Association of the European
Two-Wheeler Parts' & Accessories' Industry

# EUROPEAN BICYCLE MARKET

## 2013 edition

## Industry & Market Profile

(2012 statistics)

# CONTENTS

# FOREWORD

This document is the fifth edition of the European Bicycle Industry & Market Profile (BIMP), 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.

**Note: As the present document provides the 2012 figures, reference is correctly made to the 'EU27'. Croatia only joined the EU in 2013 and will therefore be included in the 2013 figures (BIMP edition 2014),**



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# 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 (part of ICLEI).

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 C02 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 (Electric Power-Assisted Cycles) 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 have a very important role to play, not only in Europe's ambition to seriously cut C02 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.

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 2013, 34 European exhibitors participated in the joint European COLIPED booth, which occupied a total surface of 837 m². A list with the 2013 participants can be found at www.coliped.com

Our members are the national bicycle industry associations in 14 different countries: Austria, Belgium, Bulgaria, Germany, Great Britain, Finland, France, Hungary, Italy, the Netherlands, Poland, Spain, Sweden 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.

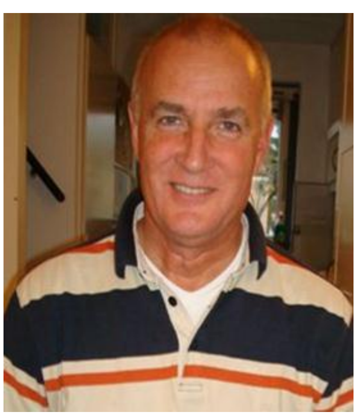
*"COLIBI represents the European bicycle producers. The EU bicycle industry is characterized by its modern automation, its use of high-tech materials such as carbon fibers, special alloys and very light metals. Without any doubt, the high quality of the EU produced bicycles stimulates cycle usage and 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. Deliveries can then be more flexible as the produced series can be smaller and lead times can be shorter. Our 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, C02 emissions caused by the transport of the bicycles are reduced to almost zero!*

*Bicycles are also used for recreation at all ages. Whether it's on the playground, in the mountains, or on the road, riding a bicycle is fun and keeps you fit.*

*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**



*"COLIPED defends the interests of the European bicycle parts' industry. To promote this European industry, COLIPED started to organize a joint European participation in the Taipei Cycle Show back in 1993. The fact that we are still present at this show today – 21 years later - proves that this initiative was a big hit. This year, our joint booth accommodated 34 European companies.*

*Despite the difficult economic situation, the European bicycle parts' industry hasn't lost any of its importance and still plays a prominent role in the worldwide bicycle business. This is of course due to our constant investments & innovation, as well as our expertise & know-how (Europe is the 'birthplace' of the bicycle after all).*

*Over the past years, the role of the bicycle in regional, national and European policies has clearly increased. COLIPED is very pleased with this positive evolution, but realizes that there is still a long way to go. We will continue to contribute in making Europe a true bicycle-friendly place".*

**Jan Willem ten Dam – COLIPED President**

# THE COLIBI & COLIPED MEMBERS

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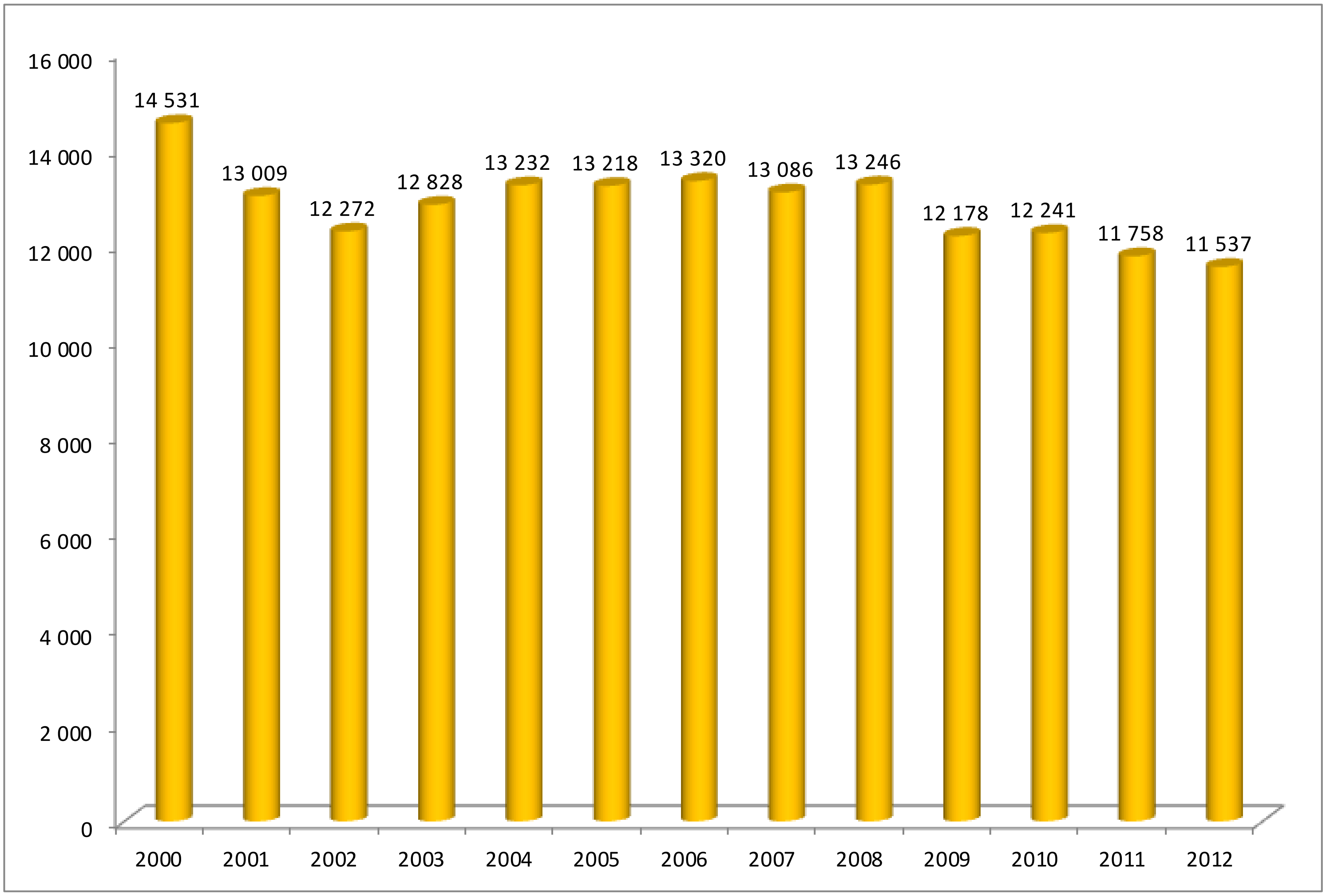
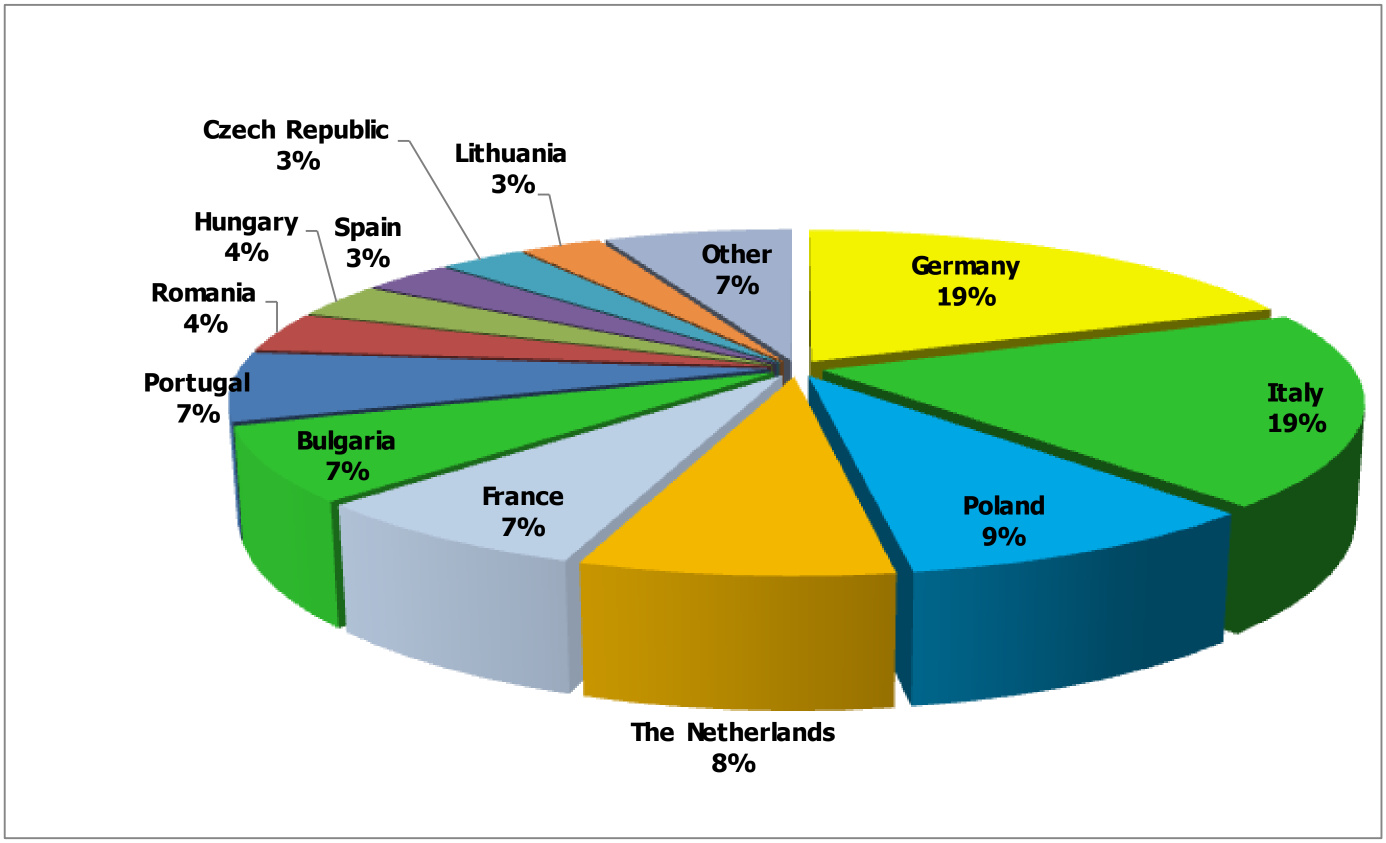
# EUROPEAN BICYCLE PRODUCTION

# EUROPEAN BICYCLE PRODUCTION (EU 27)
# (1,000 units) 2000 – 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Production (x 1,000) | 14 531 | 13 009 | 12 272 | 12 828 | 13 232 | 13 218 | 13 320 | 13 086 | 13 246 | 12 178 | 12 241 | 11 758 | 11 537 |
| Evolution year/year-1 (%) | | -10,47 | -5,67 | 4,53 | 3,15 | -0,11 | 0,77 | -1,76 | 1,22 | -8,06 | 0,52 | -3,95 | -1,88 |

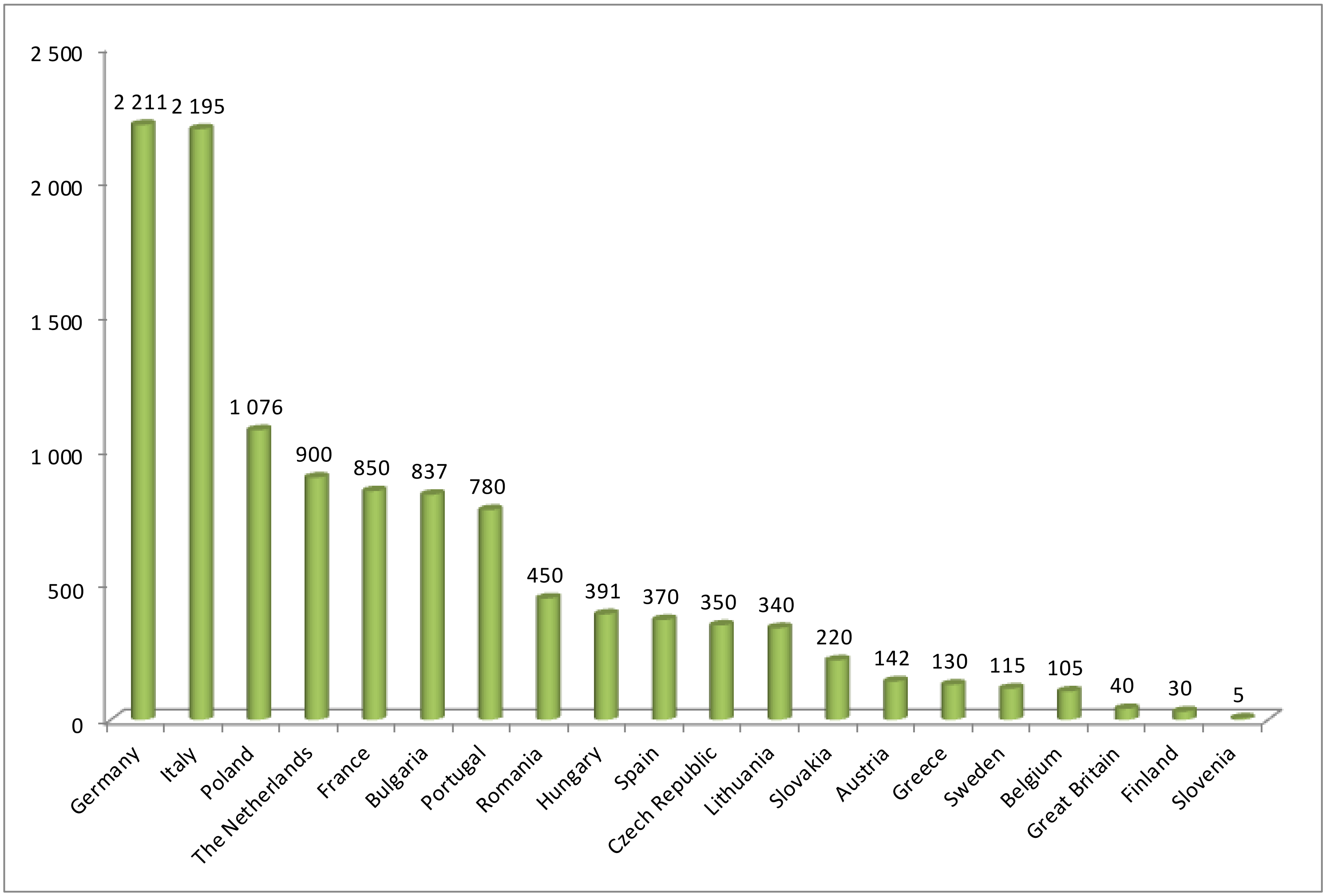
# 2012 EUROPEAN BICYCLE PRODUCTION (EU 27) COUNTRY SHARE (1,000 units)




| Country | Germany | Italy | Poland | The Netherlands | France | Bulgaria | Portugal | Romania | Hungary | Spain | Czech Republic | Lithuania | Slovakia | Austria | Greece | Sweden | Belgium | Great Britain | Finland | Slovenia | Cyprus | Denmark | Estonia | Ireland | Latvia | Luxembourg | Malta | EU 27 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Production (x 1,000) | 2 211 | 2 195 | 1 076 | 900 | 850 | 837 | 780 | 450 | 391 | 370 | 350 | 340 | 220 | 142 | 130 | 115 | 105 | 40 | 30 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 537 |
| Country share % | 19,16 | 19,03 | 9,33 | 7,80 | 7,37 | 7,25 | 6,76 | 3,90 | 3,39 | 3,21 | 3,03 | 2,95 | 1,91 | 1,23 | 1,13 | 1,00 | 0,91 | 0,35 | 0,26 | 0,04 | 0,00 | 0,00 | 0,00 | 0,00 | 0,00 | 0,00 | 0,00 | 100,00 |

October 2013

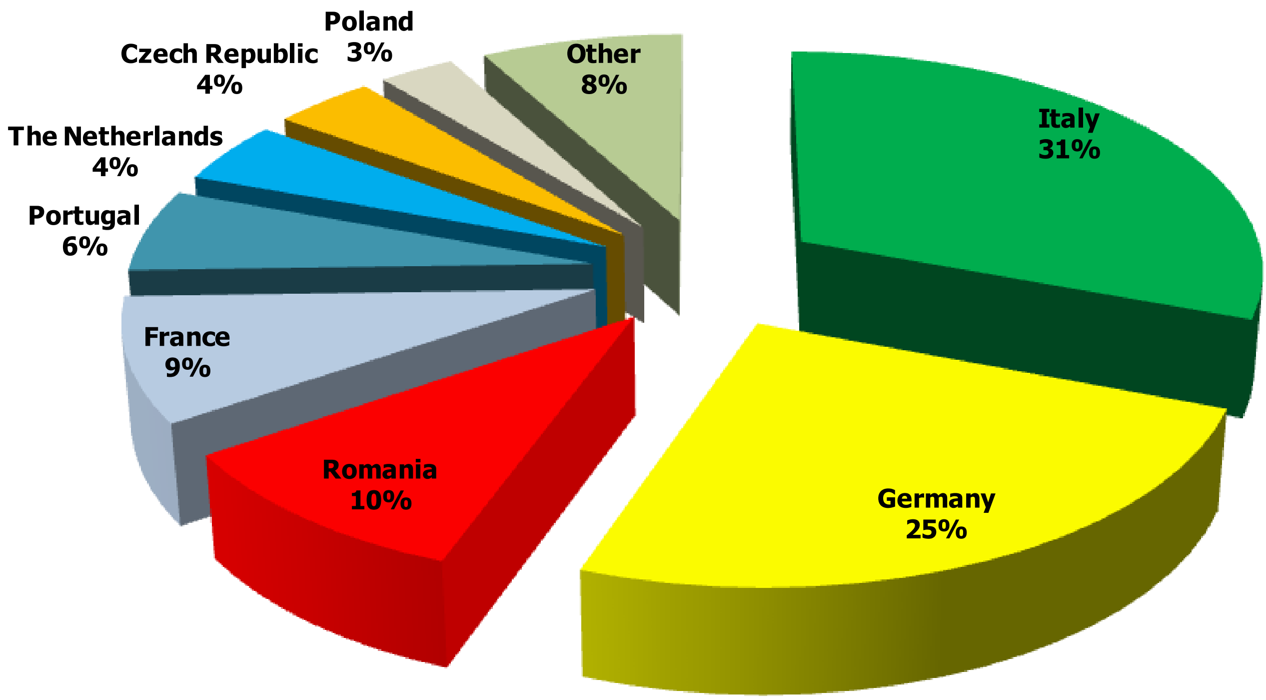
# 2012 EUROPEAN BICYCLE PRODUCTION (EU 27) COUNTRY RANKING (1,000 units)




| Country | Germany | Italy | Poland | The Netherlands | France | Bulgaria | Portugal | Romania | Hungary | Spain | Czech Republic | Lithuania | Slovakia | Austria | Greece | Sweden | Belgium | Great Britain | Finland | Slovenia | Cyprus | Denmark | Estonia | Ireland | Latvia | Luxembourg | Malta | EU 27 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Production (x 1,000) | 2 211 | 2 195 | 1 076 | 900 | 850 | 837 | 780 | 450 | 391 | 370 | 350 | 340 | 220 | 142 | 130 | 115 | 105 | 40 | 30 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 537 |
| Country share % | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 100 |

# EUROPEAN BICYCLE PARTS AND ACCESSORIES PRODUCTION

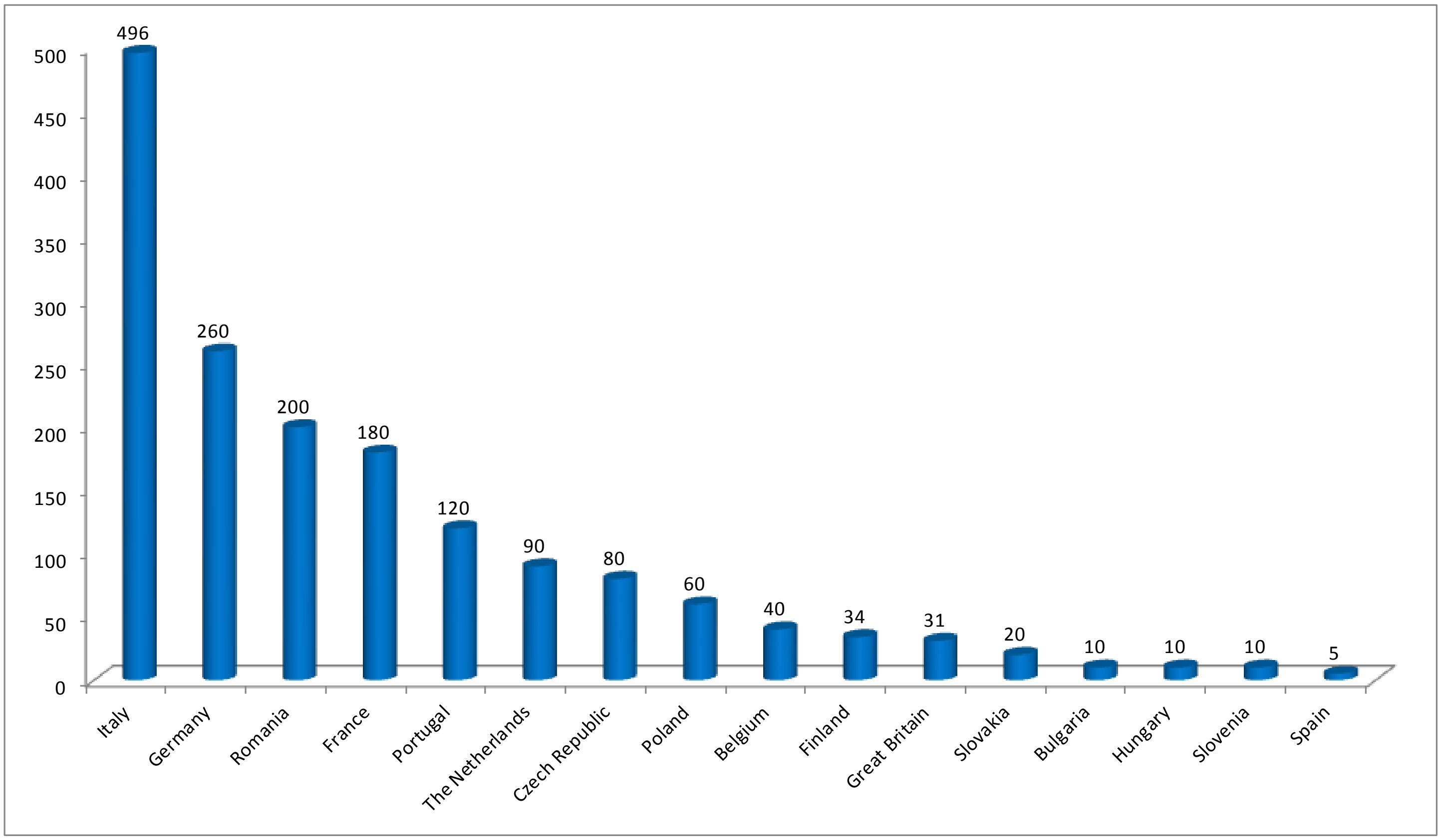
# 2012 EUROPEAN BICYCLE PARTS & ACCESSORIES PRODUCTION (EU 27) COUNTRY SHARE (M€)




| Country | Italy | Germany | Romania | France | Portugal | The Netherlands | Czech Republic | Poland | Belgium | Finland | Great Britain | Slovakia | Bulgaria | Hungary | Slovenia | Spain | Austria | Cyprus | Denmark | Estonia | Greece | Ireland | Latvia | Lithuania | Luxembourg | Malta | Sweden | EU 27 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| P & A Production (M€) | 496 | 260 | 200 | 180 | 120 | 90 | 80 | 60 | 40 | 34 | 31 | 20 | 10 | 10 | 10 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 646 |
| Country Share % | 30 | 16 | 12 | 11 | 7 | 5 | 5 | 4 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100 |

**Comments** : VALUES EXCLUDING VAT

# 2012 EUROPEAN BICYCLE PARTS & ACCESSORIES PRODUCTION (EU 27) COUNTRY RANKING (M€)

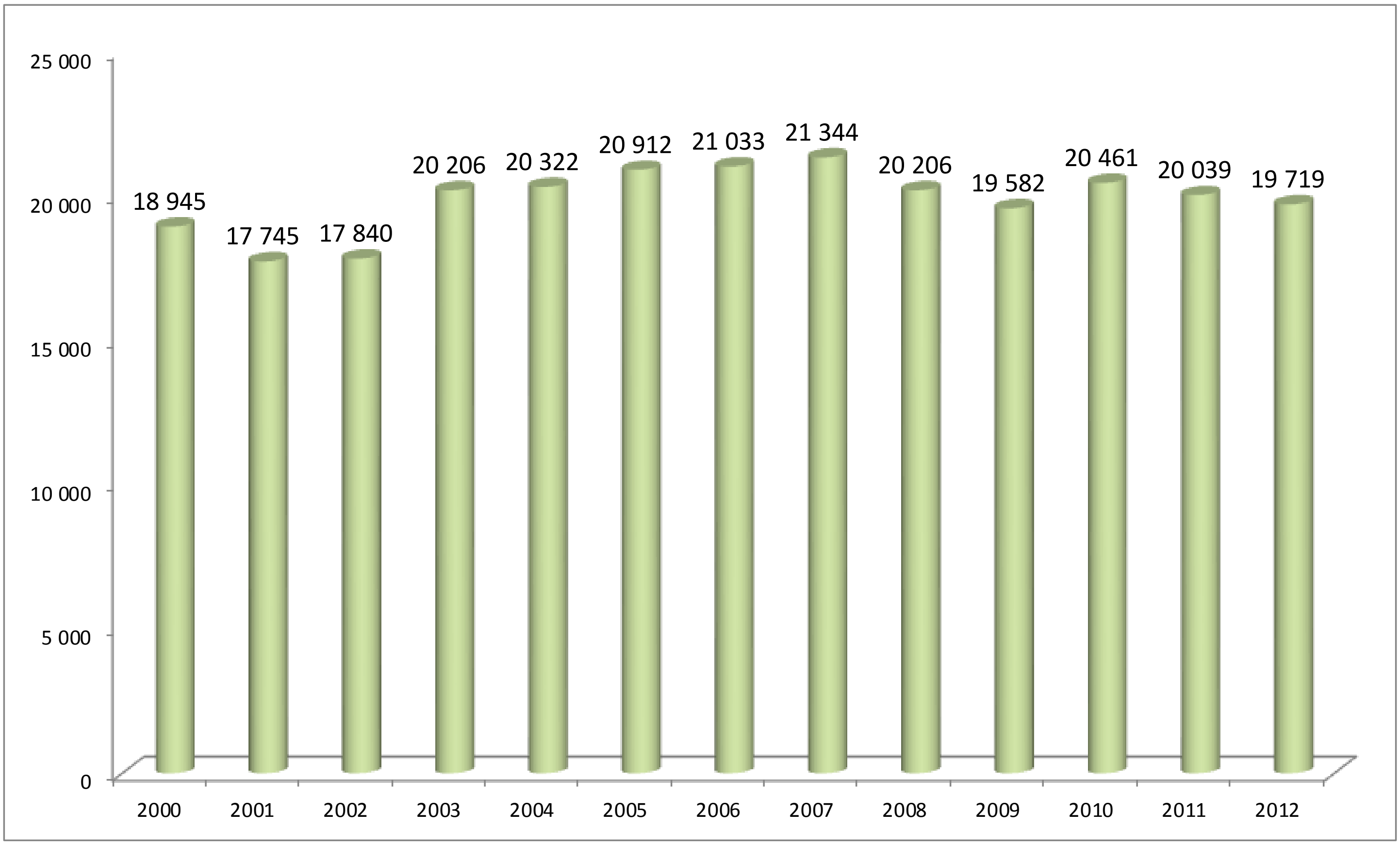



| Country | Italy | Germany | Romania | France | Portugal | The Netherlands | Czech Republic | Poland | Belgium | Finland | Great Britain | Slovakia | Bulgaria | Hungary | Slovenia | Spain | Austria | Cyprus | Denmark | Estonia | Greece | Ireland | Latvia | Lithuania | Luxembourg | Malta | Sweden | EU 27 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| P & A Production (M€) | 496 | 260 | 200 | 180 | 120 | 90 | 80 | 60 | 40 | 34 | 31 | 20 | 10 | 10 | 10 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1646 |
| Ranking | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 13 | 13 | 16 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 21 |

**Comments : VALUES EXCLUDING VAT**

# EUROPEAN BICYCLE SALES

# EUROPEAN BICYCLE SALES (EU 27)
# (1,000 units) 2000 - 2012



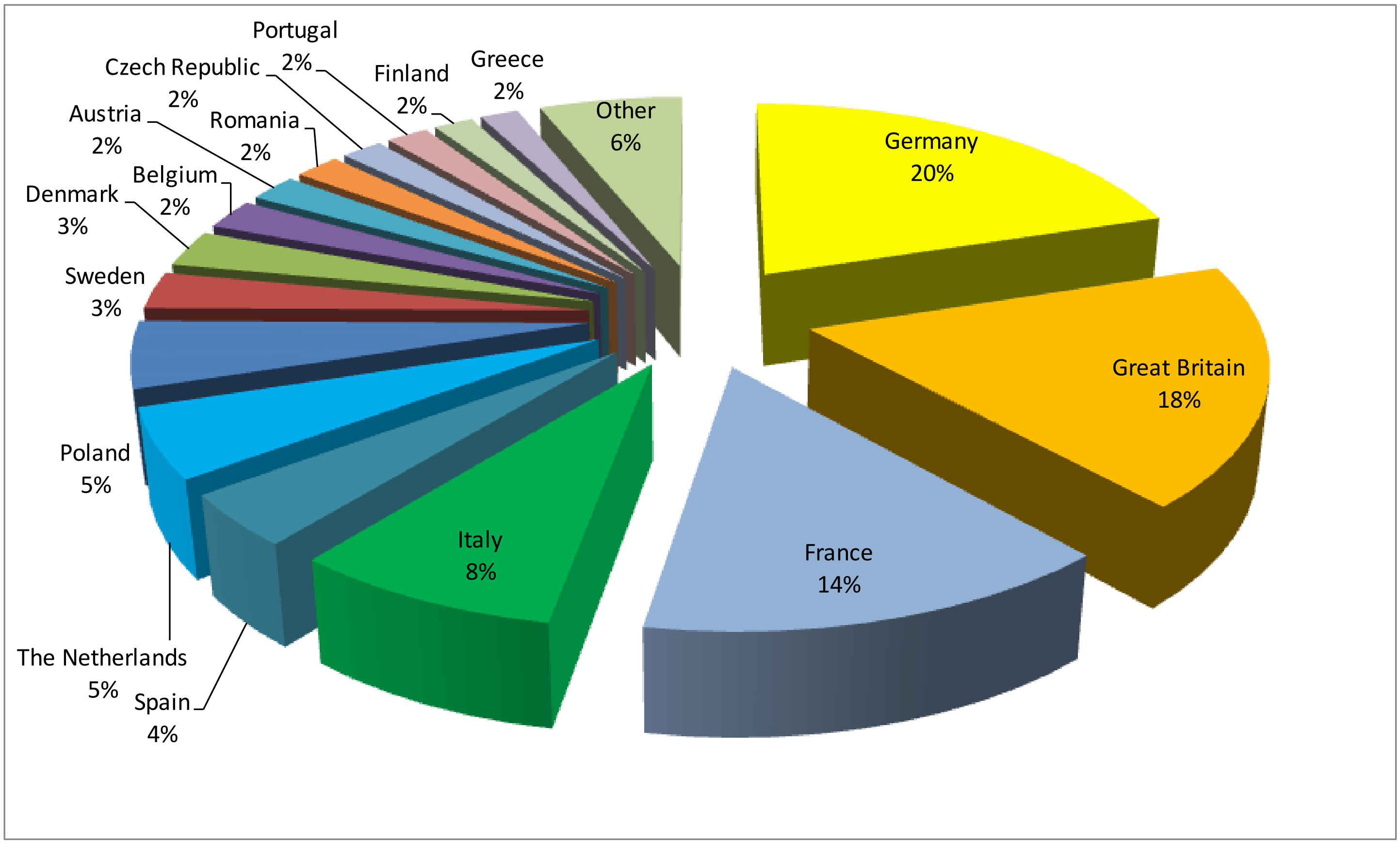

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (x 1,000) | 18 945 | 17 745 | 17 840 | 20 206 | 20 322 | 20 912 | 21 033 | 21 344 | 20 206 | 19 582 | 20 461 | 20 039 | 19 719 |
| Evolution (%) | | -6,33 | 0,54 | 13,26 | 0,57 | 2,90 | 0,58 | 1,48 | -5,33 | -3,09 | 4,49 | -2,06 | -1,60 |

COLIBI



COLIPED
Association of the European Two-Wheeler Parts' & Accessories' Industry

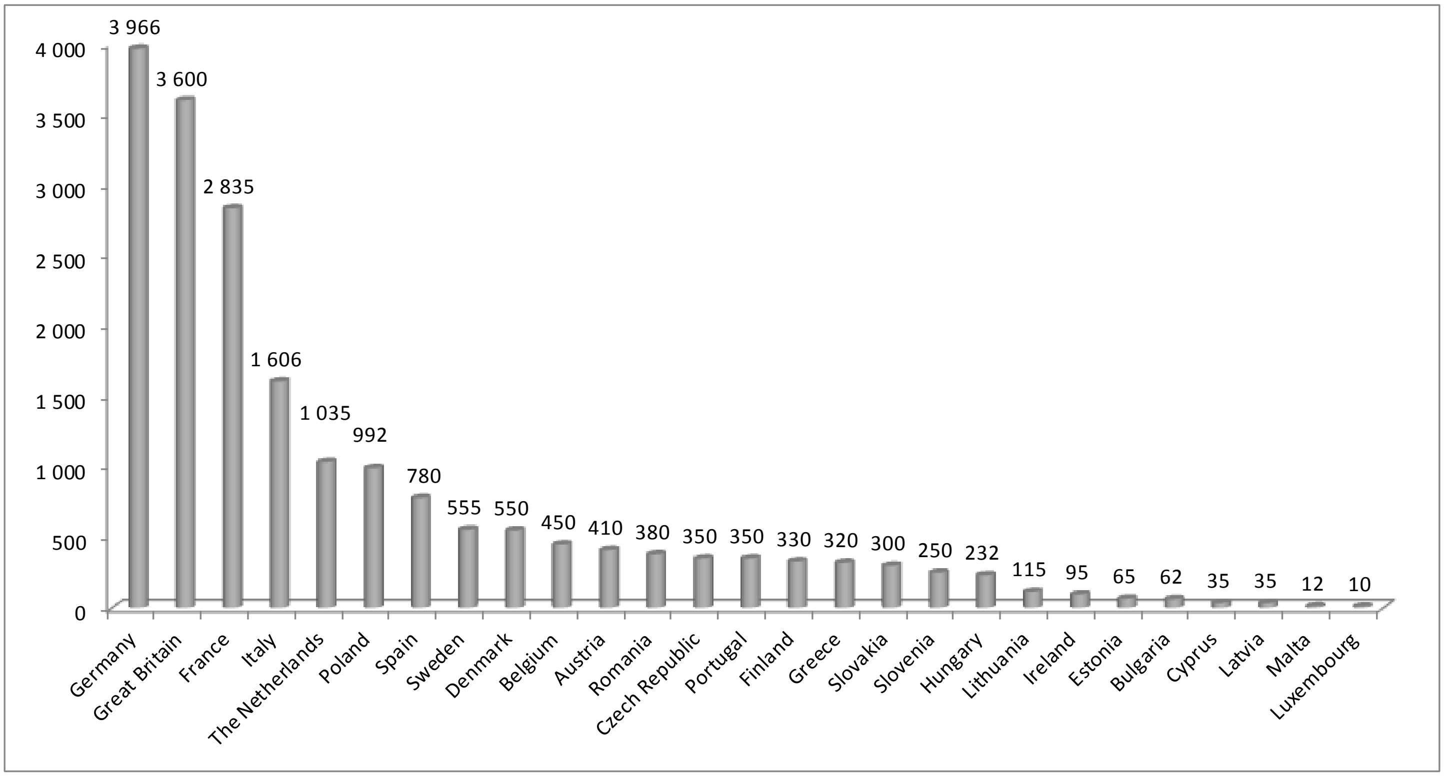
# 2012 EUROPEAN BICYCLE SALES (EU 27)
# (1,000 units)




| Country | Germany | Great Britain | France | Italy | Spain | The Netherlands | Poland | Sweden | Denmark | Belgium | Austria | Romania | Czech Republic | Portugal | Finland | Greece | Slovakia | Slovenia | Hungary | Lithuania | Ireland | Estonia | Bulgaria | Cyprus | Latvia | Malta | Luxembourg | EU 27 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (x 1,000) | 3 966 | 3 600 | 2 835 | 1 606 | 780 | 1 035 | 992 | 555 | 550 | 450 | 410 | 380 | 350 | 350 | 330 | 320 | 300 | 250 | 232 | 115 | 95 | 65 | 62 | 35 | 35 | 12 | 10 | 19 719 |
| Country share (%) | 20 | 18 | 14 | 8 | 4 | 5 | 5 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | - |

**Comments : SALES = SALES TO CONSUMERS**

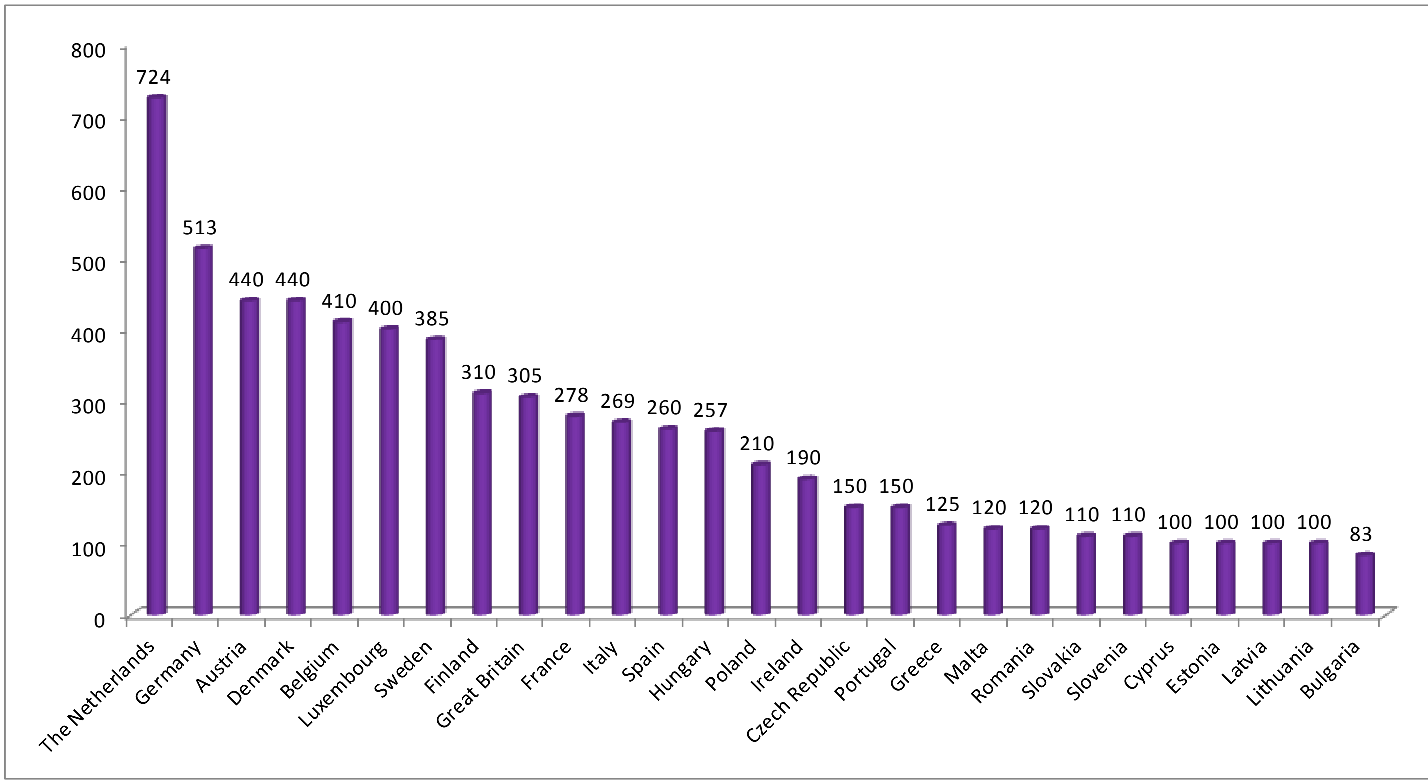
# 2012 EUROPEAN BICYCLE SALES (EU 27)
# COUNTRY RANKING (1,000 units)




| **Country** | **Germany** | **Great Britain** | **France** | **Italy** | **The Netherlands** | **Poland** | **Spain** | **Sweden** | **Denmark** | **Belgium** | **Austria** | **Romania** | **Czech Republic** | **Portugal** | **Finland** | **Greece** | **Slovakia** | **Slovenia** | **Hungary** | **Lithuania** | **Ireland** | **Estonia** | **Bulgaria** | **Cyprus** | **Latvia** | **Malta** | **Luxembourg** | **EU 27** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (x 1,000) | 3 966 | 3 600 | 2 835 | 1 606 | 1 035 | 992 | 780 | 555 | 550 | 450 | 410 | 380 | 350 | 350 | 330 | 320 | 300 | 250 | 232 | 115 | 95 | 65 | 62 | 35 | 35 | 12 | 10 | 19 719 |
| Ranking | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 13 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 24 | 26 | 27 | - |

**<u>Comments</u> : SALES = SALES TO CONSUMERS**

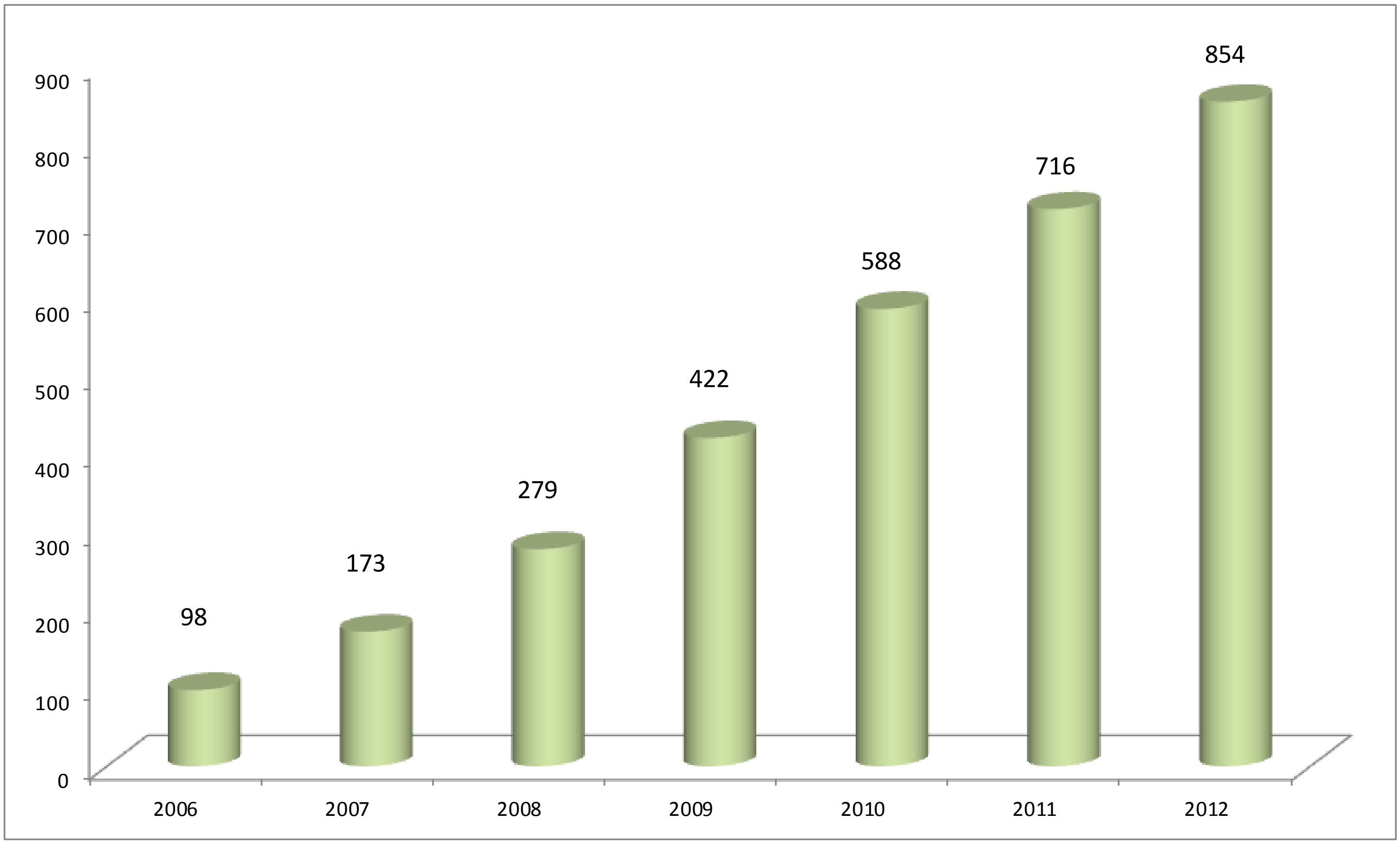
# 2012 EUROPEAN BICYCLE SALES (EU 27)
# AVERAGE PRICE/COUNTRY (€)




| Country | The Netherlands | Germany | Austria | Denmark | Belgium | Luxembourg | Sweden | Finland | Great Britain | France | Italy | Spain | Hungary | Poland | Ireland | Czech Republic | Portugal | Greece | Malta | Romania | Slovakia | Slovenia | Cyprus | Estonia | Latvia | Lithuania | Bulgaria | EU 27 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Average price (€) | 724 | 513 | 440 | 440 | 410 | 400 | 385 | 310 | 305 | 278 | 269 | 260 | 257 | 210 | 190 | 150 | 150 | 125 | 120 | 120 | 110 | 110 | 100 | 100 | 100 | 100 | 83 | - |
| Ranking | 1 | 2 | 3 | 3 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 16 | 18 | 19 | 19 | 21 | 21 | 23 | 23 | 23 | 23 | 27 | - |

**Comments : AVERAGE PRICES INCLUDE VAT**

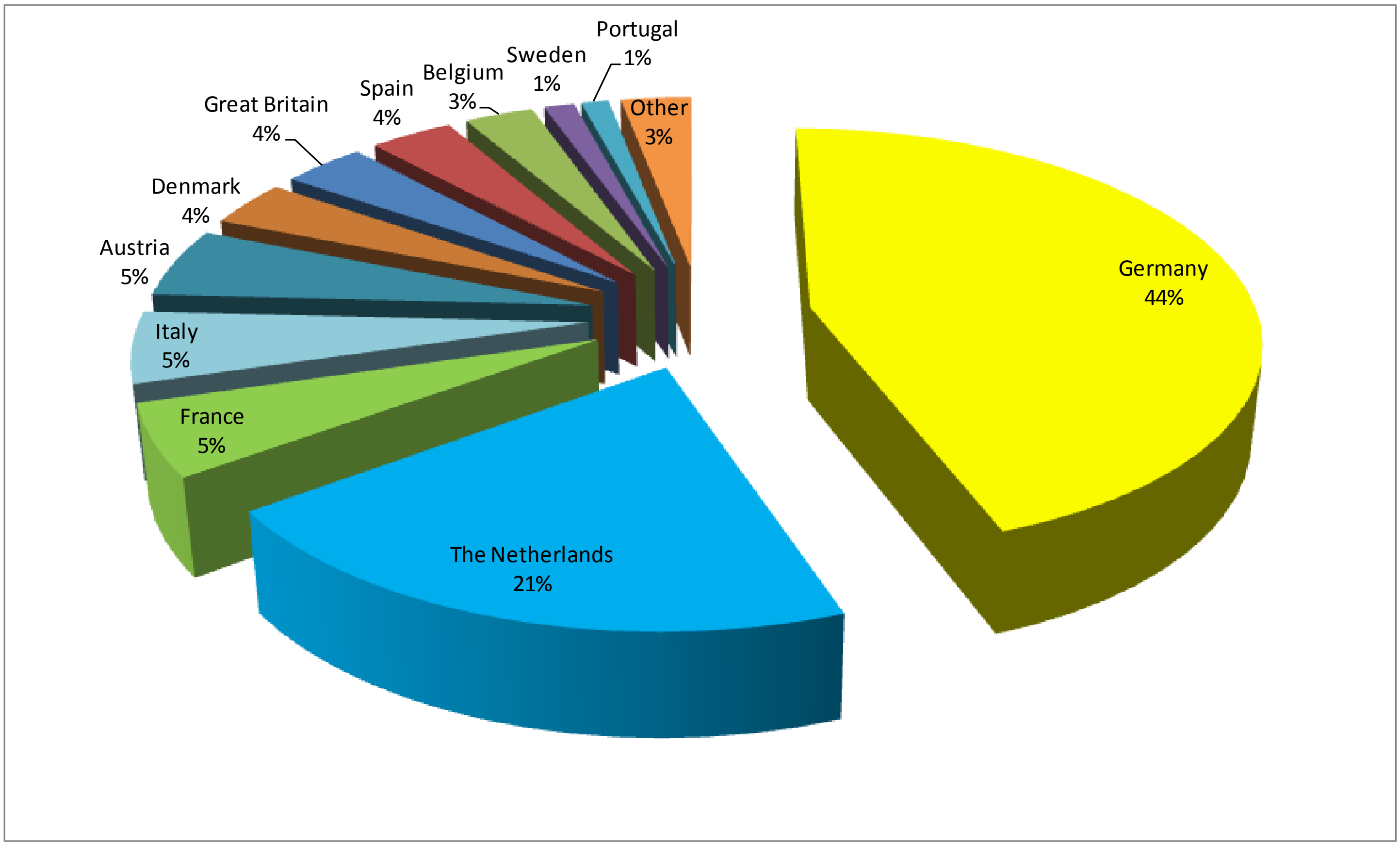
# EUROPEAN EPAC SALES (EU 27)
# (1,000 units) 2009 – 2012




| Year | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|
| EPAC Sales (x 1,000) | 98 | 173 | 279 | 422 | 588 | 716 | 854 |
| Evolution (%) | - | 76,53 | 61,27 | 51,25 | 39,34 | 21,77 | 19,27 |

**<u>Comments</u> : EPAC = Electric Power-Assisted Cycle**

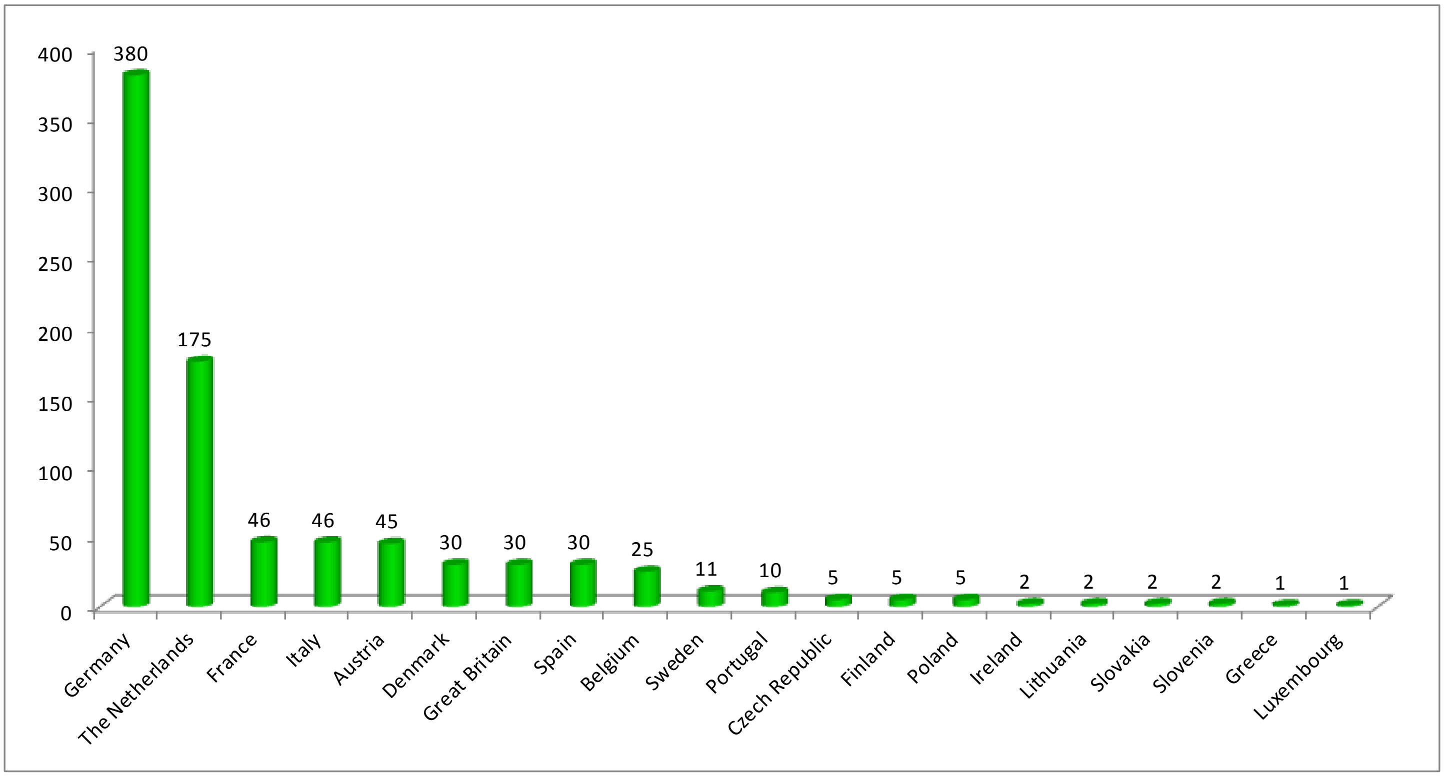
# 2012 EUROPEAN EPAC SALES (EU 27) (1,000 units)




| Country | Germany | The Netherlands | France | Italy | Austria | Denmark | Great Britain | Spain | Belgium | Sweden | Portugal | Czech Republic | Finland | Poland | Ireland | Lithuania | Slovakia | Slovenia | Greece | Luxembourg | Hungary | Bulgaria | Cyprus | Estonia | Latvia | Malta | Romania | EU 27 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EPAC Sales (x 1,000) | 380 | 175 | 46 | 46 | 45 | 30 | 30 | 30 | 25 | 11 | 10 | 5 | 5 | 5 | 2 | 2 | 2 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 854 |
| Country share (%) | 45 | 21 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100 |

**Comments** : **EPAC = Electric Power-Assisted Cycle**

# 2012 EUROPEAN EPAC SALES (EU 27)
# COUNTRY RANKING (1,000 units)

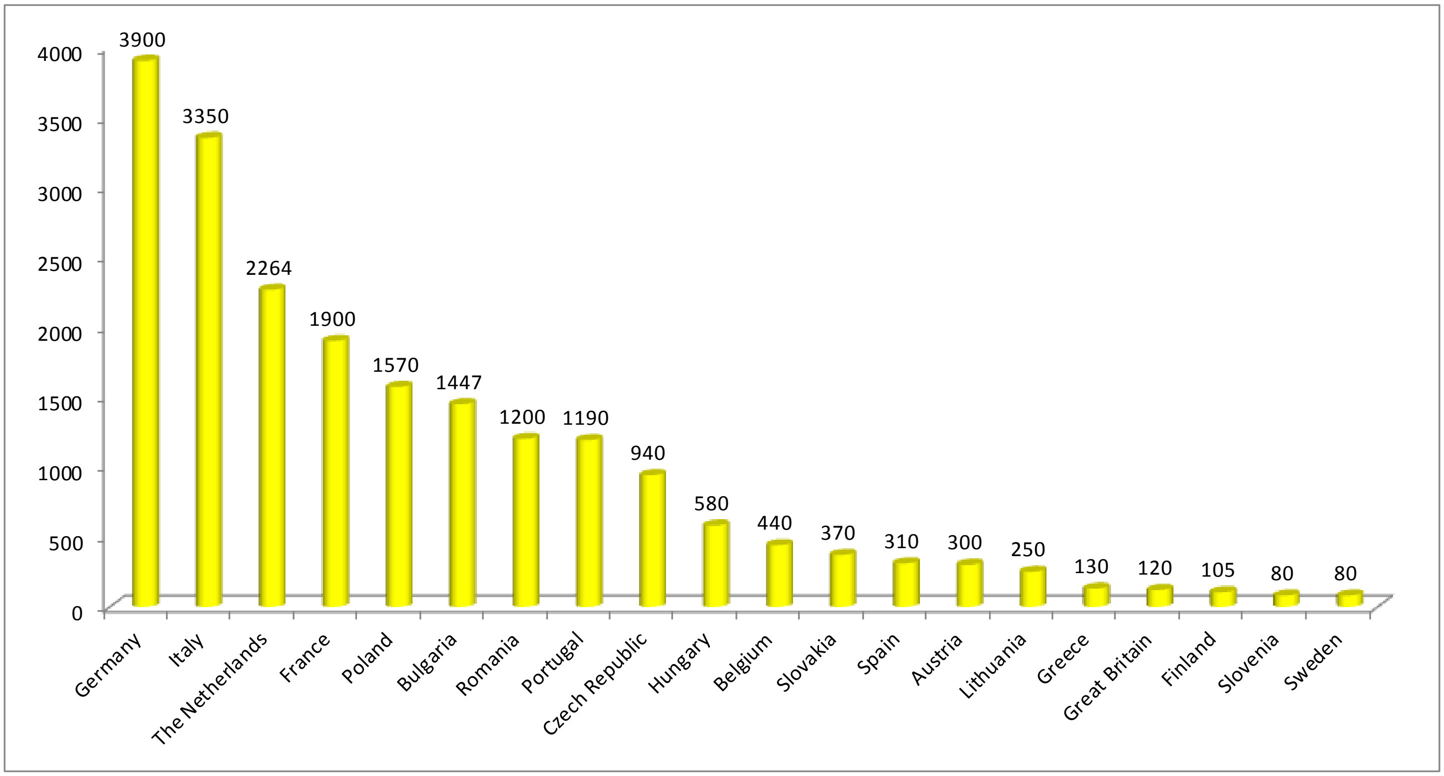



| Country | Germany | The Netherlands | France | Italy | Austria | Denmark | Great Britain | Spain | Belgium | Sweden | Portugal | Czech Republic | Finland | Poland | Ireland | Lithuania | Slovakia | Slovenia | Greece | Luxembourg | Hungary | Bulgaria | Cyprus | Estonia | Latvia | Malta | Romania | EU 27 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EPAC Sales (x 1,000) | 380 | 175 | 46 | 46 | 45 | 30 | 30 | 30 | 25 | 11 | 10 | 5 | 5 | 5 | 2 | 2 | 2 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 854 |
| Country share (%) | 1 | 2 | 3 | 4 | 5 | 6 | 6 | 6 | 9 | 10 | 11 | 12 | 12 | 12 | 15 | 15 | 15 | 15 | 19 | 19 | 21 | 22 | 23 | 23 | 23 | 23 | 23 | 100 |

**Comments : EPAC = Electric Power-Assisted Cycle**

# 2012 EUROPEAN BICYCLE INDUSTRY EMPLOYMENT

# 2012 EMPLOYMENT IN THE EUROPEAN BICYCLE AND BICYCLE PARTS & ACCESSORIES INDUSTRIES (EU27)

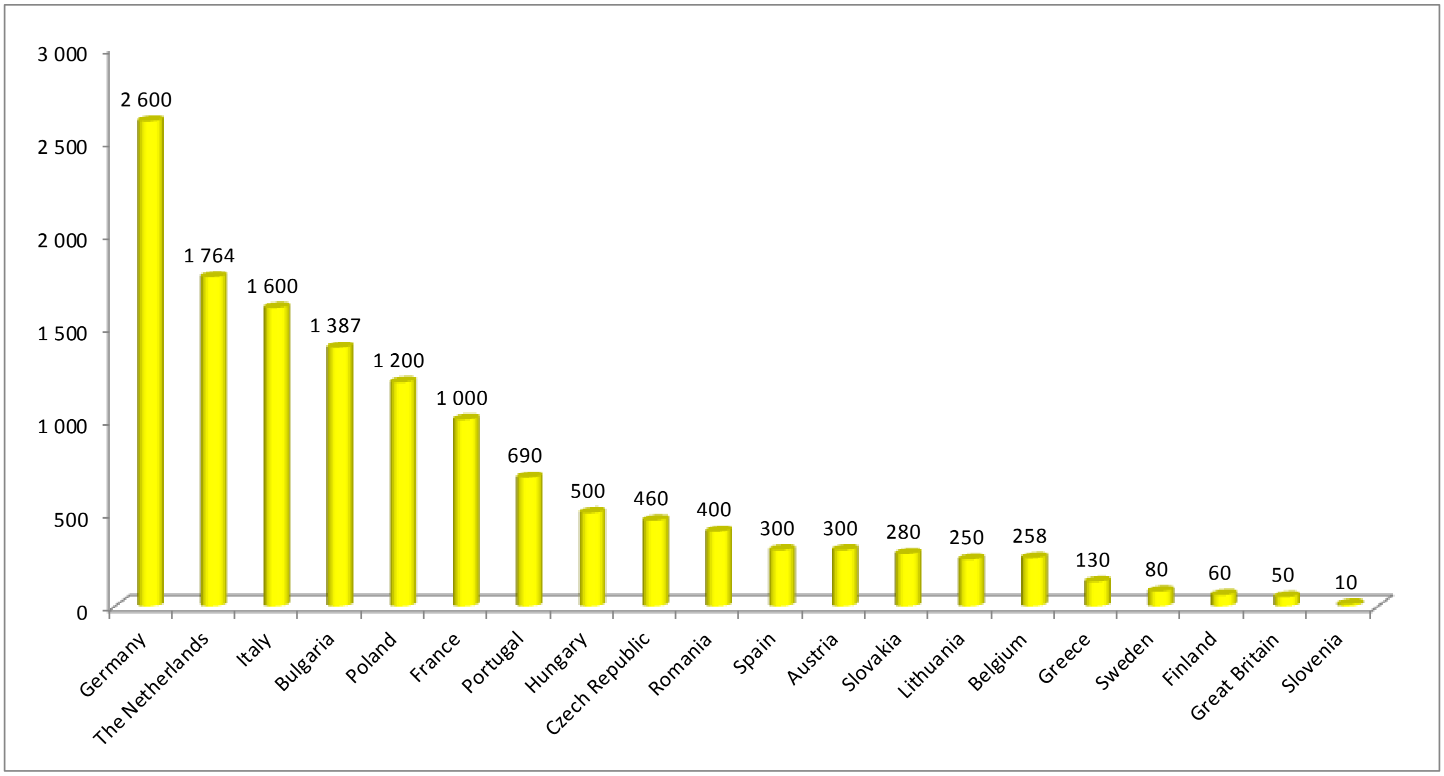



| Country | Germany | Italy | The Netherlands | France | Poland | Bulgaria | Romania | Portugal | Czech Republic | Hungary | Belgium | Slovakia | Spain | Austria | Lithuania | Greece | Great Britain | Finland | Slovenia | Sweden | Cyprus | Denmark | Estonia | Ireland | Latvia | Luxembourg | Malta | EU 27 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Employment | 2600 | 1600 | 1764 | 1000 | 1200 | 1387 | 400 | 690 | 460 | 500 | 258 | 280 | 300 | 300 | 250 | 130 | 50 | 60 | 10 | 80 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13319 |
| Parts & Accessories Employment | 1300 | 1750 | 500 | 900 | 370 | 60 | 800 | 500 | 480 | 80 | 182 | 90 | 10 | 0 | 0 | 0 | 70 | 45 | 70 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7207 |
| Total | 3900 | 3350 | 2264 | 1900 | 1570 | 1447 | 1200 | 1190 | 940 | 580 | 440 | 370 | 310 | 300 | 250 | 130 | 120 | 105 | 80 | 80 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 20526 |
| Ranking | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 19 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | |



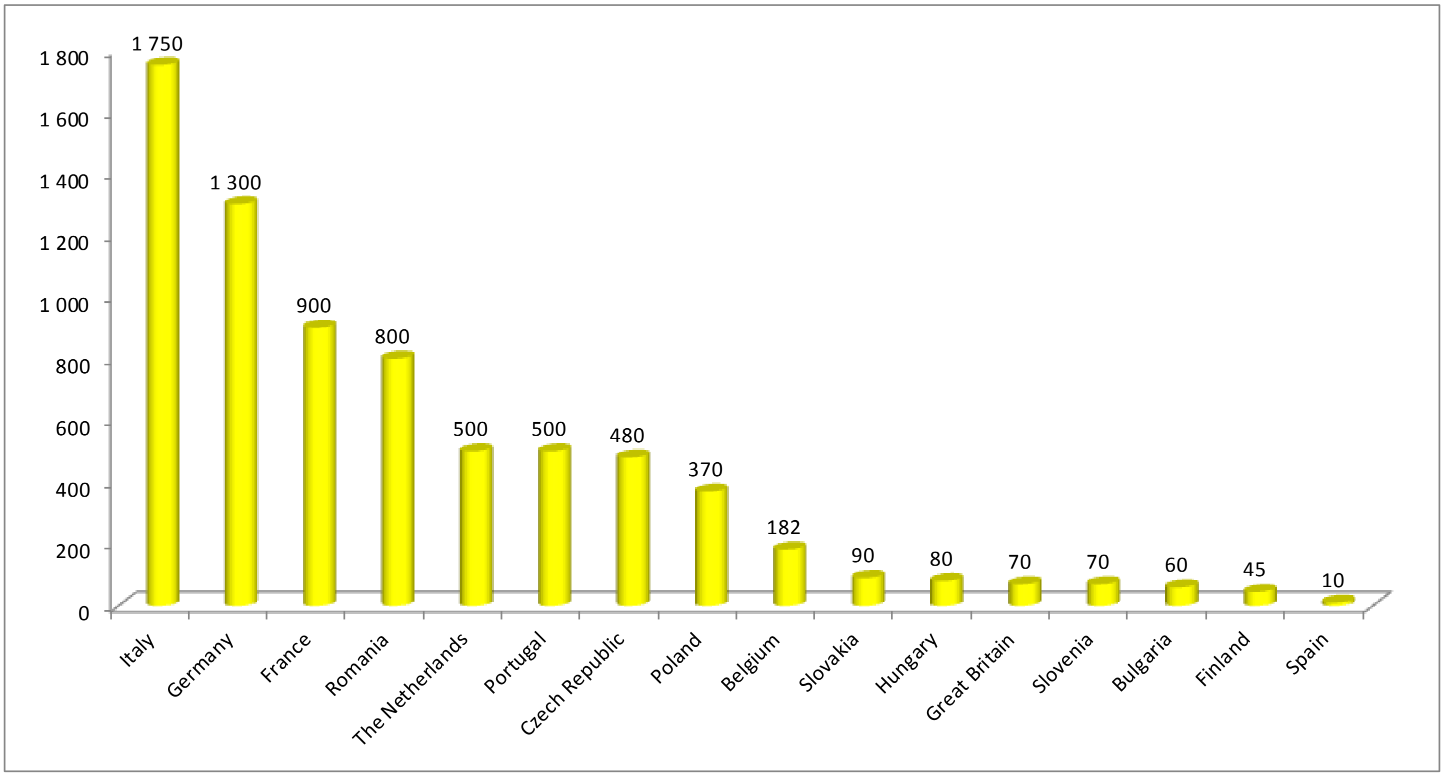
Association of the European Two-Wheeler Parts' & Accessories' Industry

# 2012 EUROPEAN BICYCLE INDUSTRY EMPLOYMENT (EU 27)




| **Country** | **Germany** | **The Netherlands** | **Italy** | **Bulgaria** | **Poland** | **France** | **Portugal** | **Hungary** | **Czech Republic** | **Romania** | **Spain** | **Austria** | **Slovakia** | **Lithuania** | **Belgium** | **Greece** | **Sweden** | **Finland** | **Great Britain** | **Slovenia** | **Cyprus** | **Denmark** | **Estonia** | **Ireland** | **Latvia** | **Luxembourg** | **Malta** | **EU 27** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Industry Employment | 2 600 | 1 764 | 1 600 | 1 387 | 1 200 | 1 000 | 690 | 500 | 460 | 400 | 300 | 300 | 280 | 250 | 258 | 130 | 80 | 60 | 50 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 319 |
| Ranking | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 11 | 13 | 15 | 14 | 16 | 17 | 18 | 19 | 20 | 21 | 21 | 21 | 21 | 21 | 21 | 21 | - |

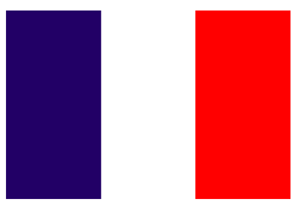
# 2012 EUROPEAN BICYCLE PARTS AND ACCESSORIES INDUSTRY EMPLOYMENT (EU 27)




| Country | Italy | Germany | France | Romania | The Netherlands | Portugal | Czech Republic | Poland | Belgium | Slovakia | Hungary | Great Britain | Slovenia | Bulgaria | Finland | Spain | Austria | Cyprus | Denmark | Estonia | Greece | Ireland | Latvia | Lithuania | Luxembourg | Malta | Sweden | EU 27 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Parts & Accessories Employment | 1 750 | 1 300 | 900 | 800 | 500 | 500 | 480 | 370 | 182 | 90 | 80 | 70 | 70 | 60 | 45 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 207 |
| Ranking | 1 | 2 | 3 | 4 | 5 | 5 | 7 | 8 | 9 | 10 | 11 | 12 | 12 | 14 | 15 | 16 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 54 |

# FRANCE/GERMANY/GREAT BRITAIN/ ITALY/THE NETHERLANDS
# Industry & Market Profile 2000-2012

# FRANCE



# 2012 FRENCH CYCLE MARKET:
# The EPAC range still increases

The turnover of bike and accessory sales decreased by 4% in 2012 compared to 2011. Turnover reached 1.28 billion.

Concerning the bicycle market:
2.9 million bicycles were sold in 2012, representing a value of 809.8 million euros. Compared to 2011, sales decreased by 9% in terms of sale volume while only 4.5% in terms of financial value. The average bicycle price increased by 4.5% to reach 278 euros.

Trend varies depending on bicycle category (sale volumes):

- Bicycles designed for leisure represented the main market share. Mountain bikes (adult and junior) hold 46.5% of market share and trekking bikes 12%. However, for entry and middle ranges of mountain bikes sales strongly decreased by 12% and by 11% for trekking bikes.

- Bicycles designed for sport cycling, as racing bicycles or up-market mountain bikes, maintained their market share. Yet, sales declined respectively, by 7% and 3.5%.

- Bicycles dedicated to mobility (city bikes, EPAC, folding bikes) raised their market share up to 9.5%. The associated turnover increased by 2%. The EPAC sales have grown remarkably by 15% to reach 46,000 units.

In terms of volume, bicycle sales are as follows:

- ATB (adult and junior): 1,275,500 units
- Junior bikes (except ATB) : 480,600 units
- Trekking bikes : 371,600 units
- City bikes : 272,900 units
- Racing bikes : 163,600 units
- Kid bikes : 147,200 units
- BMX : 111,100 units
- EPAC : 46,100 units
- Folding bikes : 23,700

Component and accessory market:
Sales reached 465.5 million euros with a 3% decrease compared to 2011.

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.

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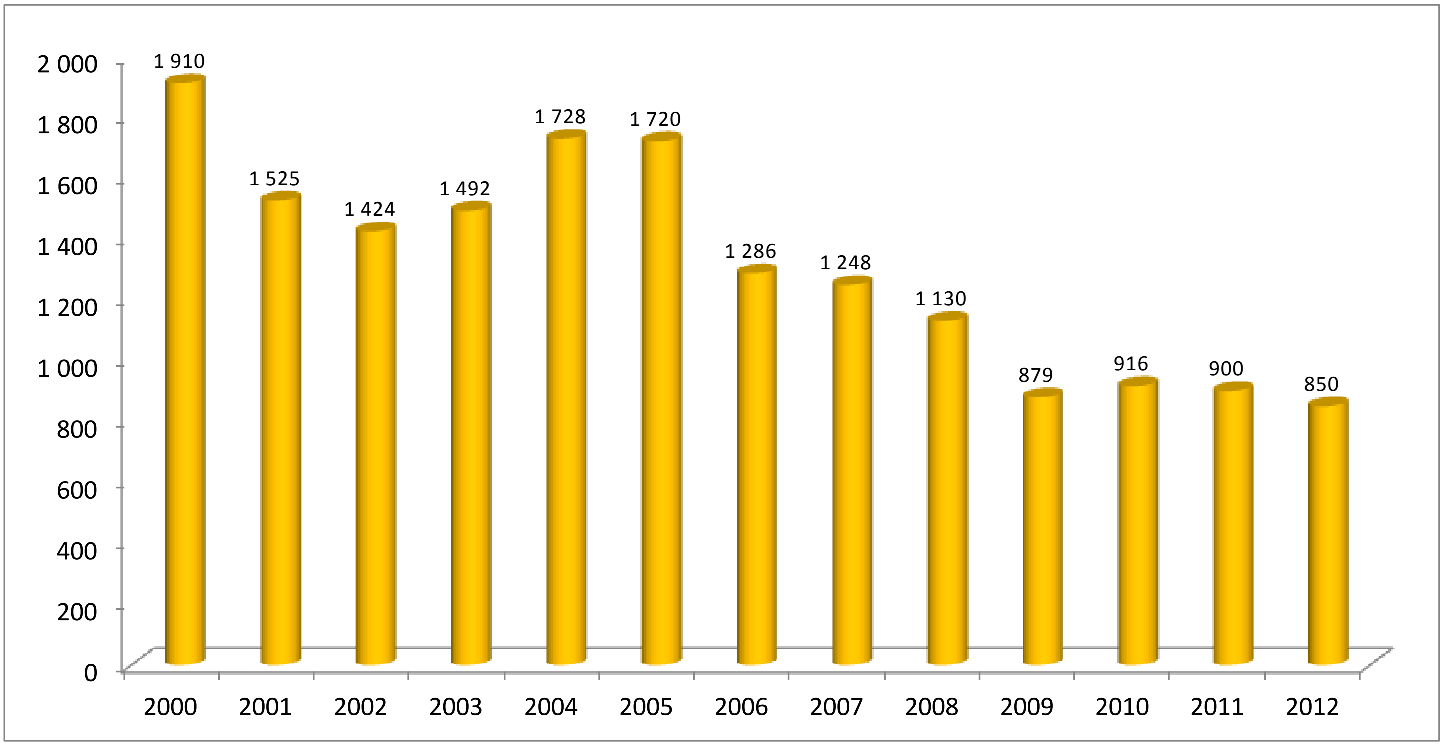
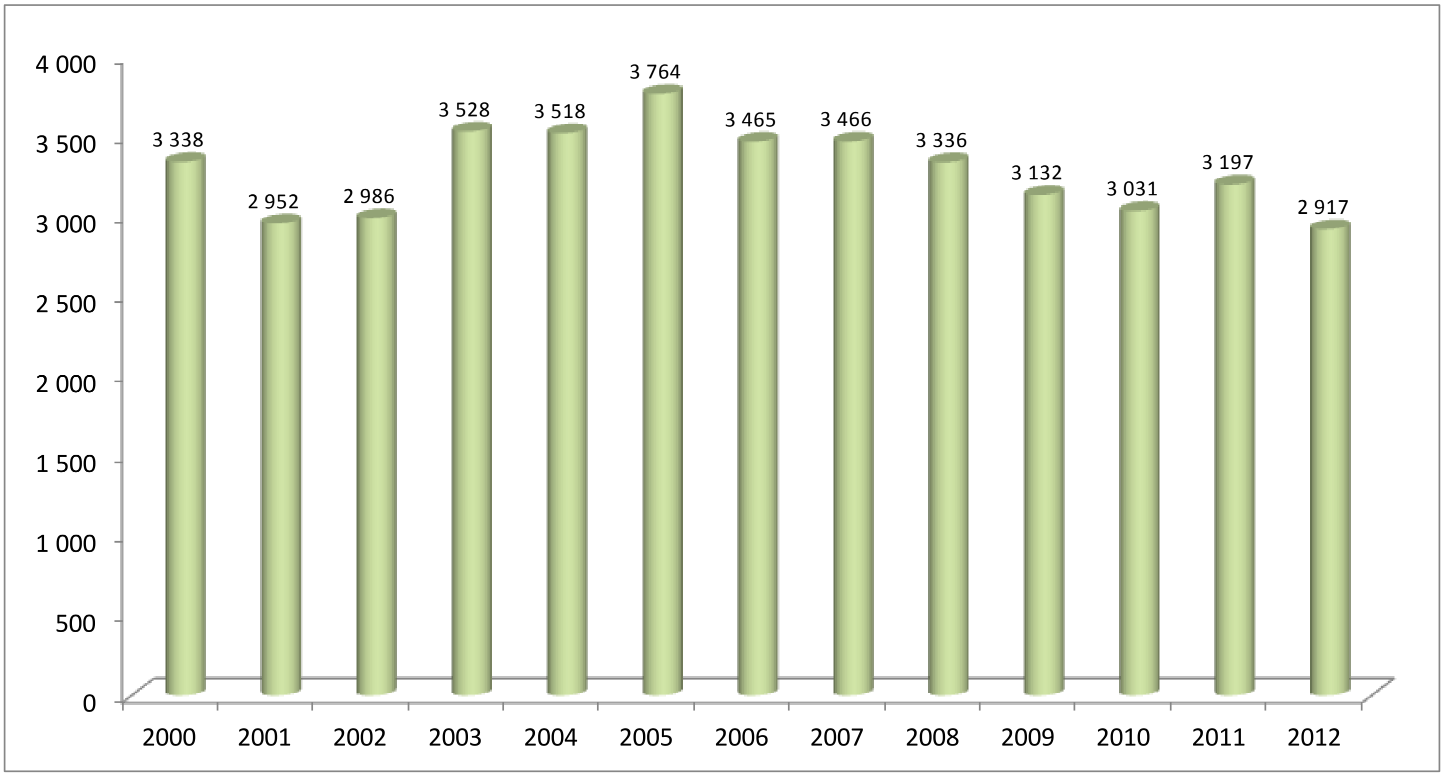
# FRANCE - BICYCLE PRODUCTION
# (1,000 units) 2000 – 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Production (x 1,000) | 1 910 | 1 525 | 1 424 | 1 492 | 1 728 | 1 720 | 1 286 | 1 248 | 1 130 | 879 | 916 | 900 | 850 |
| Evolution year/year-1 (%) | | -20,16 | -6,62 | 4,78 | 15,82 | -0,46 | -25,23 | -2,95 | -9,46 | -22,21 | 4,21 | -1,75 | -5,56 |

# FRANCE - BICYCLE SALES
# (1,000 units) 2000 – 2012



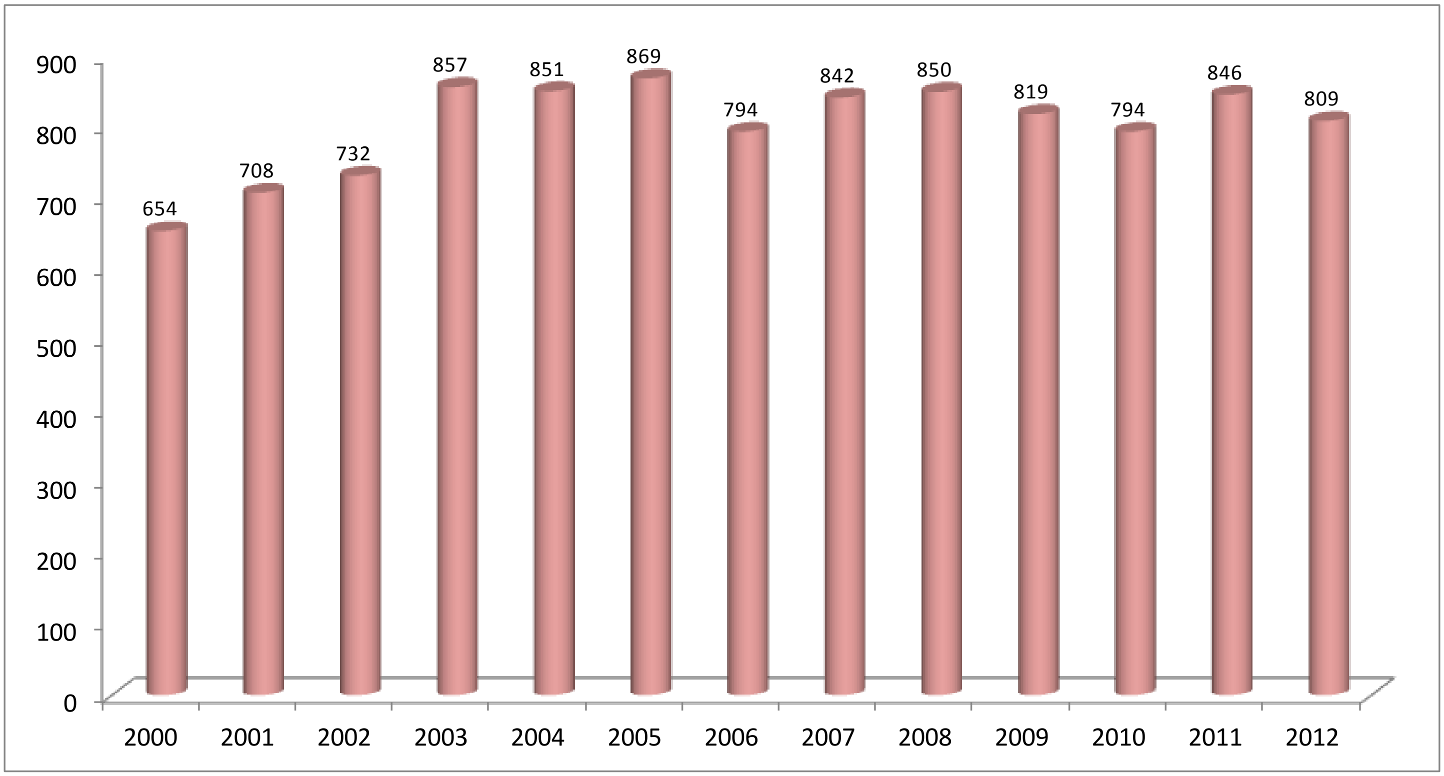

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (x 1,000) | 3 338 | 2 952 | 2 986 | 3 528 | 3 518 | 3 764 | 3 465 | 3 466 | 3 336 | 3 132 | 3 031 | 3 197 | 2 917 |
| Evolution year/year-1 (%) | | -11,56 | 1,15 | 18,15 | -0,28 | 6,99 | -7,94 | 0,03 | -3,75 | -6,12 | -3,22 | 5,48 | -8,76 |

**Comments** : **SALES = SALES TO CONSUMERS**



Association of the European Two-Wheeler Parts' & Accessories' Industry

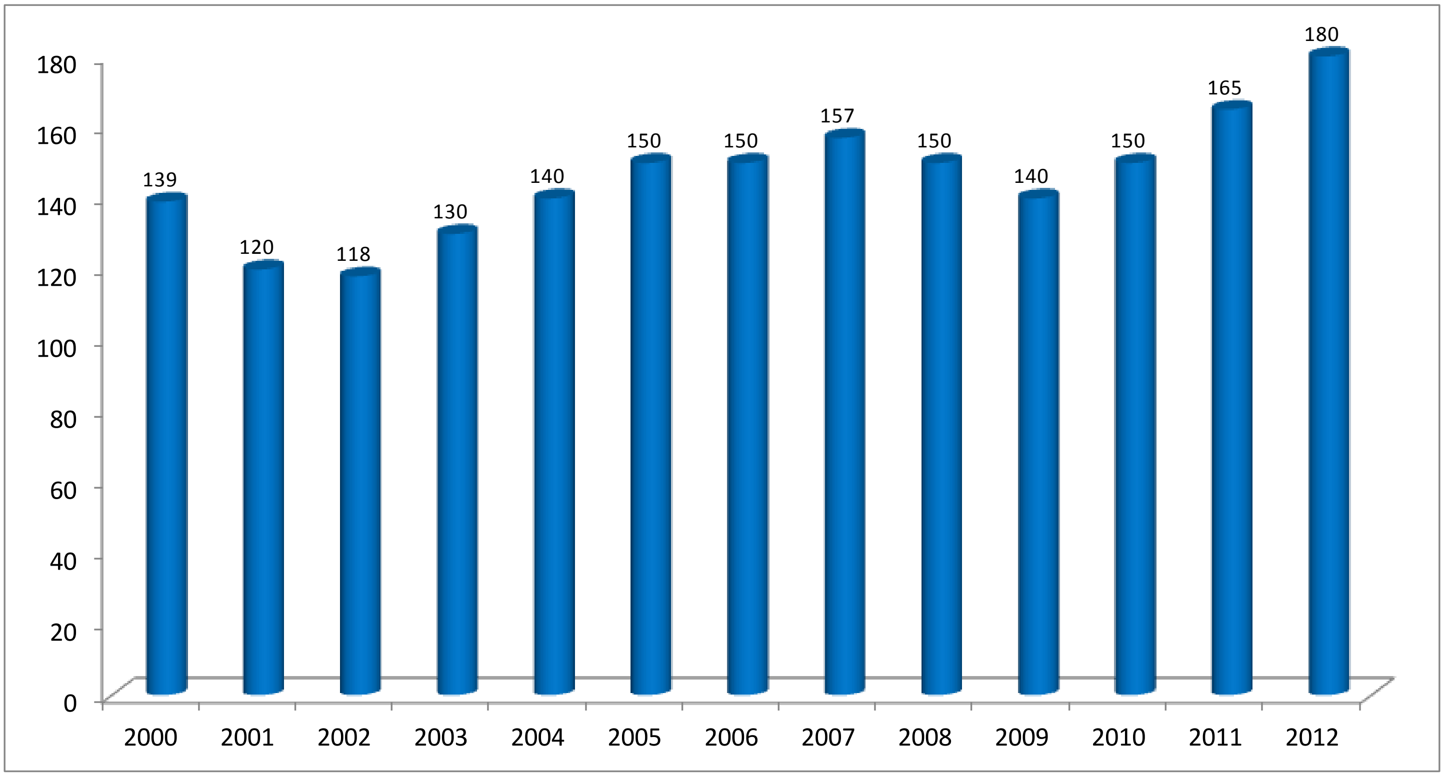
# FRANCE - BICYCLE SALES (M€) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (M€) | 654 | 708 | 732 | 857 | 851 | 869 | 794 | 842 | 850 | 819 | 794 | 846 | 809 |
| Evolution year/year-1 (%) | | 8,26 | 3,39 | 17,08 | -0,70 | 2,12 | -8,63 | 6,05 | 0,95 | -3,65 | -3,05 | 6,55 | -4,37 |

**Comments** : SALES = SALES TO CONSUMERS INCLUDING VAT

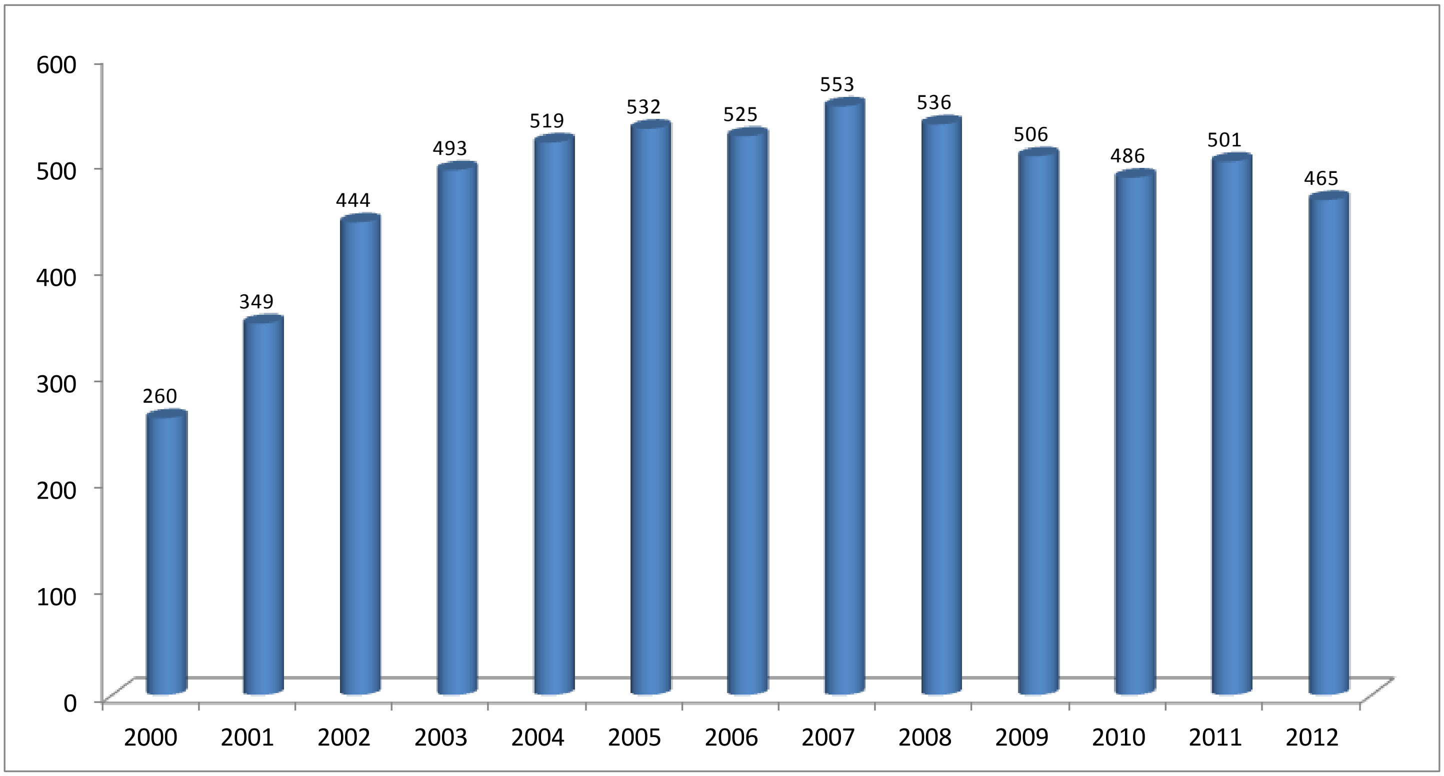
# FRANCE - PARTS & ACCESSORIES PRODUCTION (M€) 2000 – 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| P & A Production (M€) | 139 | 120 | 118 | 130 | 140 | 150 | 150 | 157 | 150 | 140 | 150 | 165 | 180 |
| Evolution year/year-1 (%) | | -13,67 | -1,67 | 10,17 | 7,69 | 7,14 | 0,00 | 4,67 | -4,46 | -6,67 | 7,14 | 10,00 | 9,09 |

**Comments : VALUES EXCLUDING VAT**

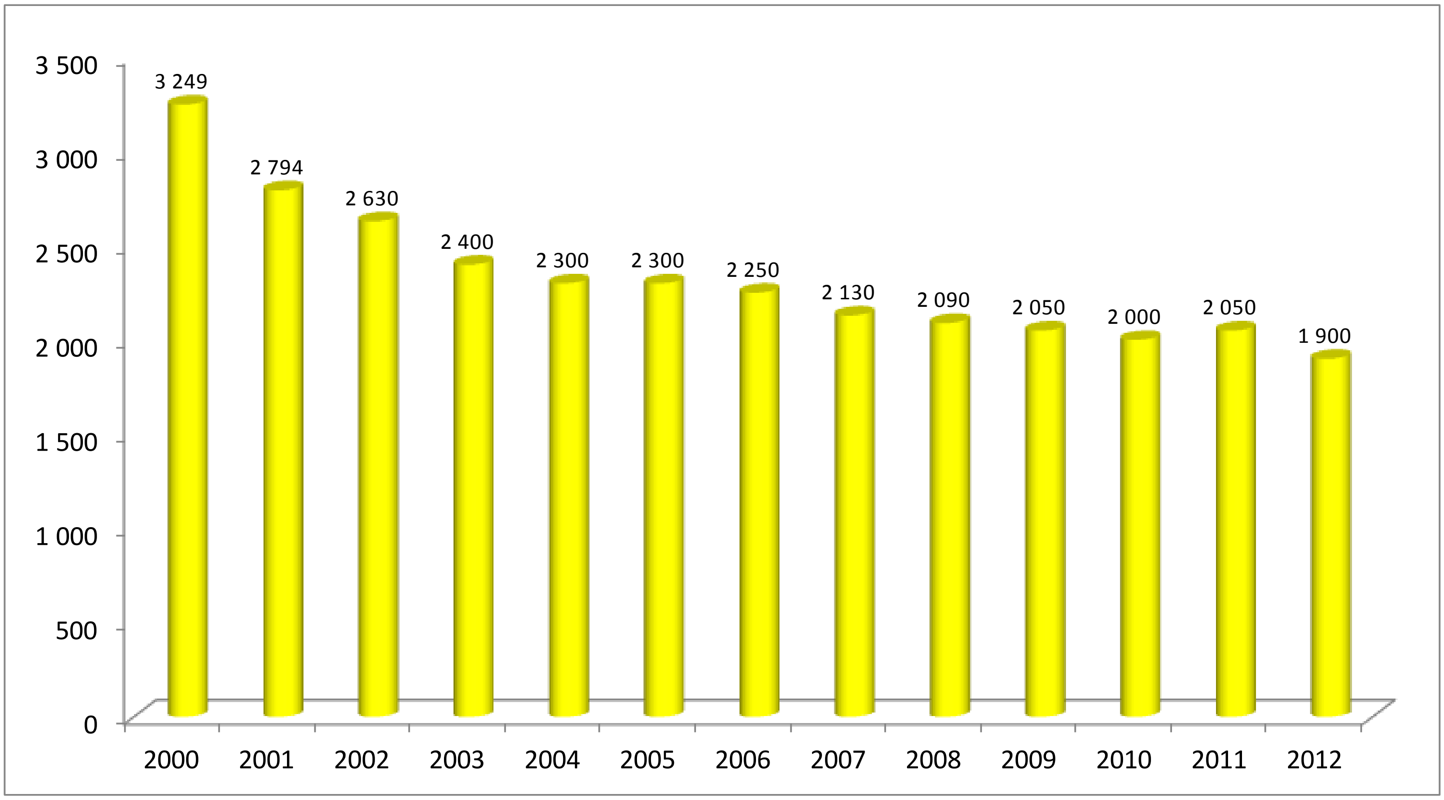
# FRANCE - PARTS AND ACCESSORIES SALES (M€) 2000 – 2012

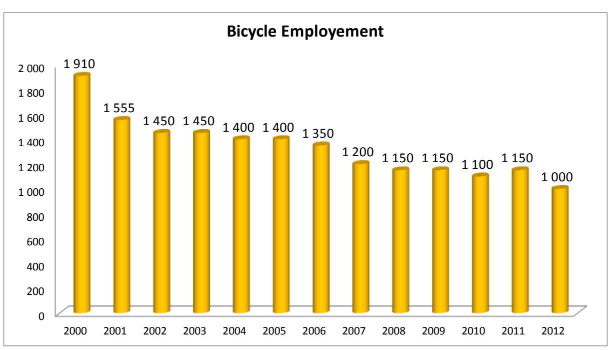


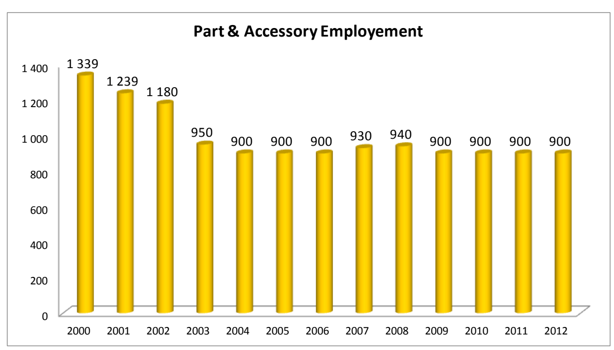

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| P & A Sales (M€) | 260 | 349 | 444 | 493 | 519 | 532 | 525 | 553 | 536 | 506 | 486 | 501 | 465 |
| Evolution year/year-1 (%) | | 34,23 | 27,22 | 11,04 | 5,27 | 2,50 | -1,32 | 5,33 | -3,07 | -5,60 | -3,95 | 3,09 | -7,19 |

**<u>Comments</u> : SALES = SALES TO CONSUMERS INCLUDING VAT**

# FRANCE - BICYCLE EMPLOYMENT
# 2000 - 2012



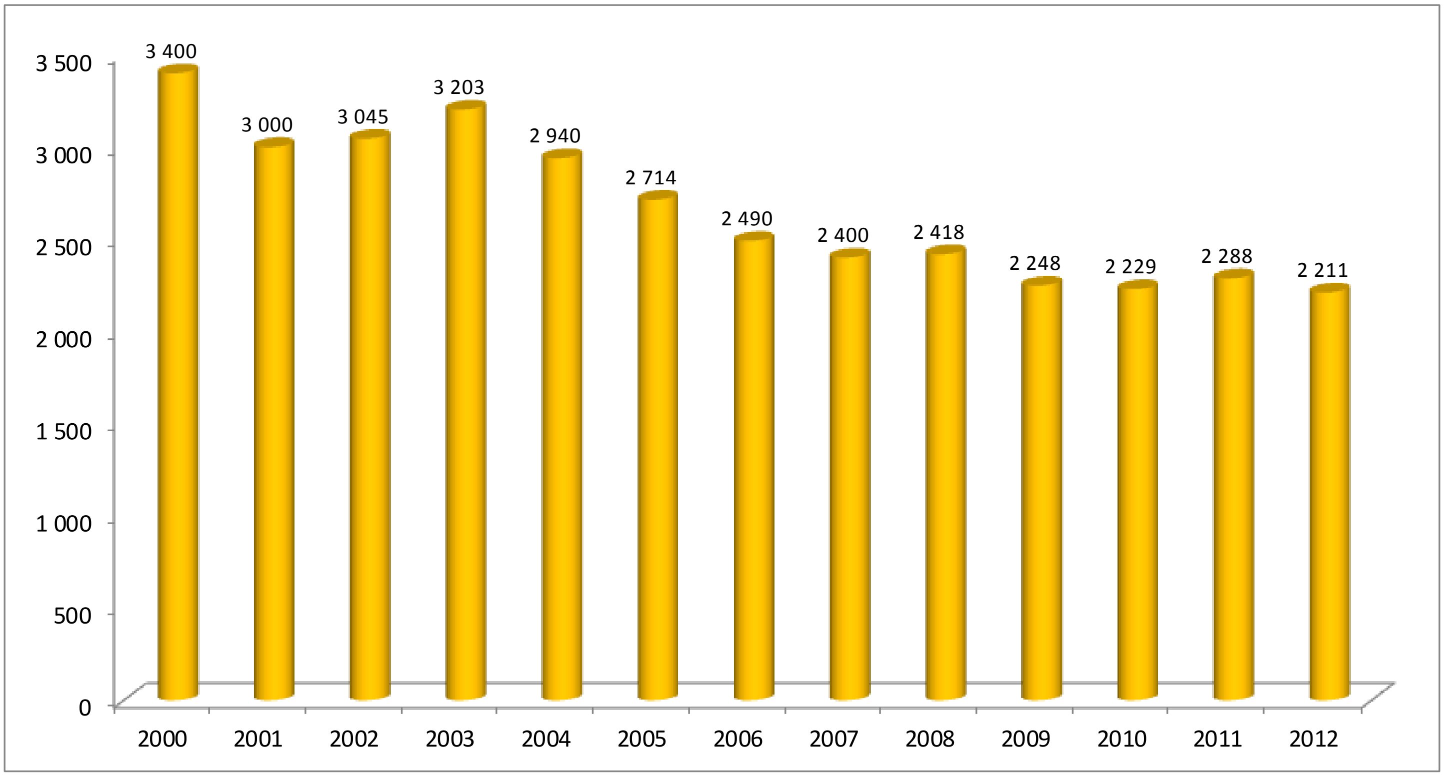




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Employment | 1,910 | 1,555 | 1,450 | 1,450 | 1,400 | 1,400 | 1,350 | 1,200 | 1,150 | 1,150 | 1,100 | 1,150 |
| P & A Employment | 1,339 | 1,239 | 1,180 | 950 | 900 | 900 | 900 | 930 | 940 | 900 | 900 | 900 |
| Total | 3,249 | 2,794 | 2,630 | 2,400 | 2,300 | 2,300 | 2,250 | 2,130 | 2,090 | 2,050 | 2,000 | 2,050 |

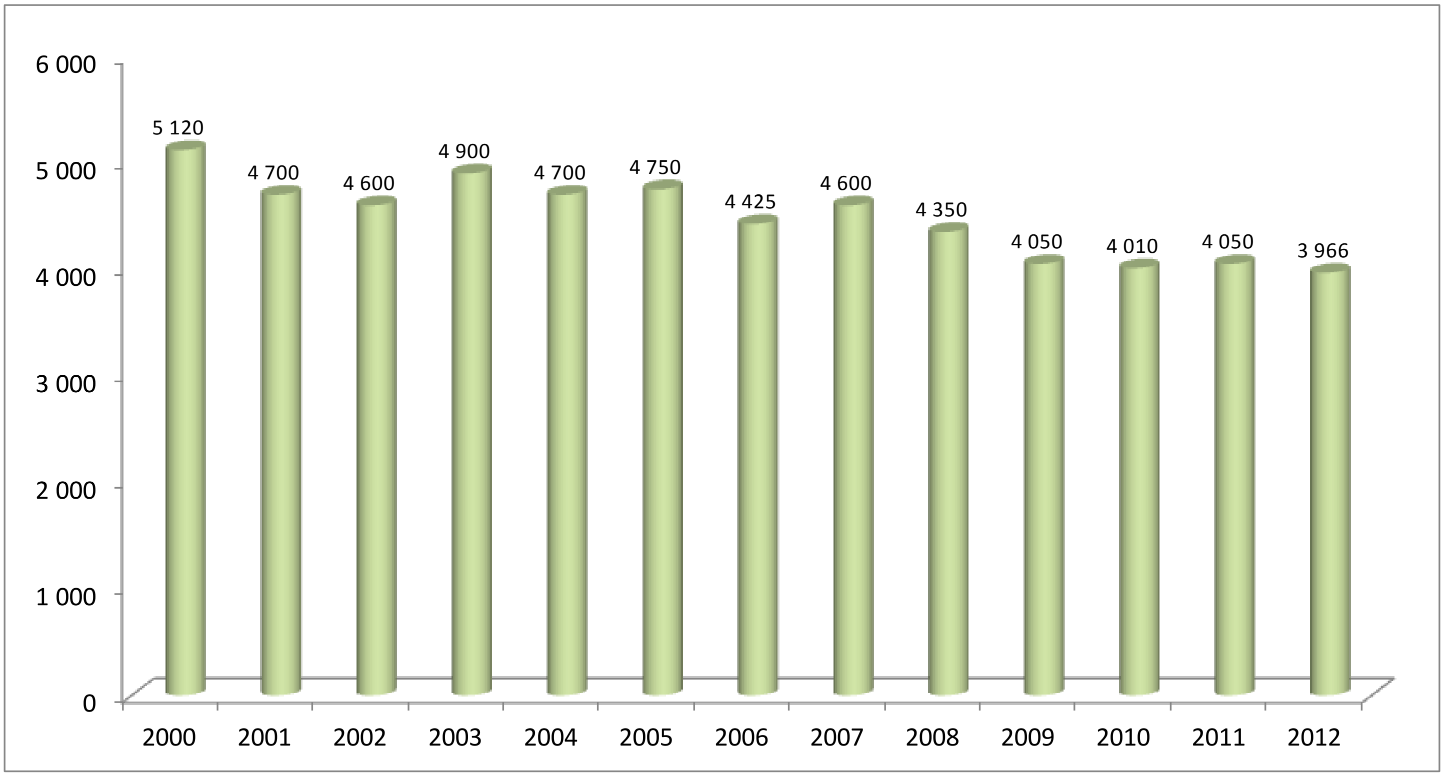
# GERMANY

# GERMANY - BICYCLE PRODUCTION
# (1,000 units) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Production (x 1,000) | 3 400 | 3 000 | 3 045 | 3 203 | 2 940 | 2 714 | 2 490 | 2 400 | 2 418 | 2 248 | 2 229 | 2 288 | 2 211 |
| Evolution year/year-1 (%) | | -11,76 | 1,50 | 5,19 | -8,21 | -7,69 | -8,25 | -3,61 | 0,75 | -7,03 | -0,85 | 1,78 | -0,81 |

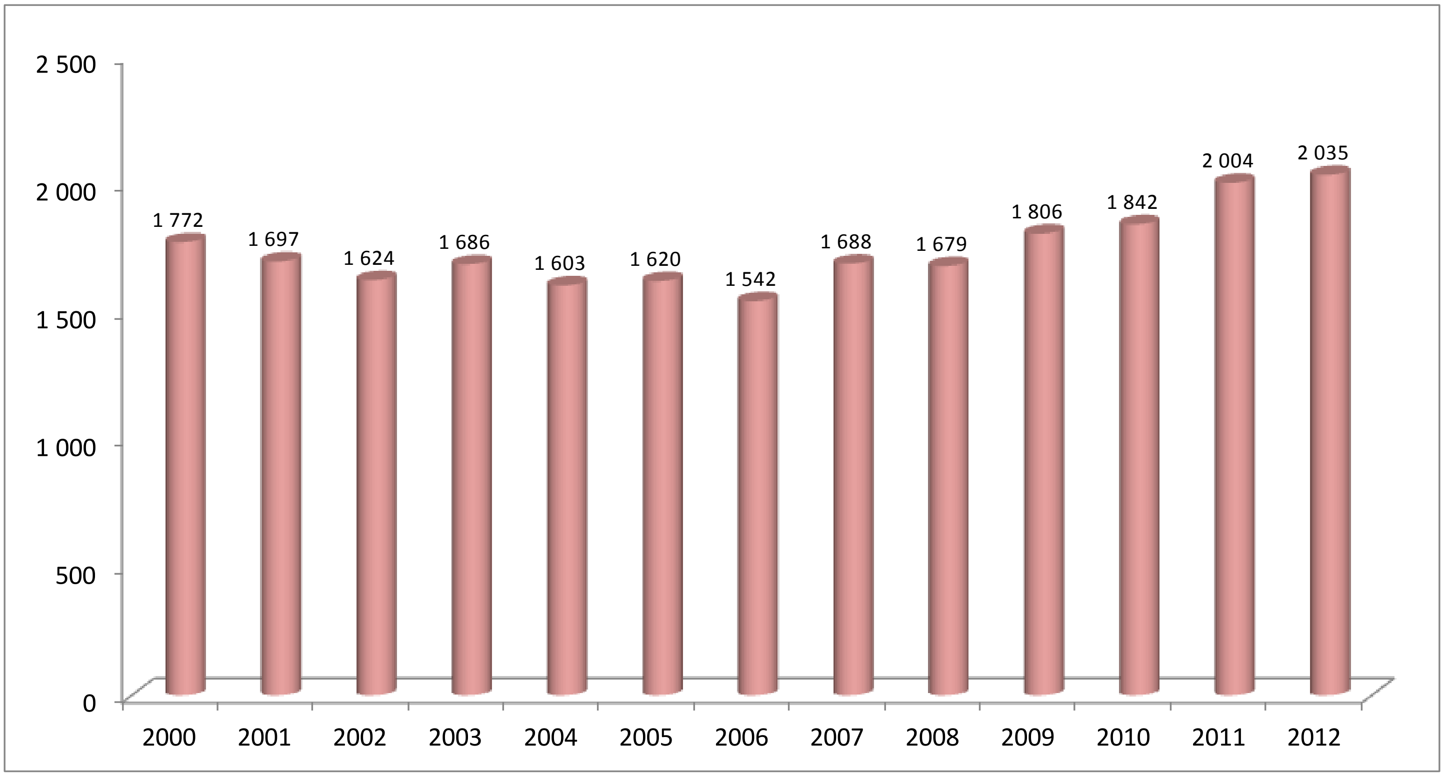
# GERMANY - BICYCLE SALES
# (1,000 units) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (x 1,000) | 5 120 | 4 700 | 4 600 | 4 900 | 4 700 | 4 750 | 4 425 | 4 600 | 4 350 | 4 050 | 4 010 | 4 050 | 3 966 |
| Evolution year/year-1 (%) | | -8,20 | -2,13 | 6,52 | -4,08 | 1,06 | -6,84 | 3,95 | -5,43 | -6,90 | -0,99 | 1,00 | -2,07 |

**Comments** : **SALES = SALES TO CONSUMERS**

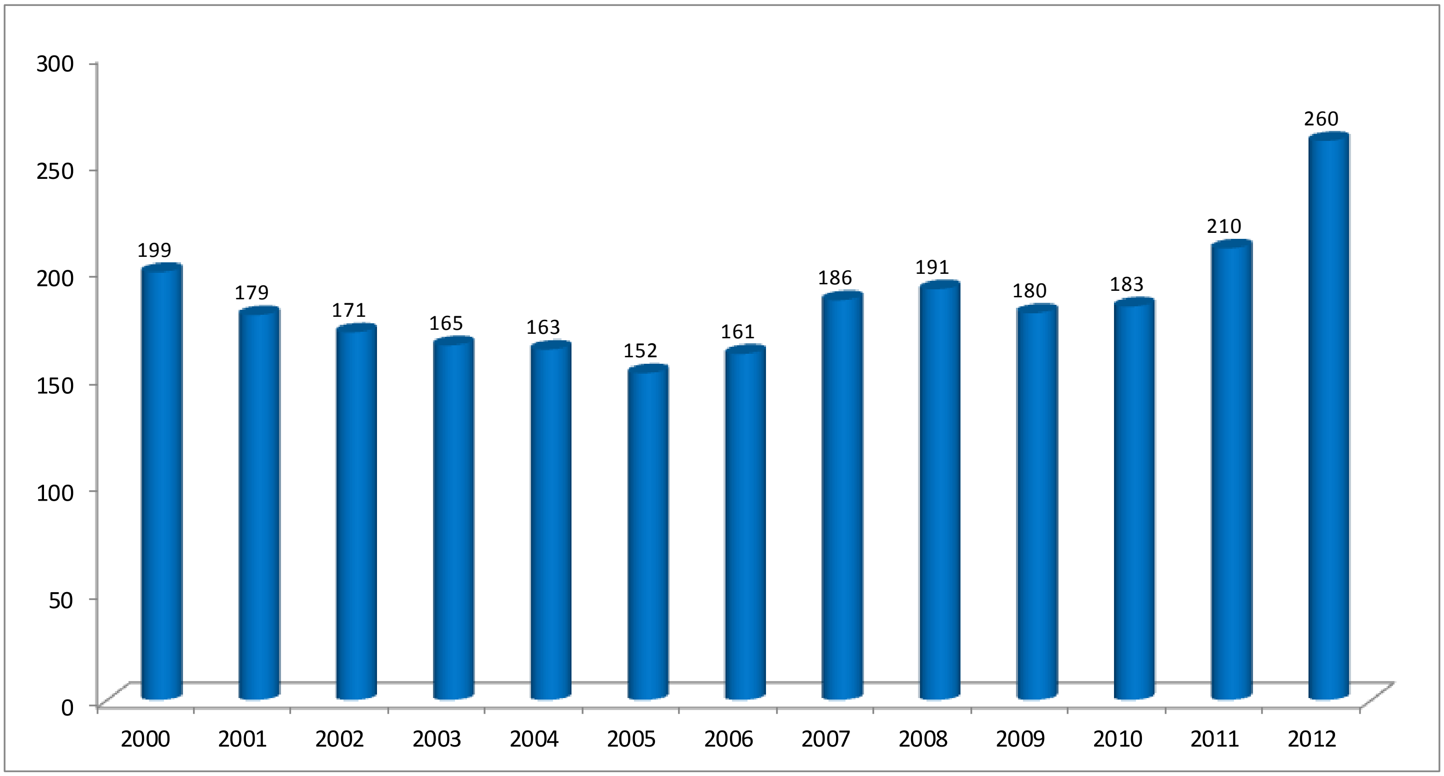
# GERMANY - BICYCLE SALES (M€) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (M€) | 1 772 | 1 697 | 1 624 | 1 686 | 1 603 | 1 620 | 1 542 | 1 688 | 1 679 | 1 806 | 1 842 | 2 004 | 2 035 |
| Evolution year/year-1 (%) | | -4,23 | -4,30 | 3,82 | -4,92 | 1,06 | -4,81 | 9,47 | -0,53 | 7,56 | 1,99 | 8,79 | 1,55 |

**<u>Comments</u> : SALES = SALES TO CONSUMERS INCLUDING VAT**

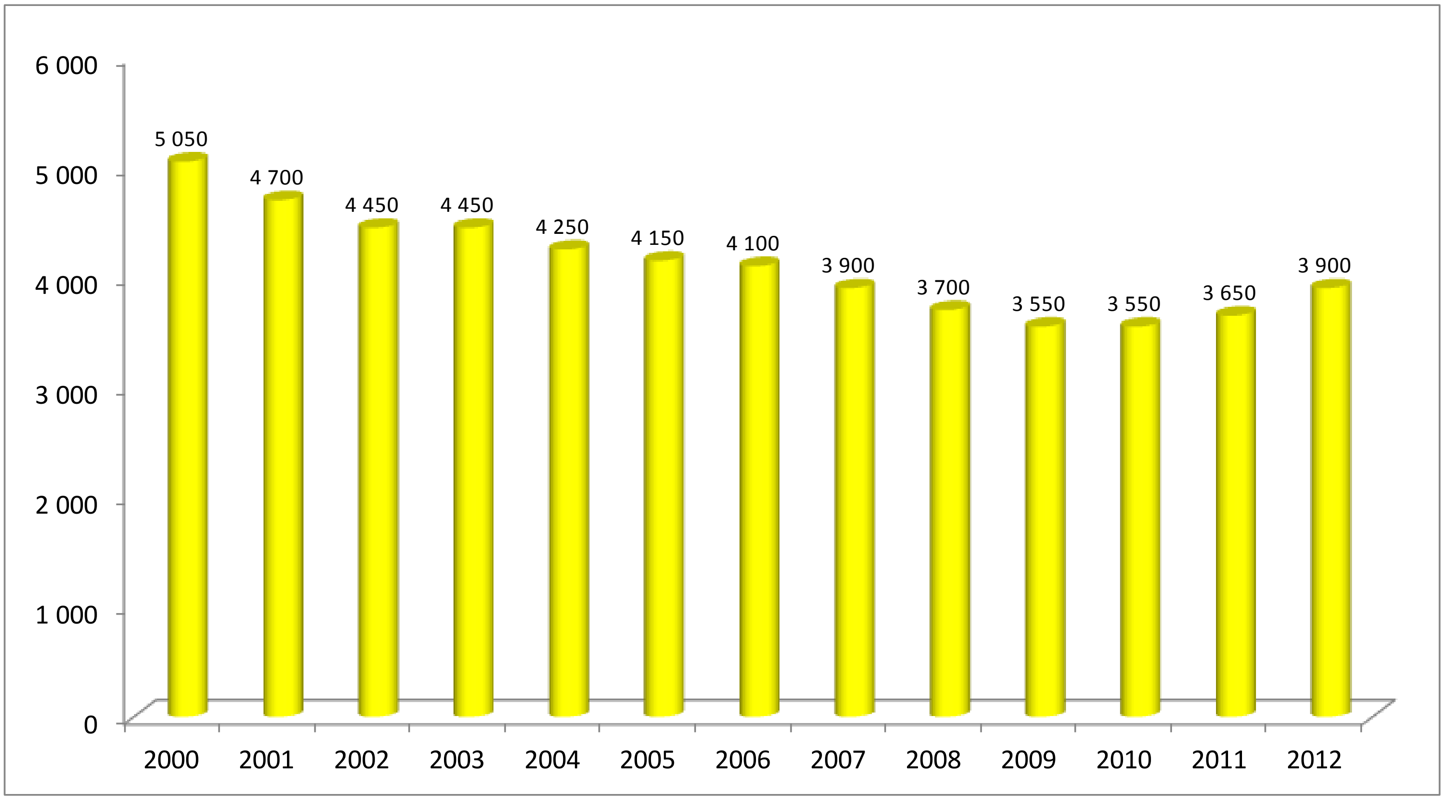
# GERMANY - PARTS & ACCESSORIES PRODUCTION (M€) 2000 - 2012

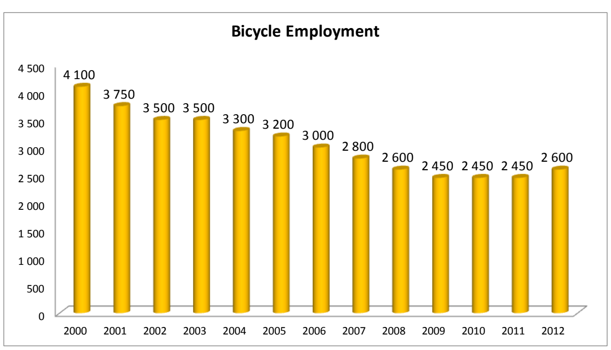


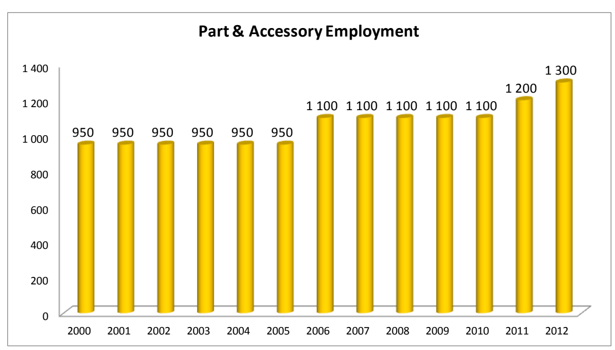

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| P & A Production (M€) | 199 | 179 | 171 | 165 | 163 | 152 | 161 | 186 | 191 | 180 | 183 | 210 | 260 |
| Evolution year/year-1 (%) | | -10,05 | -4,47 | -3,51 | -1,21 | -6,75 | 5,92 | 15,53 | 2,69 | -5,76 | 1,67 | 14,75 | 23,81 |

**Comments : VALUES EXCLUDING VAT**

# GERMANY - BICYCLE EMPLOYMENT
# 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Employment | 4 100 | 3 750 | 3 500 | 3 500 | 3 300 | 3 200 | 3 000 | 2 800 | 2 600 | 2 450 | 2 450 | 2 450 | 2 600 |
| P & A Employment | 950 | 950 | 950 | 950 | 950 | 950 | 1 100 | 1 100 | 1 100 | 1 100 | 1 100 | 1 200 | 1 300 |
| Total | 5 050 | 4 700 | 4 450 | 4 450 | 4 250 | 4 150 | 4 100 | 3 900 | 3 700 | 3 550 | 3 550 | 3 650 | 3 900 |

# GREAT BRITAIN

The figures for total bicycle imports to the UK in the year 2012 totalled 3.504 m. units**.**

This figure is slightly disappointing, given the enthusiasm for cycling fuelled by the Olympics in the middle of the year. However, the weather at key seasons was very poor leading to very slow sales in the Spring and the last few weeks of 2012.

We do not have a split by types of bicycle but the industry reports that there has been a surge in the sales of road bikes following the Olympics and that these have probably overtaken the sales of MTBs. BMX bikes have also declined quite dramatically.

The sales of electric bikes remain very slow – while under 20,000 units for the year it is noteworthy that the British Electric Bicycle Association (BEBA) have decided to join the Bicycle Association to make one consolidated group.

There has been some speculation, by Mintel, that the market in the UK is growing and will continue to grow rapidly. We can find no support for this claim in the actual figures. The UK market has remained remarkably stable at about 3.6 m. units p.a. for the last six years.

Bicycle promotional activities

Since the Olympic success last year, there has been renewed political activity to make a significant step change in the support of cycling for everyday journeys. The following headlines may give you an indication of the momentum at present:

• The Times Newspaper campaign – The Times ran a campaign for much of 2012 called "Cities Fit for Cycling". This was a demand that a range of actions were taken by government to make cycling on the roads safer; this followed from a very serious life-changing accident for one of their reporters.
The Times has renewed its cycle campaign this year and has given prominence to a new report called Get Britain Cycling (see below).

• Get Britain Cycling – in the first quarter of 2013, the All Party Parliamentary Cycling Group carried out a six week enquiry into the views of key national organisations about how to encourage more, safe, everyday cycling. Over 100 witnesses were called to the House of Commons and a report has been published called Get Britain Cycling.

This report contains no surprises – indeed it echoes much of the contents of a similar exercise carried out by Parliament in 1997. However it stresses the importance of: top-level leadership (starting with the Prime Minister); continuity of funding; and consistency of a long-term integrated strategy. The publication of this report, which covered the whole of the UK, coincided with the Mayor of London's launch of a "Vision for Cycling in the Capital".
• The Mayor's Vision – This report received dramatic publicity, since it called for one billion pounds of investment should be in cycling infrastructure in London between now and 2021. (It is not yet clear whether the Mayor will get this funding).

The Vision includes some eye-catching initiatives, such as a dedicated cycleway from West of London through to the City, virtually in parallel with the main route out to London Heathrow airport.

• Cycling City – ambition investment – The above two reports have created considerable political pressure on the Coalition government to announce new programmes for cycling. The first of these actually relates to a £42 m. fund announced last November the results of which are to be published in the next two weeks. It is likely that four major cities and up to four national parks will receive funding to improve cycling facilities and to be the “pilots” for a longer term scheme (see below).

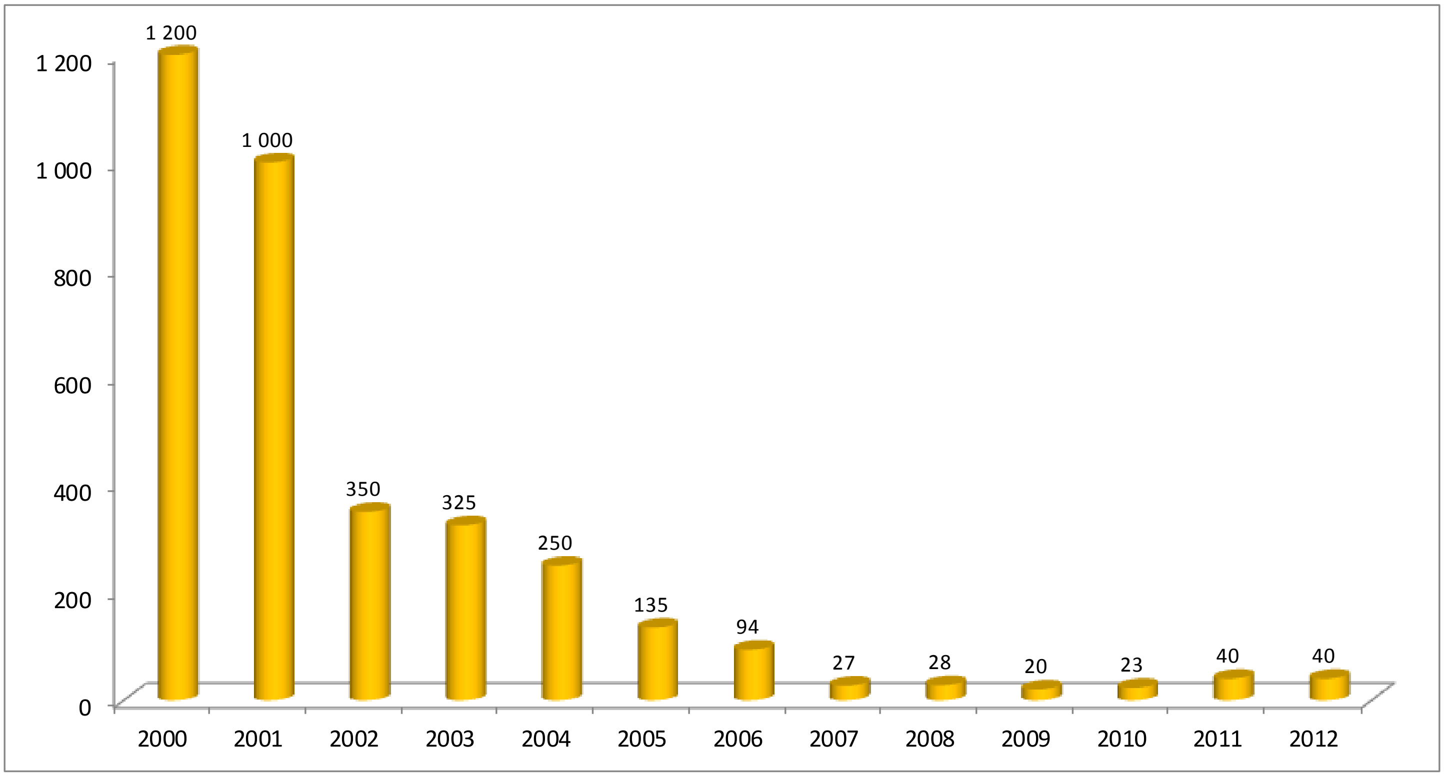
• Prime Ministerial announcement? – An announcement regarding the strategic importance of cycling was expected to be made by the Prime Minister last Friday. However, because of security issues, that has been deferred, although it is still promised within the next four weeks. The contents of this have not been disclosed but it is reported that major investment in infrastructure to link cycling to stations on the route to the new high-speed train (HS2) will be among the plans.

Additionally, the AA (Automobile Association) and the British School of Motoring (BSM) who between them train very large numbers of learner drivers, have announced that they will significantly increase the emphasis in driving lessons on how to cope with vulnerable road users, particularly cyclists.

In addition to this momentum to get government action on cycling, there are also two high-level events in the cycling calendar which will further promote cycling in the UK.
The first of these is called “Ride London” – a two day event, of which the first day will be for enthusiastic cyclists following the Olympic marathon route, and the second day will be a popular mass ride for everyday cyclists in London.

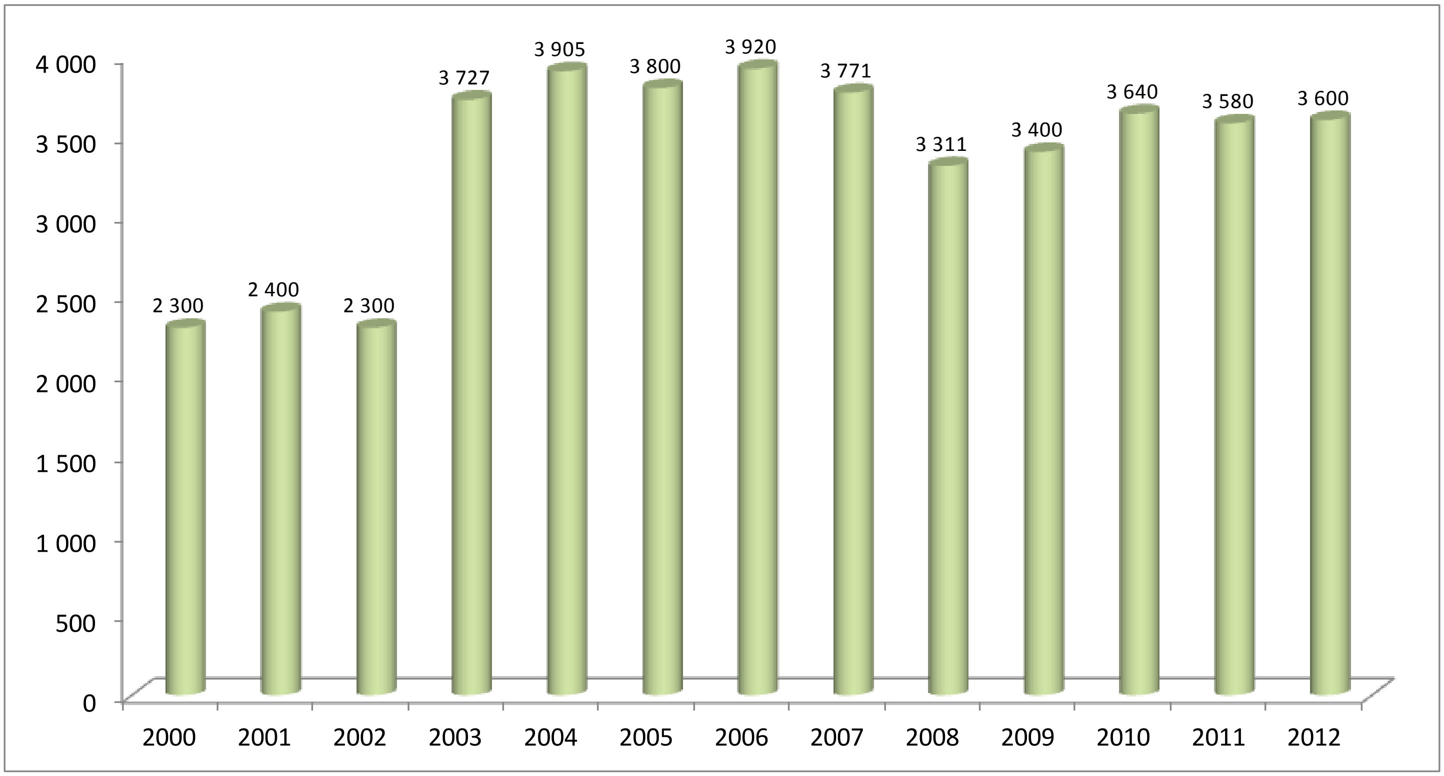
The other major cycling event will be the start of the Tour de France in Yorkshire in 2014. Already several large Authorities are working on major programmes to ensure that this event is not just for one day but really does transform their towns in terms of safe infrastructure; promote Bikeability training; and the encouragement of cycling as part of door to door journeys.

# GREAT BRITAIN - BICYCLE PRODUCTION (1,000 units) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Production (x 1,000) | 1 200 | 1 000 | 350 | 325 | 250 | 135 | 94 | 27 | 28 | 20 | 23 | 40 | 40 |
| Evolution year/year-1 (%) | | -16,67 | -65,00 | -7,14 | -23,08 | -46,00 | -30,37 | -71,28 | 3,70 | -28,57 | 15,00 | 73,91 | 0,00 |

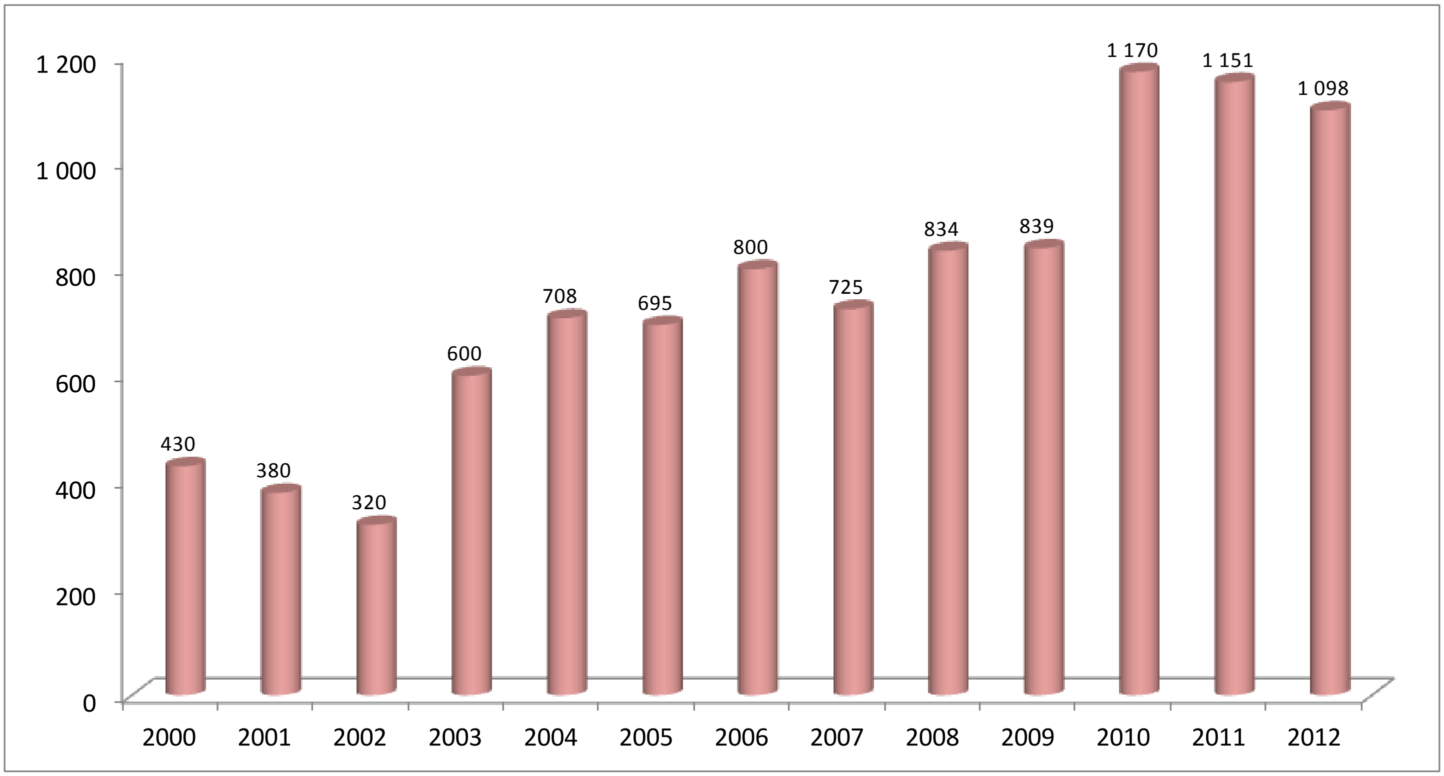
# GREAT BRITAIN - BICYCLE SALES (1,000 units) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 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 | 3 600 |
| 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 | 0,56 |

**Comments** : **SALES = SALES TO CONSUMERS**

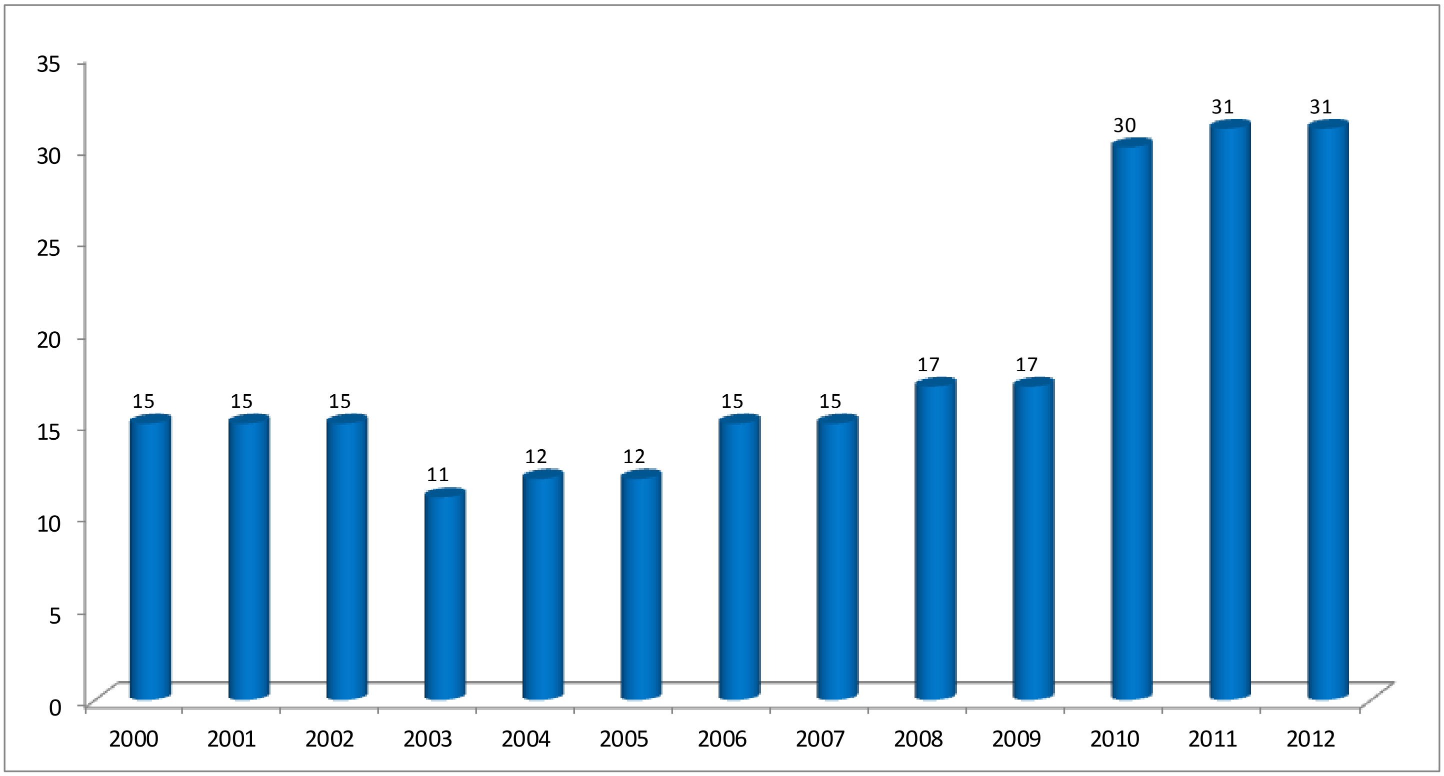
# GREAT BRITAIN - BICYCLE SALES (M€) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (M€) | 430 | 380 | 320 | 600 | 708 | 695 | 800 | 725 | 834 | 839 | 1 170 | 1 151 | 1 098 |
| Evolution year/year-1 (%) | | -11,63 | -15,79 | 87,50 | 18,00 | -1,84 | 15,11 | -9,38 | 15,03 | 0,60 | 39,45 | -1,62 | -4,60 |

**Comments : SALES = SALES TO CONSUMERS INCLUDING VAT**

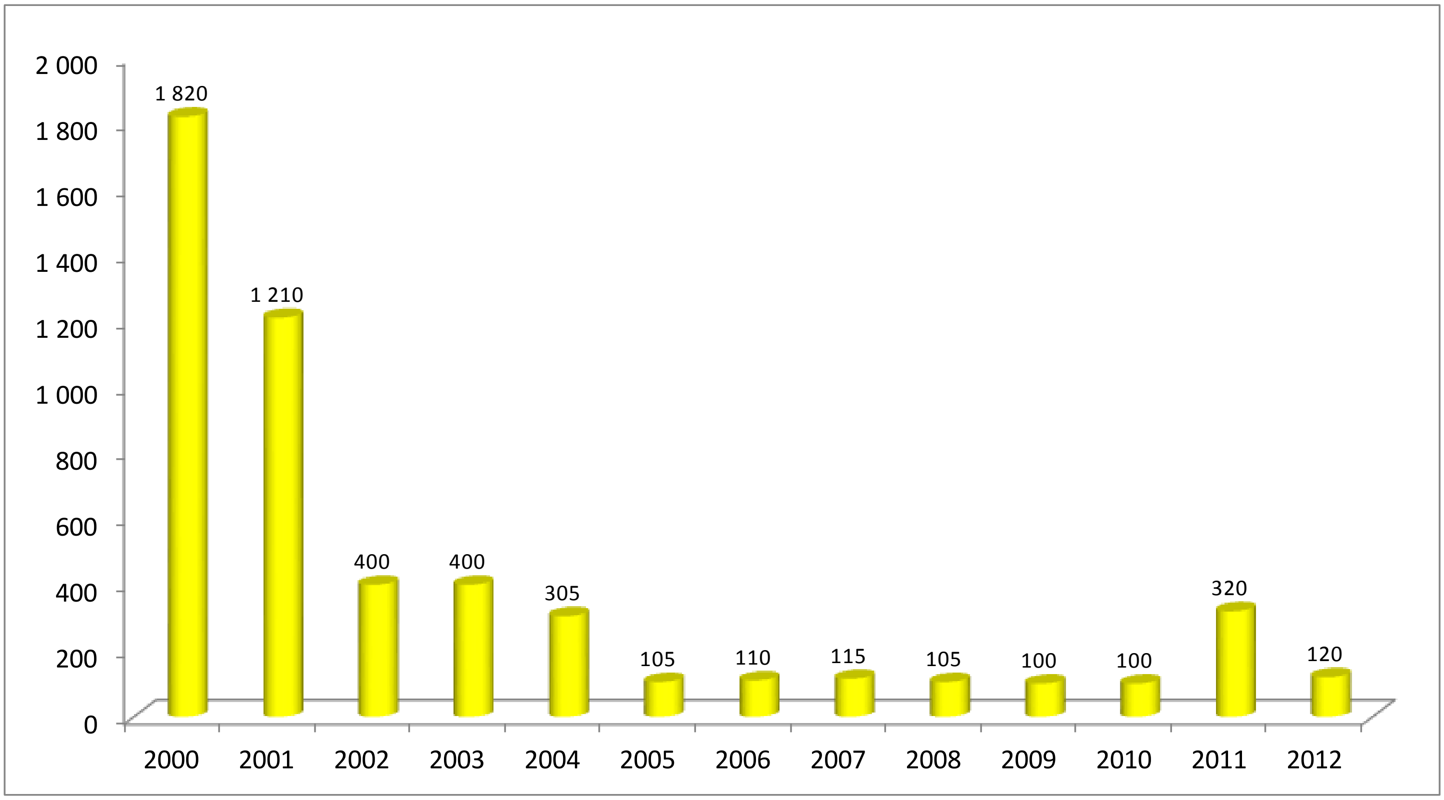
# GREAT BRITAIN - PARTS & ACCESSORIES PRODUCTION (M€) 2000 – 2012

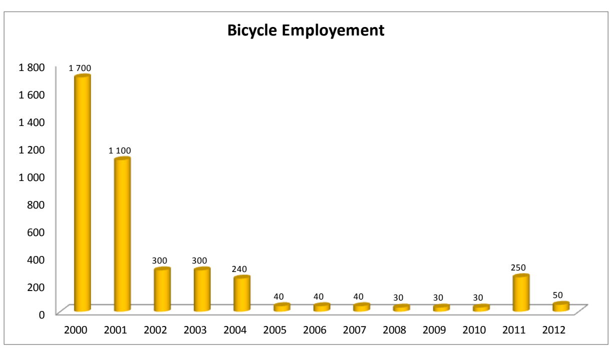


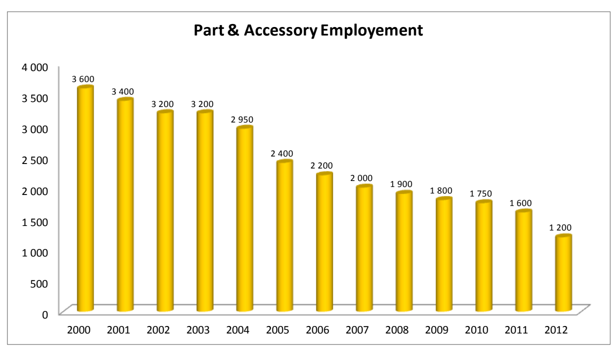

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| P & A Production (M€) | 15 | 15 | 15 | 11 | 12 | 12 | 15 | 15 | 17 | 17 | 30 | 31 | 31 |
| Evolution year/year-1 (%) | | 0,00 | 0,00 | -26,67 | 9,09 | 0,00 | 25,00 | 0,00 | 13,33 | 0,00 | 76,47 | 3,33 | 0,00 |

**Comments : VALUES EXCLUDING VAT**

# GREAT BRITAIN - BICYCLE EMPLOYMENT
# 2000 - 2012

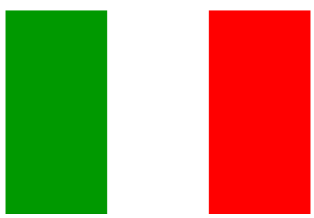


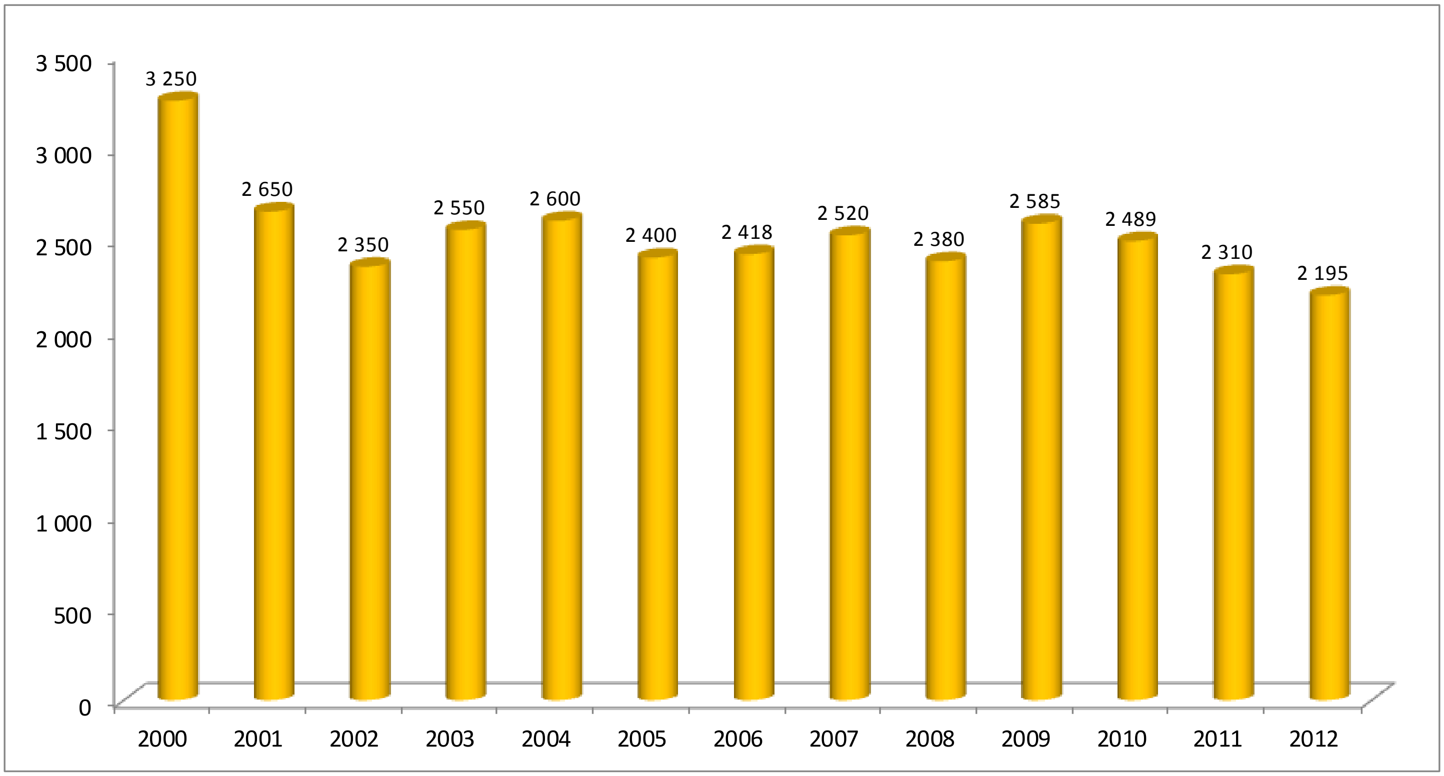




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Employment | 1 700 | 1 100 | 300 | 300 | 240 | 40 | 40 | 40 | 30 | 30 | 30 | 250 | 50 |
| P & A Employment | 120 | 110 | 100 | 100 | 65 | 65 | 70 | 75 | 75 | 70 | 70 | 70 | 70 |
| Total | 1 820 | 1 210 | 400 | 400 | 305 | 105 | 110 | 115 | 105 | 100 | 100 | 320 | 120 |

# ITALY

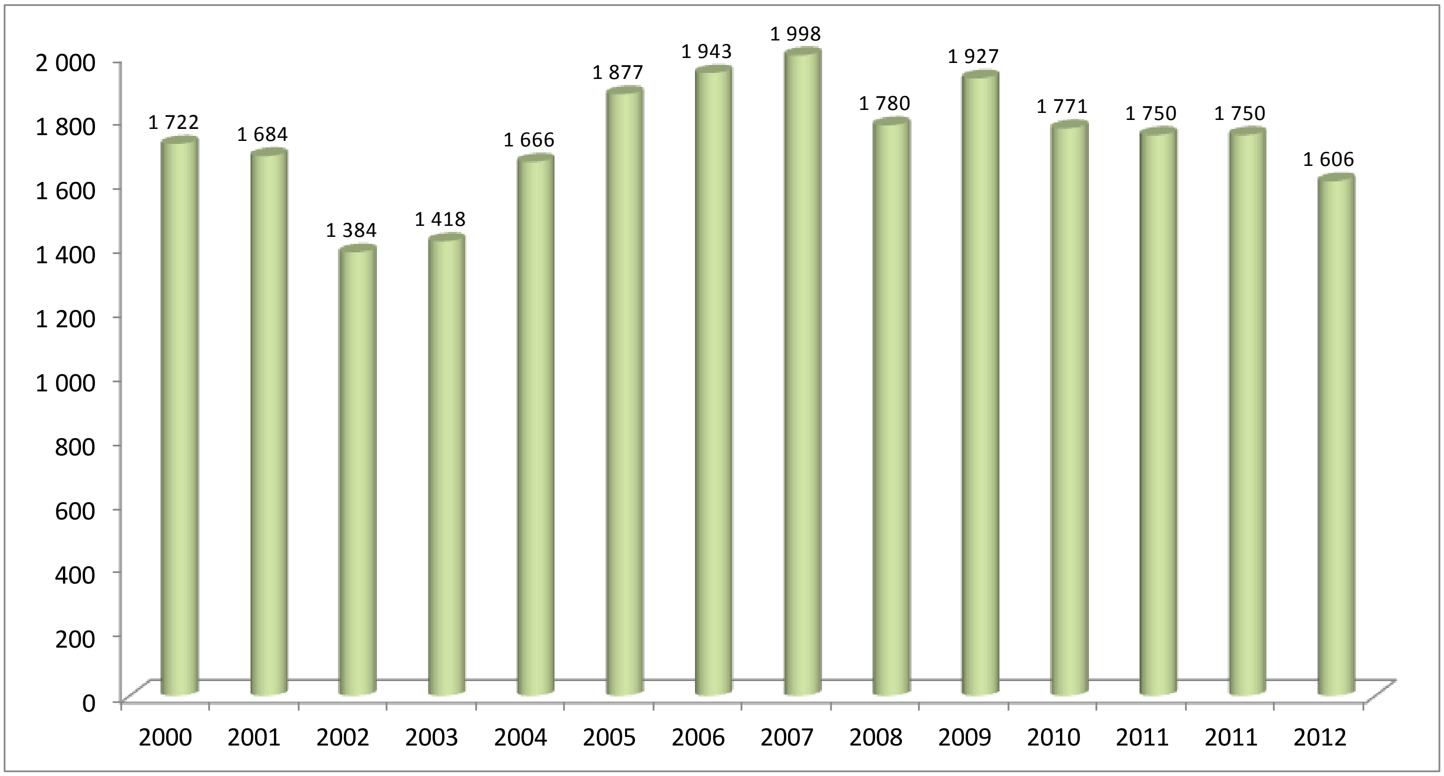


# ITALY - BICYCLE PRODUCTION
# (1,000 units) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Production (x 1,000) | 3 250 | 2 650 | 2 350 | 2 550 | 2 600 | 2 400 | 2 418 | 2 520 | 2 380 | 2 585 | 2 489 | 2 310 | 2 195 |
| Evolution year/year-1 (%) | | -18,46 | -11,32 | 8,51 | 1,96 | -7,69 | 0,75 | 4,22 | -5,56 | 8,61 | -3,71 | -7,19 | -4,98 |

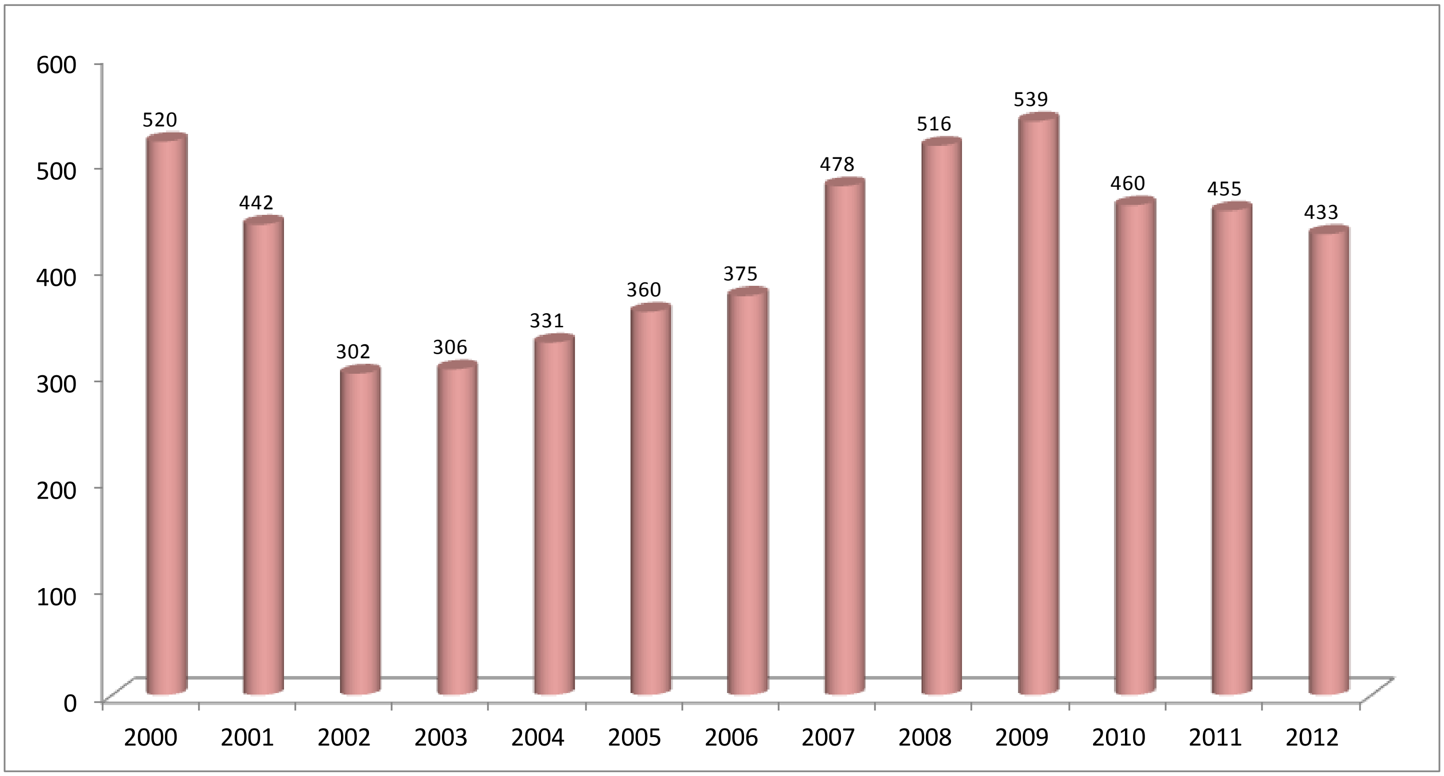
# ITALY - BICYCLE SALES
# (1,000 units) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (x 1,000) | 1 722 | 1 684 | 1 384 | 1 418 | 1 666 | 1 877 | 1 943 | 1 998 | 1 780 | 1 927 | 1 771 | 1 750 | 1 750 | 1 606 |
| Evolution year/year-1 (%) | | -2,21 | -17,81 | 2,46 | 17,49 | 12,67 | 3,52 | 2,83 | -10,91 | 8,26 | -8,10 | -1,19 | 0,00 | -8,23 |

**Comments : SALES = SALES TO CONSUMERS**

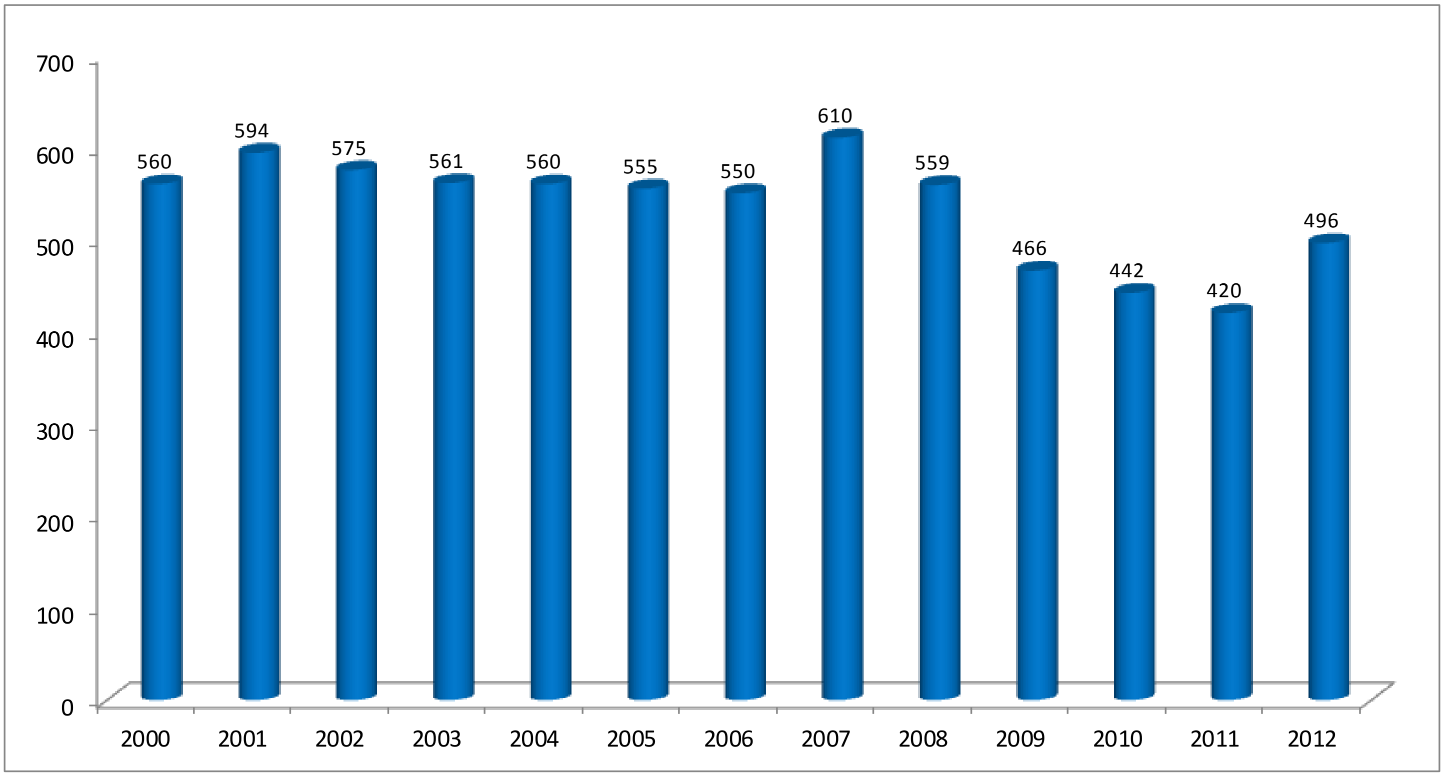
# ITALY - BICYCLE SALES
# (M€) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (M€) | 520 | 442 | 302 | 306 | 331 | 360 | 375 | 478 | 516 | 539 | 460 | 455 | 433 |
| Evolution year/year-1 (%) | | -15,00 | -31,67 | 1,32 | 8,17 | 8,76 | 4,17 | 27,47 | 7,95 | 4,46 | -14,66 | -1,09 | -4,84 |

**Comments : SALES = SALES TO CONSUMERS INCLUDING VAT**

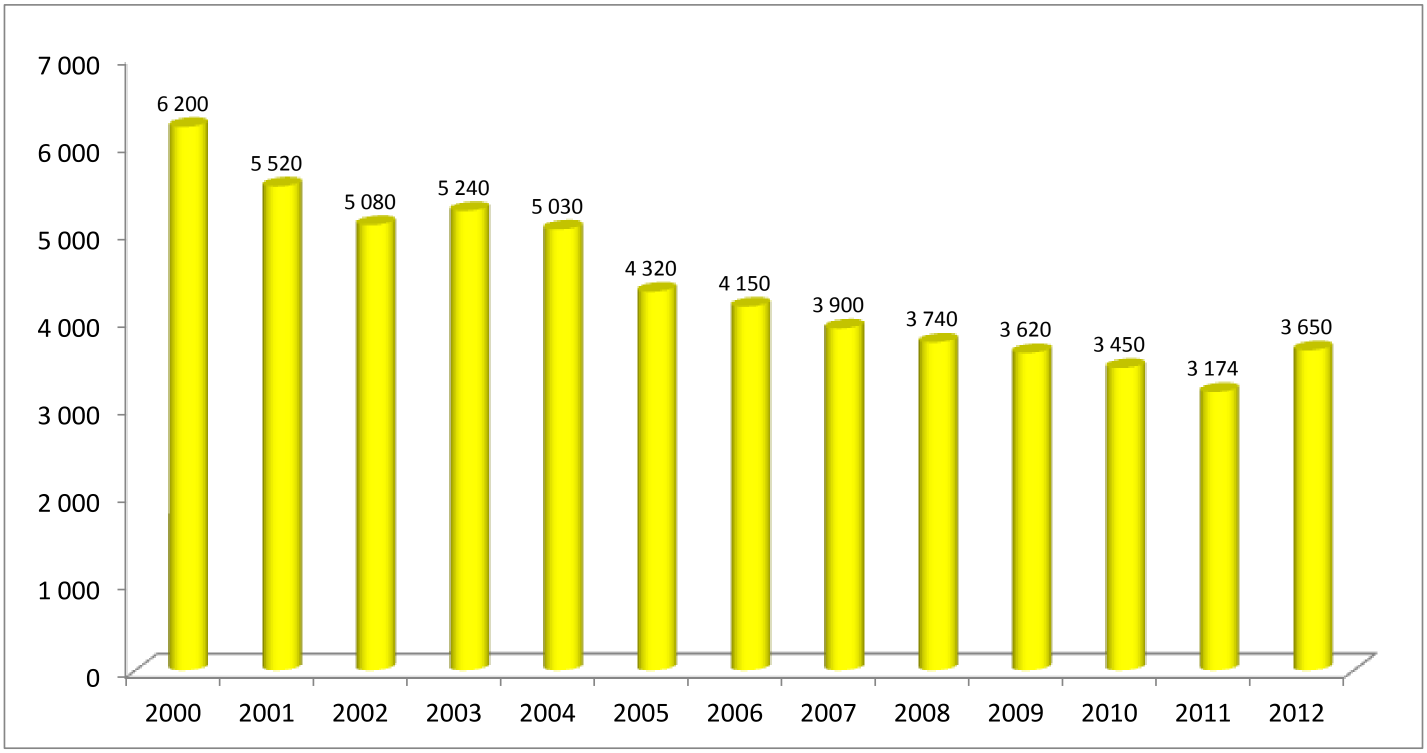
# ITALY - PARTS & ACCESSORIES PRODUCTION (M€) 2000 - 2012

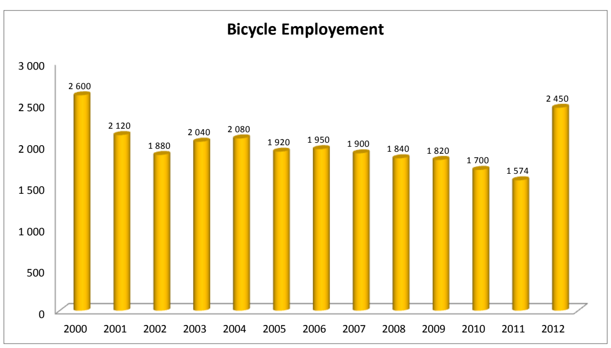


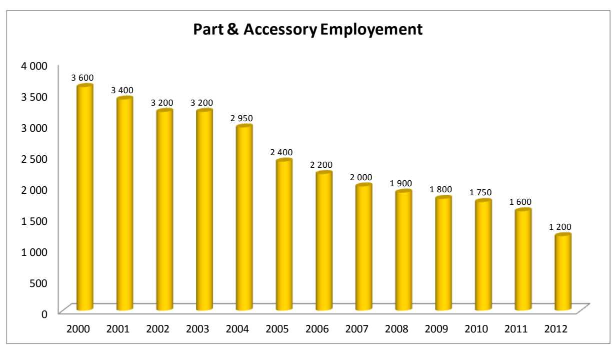

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| P & A Production (M€) | 560 | 594 | 575 | 561 | 560 | 555 | 550 | 610 | 559 | 466 | 442 | 420 | 496 |
| Evolution year/year-1 (%) | | 6,07 | -3,20 | -2,43 | -0,18 | -0,89 | -0,90 | 10,91 | -8,36 | -16,64 | -5,15 | -4,98 | 18,10 |

**Comments** : VALUES EXCLUDING VAT

# ITALY - BICYCLE EMPLOYMENT
# 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Employment | 2 600 | 2 120 | 1 880 | 2 040 | 2 080 | 1 920 | 1 950 | 1 900 | 1 840 | 1 820 | 1 700 | 1 574 | 2 450 |
| P & A Employment | 3 600 | 3 400 | 3 200 | 3 200 | 2 950 | 2 400 | 2 200 | 2 000 | 1 900 | 1 800 | 1 750 | 1 600 | 1 200 |
| Total | 6 200 | 5 520 | 5 080 | 5 240 | 5 030 | 4 320 | 4 150 | 3 900 | 3 740 | 3 620 | 3 450 | 3 174 | 3 650 |

# The NETHERLANDS

# BICYCLE MARKET IN THE NETHERLANDS 2012

In 2012 sales of new bicycles reached 1,035,000. The economic crisis and low consumer confidence had an inevitable effect on sales. The number of bicycles sold was down 13.6% compared to 2011 (1,198,000). The drop in turnover was in step: down 14.8%.

However, purchasing consumers still seem to go for security and are willing to spend money on high-quality bicycles. As a result, the average amount of money spent at specialised dealers increased (0.4%) at an average of € 964 spent on a new bicycle. In contrast, the average price in the total market dropped to € 724 (-1.3%).

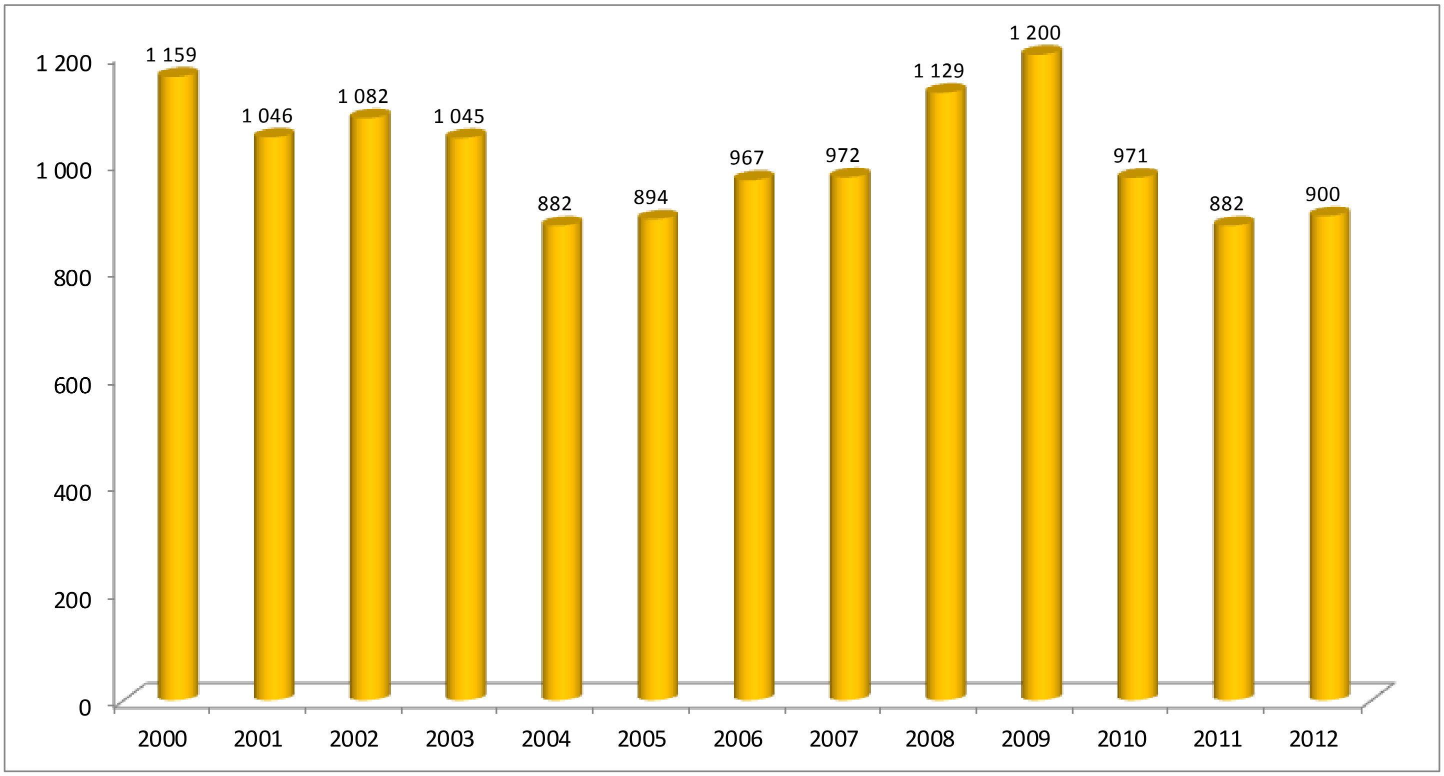
All types of bicycles have seen a drop in sales, but the electric bicycle is doing relatively well. In 2012 sales of electric pedal-assisted bicycles reached 175,000. The fact that the one millionth E-bike was sold this year is further proof of the popularity of this rather new product group.

In terms of turnover, E-bikes have surpassed the city bike. With 16.9% of total sales, they have reached a turnover share of 42.1%. For dealers the E-bike turnover percentage has reached 43.5% and has become their most important sales segment. As bicycle consumers acquire more knowledge, they put a premium on advice, service and maintenance guarantees when buying a new bicycle. The average price consumers paid for an E-bike in 2012 is € 1,799.

In 2012 66% of the new bicycles were sold by specialised dealers. A slight decline of 2% compared to last year. Through the years the dealers' share in sales has remained reasonably constant. This proves that the dealer is an important partner for the consumer when shopping for and ultimately buying a new bicycle. New trade channels have seen their market share grow by 2%. They focus on buyers seeking a less expensive and mostly trendy bicycle for short distances, such as commuting to work or school.

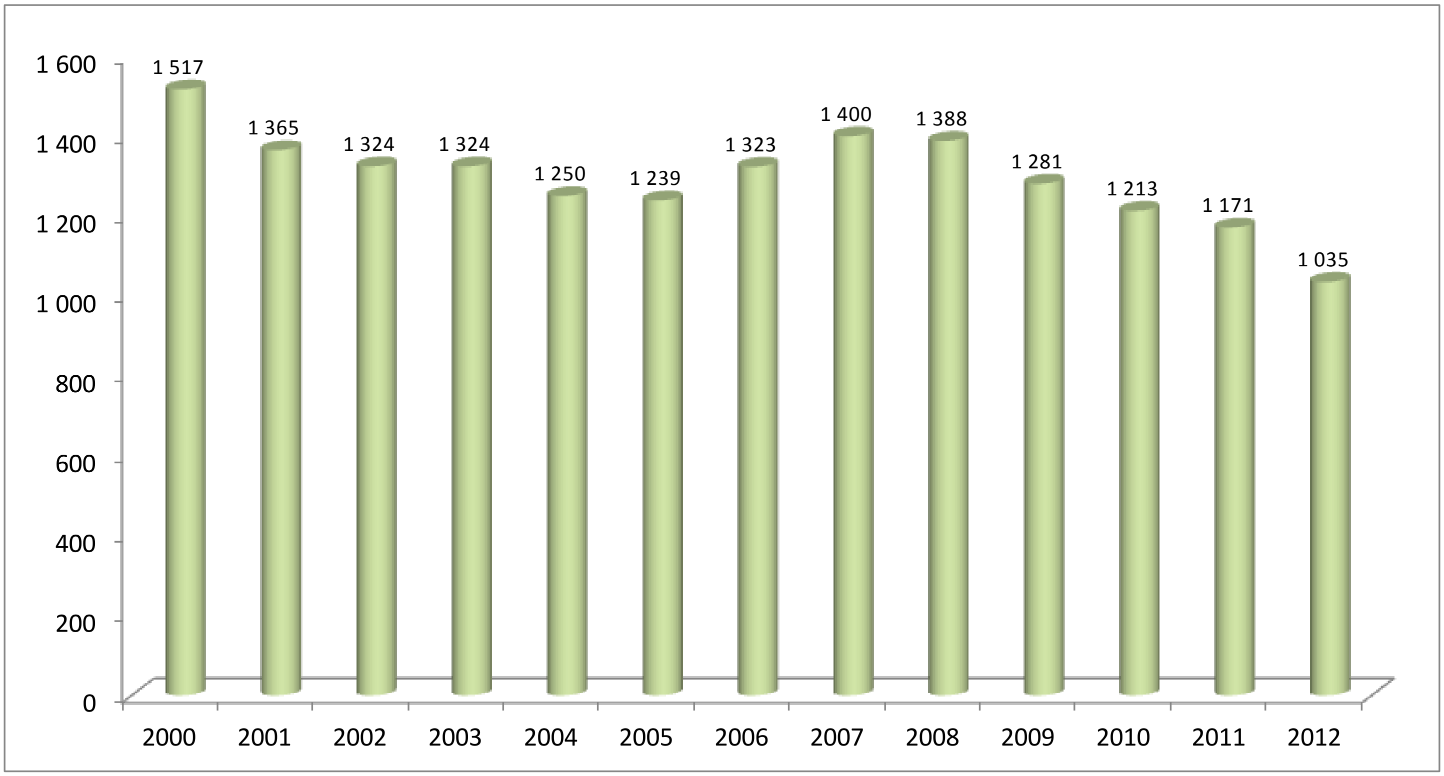
Postponing the purchase of a new bicycle did result in people taking their bicycles to their dealer more often for maintenance.
Obviously, this applies mostly to high-end bicycles that are worth the extra maintenance costs.

# THE NETHERLANDS - BICYCLE PRODUCTION (1,000 units) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Production (x 1,000) | 1 159 | 1 046 | 1 082 | 1 045 | 882 | 894 | 967 | 972 | 1 129 | 1 200 | 971 | 882 | 900 |
| Evolution year/year-1 (%) | | -9,75 | 3,44 | -3,42 | -15,60 | 1,36 | 8,17 | 0,52 | 16,15 | 6,29 | -19,08 | -9,17 | 2,04 |

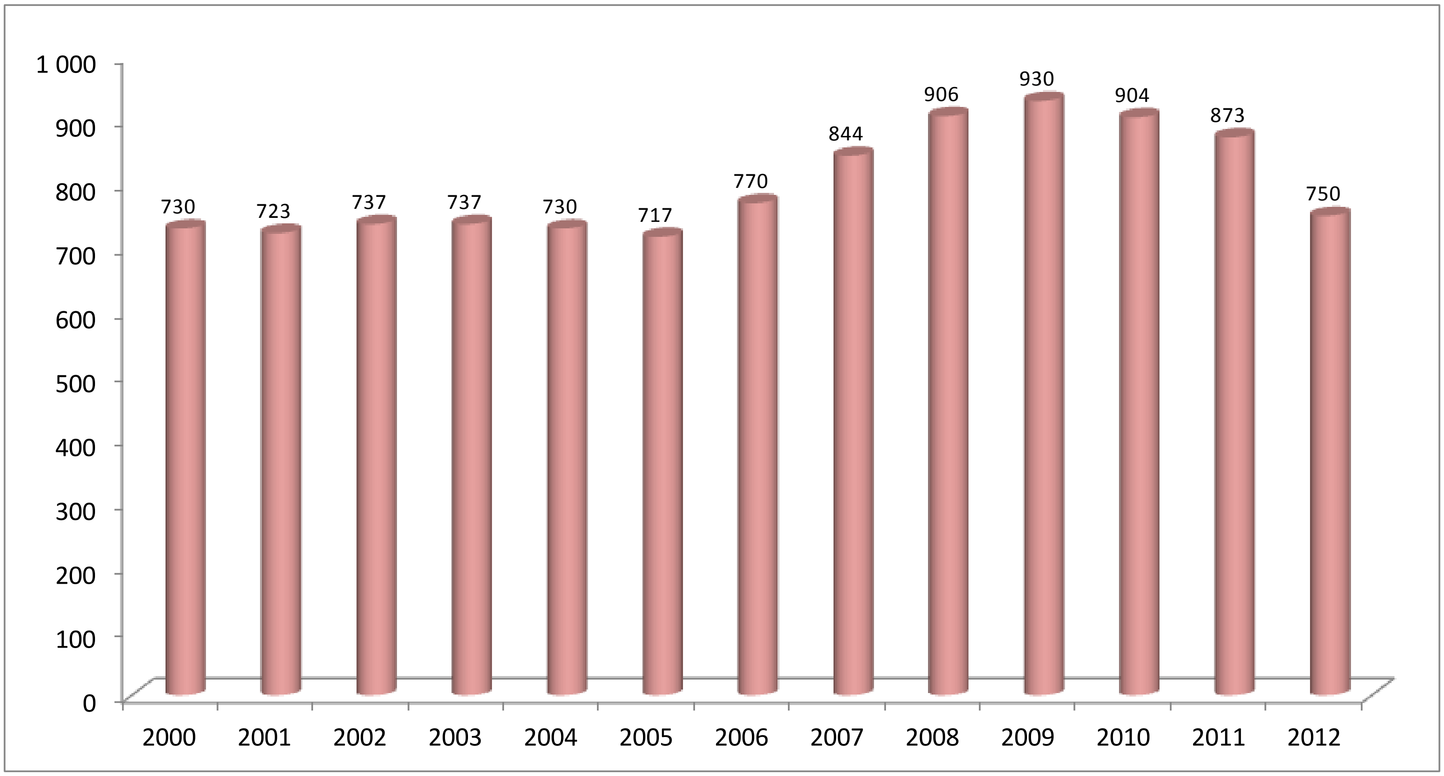
# THE NETHERLANDS - BICYCLE SALES (1,000 units) 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (x 1,000) | 1 517 | 1 365 | 1 324 | 1 324 | 1 250 | 1 239 | 1 323 | 1 400 | 1 388 | 1 281 | 1 213 | 1 171 | 1 035 |
| Evolution year/year-1 (%) | | -10,02 | -3,00 | 0,00 | -5,59 | -0,88 | 6,78 | 5,82 | -0,86 | -7,71 | -5,31 | -3,46 | -11,61 |

**<u>Comments</u> : SALES = SALES TO CONSUMERS**

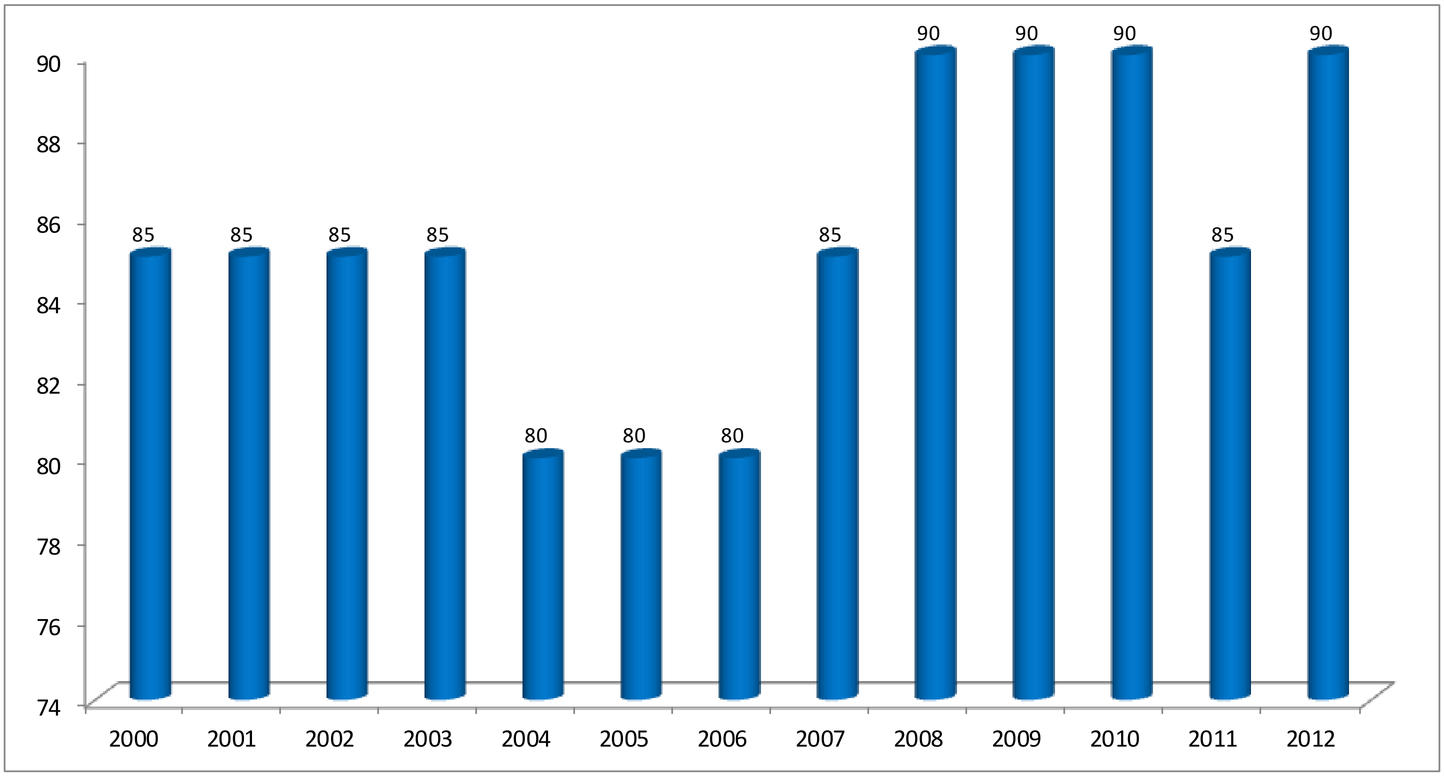
# THE NETHERLANDS - BICYCLE SALES (M€) 2000 – 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Sales (M€) | 730 | 723 | 737 | 737 | 730 | 717 | 770 | 844 | 906 | 930 | 904 | 873 | 750 |
| Evolution year/year-1 (%) | | -0,96 | 1,94 | 0,00 | -0,95 | -1,78 | 7,39 | 9,61 | 7,35 | 2,65 | -2,80 | -3,43 | -14,09 |

**<u>Comments</u> : SALES = SALES TO CONSUMERS INCLUDING VAT**

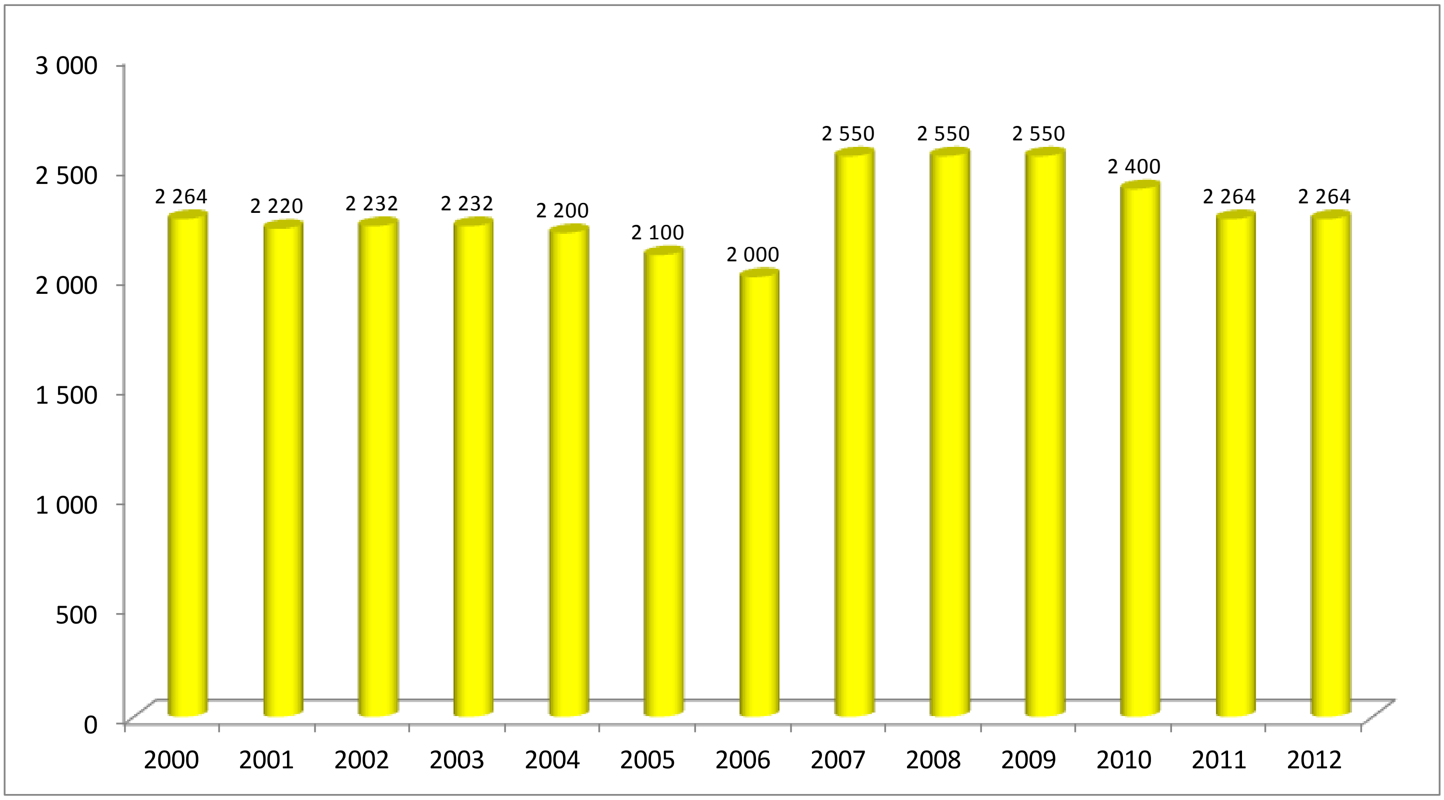
# THE NETHERLANDS - PARTS & ACCESSORIES PRODUCTION (M€) 2000 – 2012

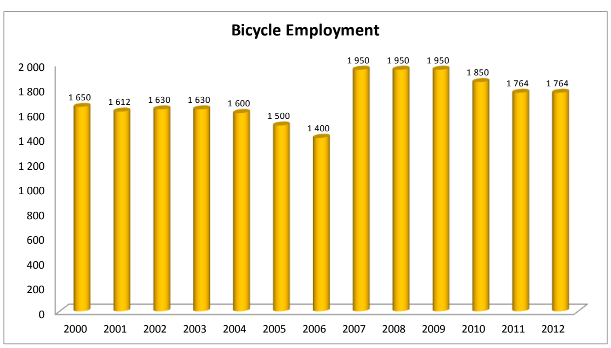


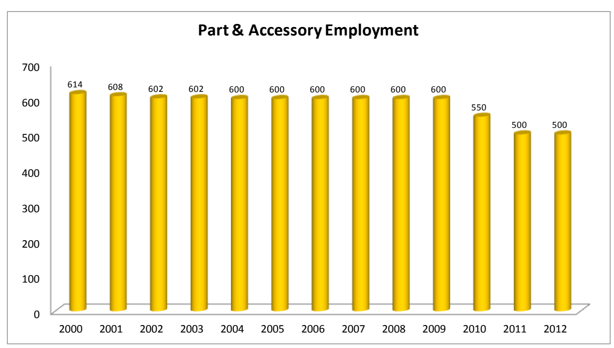

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| P & A Production (M€) | 85 | 85 | 85 | 85 | 80 | 80 | 80 | 85 | 90 | 90 | 90 | 85 | 90 |
| Evolution year/year-1 (%) | | 0,00 | 0,00 | 0,00 | -5,88 | 0,00 | 0,00 | 6,25 | 5,88 | 0,00 | 0,00 | -5,56 | 5,88 |

**<u>Comments</u> : VALUES EXCLUDING VAT**

# THE NETHERLANDS - BICYCLE EMPLOYMENT 2000 - 2012




| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bicycle Employment | 1 650 | 1 612 | 1 630 | 1 630 | 1 600 | 1 500 | 1 400 | 1 950 | 1 950 | 1 950 | 1 850 | 1 764 | 1 764 |
| P & A Employment | 614 | 608 | 602 | 602 | 600 | 600 | 600 | 600 | 600 | 600 | 550 | 500 | 500 |
| Total | 2 264 | 2 220 | 2 232 | 2 232 | 2 200 | 2 100 | 2 000 | 2 550 | 2 550 | 2 550 | 2 400 | 2 264 | 2 264 |