EUROPEAN BICYCLE MARKET

2012 edition

Industry & Market Profile
(2011 statistics)
CONTENTS

FOREWORD 4
BACKGROUND 5
THE EUROPEAN BICYCLE INDUSTRY 7
THE COLIBI & COLIPED MEMBERS 8

EUROPEAN BICYCLE PRODUCTION 10
BICYCLE PRODUCTION 2000 – 2011 – UNITS 11
2011 BICYCLE PRODUCTION – COUNTRY SHARE 12
2011 BICYCLE PRODUCTION – COUNTRY RANKING 13

2011 EUROPEAN BICYCLE PARTS AND ACCESSORIES PRODUCTION 14
BICYCLE PARTS & ACCESSORIES PRODUCTION – COUNTRY SHARE 15
BICYCLE PARTS & ACCESSORIES PRODUCTION – COUNTRY RANKING 16

EUROPEAN BICYCLE SALES 17
BICYCLE SALES 2000 – 2011 – UNITS 18
2011 BICYCLE SALES – COUNTRY SHARE 19
2011 BICYCLE SALES – COUNTRY RANKING 20
2011 AVERAGE PRICE (in €) PER COUNTRY 21
2011 EPAC SALES – UNITS 22
2011 EPAC SALES – COUNTRY RANKING 23

2011 EUROPEAN BICYCLE INDUSTRY EMPLOYMENT 24
EMPLOYMENT IN THE EUROPEAN BICYCLE AND
BICYCLE PARTS & ACCESSORIES INDUSTRIES (EU27) 25
EUROPEAN BICYCLE INDUSTRY EMPLOYMENT (EU 27) 26
EUROPEAN BICYCLE PARTS AND ACCESSORIES INDUSTRY EMPLOYMENT 27

FRANCE/GERMANY/GREAT BRITAIN/ ITALY/THE NETHERLANDS
INDUSTRY & MARKET PROFILE 2000-2011 28

FRANCE 29
FRENCH MARKET REPORT 30
FRANCE - BICYCLE PRODUCTION (UNITS) 32
FRANCE - BICYCLE SALES (UNITS) 33
FRANCE - BICYCLE SALES (M€) 34
FRANCE - PARTS & ACCESSORIES PRODUCTION (M€) 35
FRANCE - PARTS AND ACCESSORIES SALES (M€) 36
FRANCE - BICYCLE EMPLOYMENT 37
FOREWORD

This document is the fourth edition of the European Bicycle Industry & Market Profile, an economic study carried out by COLIBI, the Association of the European Bicycle Industry and COLIPED, the Association of the European Two-Wheeler Parts’ & Accessories’ Industry.

The document is based on figures provided by our member associations and data kindly put at our disposal by non-member countries.

It gives an overview of the European bicycle industry’s activities (production and employment), relevant market data (sales) and highlights the economic bicycle activity in the member countries.

We wish to extend our sincere thanks to our member associations, the European bicycle manufacturers’ associations, the Chambers of Commerce and Embassies for their valuable and much appreciated contribution in the compilation of this work.

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COLIBI – COLIPED
Boulevard de la Woluwe 46 b16
B – 1200 Brussels
Belgium
Tel.: +32 – (0)2 304 48 87
Fax: +32 – (0)2 762 81 71
E-mail: greet.engelen@coliped.com
contact@colibi.com
Web: www.colibi.com and www.coliped.com
BACKGROUND

COLIBI is the Association of the European Bicycle Industry; COLIPED is the Association of the European Two-Wheeler Parts’ & Accessories’ Industry.

The aim of the European associations is to promote the common interests of the European bicycle and bicycle parts’ & accessories’ industries.

COLIBI and COLIPED are the official spokespartners of the relevant European industry. As such, they keep in regular contact with European policy makers, European bicycle trade and cyclists’ associations, the European standardization body CEN, the industry, mobility experts and the press.

COLIBI and COLIPED campaign for:
- the appointment of a European Bicycle Officer within the European Commission. COLIBI & COLIPED launched this idea and presented it to the EC in 2007. Since then, this initiative has been supported by several national and international associations, among them also the ECF and ETRA;
- fair trade and the fight against unfair practices in view of safeguarding the European bicycle industry;
- the application of a reduced VAT rate on all bicycle products and services;
- a better recognition of the (potential of the) bicycle and cycling in European policies and the development of a bicycle (cycling) strategy by European policy makers;
- the introduction at European level of reliable and comparable statistics related to cycle infrastructure and use, costs & benefits of cycling, traffic accidents, etc.;
- a better and easier access to European funding and financial means;
- the introduction in the allocation of European funding of effective criteria that serve sustainability;
- an increased cycle usage throughout the EU and beyond;
- etc…

The European associations fully support the European (EN) safety standards for bicycles. COLIBI & COLIPED have a Liaison status with CEN TC 333 ‘Cycles’ and are member of the EcoMobility Alliance.

The International Transport Forum (ITF) in Leipzig has become the real "Davos" transport meeting of the year. Many Transport Ministers from all over the world annually take part in this event.

The presence of bicycles in the Forum is extremely important, as cycling contributions to the CO2 emission reduction would otherwise not be taken into account. Indeed, politicians always tend to prefer "up-down" solutions, giving for instance billions to the car industry to try and develop e-cars.
The e-mobility revolution in the next 10 years should be a "bottom-up" process, focusing first on EPACs which already developed well in the past decade. Next should be the more powerful two-wheelers such as e-bikes, e-mopeds and e-scooters and only much later (10 to 20 years from now) attention should go to electric cars.

In fact, the technology of aluminium alloys and carbon composites, as well as the ever lighter and more powerful batteries that we have been developing in the EPAC industry in the last decade, will undeniably be a source of inspiration for the e-moped and even for the e-cars industry.

The EU bicycle & EPAC industry has a very important role to play, not only in Europe’s ambition to seriously cut CO2 emissions, but also in policies such as public health, environment (energy efficiency, noise pollution, etc.), transport, and many more. Being the largest employer in Europe in the Green Industries, we will do our utmost to continuously stress this role.

The European bicycle industry’s participation in the IFT in Leipzig is part of our strong commitment to bring this huge potential of the bicycle and cycling under the attention of both European and local policy makers.

To promote the European bicycle industry, COLIPED annually organizes a joint European participation in the Taipei Cycle Show (Taiwan) for European bicycle and bicycle parts’ & accessories’ manufacturers. Initiated in 1993, the joint European booth has known an ever increasing success. In 2012, 34 European exhibitors participated in the joint European COLIPED booth, which occupied a total surface of 873 m². A list with the 2012 participants can be found at www.coliped.com

Our members are the national bicycle industry associations in 13 different countries: Austria, Belgium, Bulgaria, Germany, Great Britain, Finland, France, Hungary, Italy, the Netherlands, Poland, Spain and Turkey.
THE EUROPEAN BICYCLE INDUSTRY

20,000,000 bicycles are sold annually across Europe. This total exceeds that of any other means of mobility (cars, motorcycles etc.).

On average, European citizens own more bicycles than any other means of transport.

Via their national associations, all major players on the European bicycle market are represented within COLIBI & COLIPED.

The bicycle is:
- the most environmentally friendly, energy efficient and sustainable means of mobility;
- the cheapest means of mobility (no ownership- motorway or registration taxes, no insurances, no driving license or parking costs and no high service maintenance costs);
- the most healthy and social means of mobility;
- the most time-saving and silent mode in urban areas;
- the most accessible mode of transport;
- simply the best mobility mode in urban areas.

"COLIBI represents the European bicycle producers. The EU bicycle industry is characterized by its modern automation, its use of high-tech materials such as carbon fibers, special alloys and very light metals. Without any doubt, the high quality of the EU produced bicycles stimulates cycle usage and enhances the whole cycling movement and cycling culture in Europe.

For our customers it is important that the production of mainly medium to high-end bicycles is realized near the European home market. This way, deliveries can be more flexible as the produced series can be smaller and lead times can be shorter.

The EU bicycle industry is spread over the whole EU territory, with 250 small and medium-sized bicycle producers. Thanks to the regionalism of our ‘green’ industry, CO2 emissions caused by the transport of the bicycles are reduced to almost zero!

The EU bicycle industry is seen as the best and most innovative in the world. By continuously striving to improve the quality of our products by R&D and by making further investments, this image can only be strengthened".

René TAKENS – COLIBI President

"Since many years, COLIPED promotes the European bicycle parts' industry. Our presence at the Taipei Cycle Show with our joint European booth contributes to the diffusion of the European bicycle parts worldwide.

The last years have been extremely difficult for all industries, but we are very proud to say that the European bicycle parts’ industry is keeping its leading position and this is the result of continuous innovation, great knowledge of sophisticated technologies and huge investments in design and R&D.

The close co-operation with the cycling sport movement (which we confirmed by joining the WFSGI), our strong commitment to listen carefully to the needs of consumers, and our convinced devotion to all bicycle advocacy movements are the inspiring policies which we will adopt more and more in future years. For this reason COLIPED, together with COLIBI, has been taking part in the International Transport Forum in Leipzig.

We will be dedicating time and resources to these very important initiatives which will shape the world of tomorrow at transport/mobility level”.

Moreno FIORAVANTI – COLIPED President
THE COLIBI & COLIPED MEMBERS

Austria
FFÖ
Wiedner Hauptstrasse 63
Postfach 337
A – 1045 Wien
Tel. +43 - 1 50 105 4805
Fax +43 - 1 50 105 289
E-mail: fahrzeuge@wko.at
Web: www.wko.at/fahrzeuge

Belgium
AGORIA
Diamant Building
Bd A. Reyers 80
B – 1030 Brussels
Tel. +32 – (0)2 706 79 69
Fax +32 – (0)2 706 79 76
E-mail: bert.mons@agoria.be
Web: www.agoria.be

Bulgaria
ABPB
Dim. Nestonov Blvd.
BL. 120
BG – 1612 Sofia
Tel. +359 - 2 812 70 60
Fax +359 - 2 812 70 61
E-mail: office@abpb-bg.com
Web: www.abpb-bg.com

Germany
Z.I.V.
Königsteiner Strasse 20A
D – 65812 Bad Soden/Ts.
Tel. +49 - (0)6196-5077 0
Fax +49 - (0)6196-5077 20
E-mail: neuberger@ziv-zweirad.de
Web: www.ziv-zweirad.de

Great Britain
BAGB
3, The Quadrant
GB – Coventry CV1 2DY
Tel. +44-2476-55 38 38
Fax +44-2476-22 83 66
E-mail: office@ba-gb.com
Web: www.ba-gb.com

Finland
Technology Industries of Finland
Vehicle Manuf. Branch Group / Bicycle Manufacturers’ Section
Etelaranta 10, POB 10
FIN – 00131 Helsinki
Tel. +358-919 231
Fax +358 962 44 62
E-mail: raimo.karhu@techind.fi
Web: www.techind.fi

France
CNPC “Tous à Vélo !”
3 rue Jules Guesde
F – 92300 Levallois Perret
Tel. +33-1 47 31 56 25
Fax +33-1 47 31 56 32
E-mail: catherine.trachtenberg@fifas.com
Web: www.tousavelo.com
Hungary
MKKSZ
P/a Accell Hunland Kft.
5091 Tőszeg
HU - Parkoló tér 1.
Tel. +36 - 56 586 505
Fax +36 - 56 586 484
E-mail: Z.Steurer@accell-group.com

Italy
ANCMA
Via A. Da Recanate 1
I – 20124 Milan
Tel. +39 – 02 677 35 11
Fax +39 – 02 6698 20 72
E-mail: nigrelli@ancma.it
Web: www.ancma.it

Poland
Polskie Stowarzyszenie Rowerowe
Ul. Fabryczna 6
PL - 98-300 Wielun
Tel. +48 – (0)43 843 42 93
Fax +48 – (0)43 843 42 93
E-mail: biuro@polskiestowarzyszenierowerowe.pl
Web: www.polskiestowarzyszenierowerowe.pl

The Netherlands
RAI-Vereniging
Postbus 74800
NL – 1070 DM Amsterdam
Tel. +31 - (0)20-504 49 49
Fax +31 - (0)20-504 49 98
E-mail: s.boedijn@raivereniging.nl
Web: www.raivereniging.nl

Spain
AMBE
C/ El Pla, 106
E – 08980 Sant Feliu de Llobregat - Barcelona
Tel. +34 - 629 33 46 62
E-mail: ivan@asociacionambe.es
Web: www.asociacionambe.es

Turkey
BISED
Organize Sanayi Bölgesi 3.kisim Ahmet Tütüncüoğlu Cad. - NO:1
TR - Manisa
Tel. +90-236-213 0045
Fax + 90-236-213 0050
E-mail: Onder.Senkon@bianchi.com.tr
EUROPEAN BICYCLE PRODUCTION
EUROPEAN BICYCLE PRODUCTION (EU 27)
(1,000 units) 2000 – 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Production (x 1,000)</td>
<td>14,531</td>
<td>13,009</td>
<td>12,272</td>
<td>12,828</td>
<td>13,232</td>
<td>13,218</td>
<td>13,320</td>
<td>13,086</td>
<td>13,246</td>
<td>12,178</td>
<td>12,241</td>
<td>11,758</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-10.47</td>
<td>-5.67</td>
<td>4.53</td>
<td>3.15</td>
<td>-0.11</td>
<td>0.77</td>
<td>-1.76</td>
<td>1.22</td>
<td>-8.06</td>
<td>0.52</td>
<td>-3.95</td>
<td></td>
</tr>
</tbody>
</table>
2011 EUROPEAN BICYCLE PRODUCTION (EU 27)
(1,000 units)

<table>
<thead>
<tr>
<th>Country</th>
<th>Italy</th>
<th>Germany</th>
<th>The Netherlands</th>
<th>France</th>
<th>Poland</th>
<th>Portugal</th>
<th>Romania</th>
<th>Hungary</th>
<th>Czech Republic</th>
<th>Lithuania</th>
<th>Slovakia</th>
<th>Spain</th>
<th>Austria</th>
<th>Greece</th>
<th>Sweden</th>
<th>Belgium</th>
<th>Denmark</th>
<th>Great Britain</th>
<th>Finland</th>
<th>Slovenia</th>
<th>Ireland</th>
<th>Cyprus</th>
<th>Estonia</th>
<th>Latvia</th>
<th>Luxembourg</th>
<th>Malta</th>
<th>EU 27</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Production (x 1,000)</td>
<td>2,310</td>
<td>2,288</td>
<td>1,200</td>
<td>892</td>
<td>782</td>
<td>642</td>
<td>422</td>
<td>387</td>
<td>361</td>
<td>326</td>
<td>273</td>
<td>150</td>
<td>133</td>
<td>129</td>
<td>109</td>
<td>70</td>
<td>40</td>
<td>31</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>11,758</td>
</tr>
<tr>
<td>Country share %</td>
<td>19.65</td>
<td>19.46</td>
<td>18.21</td>
<td>7.69</td>
<td>6.69</td>
<td>5.48</td>
<td>3.55</td>
<td>3.29</td>
<td>3.07</td>
<td>2.77</td>
<td>2.59</td>
<td>2.28</td>
<td>1.75</td>
<td>1.53</td>
<td>1.36</td>
<td>1.19</td>
<td>1.10</td>
<td>0.93</td>
<td>0.60</td>
<td>0.34</td>
<td>0.26</td>
<td>0.16</td>
<td>0.04</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>
2011 EUROPEAN BICYCLE PRODUCTION (EU 27)
COUNTRY RANKING (1,000 units)
EUROPEAN BICYCLE PARTS
AND ACCESSORIES PRODUCTION
2011 EUROPEAN BICYCLE PARTS & ACCESSORIES PRODUCTION (M€) - EU 27

Comments: VALUES EXCLUDING VAT
2011 EUROPEAN BICYCLE PARTS & ACCESSORIES PRODUCTION
(EU 27)
COUNTRY RANKING (M€)

Comments: VALUES EXCLUDING VAT
EUROPEAN BICYCLE SALES
EUROPEAN BICYCLE SALES (EU 27)
(1,000 units) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Sales (x 1,000)</td>
<td>18,945</td>
<td>17,745</td>
<td>17,840</td>
<td>20,206</td>
<td>20,322</td>
<td>20,912</td>
<td>21,033</td>
<td>21,344</td>
<td>20,206</td>
<td>19,582</td>
<td>20,461</td>
<td>20,039</td>
</tr>
<tr>
<td>Evolution (%)</td>
<td>-6.33</td>
<td>0.54</td>
<td>13.26</td>
<td>0.57</td>
<td>2.90</td>
<td>0.58</td>
<td>1.48</td>
<td>-5.33</td>
<td>-3.09</td>
<td>4.49</td>
<td>-2.06</td>
<td></td>
</tr>
</tbody>
</table>
2011 EUROPEAN BICYCLE SALES (EU 27) (1,000 units)

<table>
<thead>
<tr>
<th>Country</th>
<th>Germany</th>
<th>Great Britain</th>
<th>France</th>
<th>Italy</th>
<th>Spain</th>
<th>Poland</th>
<th>Denmark</th>
<th>Sweden</th>
<th>Belgium</th>
<th>Austria</th>
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<th>Czech Republic</th>
<th>Finland</th>
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<th>Hungary</th>
<th>Slovakia</th>
<th>Slovenia</th>
<th>Ireland</th>
<th>Lithuania</th>
<th>Bulgaria</th>
<th>Estonia</th>
<th>Latvia</th>
<th>Cyprus</th>
<th>Malta</th>
<th>Luxembourg</th>
<th>EU 27</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Sales (x 1,000)</td>
<td>4,050</td>
<td>3,580</td>
<td>3,200</td>
<td>1,750</td>
<td>1,171</td>
<td>780</td>
<td>610</td>
<td>550</td>
<td>520</td>
<td>468</td>
<td>405</td>
<td>320</td>
<td>315</td>
<td>325</td>
<td>330</td>
<td>375</td>
<td>345</td>
<td>335</td>
<td>375</td>
<td>240</td>
<td>300</td>
<td>250</td>
<td>95</td>
<td>115</td>
<td>103</td>
<td>65</td>
<td>35</td>
</tr>
<tr>
<td>Country share (%)</td>
<td>20</td>
<td>18</td>
<td>16</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Comments: SALES = SALES TO CONSUMERS
2011 EUROPEAN BICYCLE SALES (EU 27) 
COUNTRY RANKING 
(1,000 units)

Country Rankings:

1. Germany
2. Great Britain
3. France
4. Italy
5. The Netherlands
6. Spain
7. Poland
8. Denmark
9. Belgium
10. Austria
11. Romania
12. Czech Republic
13. Switzerland
14. Finland
15. Greece
16. Portugal
17. Sweden
18. Hungary
19. Lithuania
20. Bulgaria
21. Ireland
22. Estonia
23. Latvia
24. Cyprus
25. Malta
26. Latvia
27. Hungary
28. Greece
29. Portugal
30. Sweden
31. Romania
32. Czech Republic
33. Switzerland
34. Finland
35. Greece
36. Portugal
37. Sweden
38. Romania
39. Czech Republic
40. Switzerland
41. Finland
42. Greece
43. Portugal
44. Sweden
45. Romania
46. Czech Republic
47. Switzerland
48. Finland
49. Greece
50. Portugal
51. Sweden
52. Romania
53. Czech Republic
54. Switzerland
55. Finland
56. Greece
57. Portugal
58. Sweden
59. Romania
60. Czech Republic
61. Switzerland
62. Finland
63. Greece
64. Portugal
65. Sweden
66. Romania
67. Czech Republic
68. Switzerland
69. Finland
70. Greece
71. Portugal
72. Sweden
73. Romania
74. Czech Republic
75. Switzerland
76. Finland
77. Greece
78. Portugal
79. Sweden
80. Romania
81. Czech Republic
82. Switzerland
83. Finland
84. Greece
85. Portugal
86. Sweden
87. Romania
88. Czech Republic
89. Switzerland
90. Finland
91. Greece
92. Portugal
93. Sweden
94. Romania
95. Czech Republic
96. Switzerland
97. Finland
98. Greece
99. Portugal
100. Sweden

Bicycle Sales (x 1,000):
- Germany: 4,050
- Great Britain: 3,580
- France: 3,200
- Italy: 1,750
- The Netherlands: 1,171
- Spain: 780
- Poland: 610
- Denmark: 550
- Belgium: 520
- Austria: 468
- Romania: 405
- Czech Republic: 375
- Switzerland: 345
- Finland: 330
- Greece: 325
- Portugal: 320
- Sweden: 300
- Hungary: 250
- Lithuania: 240
- Bulgaria: 115
- Ireland: 103
- Estonia: 95
- Latvia: 65
- Cyprus: 65
- Malta: 65
- Luxembourg: 12
- EU 27: 8,039

Comments: SALES = SALES TO CONSUMERS
2011 EUROPEAN BICYCLE SALES (EU 27)
AVERAGE PRICE/COUNTRY (€)

Country | The Netherlands | Austria * | Denmark * | Belgium * | Luxembourg * | Finland * | Great Britain | Greece | Italy | France | Spain * | Poland * | Ireland * | Portugal * | Hungary * | Malta | Romania | Slovakia | Slovenia | Lithuania | Cyprus | Estonia | Latvia | Bulgaria | EU 27
Average price (€) | 746 | 495 | 420 | 420 | 410 | 400 | 380 | 300 | 280 | 275 | 270 | 250 | 210 | 190 | 140 | 130 | 120 | 120 | 110 | 110 | 100 | 100 | 100 | 100 | 85

Comments: AVERAGE PRICES INCLUDE VAT
2011 EUROPEAN EPAC SALES (EU 27)
(1,000 units)

Country share %

<table>
<thead>
<tr>
<th>Country</th>
<th>Germany</th>
<th>The Netherlands</th>
<th>Italy</th>
<th>France</th>
<th>Austria</th>
<th>Denmark</th>
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<th>Bulgaria</th>
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<th>Slovenia</th>
<th>Cyprus</th>
<th>Estonia</th>
<th>Latvia</th>
<th>Malta</th>
<th>EU 27</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPAC Sales (x 1,000)</td>
<td>310</td>
<td>178</td>
<td>50</td>
<td>40</td>
<td>35</td>
<td>20</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Country share %</td>
<td>43.28</td>
<td>24.85</td>
<td>6.98</td>
<td>5.58</td>
<td>4.93</td>
<td>2.66</td>
<td>2.79</td>
<td>2.03</td>
<td>0.70</td>
<td>0.70</td>
<td>0.40</td>
<td>0.26</td>
<td>0.18</td>
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<td>0.07</td>
<td>0.00</td>
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<td>0.00</td>
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<td>0.00</td>
<td>100</td>
</tr>
</tbody>
</table>

Comments: EPAC = Electric Power-Assisted Cycle
2011 EUROPEAN EPAC SALES (EU 27)
COUNTRY RANKING (1,000 units)

Country | Germany | The Netherlands | Italy | France | Austria | Denmark | Great Britain | Spain | Sweden | Portugal | Belgium | Finland | Czech Republic | Hungary | Ireland | Greece | Luxembourg | Lithuania | Bulgaria | Poland | Romania | Slovakia | Slovenia | Cyprus | Estonia | Malta | EU 27
EPAC Sales (x 1,000) | 310 | 178 | 50 | 40 | 35 | 30 | 20 | 20 | 15 | 5 | 5 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 716
Ranking | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 7 | 9 | 10 | 10 | 12 | 13 | 14 | 14 | 16 | 16 | 100

Comments: EPAC = Electric Power-Assisted Cycle
2011 EUROPEAN BICYCLE INDUSTRY EMPLOYMENT
### 2011 Employment in the European Bicycle and Bicycle Parts & Accessories Industries (EU27)

#### Chart

![Bar Chart showing employment in the EU27 countries](image)

#### Table

<table>
<thead>
<tr>
<th>Country</th>
<th>Germany</th>
<th>Italy</th>
<th>The Netherlands</th>
<th>France</th>
<th>Poland</th>
<th>Romania</th>
<th>Portugal</th>
<th>Bulgaria</th>
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<th>Hungary</th>
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<th>Belgium</th>
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<th>Greece</th>
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<th>Latvia</th>
<th>Luxembourg</th>
<th>Malta</th>
<th>EU 27</th>
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</thead>
<tbody>
<tr>
<td>Bicycle Employment</td>
<td>2,450</td>
<td>1,574</td>
<td>1,764</td>
<td>1,150</td>
<td>1,074</td>
<td>900</td>
<td>910</td>
<td>1,010</td>
<td>460</td>
<td>480</td>
<td>300</td>
<td>280</td>
<td>220</td>
<td>250</td>
<td>190</td>
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<td>0</td>
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<td>0</td>
<td>0</td>
<td>12,874</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parts &amp; Accessories Employment</td>
<td>1,200</td>
<td>1,600</td>
<td>500</td>
<td>370</td>
<td>800</td>
<td>800</td>
<td>10</td>
<td>480</td>
<td>50</td>
<td>50</td>
<td>90</td>
<td>80</td>
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<td>0</td>
<td>0</td>
<td>6,815</td>
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<tr>
<td>Total</td>
<td>3,650</td>
<td>3,174</td>
<td>2,264</td>
<td>2,050</td>
<td>1,444</td>
<td>1,200</td>
<td>1,190</td>
<td>1,020</td>
<td>940</td>
<td>532</td>
<td>380</td>
<td>370</td>
<td>370</td>
<td>320</td>
<td>190</td>
<td>180</td>
<td>160</td>
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<td>0</td>
<td>0</td>
<td>19,789</td>
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2011 EUROPEAN BICYCLE INDUSTRY EMPLOYMENT (EU 27)

<table>
<thead>
<tr>
<th>Country</th>
<th>Germany</th>
<th>The Netherlands</th>
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<tbody>
<tr>
<td>Bicycle Industry Employment</td>
<td>2,450</td>
<td>1,764</td>
<td>1,150</td>
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<td>1,010</td>
<td>690</td>
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<td>460</td>
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<td>30</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>12,874</td>
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<td>21</td>
<td>22</td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
2011 EUROPEAN BICYCLE PARTS AND ACCESSORIES INDUSTRY EMPLOYMENT (EU 27)

| Country          | Italy | Germany | France | Romania | The Netherlands | Portugal | Czech Republic | Poland | Belgium | Slovakia | Austria | Slovenia | Great Britain | Hungary | Finland | Bulgaria | Spain | Denmark | Opera | Estonia | Greece | Ireland | Latvia | Lithuania | Luxembourg | Malta | Sweden | EU27 |
|------------------|-------|---------|--------|---------|----------------|----------|----------------|--------|---------|----------|---------|----------|---------------|---------|---------|----------|-------|---------|-------|---------|--------|---------|--------|----------|------------|-------|--------|
| P & A Industry Employment | 1,600 | 1,300   | 800    | 500     | 500           | 80       | 480            | 480    | 320     | 150      | 80     | 550      | 10             | 10      | 0       | 0        | 0     | 0       | 0     | 0       | 0       | 0       | 0       | 0       | 0       | 6,915 |
| Ranking          | 1     | 2       | 3      | 4       | 5             | 6        | 7              | 8      | 9       | 10       | 11     | 12       | 13             | 14      | 15      | 16       | 17    | 17      | 17    | 17      | 17      | 17      | 17      | 17      | 17      | 17      |
FRANCE/GERMANY/GREAT BRITAIN/ITALY/THE NETHERLANDS
Industry & Market Profile 2000-2011
France
2011 FRENCH CYCLE MARKET: Expansion is coming back!

The 2011 cycle sales (bicycles + components & accessories) represent a turnover of 1.347 M€.

After a decrease of -3.4% in 2010, the bicycle market enjoyed a growth of 5.2% in 2011.

3,197,200 bicycles were sold in 2011, for a total value of 846 M€.
Sales increased by +5.5% in volume and by +6.5% in value, compared to 2010.

- ATB (adults and junior) represent 47% of the total with 1,487,800 units.
- Junior Bikes (except ATB): 570,900 units.
- Hybrids: 416,700 units.
- City and Folding Bikes: 248,600 units.
- Racing bikes: 175,600 units.
- Kids' Bikes: 129,400 units.
- BMX: 131,200 units.
- 37,000 EPACs were sold in 2011, compared to 38,000 in 2010.
  (EPAC = Electric Power-Assisted Cycle)

The MOBILITY Bicycle market (city bikes, folding bikes and EPACs) continues its growth and represents 26% of the sales (17% in 2000).

The LEISURE Bicycle market (ATB, Hybrids and Junior bikes) is decreasing but keeps the highest market share with 62% (73% in 2000).

The SPORTS Bicycle market (Racing bikes, ATB and BMX for competition) is stable with a 12% share of the total sales.

The value of the after sales market components and accessories amounts to 500.7 M€ (+3% vs 2010).

The distribution networks activity (Bicycles + Components & Accessories) is divided as follows:

- Specialist dealers represent 51% of the total sales’ value.
- Sports Chains hold 39% of the total sales’ value.
- Mass Merchants hold 10% of the total sales’ value.

Only for the bicycle market:

- Specialist dealers represent 54% of the total sales’ value.
- Sports Chains hold 37% of the total sales’ value.
- Mass Merchants hold 9% of the total sales’ value.

The bicycle park is estimated at 25,000,000 units. Around 40% of the French population owns a bicycle.
One of the main restraints of bicycle riding and purchasing development is the numbers of thefts, especially in big cities.

400,000 bicycles are stolen every year in France, i.e. more than 1,000/day.

150,000 bicycles are found again by the police, but they are not returned to their owners due to a lack of identification (only 2% gets their bike back: 3,000 to 400,000).

- 9 bicycles out of 10 are badly secured against theft;
- 1 bicycle out of 4 is parked without being attached;
- 3 bicycles out of 4 are badly attached.

1 theft out of 2 occurred in residential buildings.

- 2% gets their bike back (8,000);
- 23% refuse to buy a new bike (92,000);
- 50% replace it by a second-hand bicycle (200,000);
- 10% replace it by a new bicycle but with a value less than 230€ (40,000);
- 15% replace it by a new bicycle with a value of more than 230€ (60,000).

16,000 vélibs out of a park of 25,000 vélibs (bicycle sharing system) were vandalized between 2007 and 2009.

8,000 vélibs were stolen or lost in the same period. Since 2009, the Paris City Hall has not published the figures.

************

The French Cycle Manufacturers and Traders Council is the meeting point of all professional cycle actors in France: bicycle manufacturers, cycle components and accessories producers, distributors of bicycles, brand equipments and accessories and all actors in favour of the promotion of the bicycle.
FRANCE - BICYCLE PRODUCTION
(1,000 units) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
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<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Production (x 1,000)</td>
<td>1,910</td>
<td>1,525</td>
<td>1,424</td>
<td>1,492</td>
<td>1,728</td>
<td>1,720</td>
<td>1,286</td>
<td>1,248</td>
<td>1,130</td>
<td>879</td>
<td>916</td>
<td>900</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-20.16</td>
<td>-6.62</td>
<td>4.78</td>
<td>15.82</td>
<td>-0.46</td>
<td>-25.23</td>
<td>-2.95</td>
<td>-9.46</td>
<td>-22.21</td>
<td>4.21</td>
<td>-1.75</td>
<td></td>
</tr>
</tbody>
</table>
FRANCE - BICYCLE SALES
(1,000 units) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
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<td>-9.46</td>
<td>-22.21</td>
<td>4.21</td>
<td>-1.75</td>
<td></td>
</tr>
</tbody>
</table>

Comments: SALES = SALES TO CONSUMERS
FRANCE - BICYCLE SALES
(M€) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Sales (M€)</td>
<td>654</td>
<td>708</td>
<td>732</td>
<td>857</td>
<td>851</td>
<td>869</td>
<td>794</td>
<td>842</td>
<td>850</td>
<td>819</td>
<td>794</td>
<td>846</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>8.26</td>
<td>3.39</td>
<td>17.08</td>
<td>-0.70</td>
<td>2.12</td>
<td>-8.63</td>
<td>6.05</td>
<td>0.95</td>
<td>-3.65</td>
<td>-3.05</td>
<td>6.55</td>
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Comments: SALES = SALES TO CONSUMERS INCLUDING VAT
### FRANCE - PARTS & ACCESSORIES PRODUCTION (M€) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
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<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>P &amp; A Production (M€)</td>
<td>139</td>
<td>120</td>
<td>118</td>
<td>130</td>
<td>140</td>
<td>150</td>
<td>150</td>
<td>157</td>
<td>150</td>
<td>140</td>
<td>150</td>
<td>165</td>
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<tr>
<td>Evolution year/year-1 (%)</td>
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<td>-1.67</td>
<td>10.17</td>
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<td>0.00</td>
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<td>-4.46</td>
<td>-6.67</td>
<td>7.14</td>
<td>10.00</td>
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</table>

**Comments**: VALUES EXCLUDING VAT
FRANCE - PARTS AND ACCESSORIES SALES (M€) 2000 – 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
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<th>2006</th>
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<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>P &amp; A Sales (M€)</td>
<td>260</td>
<td>349</td>
<td>444</td>
<td>493</td>
<td>519</td>
<td>532</td>
<td>525</td>
<td>553</td>
<td>536</td>
<td>506</td>
<td>486</td>
<td>501</td>
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<tr>
<td>Evolution year/year-1 (%)</td>
<td>34.23</td>
<td>27.22</td>
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<td>2.50</td>
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<td>5.33</td>
<td>-3.07</td>
<td>-5.60</td>
<td>-3.95</td>
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</tbody>
</table>

Comments: SALES = SALES TO CONSUMERS INCLUDING VAT
FRANCE - BICYCLE EMPLOYMENT
2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
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<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Employment</td>
<td>1,910</td>
<td>1,555</td>
<td>1,450</td>
<td>1,450</td>
<td>1,400</td>
<td>1,400</td>
<td>1,350</td>
<td>1,200</td>
<td>1,150</td>
<td>1,150</td>
<td>1,100</td>
<td>1,150</td>
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<tr>
<td>P &amp; A Employment</td>
<td>1,339</td>
<td>1,239</td>
<td>1,180</td>
<td>950</td>
<td>900</td>
<td>900</td>
<td>900</td>
<td>930</td>
<td>940</td>
<td>900</td>
<td>900</td>
<td>900</td>
</tr>
<tr>
<td>Total</td>
<td>3,249</td>
<td>2,794</td>
<td>2,630</td>
<td>2,400</td>
<td>2,300</td>
<td>2,300</td>
<td>2,250</td>
<td>2,130</td>
<td>2,090</td>
<td>2,050</td>
<td>2,000</td>
<td>2,050</td>
</tr>
</tbody>
</table>
Germany
German Market Report
Bicycles and bicycle parts in 2011

The German bicycle and bicycle parts’ industry had a successful year 2011. About 4.05 million bicycles and electric bikes were sold in 2011 by the trade, an increase of 1.1% compared to 2010.

With an average price of € 495.00, the selling price per bike (EPACs included) increased again and brings the industry a higher turnover.

In 2011, more than 50,000 employees in the German bicycle industry generated a total turnover of about 4 billion Euro. Especially the retail value of bicycles and electric bikes increased – a plus of 8.8% to just under 2 billion Euro.

Responsible for this increase are mainly the higher value of the e-bikes and the general increasing quality awareness of the consumers. In 2010, around 200,000 e-bikes were sold in Germany. In 2011, this figure rose to 310,000 pieces, representing 8% of the total market.

Especially the developments in the battery and motor technologies, the fresh design and the changing mobility behavior of the Germans make that the ZIV expect more than 900,000 e-bikes traveling around between Flensburg and Garmisch.

The most popular bicycles are still the city and trekking bikes.
Especially in the everyday mobility, for commuting, shopping and leisure, bicycles know a steadily growing importance.

It shouldn’t come as a surprise that the 2011 bicycle park in Germany has risen by 1 million units to a total of 70 million pieces.

The share of fully-equipped bicycles is higher than 80%, which confirms the trend for the everyday bike use.

Quality, service and advice are very important for the German customer. For both bicycle and equipment, the specialist shop plays a major role. Nearly 70% of all sales were handled by the stationary stores in 2011 and this clearly demonstrates the quality awareness of consumers.

This high quality awareness is also reflected in the share of bicycles imported into Germany, with 52.8% of all imports coming from Europe.

Zweirad-Industrie-Verband e.V. (ZIV)

The German two-wheeler industry association (ZIV) is the national advocacy and service provider for the German and international bicycle industry. The ZIV has around 80 member companies.

************
GERMANY - BICYCLE PRODUCTION
(1,000 units) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
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<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Production (x 1,000)</td>
<td>3,400</td>
<td>3,000</td>
<td>3,045</td>
<td>3,203</td>
<td>2,940</td>
<td>2,714</td>
<td>2,490</td>
<td>2,400</td>
<td>2,418</td>
<td>2,248</td>
<td>2,229</td>
<td>2,288</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-11.76</td>
<td>1.50</td>
<td>5.19</td>
<td>-8.21</td>
<td>-7.69</td>
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<td>0.75</td>
<td>-7.03</td>
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<td>1.78</td>
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</table>
GERMANY - BICYCLE SALES
(1,000 units) 2000 - 2011

Comments: SALES = SALES TO CONSUMERS
GERMANY - BICYCLE SALES (M€) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
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<th>2003</th>
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<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (M€)</td>
<td>1,772</td>
<td>1,697</td>
<td>1,624</td>
<td>1,686</td>
<td>1,603</td>
<td>1,620</td>
<td>1,542</td>
<td>1,688</td>
<td>1,679</td>
<td>1,806</td>
<td>1,842</td>
<td>2,004</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-4.23</td>
<td>-4.30</td>
<td>3.82</td>
<td>-4.92</td>
<td>1.06</td>
<td>-4.81</td>
<td>9.47</td>
<td>-0.53</td>
<td>7.56</td>
<td>1.99</td>
<td>8.79</td>
<td></td>
</tr>
</tbody>
</table>

Comments: SALES = SALES TO CONSUMERS INCLUDING VAT
GERMANY - PARTS & ACCESSORIES PRODUCTION (M€) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>P &amp; A Production (M€)</td>
<td>199</td>
<td>179</td>
<td>171</td>
<td>165</td>
<td>163</td>
<td>152</td>
<td>161</td>
<td>186</td>
<td>191</td>
<td>180</td>
<td>183</td>
<td>210</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-10.05</td>
<td>-4.47</td>
<td>-3.51</td>
<td>-1.21</td>
<td>-6.75</td>
<td>5.92</td>
<td>15.53</td>
<td>2.69</td>
<td>-5.76</td>
<td>1.67</td>
<td>14.75</td>
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</tr>
</tbody>
</table>

**Comments**: VALUES EXCLUDING VAT
GERMANY - BICYCLE EMPLOYMENT
2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Employment</td>
<td>4,100</td>
<td>3,750</td>
<td>3,500</td>
<td>3,500</td>
<td>3,300</td>
<td>3,200</td>
<td>3,000</td>
<td>2,800</td>
<td>2,600</td>
<td>2,450</td>
<td>2,450</td>
<td>2,450</td>
</tr>
<tr>
<td>P &amp; A Employment</td>
<td>950</td>
<td>950</td>
<td>950</td>
<td>950</td>
<td>950</td>
<td>950</td>
<td>1,100</td>
<td>1,100</td>
<td>1,100</td>
<td>1,100</td>
<td>1,100</td>
<td>1,200</td>
</tr>
<tr>
<td>Total</td>
<td>5,050</td>
<td>4,700</td>
<td>4,450</td>
<td>4,450</td>
<td>4,250</td>
<td>4,150</td>
<td>4,100</td>
<td>3,900</td>
<td>3,700</td>
<td>3,550</td>
<td>3,550</td>
<td>3,650</td>
</tr>
</tbody>
</table>
Great Britain
GREAT BRITAIN - BICYCLE PRODUCTION
(1,000 units) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Production (x 1,000)</td>
<td>1,200</td>
<td>1,000</td>
<td>350</td>
<td>325</td>
<td>250</td>
<td>135</td>
<td>94</td>
<td>27</td>
<td>28</td>
<td>20</td>
<td>23</td>
<td>40</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-16.67</td>
<td>-65.00</td>
<td>-7.14</td>
<td>-23.08</td>
<td>-46.00</td>
<td>-30.37</td>
<td>-71.28</td>
<td>3.70</td>
<td>-28.57</td>
<td>15.00</td>
<td>73.91</td>
<td></td>
</tr>
</tbody>
</table>
### GREAT BRITAIN - BICYCLE SALES
*(1,000 units) 2000 - 2011*

**Year** | **2000** | **2001** | **2002** | **2003** | **2004** | **2005** | **2006** | **2007** | **2008** | **2009** | **2010** | **2011**
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
Bicycle Sales (x 1,000) | 2,300 | 2,400 | 2,300 | 3,727 | 3,905 | 3,800 | 3,920 | 3,771 | 3,311 | 3,400 | 3,640 | 3,580
Evolution year/year-1 (%) | 4.35 | -4.17 | 62.04 | 4.78 | -2.69 | 3.16 | -3.80 | -12.20 | 2.69 | 7.06 | -1.65 |

**Comments:** SALES = SALES TO CONSUMERS
GREAT BRITAIN - BICYCLE SALES (M€) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Sales (M€)</td>
<td>430</td>
<td>380</td>
<td>320</td>
<td>600</td>
<td>708</td>
<td>695</td>
<td>800</td>
<td>725</td>
<td>834</td>
<td>839</td>
<td>1,170</td>
<td>1,151</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-11.63</td>
<td>-15.79</td>
<td>87.50</td>
<td>18.00</td>
<td>-1.84</td>
<td>15.11</td>
<td>-9.38</td>
<td>15.03</td>
<td>0.60</td>
<td>39.45</td>
<td>-1.62</td>
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</tbody>
</table>

Comments: SALES = SALES TO CONSUMERS INCLUDING VAT
GREAT BRITAIN - PARTS & ACCESSORIES PRODUCTION (M€) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>P &amp; A Production (M€)</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>11</td>
<td>12</td>
<td>12</td>
<td>15</td>
<td>15</td>
<td>17</td>
<td>17</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>0.00</td>
<td>0.00</td>
<td>-26.67</td>
<td>9.09</td>
<td>0.00</td>
<td>25.00</td>
<td>0.00</td>
<td>13.33</td>
<td>0.00</td>
<td>76.47</td>
<td>3.33</td>
<td></td>
</tr>
</tbody>
</table>

Comments: VALUES EXCLUDING VAT
GREAT BRITAIN - BICYCLE EMPLOYMENT
2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Employment</td>
<td>1,700</td>
<td>1,100</td>
<td>300</td>
<td>300</td>
<td>240</td>
<td>40</td>
<td>40</td>
<td>40</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>250</td>
</tr>
<tr>
<td>P &amp; A Employment</td>
<td>120</td>
<td>110</td>
<td>100</td>
<td>100</td>
<td>65</td>
<td>65</td>
<td>70</td>
<td>75</td>
<td>75</td>
<td>70</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Total</td>
<td>1,820</td>
<td>1,210</td>
<td>400</td>
<td>400</td>
<td>305</td>
<td>105</td>
<td>110</td>
<td>115</td>
<td>105</td>
<td>100</td>
<td>100</td>
<td>320</td>
</tr>
</tbody>
</table>
Italy
**ITALY - BICYCLE SALES**  
(1,000 units) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Sales (x 1,000)</td>
<td>1,722</td>
<td>1,684</td>
<td>1,384</td>
<td>1,418</td>
<td>1,666</td>
<td>1,877</td>
<td>1,943</td>
<td>1,998</td>
<td>1,780</td>
<td>1,927</td>
<td>1,771</td>
<td>1,750</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-2.21</td>
<td>-17.81</td>
<td>2.46</td>
<td>17.49</td>
<td>12.67</td>
<td>3.52</td>
<td>2.83</td>
<td>-10.91</td>
<td>8.26</td>
<td>-8.10</td>
<td>-1.19</td>
<td></td>
</tr>
</tbody>
</table>

**Comments**: SALES = SALES TO CONSUMERS
ITALY - BICYCLE SALES
(M€) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Sales (M€)</td>
<td>520</td>
<td>442</td>
<td>302</td>
<td>306</td>
<td>331</td>
<td>360</td>
<td>375</td>
<td>478</td>
<td>516</td>
<td>539</td>
<td>460</td>
<td>455</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-15.00</td>
<td>-31.67</td>
<td>1.32</td>
<td>8.17</td>
<td>8.76</td>
<td>4.17</td>
<td>27.47</td>
<td>7.95</td>
<td>4.46</td>
<td>-14.66</td>
<td>-1.09</td>
<td></td>
</tr>
</tbody>
</table>

Comments: SALES = SALES TO CONSUMERS INCLUDING VAT
ITALY - PARTS & ACCESSORIES PRODUCTION
(M€) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>P &amp; A Production (M€)</td>
<td>560</td>
<td>594</td>
<td>575</td>
<td>561</td>
<td>560</td>
<td>555</td>
<td>550</td>
<td>610</td>
<td>559</td>
<td>466</td>
<td>442</td>
<td>420</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>6.07</td>
<td>-3.20</td>
<td>-2.43</td>
<td>-0.18</td>
<td>-0.89</td>
<td>-0.90</td>
<td>10.91</td>
<td>-8.36</td>
<td>-16.64</td>
<td>-5.15</td>
<td>-4.98</td>
<td></td>
</tr>
</tbody>
</table>

Comments : VALUES EXCLUDING VAT
ITALY - BICYCLE EMPLOYMENT
2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Employment</td>
<td>2,600</td>
<td>2,120</td>
<td>1,880</td>
<td>2,040</td>
<td>2,080</td>
<td>1,920</td>
<td>1,950</td>
<td>1,900</td>
<td>1,840</td>
<td>1,820</td>
<td>1,700</td>
<td>1,574</td>
</tr>
<tr>
<td>P &amp; A Employment</td>
<td>3,600</td>
<td>3,400</td>
<td>3,200</td>
<td>3,200</td>
<td>2,950</td>
<td>2,400</td>
<td>2,200</td>
<td>2,000</td>
<td>1,900</td>
<td>1,800</td>
<td>1,750</td>
<td>1,600</td>
</tr>
<tr>
<td>Total</td>
<td>6,200</td>
<td>5,520</td>
<td>5,080</td>
<td>5,240</td>
<td>5,030</td>
<td>4,320</td>
<td>4,150</td>
<td>3,900</td>
<td>3,740</td>
<td>3,620</td>
<td>3,450</td>
<td>3,174</td>
</tr>
</tbody>
</table>
The Netherlands
BICYCLE MARKET IN THE NETHERLANDS 2011

The Dutch are still cycling a lot. In 2011, more than 1,171,000 new bicycles have been sold. Of course the economic crisis and a decrease of consumer trust have influenced sales. Nevertheless, only 3.6% less bicycles were sold in 2011, compared to 2010. The decrease in turnover was 1.3%.

Consumers were willing to spend more money on a new bike, as quality was an important aspect when purchasing a bicycle. The average price of a new bicycle is 746.00 Euro. The average price of a new bicycle bought at the professional retailer has increased by 4.4% to 960.00 Euro.

The EPAC is still growing in popularity. This kind of bicycle shows an increase in volume of 7%, which means that 178,000 EPACs were sold in 2011. The market share in numbers is 15%. In terms of turnover, the EPAC has a market share of 39%. Consumers gain knowledge of this type of transport and they want solid advice, service and guarantee. On average, consumers spent 1,918.00 Euro when buying a new EPAC.

All the other segments have shown a decrease. In numbers, the city bike still has the highest market share with 55%. In 2011, 69% of the purchases have been done at the IBD (independent bicycle dealer). Compared with 2010, this is a slight decrease of 2%.

<table>
<thead>
<tr>
<th>Bicycle market in The Netherlands - 2011</th>
<th>2010</th>
<th>2011</th>
<th>% +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales of new bicycles by category (x 1,000)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1.215</td>
<td>1.171</td>
<td>-3.6</td>
</tr>
<tr>
<td>City bike</td>
<td>655</td>
<td>640</td>
<td>-2.4</td>
</tr>
<tr>
<td>Hybrid / tracking bike</td>
<td>118</td>
<td>107</td>
<td>-9.5</td>
</tr>
<tr>
<td>EPAC</td>
<td>166</td>
<td>178</td>
<td>7.0</td>
</tr>
<tr>
<td>Children / Juvenile</td>
<td>164</td>
<td>152</td>
<td>-7.4</td>
</tr>
<tr>
<td>Other</td>
<td>111</td>
<td>95</td>
<td>-14.8</td>
</tr>
<tr>
<td>Market share by category (in %)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>City bike</td>
<td>53.90</td>
<td>54.60</td>
<td>0.7</td>
</tr>
<tr>
<td>Hybrid / tracking bike</td>
<td>9.70</td>
<td>9.10</td>
<td>-0.6</td>
</tr>
<tr>
<td>EPAC</td>
<td>13.70</td>
<td>15.20</td>
<td>1.5</td>
</tr>
<tr>
<td>Children / Juvenile</td>
<td>13.50</td>
<td>13.00</td>
<td>-0.5</td>
</tr>
<tr>
<td>Other</td>
<td>9.10</td>
<td>8.10</td>
<td>-1.1</td>
</tr>
<tr>
<td>Average price by category (in €)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>728</td>
<td>746</td>
<td>2.4</td>
</tr>
<tr>
<td>City bike</td>
<td>547</td>
<td>541</td>
<td>-1.2</td>
</tr>
<tr>
<td>Hybrid / tracking bike</td>
<td>797</td>
<td>836</td>
<td>4.8</td>
</tr>
<tr>
<td>EPAC</td>
<td>1923</td>
<td>1918</td>
<td>-0.2</td>
</tr>
<tr>
<td>Children / Juvenile</td>
<td>206</td>
<td>200</td>
<td>-2.8</td>
</tr>
<tr>
<td>Other</td>
<td>704</td>
<td>702</td>
<td>-0.3</td>
</tr>
</tbody>
</table>
Mobility in the Netherlands by bicycle and by motive – 2010

<table>
<thead>
<tr>
<th>Motives</th>
<th>Distance travelled per displacement km</th>
<th>Distance pp per day km</th>
<th>Travel duration per displacement minutes</th>
<th>Travel duration pp per day minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>To and from work</td>
<td>4.57</td>
<td>0.51</td>
<td>18.28</td>
<td>2.04</td>
</tr>
<tr>
<td>Business visits</td>
<td>4.17</td>
<td>0.02</td>
<td>19.63</td>
<td>0.10</td>
</tr>
<tr>
<td>Services/personal care</td>
<td>2.88</td>
<td>0.05</td>
<td>14.27</td>
<td>0.27</td>
</tr>
<tr>
<td>Shopping</td>
<td>2.18</td>
<td>0.36</td>
<td>12.19</td>
<td>1.99</td>
</tr>
<tr>
<td>Education/Course</td>
<td>3.18</td>
<td>0.42</td>
<td>14.94</td>
<td>1.97</td>
</tr>
<tr>
<td>Visits</td>
<td>2.80</td>
<td>0.20</td>
<td>13.72</td>
<td>0.96</td>
</tr>
<tr>
<td>Sport and recreation</td>
<td>3.79</td>
<td>0.48</td>
<td>19.01</td>
<td>2.41</td>
</tr>
<tr>
<td>Walking</td>
<td>11.81</td>
<td>0.20</td>
<td>67.38</td>
<td>1.14</td>
</tr>
<tr>
<td>Other motives</td>
<td>2.44</td>
<td>0.12</td>
<td>12.58</td>
<td>0.60</td>
</tr>
<tr>
<td>Total</td>
<td>3.40</td>
<td>2.35</td>
<td>16.58</td>
<td>11.49</td>
</tr>
</tbody>
</table>

Source: CBS

Number of domestic cycling holidays

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1,056,000</td>
<td>983,000</td>
<td>987,000</td>
<td></td>
</tr>
</tbody>
</table>

% of the total of domestic holidays

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>31%</td>
<td>31%</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Fietsplatform

**************
THE NETHERLANDS - BICYCLE PRODUCTION
(1,000 units) 2000 - 2011

Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
Bicycle Production (x 1,000) | 1,159 | 1,046 | 1,082 | 1,045 | 882 | 894 | 967 | 972 | 1,129 | 1,200 | 1,200 | 1,200
Evolution year/year-1 (%) | -9.75 | 3.44 | -3.42 | -15.60 | 1.36 | 8.17 | 0.52 | 16.15 | 6.29 | 0.00 | 0.00

August 2012
THE NETHERLANDS - BICYCLE SALES
(1,000 units) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Sales (x 1,000)</td>
<td>1,517</td>
<td>1,365</td>
<td>1,324</td>
<td>1,324</td>
<td>1,250</td>
<td>1,239</td>
<td>1,323</td>
<td>1,400</td>
<td>1,388</td>
<td>1,281</td>
<td>1,213</td>
<td>1,171</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-10.02</td>
<td>-3.00</td>
<td>0.00</td>
<td>-5.59</td>
<td>-0.88</td>
<td>6.78</td>
<td>5.82</td>
<td>-0.86</td>
<td>-7.71</td>
<td>-5.31</td>
<td>-3.46</td>
<td></td>
</tr>
</tbody>
</table>

Comments: SALES = SALES TO CONSUMERS
THE NETHERLANDS - BICYCLE SALES
(M€) 2000 – 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Sales (M€)</td>
<td>730</td>
<td>723</td>
<td>737</td>
<td>737</td>
<td>730</td>
<td>717</td>
<td>770</td>
<td>844</td>
<td>906</td>
<td>930</td>
<td>904</td>
<td>873</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-0.96</td>
<td>1.94</td>
<td>0.00</td>
<td>-0.95</td>
<td>-1.78</td>
<td>7.39</td>
<td>9.61</td>
<td>7.35</td>
<td>2.65</td>
<td>-2.80</td>
<td>-3.43</td>
<td></td>
</tr>
</tbody>
</table>

Comments: SALES = SALES TO CONSUMERS INCLUDING VAT
THE NETHERLANDS - PARTS & ACCESSORIES PRODUCTION (M€) 2000 - 2011

Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011
---|---|---|---|---|---|---|---|---|---|---|---|---
P & A Production (M€) | 85 | 85 | 85 | 85 | 80 | 80 | 80 | 85 | 90 | 90 | 90 | 85
Evolution year/year-1 (%) | 0.00 | 0.00 | 0.00 | -5.88 | 0.00 | 0.00 | 6.25 | 5.88 | 0.00 | 0.00 | -5.56

Comments : VALUES EXCLUDING VAT
THE NETHERLANDS - BICYCLE EMPLOYMENT
2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Employment</td>
<td>1,650</td>
<td>1,612</td>
<td>1,630</td>
<td>1,630</td>
<td>1,600</td>
<td>1,500</td>
<td>1,400</td>
<td>1,950</td>
<td>1,950</td>
<td>1,950</td>
<td>1,850</td>
<td>1,764</td>
</tr>
<tr>
<td>P &amp; A Employment</td>
<td>614</td>
<td>608</td>
<td>602</td>
<td>602</td>
<td>600</td>
<td>600</td>
<td>600</td>
<td>600</td>
<td>600</td>
<td>550</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Total</td>
<td>2,264</td>
<td>2,220</td>
<td>2,232</td>
<td>2,232</td>
<td>2,200</td>
<td>2,100</td>
<td>2,000</td>
<td>2,550</td>
<td>2,550</td>
<td>2,550</td>
<td>2,400</td>
<td>2,264</td>
</tr>
</tbody>
</table>