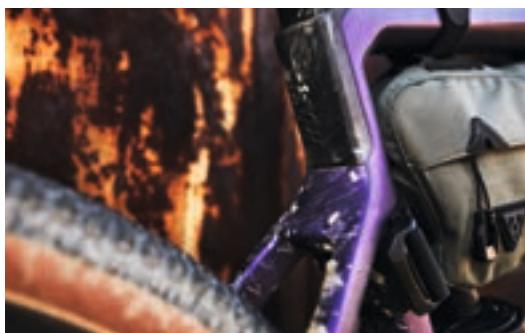
**“FOR WHEN
THINGS GET
ROUGH...”**



Disk brakes make for sufficient braking force - especially on wet surfaces.



The protectors on the down tube are perfectly fitted to the design to shield the noble carbon frame from flying stones.



Enjoy maximum comfort in the saddle with the ROSE carbon seat post with integrated clamp.



Thanks to the many mounting points, you can stow away everything - even a baguette.





THE BACKROAD Force eTAP AXS Limited starts at 4649 euros

SPECS AND PRICES

Prices start at 2499 euros for the BACKROAD GRX RX600. Depending on the budget and personal preferences, customers can choose from four more complete groupsets – Sram Force 1x11, Force eTap AXS, Shimano GRX RX810 or GRX RX810 Di2. For riders who are looking for even more off-road performance, the BACKROAD AXS MULLET BUILD with Force eTap shifting components at the front and X01 Eagle mountain bike drivetrain

at the rear combines the best of two worlds. What's more, the MULLET BUILD rolls on 650b wheels. The BACKROAD is available with an extravagant “midnight laser grey” paint job as well as with ROSE’s new GC FORTY DISC ROSE gravel wheels as a limited edition: this version of the ROSE gravel bike can be yours from 4649 euros with either the electronic shifting system GRX RX810 or Force eTap AXS. ♣♣♣



GRAN FONDO

WWW.GRANFONDO-CYCLING.COM

Ben Topf from Gran Fondo Magazine was on the road with us.
Check out the test report for the BACKROAD on granfondo-cycling.com

For more information about the BACKROAD visit www.rosebikes.com/backroad



1. Drop Bar

RITCHEY Comp VentureMax

Prod. code: 2296504

€34,95

2. Jersey

CASTELLI Unlimited Fuori Jersey

Prod. code: 2292629

Material: 100% polyester

Hips, sleeves: 78% polyester, 22% elastane

€89,95

3. Shoes

GIRO Republic R Knit SPD Shoes

Prod. code: 2295158

€159,95

4. Pants

ROSE Gravel Shorts

Prod. code: 2275064

Material: 80% polyamide, 20% elastane

Inserts: 90% polyester, 10% elastane

€69,95

(2)

(1)

(4)

5. Helmet

POC Ventral Air Spin

Prod. code: 2282262

€249,95

6. Mudguard Set

SKS Germany Speedrocker Road Gravel

Prod. code: 2284767

€34,95

7. Folding tyre

SCHWALBE G-One Allround

Performance Classic Skin 28"

Prod. code: 2297172

€29,95

(3)





PERFECTLY IN TIME

On the occasion of the launch of their new BACKROAD, ROSE also present the GC-Forty Disc Carbon – their own carbon wheels for gravel use

The wheels are ready for any adventure – they are **more solidly built, more robust and more durable**. All this at a **much more favourable price** than comparable products of competitors. The new carbon wheels were especially developed for rough terrain by our ROSE engineers. Perfectly in time for the launch of the revised BACKROAD. With their **internal rim width of 24 millimetres**, the GC-Forty are **clearly better suited for wide gravel tyres** than other system wheels. The optimised support of the tyre ensures better grip, riding safety and comfort. Weighing only approximately 1480 grams per pair, the wheels are perfect for events on all types of ground. The ROSE team has developed **special test standards** for the use on unpaved roads: Because it puts heavy strain on bike and wheels.

Our colleagues have thoroughly analysed the requirements that come up during gravel rides. With this knowledge, they have designed the new rim to be perfectly suited for rough terrain.

The rim is 37 millimetres high and comes with an asymmetric profile to ensure even spoke tension.

Extremely lightweight Newmen hubs promise uncompromising stiffness. The CX Sprint spokes by Sapim are used with patented nipple washers between nipple and rim. Last but not least: Our new gravel wheels are of course **“tubeless ready”**.

The combination of weight, price and width makes the GC-Forty a real stunner! The new ROSE gravel wheels are available from mid-July. The wheelset including tubeless valves and wheel bag costs 1399 euros. **C**

"NOT WITHOUT MY ROAD BIKE"

ROSE brand ambassador Kaisa Mäkäräinen is one of the most successful biathletes of all time. In this interview, she talks about training and her self build, wooden home.

WORDS **STEFAN RUZAS** PHOTOGRAPHY **KAISA MÄKÄRÄINEN**



1. Congratulations on your new X-LITE FOUR Dura Ace Di2 and your job as a ROSE ambassador, Kaisa. Where have you been with your bike so far and what are your impressions?

Thank you. I had a great time with the bike in my training camps in the Dolomites and the Rhône-Alpes region in summer and autumn. I like the bike. It's very easy to handle, has a fantastic weight and offers best aerodynamics. It's also easy to steer and brake in corners. And last but not least: I really like the colour.

2. You're one of the most successful biathletes of all time and you have been joining the World Cup circus for 14 years. And:

You are still winning races, like the World Cup in Oberhof, Germany, back in January. Do you train on your road bike to get fit for the biathlon?

Well, even though I'm doing winter sports: The hardest training sessions of the year take place in summer. My summer training consists of roller skiing, rifle shooting, strength training, running, swimming – and road cycling. Biathlon is a demanding endurance sport. Compared to cycling, the skate skiing technique of biathletes requires a mix of exercises that address each and every muscle of the body. That's why coordination is an important part of our training. Besides, we use our body weight only – to build up core and upper body strength. I love cycling though, it's an essential part of my training.

3. What does cycling mean to you – is it a sport or just another means of transport?

Both, of course. At home, in Finland, it's more a means of transport for me.

4. You're 37 years old and a professional athlete. What is your recipe for keeping fit?

What's most important is to enjoy it, and that's what I still do – and I like that excitement you have before a biathlon competition. Otherwise, you couldn't make the effort. The good thing about the sport is that you never get bored, because the



Bike instead of skis: biathlete Kaisa Mäkäräinen at South Tyrol's Lake Misurina between Toblach and Cortina d'Ampezzo.

training is so versatile. Life Kinetics exercises, for instance, consist of unfamiliar, coordinative, yet not physically exhausting movement sequences that are extremely good for your brain. Apart from that, it's important to keep a balanced diet and not to forget what life is about.

5. One day, your biathlon career will come to an end. Do you have any cycling ambitions? Maybe taking part in a long-distance race e.g. Trondheim – Oslo or going bikepacking?

I don't think I'll ever stop doing endurance sport. Riding a cycle marathon together with my boyfriend some day would be great...

6. Is the X-LITE FOUR your first road bike?

No. A few years ago I got a bike from my boyfriend. It was a ROSE bike.

7. Where have you learned to ride a bike? At home in Ristijärvi, Finland?

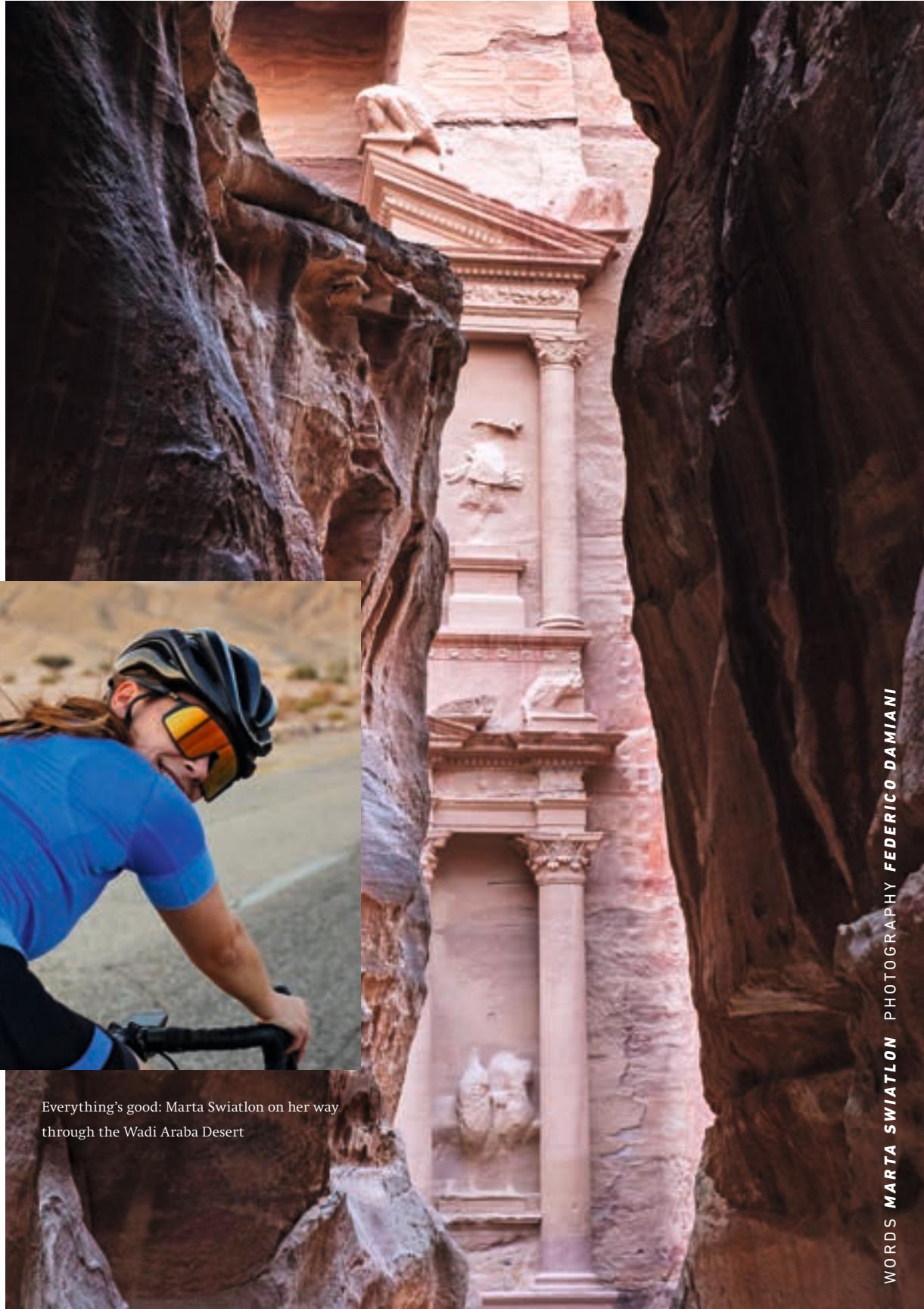
I got to school by bike, not by bus. Our home in Ristijärvi was in the middle of a forest. So I went to school by bike as often as possible. I covered around 20 kilometres per day.

8. In 2016, you started an entertaining social media project called "Kaisa Goes Home". It was a bit like a documentary about building a house that ended in 2019. What is your next project?

The most important project now is to live in the wooden home my boyfriend Jarkko and I have built. We are finally home.

9. Beside focusing on your biathlon career, you've studied physics and mathematics. Do you really want to become a teacher one day?

Phew, mathematics and physics. It's been a long time. No, I don't think I'll become a teacher one day. I'll stick to sports. ☺



Everything's good: Marta Swiatlon on her way through the Wadi Araba Desert

WORDS MARTA SWIATLON PHOTOGRAPHY FEDERICO DAMIANI

من البحر الميت إلى البحر الأحمر

FROM THE DEAD SEA TO THE RED SEA

200 km endurance test: The cycling race “Dead2Red” through the desert of Jordan is spectacular. ROSE employee Marta Swiatlon took part in the marathon.

And suddenly I feel the hunger for bread. Just a fluffy bread roll to eat. We have only covered 60 kilometres so far, but it feels as if my stomach is so empty that it hurts. I just want to beat the bonk. To eat. To fill my empty stomach.

After 18 long, slow kilometres I can finally see a petrol station. Only later I realise it's called “Beir Mathkour Gas Station”. I not only get a bread roll, but a real sandwich. Wow!

A few seconds later, the sandwich is on its way into my stomach, together with a handful of salted almonds and a sip of water. A few minutes later I can already feel the energy boost, which allows me to cycle with a good average of 28 km/h despite strong headwinds.

It would have been better to eat something for breakfast this morning. I simply forgot it, since we already left with the car at two o'clock in the morning to arrive in Ghor al Safi three hours later,

perfectly in time for the start of the “Dead2Red”. And who thinks about eating at the Dead Sea at five o'clock in the morning? Yesterday at that time, I was still in Bocholt, Germany. Sleeping. Since February 2019, I have been working as a social media manager for ROSE.

Three weeks ago I got this email from Jordan. The organisers of “Dead2Red” invited me to join their race, which came as a complete surprise for me. They said they'd seen me on Instagram. »



And who thinks about eating at the Dead Sea at five o'clock in the morning?
CYCLESTORIES author Marta doesn't



Sometimes in a group, mostly alone – on her way to the Red Sea

Tell me, am I dreaming? Sunrise after the
“Dead2Red” start in Ghor al Safi

Well, I'm a cyclist and I show how I train according to plan – and what races I do: Münsterland Giro, Sportful Dolomiti Race, Giro di Lombardia etc. It's October 2019 and actually, my season has already come to an end. Off season. Time to recover. Just keeping fit, that's it.

And now I get this invitation: “Dead2Red” – a cycle race through the Wadi Araba Desert in Jordan. 200 kilometres and 1110 metres of elevation gain from the Dead Sea to the Red Sea.

After I had received the invitation email, I started doing some research. Does this race really exist? And who are these people, these organisers,

called "Bani Hani"? Why is the place 350 metres below sea level? Do I need any vaccination? How's the weather over there? Do I have to wear a veil or special clothes on the road bike, because I'm a woman? How's the political situation in Jordan anyway? After all, you cannot really speak of political stability in the Middle East right now.

My cousin encourages me to join in when I tell him about the invitation. He's a DJ, had once lived in Jordan for five years and is still thrilled. "You must do it," he says. So I decide to accept the invitation and ask the Italian sports photographer Frederico Damiani to join me. If you want pictures of such an adventurous race, then you need good ones. All I need now is a valid passport. Fortunately, there's an urgent

passport service. And my road bike: I have a ROSE bike, of course, an X-LITE SIX DISC.

On Thursday, 7th November, I actually fly to the Jordan capital Amman. With me my bike gear, as well as tops, shorts and a bikini. That's totally fine, said my cousin. And hey: Who knows if I will ever get a second chance to try Dead Sea mud?

The race is planned to start on Friday. On Saturday, we'll have enough time to visit Petra UNESCO World Heritage Site. On Sunday afternoon, we'll fly back home. No longer than a long weekend, just a totally different one.

So here I am on my road bike, with 125 kilometres behind and three camels on the road in front of me.

They have ropes attached to their forelegs. So they can't run away, but they can run. When we get closer, they go to the side of the road and run beside me. With an average of 28 km/h.

It's cool to see what comes your way at the "Dead2Red" between the Dead and the Red Sea, i.e. between Ghor al Safi and Ayla Oasis Resort, anyway: laughing, waving and cheering children. Sometimes animals like donkeys or goats. Or branches of Acacia trees, where you really have to pay attention to the thorns. And, quite surprisingly, we also see skeletons of animals in the desert dust beside the 200 km long asphalt road. A big one reminds me of a camel and the smell of decomposition makes me and Frederico, the photographer, pedal even harder.

»



Going 200 kilometres straight forward on the X-LITE SIX DISC.
Despite the headwind at a decent average of 28 km/h.



Watch out for camels! Not only do you see them alive on the road, but also as skeletons at the roadside





Marta visits Petra UNESCO World Heritage Site – after the race



After the much longed-for sandwich, I regularly eat energy bars on the way – four or five in total.

In addition, I consume PowerGel shots in the form of gummy bears and a handful of salted almonds every time we stop at the support vehicle that transports our water canisters.

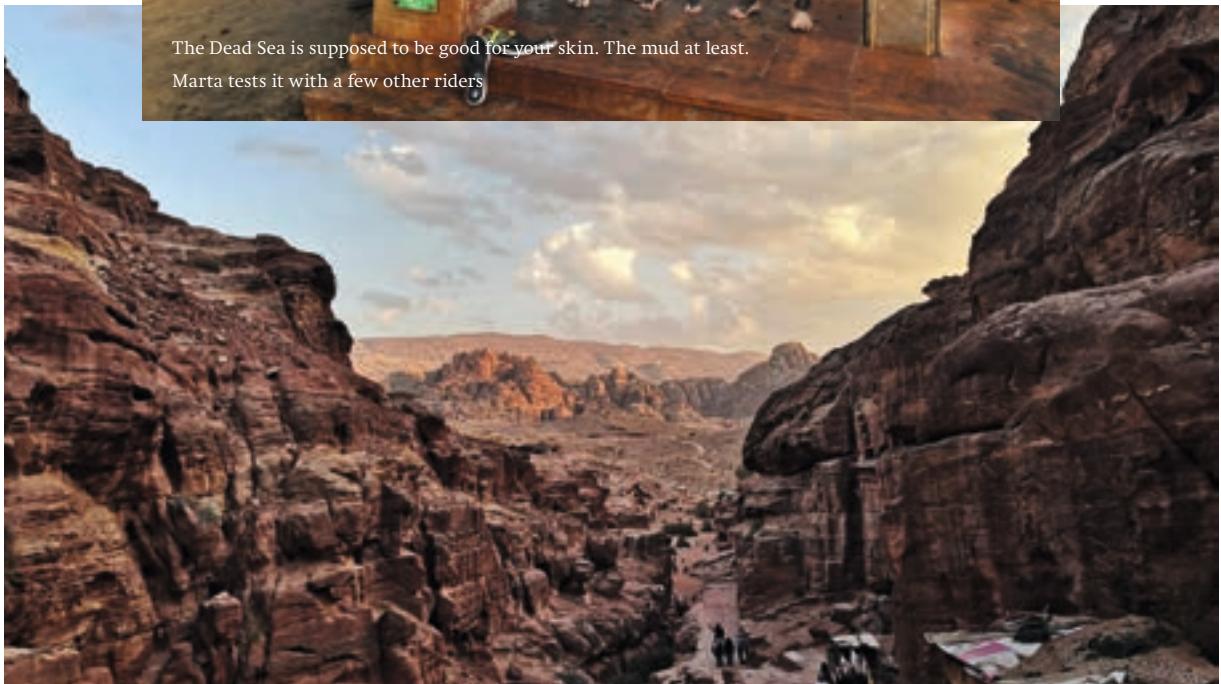
The cycle race "Dead2Red" was established in 2006 and born from a running event that already took place back in 1993. Today, more than 100 people from all over the world – teenagers, seniors, women and men – join the race. Shorts and a short sleeve shirt?

Seems indeed to be no problem at all when travelling as an athlete. At some stage, a wave of happiness floods me. The dead straight road, the desert, the foreign country, the

20 kilometres to go. I feel the lack of training as my legs get heavier. I don't slow down though. After all, I haven't seen a woman in front of me for ages. I give my best and manage to finish as the best woman, which gets me a shiny trophy. This one will cut a fine figure in the cabinet of my living room. Not because it's the most beautiful cup I've ever won, but because it will remind me of a unique race in an incredibly beautiful country every day. Shukraan, Dead2Red! 🏆

"SHORTS AND A SHORT SLEEVE SHIRT?"

friendly and helpful people. It beats everything I've ever done. And I can cope surprisingly well with the November heat.



Wild Middle East: No doubt, Jordan is always worth a visit



1

2

3

4

5

1 Fahrradtrikot

GORE WEAR C7 Pro Jersey

Best.-Nr.: 2290619

Material: 78% Polyamid, 22% Elasthan

119,95 €

2 Trinkflasche

CAMELBAK Podium Chill Thermo

Best.-Nr.: 2280664

Ab 11,95 €

3 Rennrad-Sattel

ERGON SR Pro Carbon Men

Best.-Nr.: 2282666

149,95 €

4 Bibshorts

GORE WEAR CZ Long Distance Trägerhose

Best.-Nr.: 2277898

Material: 70% Polyamid, 30% Elasthan

Mesh: 87% Polyamid, 13% Elasthan

174,95 €

5 Rennradschuhe

GAERNE Carbon G.Volata

Best.-Nr.: 2294079

219,95 €

6

6 Flugkoffer

ROSE Bike Box II

Best.-Nr.: 2267992

249,95 €



CHOOSE YOUR WEAPON!

ROOTMILLER

SHRED THE TRAIL



29" aggressive-trail-geometry | 150 mm custom-tuned suspension
rosebikes.com/rootmiller

GROUND *CONTROL*
SURF THE TRAIL



29" trail-tour-geometry | 120 mm custom-tuned suspension
rosebikes.com/groundcontrol



With the ROOT MILLER and the GROUND CONTROL,
ROSE is launching two trail mountain bikes in a completely
new design language: One more suitable for descents with
150 mm travel, the other an all-rounder with 120 mm travel.

Choose your weapon!



**"IT'S LIKE
SCHNAPPS,
MOHAWK AND
JOHNNY THUNDERS
ALL AT ONCE"**

I maginations are running wild: The ROOT MILLER is this “daredevil tearing through the wildest nights - that guy your parents always warned you about”, says ROSE product developer Christoph Krüppel. “It’s like schnapps, mohawk and Johnny Thunders all at once. A friend to chase horses with.”

And the GROUND CONTROL? “That’s the friend for stealing horses with.”

The responsible one, who doesn’t encourage drinking but still stays all night and brings you home safe. Someone like Dick Dale, surfing smoothly.”

Christoph’s colleague Max Sistenich is also a master of metaphors when it comes to the new trail MTBs. “The ROOT MILLER is a root machine that cuts through every trail. The GROUND CONTROL is the all-rounder, travelling everywhere on

light feet.” So that’s two new mountain bikes in the trail category which are different and yet perfect complements to each other.

Two platforms with completely reworked geometry and kinematics. Plus lots of exciting details, like the noise-reducing pads on the seat and chain stays, fenders on the down tube to protect against flying stones, as well as long-lasting, quality ACROS bearings.

»



“THAT'S THE FRIEND FOR STEALING HORSES WITH”



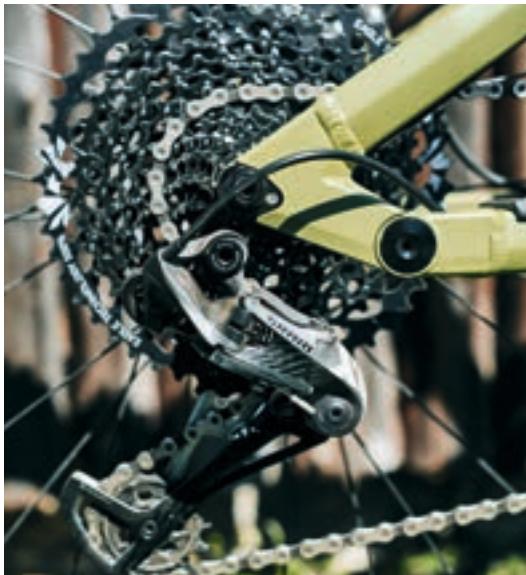
EAT.
SLEEP.
SHRED!
REPEAT.

Ready for that bad guy? The ROOT MILLER gives you all the speed and action you need.

ROOT MILLER

SHRED THE TRAIL

Made for the intense lines on technically demanding terrain. The newly designed ROOT MILLER aluminium chassis will propel you to a new trail level! There are plenty of spectacular highlights on this bike, from the elegant, integrated cable routing to the finely-tuned suspension: With the standing rear shock and trunnion mount, you're guaranteed particularly sensitive feedback and the ability to use the entire 150 mm travel - even when things get rough. The "aggressive-trail" geometry will help you also master technical sections. A long reach will position you centrally on the bike, the slack head angle offers more downhill fun, and the steep seat angle lets you pedal more efficiently.



The SRAM X01 provides the momentum for the ROOT MILLER 3

The new ROOT MILLER offers you the full spectrum on 29" wheels: Speed, control, a shock-absorbing suspension paired with a balanced riding position for endless kilometres of fun. "Riding this bike is like flying, but nicer," says product developer Max.

We are offering the ROOT MILLER in three varieties with the sizes S to XL and a starting price of 1899 euros. All varieties have a great frame with some pretty pieces - functional, robust, and with top performance.

The shifting system for example, is made by SRAM - whether its the reliable NX EAGLE in the ROOT MILLER 1, the extremely solid GX EAGLE in the ROOT MILLER 2 or the high-end variety X01 EAGLE of ROOT MILLER 3. »



Standing rear shock and trunnion mount: The new rear dropouts design guarantees an especially sensitive response



All new! The newly redesigned aluminium chassis in the new ROSE design language



The new GROUND CONTROL is everybody's darling - on every trail

TAKE YOUR PROTEIN PILLS AND PUT YOUR HELMET ON

GROUND *control*

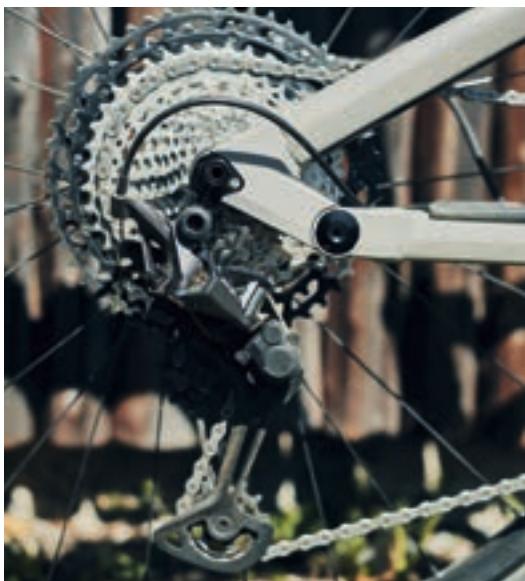
SURF THE TRAIL

The GROUND CONTROL is guaranteed to flow. It brilliantly climbs up hills and lets you surf down the single trails into the valley. Together with RockShox, we've tightly and efficiently tuned the 120 mm travel so you get optimal response from the terrain in every situation and can move the bike in a controlled and efficient manner on the trail. "You can feel everything happening under you. Regardless of whether you're on the way up to the top or going back down," says Christoph. The "Inline Suspension Design" also gives the bike a clean look.

The geometry of the GROUND CONTROL is new from the ground up: For more fun on the trail, we were generous with the reach, designed a slacker head angle and steeper seat tube angle - the new ROSE "Trail Tour Geometry" is born! Equipped with 29" wheels, it also promises outstanding rolling characteristics, smooth running, and safety while off-roading. A special novelty is the size split which also gives growing and smaller persons, starting at a

height of 1.5 meters, plenty of bike fun. The size S comes with 27.5" wheels, while sizes M or larger come with 29" wheels.

The GROUND CONTROL also comes in three varieties, the cheapest of which starts at 1699 euros. The 1st variety is equipped with the 12-speed groupset NX EAGLE and the other two have SLX or XT components from Shimano.



You can choose between an XT or SLX rear derailleur from Shimano or the NX EAGLE from SRAM.



Full control, cool aesthetics: new suspension design in the rear with horizontal shock - in line with the top tube and seatstays.



The high-end look of the GROUND CONTROL extends into the details - such as the new, adjusted downtube protectors





As adventure leader, the new GROUND CONTROL covers the full spectrum from tour to light trail.
And always with full control!

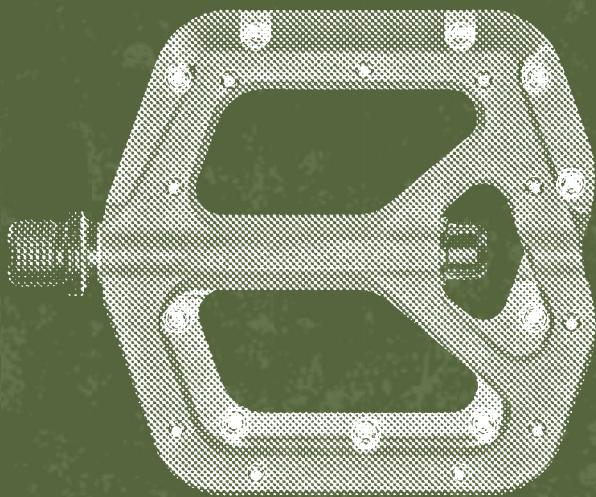
DON'T PANIC! IT'S MAIK THE MECHANIC!



HOW TO CHOOSE BIKE PEDALS

Mountain bike or road bike, flat or clipless?

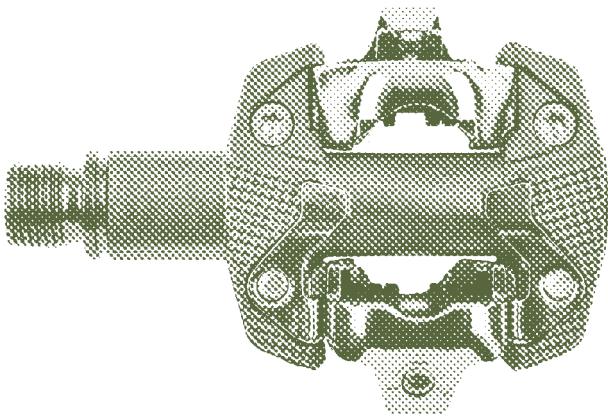
Maik the Mechanic explains which pedal best suits your biking style and what you should pay attention to:



PLATFORM PEDALS:

For mountain bikers who favour rough terrain. With their large platform area, they offer more grip and a secure feeling.

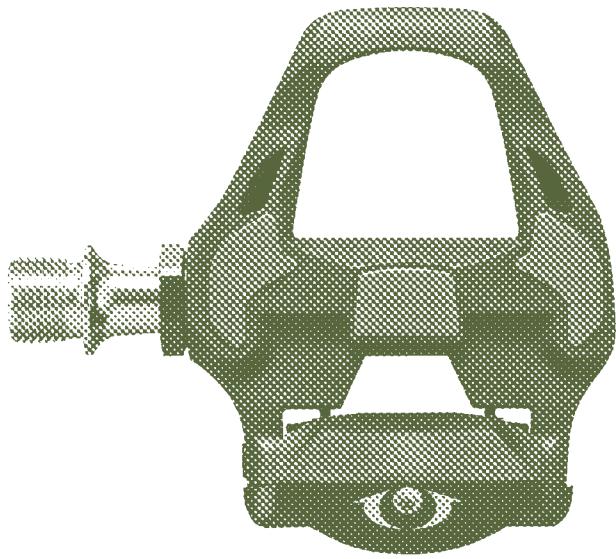
- Important: Platform pedals are not designed for maximum performance, as they don't promise a "smooth pedal stroke". If you want to achieve best times, you should rather go for clipless pedals.
- The advantage: Platform pedals provide additional safety, since you can get your feet off the pedal easily in dangerous situations.
- Another up: Some platform pedals are less expensive than clipless pedals.
- In combination with special mountain bike shoes, flat pedals offer an unbeatable, good grip.
- My tip: Composite pedals with metal pins are not just for newcomers, but also for advanced riders. A great alternative to expensive alloy pedals.



CLIPLESS MTB PEDALS:

Clipless mountain bike pedals are perfect for performance-oriented riders, as they allow for a more efficient power stroke.

- There are lots of different pedal system available for mountain bikes. For example: SHIMANO SPD, CRANK BROTHERS or TIME.
- Important: Pay attention to the size of the pedal body. They are available in small (XC/Cross/Gravel), medium (Tour/Trail) and large. Some of them have additional pins (Enduro/Downhill).
- The outer cage protects the clipless system and offers a platform for the shoe, yet it also means extra weight.
- The advantage: Depending on pedal system and cleat, these types of pedals are less sensitive to dirt.
- My tip: If you can't decide between clipless or flat pedals, you should have a look at clipless/flat combination pedals.



CLIPLESS ROAD PEDALS:

Road bike cleats offer improved power transfer over clipless MTB pedals and provide best ergonomics for legs & feet.

- Clipless road pedals are available from all leading brands and with most different systems. For example: SPD-SL, LOOK KEO, SPEEDPLAY or TIME.
- The right shoe is decisive for good performance (stiffer sole = improved power transfer).
- Clipless pedals are designed for nothing but cycling. This means: Walking in road shoes is difficult and awkward.
- Important: The cleat position decides between a comfortable or performance-oriented ride.
- The disadvantage: They offer less freedom of movement than clipless MTB pedals.
- My tip: Gravel bikers should go for clipless mountain bike pedals as these are less sensitive to dirt.



1. PEDAL WRENCH

XTREME PRT2

Prod. code: 184595

€9,90

2. PEDAL CLEAT TOOL

ERGON TP1 for SPD pedals

Prod. code: 1153664

€17,95

3. PEDALS

CRANKBROTHERS Pedal Stamp 1

Prod. code: 2290376

€33,95

4. PEDALS

ROSE Pro Duo Plus

Prod. code: 54325100

€39,90

WHAT TO BEAR IN MIND WHEN INSTALLING NEW PEDALS:

- Be careful: There are different thread directions for left and right side pedals.
- Grease the threads.
- Clipless MTB pedals are also found on hybrids, cyclocross or gravel bikes, as they offer high durability and more comfort.
- Adjust the cleats in the correct position at the shoe. A correct cleat position is important e.g. to prevent your feet from going numb.
- Cleats are easy to adjust with a proper tool, e.g. by ERGON.
- For more information about adjustment, installation and torque, please see the pedals' manual.

Please follow the instructions described in the manual!

- My tip: Newcomers to clipless riding should practice clipping in and out of the pedals before their first ride! 🚴





RIDE MORE, BE BETTER.

Physically, mentally, emotionally.

We conceive, design and construct gear for you to ride in all weathers.
So you can fire up your determination both on and off your bike.

#ALWAYSEVOLVE





IT HAS NEVER BEEN MORE FUN!

Cross Country reloaded: The new trail build of the THRILL HILL features a 120 millimetre suspension fork – for even more off-road fun.

Hit the trail – with the new THRILL HILL TRAIL. The upgrade of our full-suspension carbon racer now comes with a forgiving front travel of 120 millimetres. For much more reserves in rough terrain. And above all, for much more fun. And the best bit: There are two builds to choose from. The test riders of the specialist magazine “Mountainbike” were already impressed by the 100 Series version. Their verdict in the October 2019 issue: “The new THRILL HILL by ROSE is a true race rocket.”

The THRILL HILL TRAIL 1 stands for cross-country racing with a lot more potential. Based on our THRILL HILL model, this trail build is designed for enhanced performance on demanding trails. 120mm of travel guarantee extremely high sensitivity and best shock absorbency. The bike's extremely robust, 12-speed

rear derailleur and its braking system are also designed for trail riding. 29 inch wheels keep you on track in every situation. A flat impact angle makes sure the bike easily rolls over roots or rocks. This helps you keep pace and save energy. The carbon frame weighs a mere 1800 grams – and is available in matt black or moss-green. The Inline Suspension Design provides a clean look by aligning the rear shock with the top tube and seatstays.

The generously specced THRILL HILL TRAIL 2 is intended for Down-Country Masterclass riders. This bike, too, offers a front travel of 120 millimetres. The high-quality suspension fork stands out for high sensitivity and lots of reserves for more performance. 34mm uppers provide great torsional stiffness and yet, the fork impresses with a low weight.

The kinematics of the full-suspension race bike are compatible with single and double chainring setups. So you can decide for yourself which range of gears and gear ratio suits you best. All other specs, too, are built to last. There's an extremely robust brake for demanding downhills and fast stopping action thanks to a shorter free stroke. At that, you can find a great wheelset with lightweight, race-proven system hubs and cold-forged spokes that transfer all your power into speed. Another highlight are the flexing seat stays: They eliminate the need for an additional joint, which saves weight and maintenance efforts. A cross country frame designed for speed, solidly built components, a potent 120 mm suspension fork – the THRILL HILL TRAIL 2 is a clear down-country statement! **xc**



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1. Helmet

ENDURA MT500

Prod. code: 2253263

€159,95

2. Shorts

ENDURA Singletrack

Prod. code: 2291467

Material: 100% polyamide

€79,95

3. Jersey

ENDURA MT500 Burner

Prod. code: 2291443

Material: 100 % polyester

€59,95

4. Seat post*

ROCK SHOX Reverb Axs™ Vario

Prod. code: 2285278

€525,00

5. Mudguard

RIE:SEL DESIGN SCHLAMM:PE

Prod. code: 2269553

€11,95

6. Bottle cage incl. bottle

TUNE Wasserträger MTB with

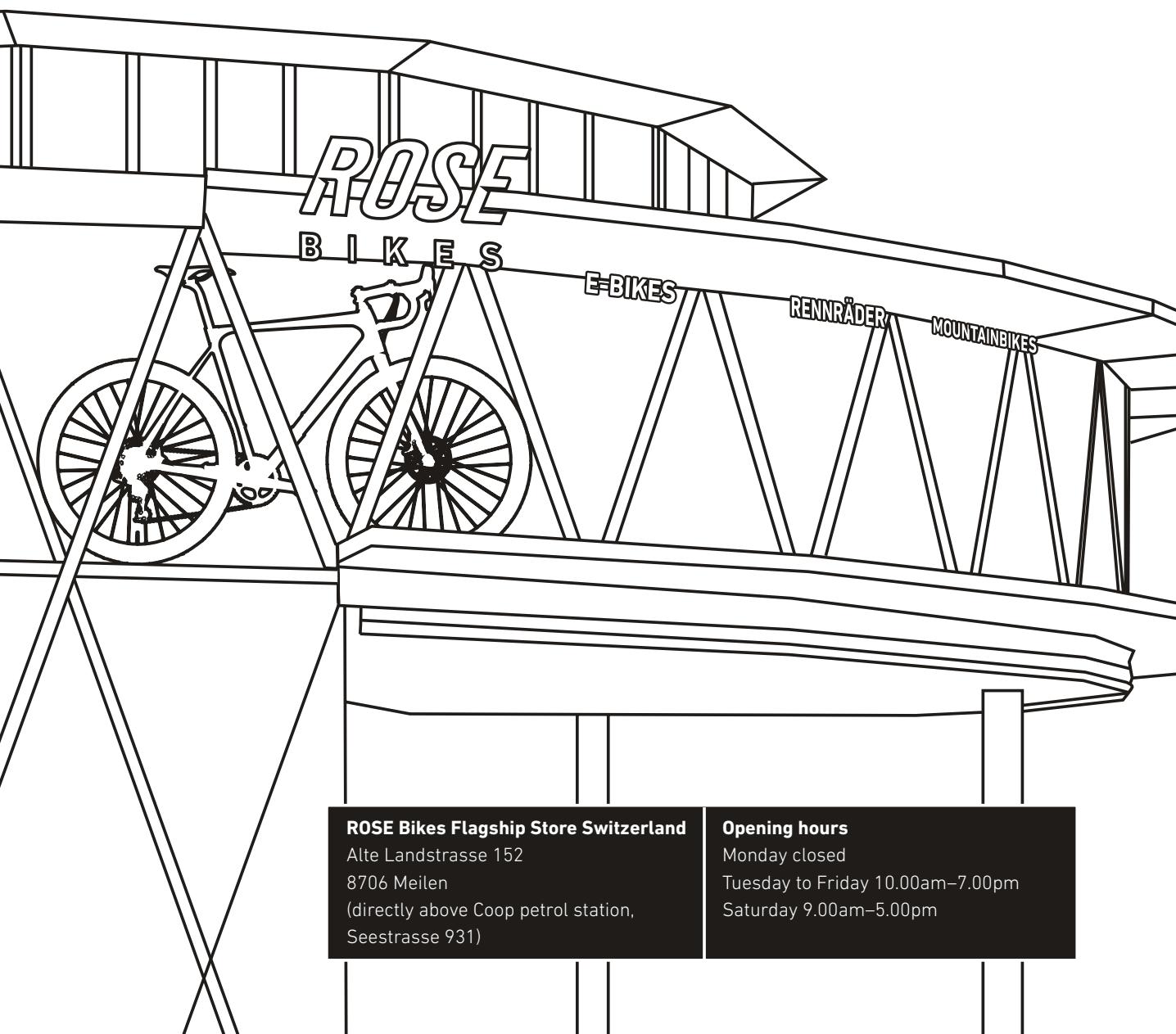
750 ml bottle as a set

Prod. code: 2284776

€42,95

HOPP SCHWIIZ!

ROSE plans to open up to ten stores in Switzerland in the next five years. The first store is opening in Meilen on Lake Zurich.

**ROSE Bikes Flagship Store Switzerland**

Alte Landstrasse 152
8706 Meilen
(directly above Coop petrol station,
Seestrasse 931)

Opening hours

Monday closed
Tuesday to Friday 10.00am–7.00pm
Saturday 9.00am–5.00pm

Pearl of the Sea – that's what this place is often called. Meilen is located halfway between Zurich and Rapperswil – on the slopes of the mountain ridge with the beautiful name "Pfannenstieli". So here it is, on Zurich's Gold Coast, Switzerland's first ROSE Bikes store. Diagonally opposite the bathing facility "Strandbad Ländeli" and the small harbour of Obermeilen. A car dealer with high-end brands like BMW and Mini is located next door, and below, you can find a Coop petrol station with a small supermarket. The store on Seestraße was actually supposed to open at the beginning of April, but was delayed due to the Corona crisis. The new store has a cafe; for instance for those who cycle around Lake Zurich on their road bike.

The 815 m² store in the spectacular, circular building on the lake side in Meilen is the first ROSE store in Switzerland. Up to nine other stores will follow in the coming five years. In 2021, stores in Basel and Bern will follow. The flagship store on Lake Zurich has five employees, all other stores will get two to three staff members depending on their size.

"In Switzerland, we are following a completely new way," says Marcus Diekmann, managing director and digital manager at ROSE, about the formation of the Swiss, public limited liability company. "Together with our shareholders Carlos Friedrich and Bernard Winterhalter, two real retail experts, we'll soon be very successful in Switzerland."

Apart from road bikes and mountain bikes, electric bikes are very popular in the Swiss Confederation. "Our products and services will respond to exactly these needs," says Chief

Executive Officer Friedrich, who will also take over the chairmanship of the board of directors of ROSE Bikes Schweiz AG.

Since there are many, "real mountains" in Switzerland – as Friedrich says with a smile – Swiss customers are even more demanding than Germans. Here in the Alpine region, personal contact, excellent specs and high-end finish are often even more

been characterised by independent, regional specialist shops. According to experts, there are more than 1700 shops in all cantons in total, making up 80 percent of the market share. Sports markets like M-Way follow far behind with less than ten percent.

The online retailers, including ROSE, only have a market share of less than five percent though.

"We see a huge potential for our



Our Switzerland Team: (from left to right) Patrick Zumstein, Peter Stoop, Carlos Friedrich, Bernard Winterhalter und Joel Bühler

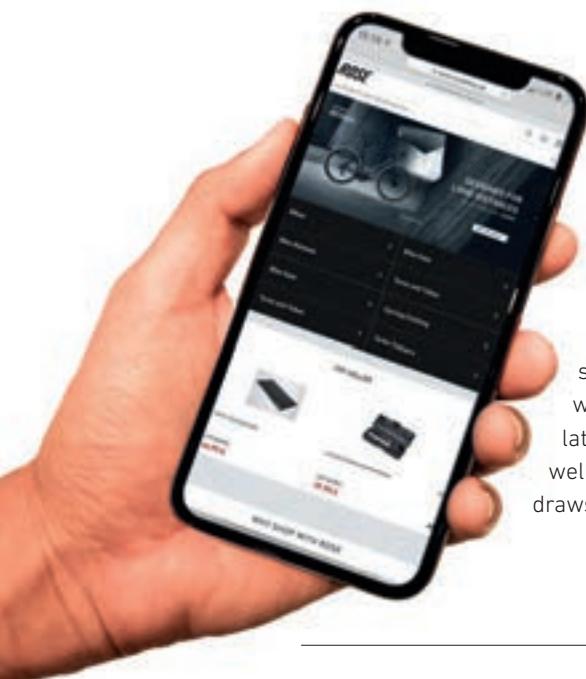
important than a low price. After all, the Swiss bicycle market has a turnover of 1.7 billion Swiss franc every year. Friedrich: "Today, our share is only 0.3 per cent, but with our convincing store concept, we want to achieve a market share of two to three per cent in the coming five years. Because ROSE is a true omnichannel brand that combines e-commerce with stationary retail in a smart way."

Actually, it's nothing less than a small revolution the Swiss bicycle market is facing. Up to now, it has

brand in Switzerland," says ROSE managing director Diekmann. "Our bikes are of high quality and can be tailored to the customers' needs. That's exactly what our Swiss customers are looking for. As direct-sales pioneers, we have already shipped our products to Switzerland for many years now and are already known for selling high-quality products at attractive prices. Our stores will help us go well beyond our high standards in service and customer shopping experience." 



PHOTOGRAPHY **PAUL MASUKOWITZ**



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CONTACT US

Order hotline:

00 800 22 77 55 55

customerservice@rosebikes.com

You need help choosing the right bike or configuring your dream bike?

bikesales@rosebikes.com

You would like to enquire about bike parts or spares?

technik@rosebikes.com

You would like to enquire about cycling clothing?

info@rosebikes.com

You have some questions about your order?

customerservice@rosebikes.com

You would like to contact us about your return?

customerservice@rosebikes.com

International phone number:

Free from landlines:

AT, BE, CH, NL, UK

00 800 22 77 55 55

Calls from mobiles may be charged.

Customer Service Opening Hours:

Monday to Friday 9.00am–6.30pm
Saturday 9.00am–1.00pm
except on public holidays in North-Rhine Westphalia, Germany

ROSE Stores opening hours:

BIKETOWN Bocholt
Monday to Wednesday 10.00am–6.30pm
Thursday to Friday 10.00am–8.00pm
Saturday 10.00am–6.00pm

ROSE Bikes Munich

Monday to Friday 10.00am–7.00pm
Saturday 10.00am–6.00pm

ROSE Bikes Posthausen

Monday to Saturday 9.30am–8.00pm

ROSE Bikes Meilen (CH)

Monday closed
Tuesday to Friday 10.00am–7.00pm
Saturday 9.00am–5.00pm

ROSE

www.rosebikes.com

COMPANY DETAILS

ROSE Bikes online

On www.rosebikes.com, you can find further information on bikes, fashion, accessories and much more. Take your time for choosing and ordering. A one-month right of return applies to all products (except for custom built goods, audio and video recordings and software, if the data media have already been unsealed).

Provider identification

Indications of weight, geometries and features are information provided by the manufacturer. Technical changes for the purpose of technical progress as well as colour deviations, errors and typing errors are excepted. Delivery is conditional on the availability of stock. Delivery is carried out on the basis of our general standard terms and conditions. All prices are stated in euros and include German value-added tax (currently 19% or 7%). The final price is calculated in accordance with the VAT rate valid in the country of delivery. You can find our terms and conditions online at www.rosebikes.com.

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00 800 22 77 55 55

Calls from mobiles may be charged.

Headquarters: Commercial register,
Bocholt: HRB 8315, district court of Coesfeld

Management:

Erwin Rose

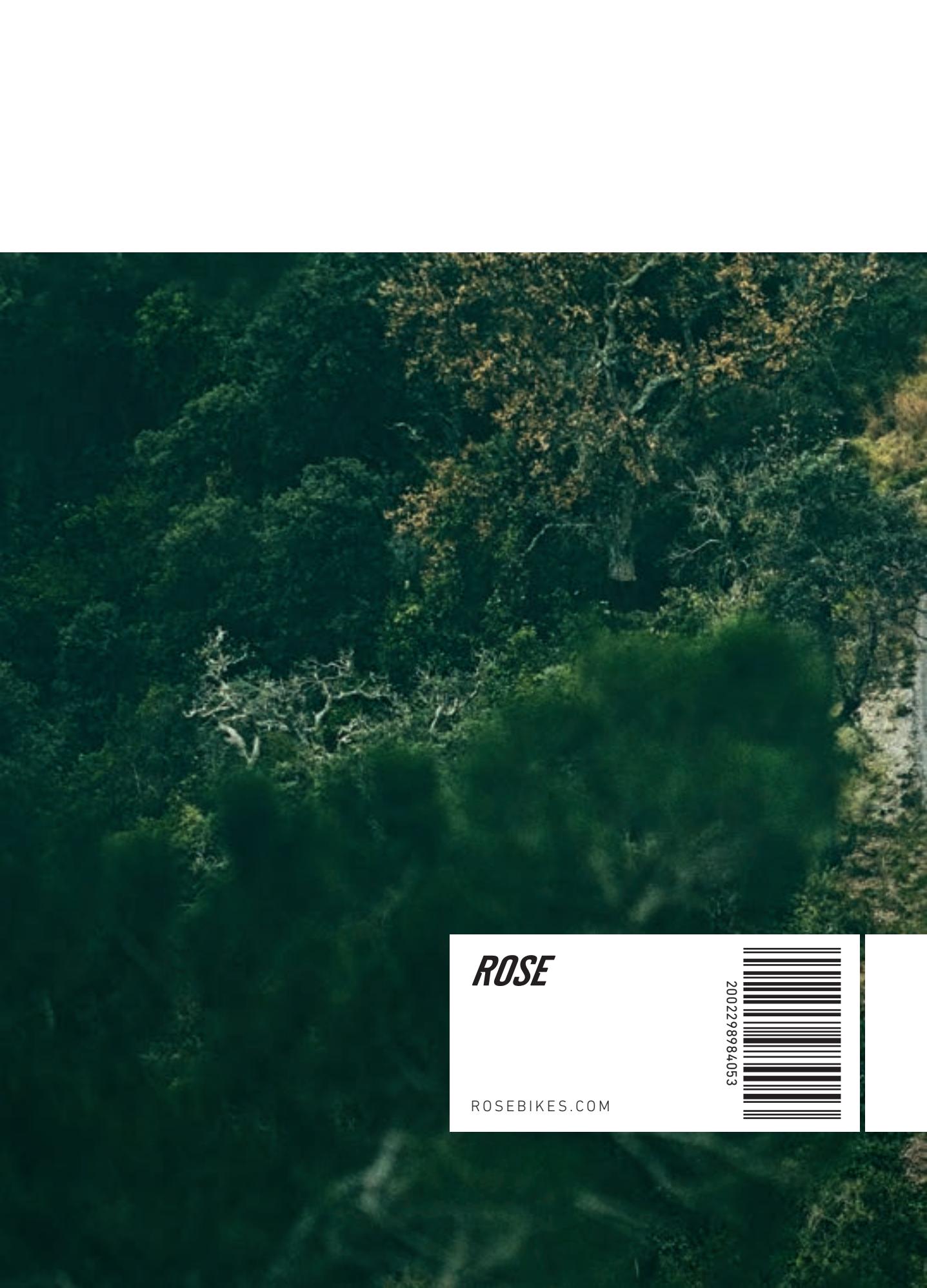
Stefanie Rose

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