



WORDS DAN JOYCE PHOTOS MANUFACTURERS

# SUMMER 2012 TRENDS

What's new, newish and upcoming in the cycling market? Editor **Dan Joyce** previews products that have caught his eye recently

## 1. PENDLETON BIKES

Chris Boardman has his own range of bikes available through Halfords. As of the end of March this year, so does current Olympic cyclist Victoria Pendleton. There's a 7-speed roadster (shown) and a couple of hybrids, all for women. **£279.99-plus, halfords.com**

## 2. ANQUET CLOUD

Digital map company Anquet have incorporated cloud computing into their new Outdoor Map Navigator apps. Users can synchronise their maps between different devices, don't need to worry about losing mapping data, and can swap PCs or smartphones – even smartphone operating systems – without having

to buy and/or install the maps all over again.

**anquet.com**

## 3. SUMMIT DIFFERENT JERSEYS

I thought Foska (foska.com) had the alternative cycling jersey market sewn up, but these are 'Summit Different' again. There's a mix of themes: Dr Seuss, abstracts, smiley faces, Rosie Riveter, etc. Best for loud-colour lovers.

**£45.95, summitdifferent.co.uk**

## 4. PILEN SPORT COMMUTER

Pilen Cykel is a Swedish company producing fully-equipped steel framed commuter bikes. As shown,

the Sport has a Nexus 8-speed hub, roller brakes, and hub dynamo, plus a Brooks saddle; other options are available.

**£995, pilencykel.se**

## 5. ORTLIEB ANNIVERSARY PANNIERS

Ortlieb have released a limited edition Back Roller Classic pannier with a map of the UK on it to celebrate the company's 30th anniversary. If you need new bags for an End-to-End tour, these could be ideal.

**£45 each, ortlieb.co.uk**

## 6. TEVA MUSH FRIO SHOES

If you want spare footwear on tour, it needs to be light and packable.

These canvas-uppered trainers are just 300g per pair in size 42 – lighter even than Jingas (jingashop.com) – and they flatten to 35mm. Only flip-flops and some Crocs pack easier. **£45, cotswoldoutdoor.co.uk**

## 7. DISCS FOR ROAD BIKES

Disc brakes have already made the leap to some road bikes, like this Ridgeback Cerium (£850, ridgeback.co.uk). So far they're (partly or fully) cable actuated. Hydraulic road brakes are coming. We've seen spy shots of Sram's 2013 Rival groupset with hydraulic rim and disc options. They may be available this summer, and we may yet see a formal announcement on Sram's website soon. **sram.com**