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BH
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BH to exhibit new releases at Eurobike

BH will land at Eurobike with its new catalogue for 2011. The international firm, a leading manufacturer of pedal-assist bikes under the brand E-Motion, is exhibiting its latest arrivals, which include brand-new frames and improved high-end models like G5 or Ultimate.

Eurobike, the world's leading trade show in the cycling industry, held in Friedrichshafen, Germany, every year, is kicking off this Wednesday, September 1. At the fair, BH will show its 2011 catalogue, with plenty of product innovations. The international maker will have a staff of 20 in a 200-sqm stand where the new Racing, MTB, Women and E-Motion bikes will be on display.

The BH stars at Eurobike 2010 will be the improved versions of the G5 and Ultimate frames; the new road bikes RC1, Prisma and Zaphire; Cristal for Women; the RX1 cyclocross model; and the new MTB frames Ultimate RC, Zenith and Peak.

These are the product developments with which BH intends to become a leading brand worldwide. "We're exhibiting new products at Eurobike this year: the high-end road frames G5 and RC1 (Race Concept), put to the test by the pro team Xacobeo Galicia in the Vuelta a España. We're also showing the brand-new Prisma frame, one of the flagships in our stand. The RX1 for cyclocross has had big changes, too. Cyclocross is very popular in northern Europe," says Roberto López, the head of the road cycling unit at BH.

More E-Motion

BH's pedal-assist bikes, E-Motion, will also have a prominent place in the stand. E-Motion, one of BH's most successful ranges, has revolutionised the way of getting around the city, turning BH into a leading manufacturer of electric bicycles not only in Spain but in Europe as well.

You will find BH at A4-404 and FGO-115, where you will be able to see and test the E-Motion bikes. In fact, pedelecs and e-bikes will be on the spotlight at Eurobike this year, with a test track in the Zeppelin Hall and new outdoor test zone.

Gathering some 1,000 exhibitors in a 100,000-sqm exhibition area, the Eurobike organisers expect the event to draw nearly 39,000 specialists. Likewise, about 1,500 journalists from all over the world have been invited to cover the leading cycling trade show in Europe and one of the most important events in the global cycling industry.

More info at www.bhbikes.com and www.eurobike-show.com