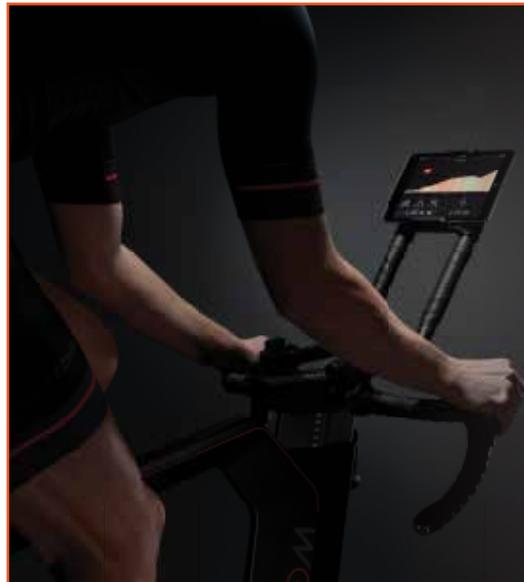


## The new Atom

Wattbike unveils the new Atom - the smartest indoor bike on the planet. Marking a new era in indoor training, the new Wattbike Atom is Wattbike's first fully connected, smart bike. More accurate and more realistic than any other smart bike available, the Atom replicates the resistance and sensation of riding on the road. To give the most authentic ride feel in the world, allowing cyclists to fine-tune their training and goals and gain invaluable insight into their performance.

STAND D47 ☎ 0115 945 5450  
🏠 wattbike.com



## Super food boost

ManukaSport is a leading sports nutrition company that develops, manufactures and markets innovative nutritional products containing Manuka honey. Each batch of gel and powder products have been tested for WADA prohibited substances by the laboratories of LGC. Our Manuka honey is sourced from New Zealand and is recognised as a super food around the world.

STAND F9 ✉ athain@manukasport.com  
🏠 www.manukasport.com



## Extreme sport camera

2020cam launches a camera with a single purpose, to provide a stabilised cinema quality footage to the amateur, and at an affordable price.

You can have an excellent 4k camera, cheap camera, or even cameras with connectivity but until now there wasn't a camera that had everything. The 2020cam Apollo not only shoots superb high definition 4k images but also stabilises the footage. Having 4k HD is worthless if the images are blurred or shaky,

so Apollo has a world leading A9S microprocessor to capture 4k while controlling a gyro stabilisation system. This design is a world first and makes the Apollo a true giant in the action camera field.



STAND G15A ✉ info@2020cam.com  
🏠 www.2020cam.com

## eCare – looking after your eBike

As sales of eBikes increase year on year, as does the need to maintain them with specifically designed products. With nearly 80 years' experience in the bike market, Weldtite has launched a brand new range of products formulated solely with eBikes in mind. At its heart, eCare is maintenance made easy. Simple design means even a novice eBike owner will have no problem maintaining their bicycle and with seven distinct products in the range, every aspect of simple regular maintenance is covered.

### PRODUCTS

- Chain Degreaser Spray
- Chain Lubricant Spray
- Foam Cleaner Spray
- Wax Polish Spray
- Connection Spray
- Frame Wipes
- Puncture Repair Kit.



STAND H92 ✉ marketing@weldtite.co.uk  
🏠 www.weldtite.co.uk

## Schwalbe Tyres

This year's show highlights include the multiple award winning MTB Addix compounds, new Tubeless CX tyres X-One Speed and G-One Bite, new Marathon GT Tour as well as a world first: For the first time ever a tread compound made entirely from renewable and recycled raw materials.

STAND A21 ✉ info@schwalbe.co.uk  
🏠 www.schwalbe.co.uk



## Geared up

Madison and Sportline return to the Cycle Show this year with more brands and new products than ever before.

Genesis, Saracen, Ridgeback and Ridley will be exhibiting all of next year's bikes that have only been revealed this month. There will also be a host of kids bikes to try out from Ridgeback, Saracen and Wishbone on the Ridgeback Kids test track as well as Shimano STEPS equipped E-Bikes available to try out on the Shimano STEPS E-Bikes test track and the E-MTB test track at the show.

Pearl Izumi and Madison Clothing will be exhibiting their new Autumn/Winter range of apparel and PRO will be holding a saddle amnesty alongside a raft of new products from Elite, Garmin, Quad Lock, Lazer, Cycliq, Hump, Karcher, Mars, Light & Motion and Infini. Visit Stands B11, C11, A31, A41, A43, J134 and L28 for all of the latest products.

✉ sales@madison.co.uk  
🏠 www.madison.co.uk

