

show TIME!

By Scott Martin

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What's cool and what's fool from cycling's major U.S. trade show

In the bike industry it's known—with equal parts excitement and loathing—as The Show. As in, “Goin’ to The Show?” “See ya at The Show.” “Aw, man, not The Freakin’ Show again!”

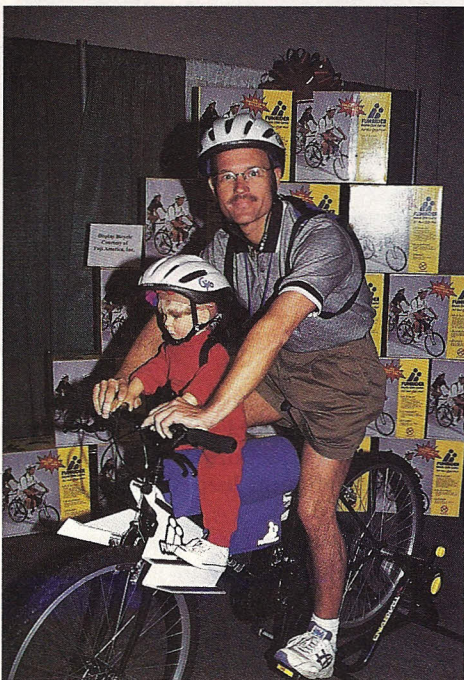
The Show is Interbike—the international bicycle trade expo in Anaheim, California—the biggest such thing in North American bikedom. In September, the 14th annual extravaganza drew more than 975 companies and folks from 4,000-plus bike shops. All together, some 30,000 bikies made the pilgrimage to lovely “Ana-slime,” so-named by attendees who’ve grown to love the SoCal city’s smog, congestion, and sprawl.

Still, Interbike is not to be missed, especially if you want to know where bikes are headed in '96 and beyond. Though the '95 show wasn't a banner year for innovation, several key trends emerged. In the following 15 pages, we've paid special attention to developments in suspension, road bikes, clothing, wheels, and U.S.-made components.

But Interbike is more than parts, it's a 4-day tribal gathering featuring hardware and hype, commerce and carrying-on. Interbike is industry heavy hitters showcasing hockey rink-size booths bristling with gleaming bikes. And it's garage-shop inventors crawling the aisles and cracking open shopping bags to give you a peek of “the gearbox that's going to revolutionize cycling.” It's Euros in designer suits and Rolexes, and shop dudes in baggies and nose rings. It's pro racers—*hey, there's Mario Cipollini!*—doing sponsor duty, and scantily clad models—of both genders, this year—doing, well, something. It's incredibly innovative and beautiful new components, and it's some of the silliest inventions around. By the end of the fourth day, though, it's mostly sore feet and glazed eyeballs.

But not for you. Our editors did all the legwork, combing the show for hot new products and significant trends for '96. First, though, here's a taste of the funkier side of Interbike, the stuff that turns the show into The Show.

No, Carbonframes isn't planning to change its name to Bambooframes. But this one-of-a-kind bamboo bike is rideable. “It's flexy in the bottom bracket, but it has amazing shock absorption,” says Craig Calfee, who built the frame using plants growing behind his Santa Cruz, California, frame shop. Next year, how about a Wickerframe?



You make the call on this one. With the \$100 Funrider child carrier, your kid sits in front of you on a top tube-mounted, padded cylinder. Junior puts her feet on a platform extending from the down tube and rests her hands on the handlebar. Meanwhile a harness attaches her to you, not the bike. “If you have to bail,” says a spokesperson, “you have the option of taking the child with you.”

Try the Cosmic Whirl wind-activated reflector thingie. Says the packaging, “Fun Power! Spins and whirls like a motor as you ride.” Save up, though, 'cause these babies cost \$1.50 each.

