

THE SCHWALBE MAGAZINE 2 / 23 WORLD EDITION

PROFIL[★]

SCHWALBE THE GREEN MARATHON

GREEN MARATHON
The first tire to close the loop!

COMPLETE RELAUNCH
Schwalbe presents
new brand positioning

TACKY CHAN
The fastest downhill
tire in the world



Dear Schwalbe partner,

the year 2023 is a double anniversary for us: 50 years of Schwalbe and 40 years of the Marathon. From the first generation in 1983 to the current sixth generation, our legendary endurance tire has been setting benchmarks in tire technology. Now, the Green Marathon combines innovation and eco-friendliness on a completely new level: It is the first tire in the world to be made of recycled tires, among others, and to turn the material cycle into a closed loop system. This is an outstanding milestone for ecological responsibility. Of course, in doing so, we would not compromise performance, puncture protection or mileage.

For us, 50 years of Schwalbe is a reason to redesign our branding and realign our vision for the future. What are our company values? What is our purpose, that is reflected in all our actions and products? With these questions in mind, we have talked to many staff members and external partners and carved out key messages of our brand and developed a new brand identity. Find out more about what it looks like and what this means for specialist retailers starting on page 4.

At Schwalbe, we are incredibly proud to present you, on our double anniversary, a brand and products, that are fit for the future with high quality and innovative energy but also with values such as eco-friendliness and fairness. We wish you, especially during these challenging times, the best of success for 2024!

Best regards,

Frank Bohle

Three queens of Kona

This result is historic: Places one to three went to female riders of the Schwalbe Pro One TT! And for the first time, two German female triathletes stood on the podium of the Ironman World Championship in Hawaii. At the top, Lucy Charles-Barclay triumphed – a woman who has always believed in great success. Four times the 30-year-old Brit finished second at an Ironman World Championship, now she managed the biggest victory of her career. And how: The fastest results in swimming and cycling, personal best in the marathon. To her right and left on the podium cheered German athletes Anne Haug, winner of 2019, in second place, and Laura Philipp, who after two fourth-place finishes earned a place in the top three for the first time. Charles-Barclay and Philipp were riding tubeless, Haug relied on the Schwalbe Aerothan tube.



Lucy Charles-Barclay (center), Anne Haug (left) and Laura Philipp.

Gravel World Championships: Gold for Kasia Niewiadoma

With a half-minute lead, Kasia Niewiadoma secured her first rainbow jersey after a spirited attack 20 kilometers before the finish! On Schwalbe's G-One RS gravel speed tires, the 29-year-old Polish rider outsprinted everyone over 141 kilometers and 1,660 meters of altitude in Pieve de Soligo in northern Italy. On the steep climbs, she was able to make full use of her climbing skills, which she had already demonstrated with two third places in the overall standings of the Tour de France Femmes and by winning the



mountain jersey. „I think I had the best equipment today,” she told Tour magazine about her World Championship victory. „I quickly learned that it's so important in gravel to have the right equipment down to the last detail.”



A fresh outlook from the new trade fair stand: The Schwalbe team from Germany and its associated international companies show the new branding.

Eurobike 2023: In the spirit of the new Schwalbe icon

Is this the Schwalbe booth? Some visitors almost missed Schwalbe and were about to walk past the booth featuring the new look. At its Eurobike trade fair booth in Frankfurt (Germany), Schwalbe presented its new brand look – a fresh, airy blue, dynamic lettering, the message “Get there” – and the stylised swallow as trademark. These vivid elements point into many possible directions for the future. In this new light, the trade stand at Eurobike shone brilliantly with furnishings reduced to the minimum. Its open scaffolding was reused straight-away, following the trade fair.

The layout allowed lots of room for people to meet and talk, to show Schwalbe’s new products for 2024 and to present environmental and social projects. The Green Marathon combines several aspects – product innovation, eco-friendliness and responsibility – in a superb fashion: It is the first tire in the world to present a closed-loop material cycle. In addition, it is made of 100 percent Fair Rubber. For the overall package of innovative technology and eco-friendliness, Green Marathon won the Eurobike Green Award 2023.



Radiant in Sky Blue:
The new Schwalbe logo.



All new look: The team from Schwalbe North America, located in Ferndale (Washington), at this years' Eurobike in Frankfurt, Germany. From left: Sean Cochrean, Marketing Manager, Nathan Forbes, Brand Manager and Henry Horrocks, OEM and Product Manager.

“The booth concept this year drew compliments from across the industry. The open plan layout and fresh new branding breathed new life into what was an otherwise typical Eurobike. Such was the positive feedback one wonders whether our booth set a new benchmark for stand design and concept”, sums up Dave Taylor, Managing Director of Schwalbe UK.

“The reaction from specialist retailers is generally very positive, despite the courage it took to take such a large step”, adds Philipp Jahn, Head of Marketing & Brand at Schwalbe in Germany. “The brisk dynamics at the trade fair booth and fresh presentation of the brand promote optimism and trust. We have many plans for the future!”

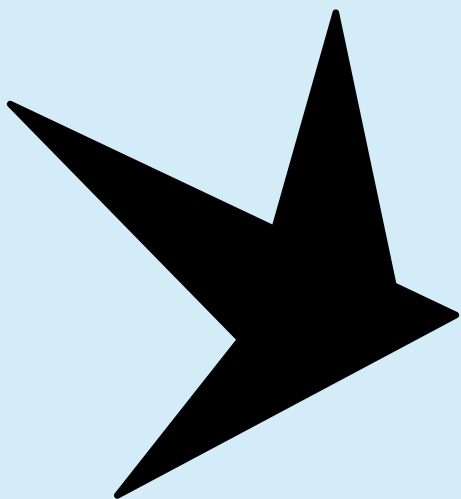
COMPANY / For the 50th anniversary of the brand, Schwalbe redefines the future with a new logo, new colour, new swallow (German for “Schwalbe”) icon and the claim “Get there”. In the coming months, Schwalbe will communicate what changes specialist retailers can expect.

SCHWALBE PRESENTS NEW BRAND POSITIONING

“What makes us the company we are?” What is our purpose? What is the golden thread that is reflected in all our actions and products? And what does this mean for the future positioning of our brand?” According to Philipp Jahn, head of marketing & brand, these questions were asked by the company to determine its new brand positioning. With this goal in mind, Schwalbe carved out its own story of success by

talking to many people at the company as well as external partners to determine the key message.

The result: Moving confidence is what has been motivating the people at Schwalbe and the associated Ralf Bohle GmbH for the past five decades. It is a mindset from which many crucial tire innovations as well as the tube and tire recycling programs have emerged and also appeals to all those outside the





company who are using Schwalbe products. Every athlete, every cyclist, who uses a Schwalbe tire, embarks on a journey with a goal in mind, anything from a trip to preschool to a ride up Mont Ventoux. The new brand claim "Get there" expresses this key message. A claim with a promise and motivation at the same time: let's just get started. We will reach our destination, wherever it may be! Schwalbe drives things forward that allow me to move myself, knowing that I will "Get there". This is the key promise of the brand.

Reaching goals together "We want to encourage our partners and customers, everyone dealing with our tires, to reach their goals. A strong partnership with Schwalbe allows specialist retailers to reach their goals, not just a goal to reach some destination on a map, but also in terms of sales goals. For example, selling high-quality, durable brand products from a company that lives up to its claim of having just the right product for each and every cyclist. The goal to sell eco-friendly, fair products to their customers or

In celebration of the new branding, Schwalbe also opened a new "brand world" space in Reichshof. Philipp Jahn, head of marketing & brand and Content Manager Theresia Gunkel

The new claim "Get there" is a promise and motivating call at the same time: Let's just get started!

the drive to promote cycling as an activity", says Philipp Jahn. With the new branding, this goal, this mindset "to get going with confidence" - bundled with the claim "Get there" - will now come to life even more.

The new design is coherent with this key message. Both, the logo and colour, show a flying swallow. The colour sky blue represents the sky in the morning when you would depart on a journey. It conveys hopeful determination and generates strong energies when combined with the black Schwalbe lettering. "The logo with a swallow reflects the brand name - Schwalbe means swallow in German - and demonstrates hope and confidence to reach personal goals just like the colour sky blue", explains Jahn.

The new branding offers many attractive marketing options for specialist retailers. In the coming months, Schwalbe will issue a guide on how to implement the new branding step by step - from packaging to a Schwalbe shop.

TECHNOLOGY / No other bicycle tire can be more eco-friendly: The 6th generation Marathon is the first tire that contains 100 percent recovered carbon black and is made of 70 percent recycled and renewable contents. Despite all these new materials, Green Marathon achieves the same level of durability and high quality as the previous version.



GREEN MARATHON: THE FIRST TIRE TO CLOSE THE LOOP!

Green Marathon marks a new era in tire technology. Schwalbe tires and tubes are not only fully recyclable, but now they have the first tire generation made of recycled industrial carbon black that is sourced from their own recycling system.

“With the new Marathon, we are turning the material cycle into a closed loop system – this is a world first. After decades of

research, we have now managed to be the first company to produce new tires from recycled tires”, says Stefan Franken, product manager Tour. Recovered carbon black (RCB) now replaces up to 100 percent of the industrial carbon black from fossil fuel sources – and the associated manufacturing process which uses a lot of energy and releases high levels of emissions. Thus, the production of the new Marathon saves more than a third of the CO₂ generated by the previous model. Industrial carbon black is generally one of the major components of a compound. It is used as a reinforcement agent and filler, and it affects dynamic characteristics such as abrasion, rolling resistance and wet grip. It also acts as a colouring agent. Schwalbe

A low-angle, close-up photograph of a man with dark curly hair and a beard, wearing a black cycling helmet and a dark blue t-shirt. He is smiling and looking down at his hands on the handlebars of a light green bicycle. The bicycle has a black tire with the text 'SCHWALBE THE GREEN MARATHON' printed on it. The background shows a clear blue sky and a tall, modern building with many windows.

Green Marathon
combines innovative
tire technology
with exceptional,
green values.

has managed to achieve these characteristics with recycled carbon black.

Overall, a tire consists of approximately 40 ingredients; the exact composition is a well kept secret of every tire manufacturer. New at Schwalbe: Green Marathon is made of up to 70 percent recycled and renewable raw materials. "This is a milestone for our development and sets a new benchmark in tire technology", says the product manager. "We currently use the highest possible amount of recycled and renewable materials. Now, we are working hard on being able to produce more and more tires and tubes with these materials." These are the relevant raw materials: "For Green Marathon, we use fair trade natural rubber, recycled rubber, recovered carbon black from the Schwalbe Recycling System, recycled steel and silica from rice husk ash among others", says Franken. "This is how we set new standards for eco-friendliness in tire development."

40 years of Marathon: Each generation a pioneer

Puncture protection and durability are the DNA of the Marathon. Every one of the last six generations was a pioneer in technology of its current time. Schwalbe's legendary endurance tire is not only the most sold brand tire in Europe, but also one of the few touring tires, that are specifically requested at specialist retailers and require hardly any explanation. Thanks to this tire, high quality – and now also eco-friendliness – is no longer a luxury but affordable. Marathon is a true people's tire – in many locations, it is the tire with the highest turnover for specialist retailers.

Six generations

1 / 1983 Together with Wolfgang Reiche, who cycled around the world, Schwalbe developed the original Marathon prototype (1985 it came on the market): The first high-quality and durable tire for every-day purposes and travelling!

2 / 1992 An update with a new compound and the first specialized version Marathon Sport

3 / 1998 The endurance tire is fitted a tread specific to rolling direction and Kevlar puncture protection

4 / 2005 Overall make-over with new compound, tread, side wall and puncture protection

5 / 2010 Update with endurance compound and anti-aging side wall. A third of its protection belt, GreenGuard, is made of recycled rubber

6 / 2023 Green Marathon is the first bicycle tire to complete a closed loop material cycle

Another important issue is potential toxics. In order to replace these and make Schwalbe products even more sustainable, the company has been working together for the past ten years with the worldwide renowned environmental research and consultancy institute EPEA (Hamburg, Germany). "Piece by piece, we have been replacing more and more raw materials using the cradle to cradle method and increased the amount of non-toxic substances to 98 percent. Our goal is of course 100 percent."

Fair Rubber: Truly fair trade In addition to the ecological responsibility, social responsibility is also important to Schwalbe. Green Marathon and many other Schwalbe tires, including Marathon E-Plus as well as various MTB, racing and gravel tires, are now entirely made of fair trade rubber. For this purpose, Schwalbe has been working together with the NGO Fair Rubber since 2020. The organization with headquarters in Bonn (Germany) offers an internationally renowned fair trade seal for the natural rubber market and is the only fair trade organization worldwide, where small business owners receive premiums which they may use as they see fit. Since Schwalbe joined the organization in 2020, the number of participating small farmers has risen from 270 to approximately 2,400. Among other projects, five schools have been modernized thanks to Fair Rubber premiums since the start of the program. Schwalbe is working towards continuously increasing the amount of fair trade rubber. A cooperative of small businesses associated with the Fair Rubber NGO is located near the Schwalbe plant on Java, Indonesia.

Tire technology: Performance meets eco-friendliness The new Marathon should be eco-friendly but also match the same high level in technology as the previous model did. "The 6th generation Marathon was a major project for several years", says Felix



In accordance with the cradle to cradle method, Schwalbe replaced more and more raw materials. The non-toxic content of the Green Marathon is now at 98 percent.



Pleased about Eurobike's Green Award for the Green Marathon: Felix Jahn (left), former product manager Tour and now head of CSR and Stefan Franken, product manager Tour.

Jahn. To begin with, the former product manager Tour supervised the development of Green Marathon together with Stefan Franken. Later, he continued to support the project in his new position as director of CSR – a successful cooperation with expertise in tire technology and environmental technology. The product management team tested the tire meticulously with countless rubber mixes and over many thousands of kilometers on the road and in the lab in order to guarantee best performance in all parameters. It was a success: with the new compound Addix-Eco, Green Marathon matches the level of the previous model when it comes to rolling resistance, grip and abrasion.

To underline the eco-friendliness of the new Marathon, its side wall features an extra print, "The Green", for the environmentally aware cyclists to recognize its green value. The modern and dynamic design of the tread also caters to the current bike trends. Its sporty tread with alternating center blocks rolls off extremely easily, while its lateral knobs and many edges provide safe grip for cornering even in wet conditions. The overall performance shows true endurance qualities with solid protection from foreign objects. It is easily compatible with all bicycles and e-bikes with ECE-R75 certification for all current sizes. With this, it is even suitable for speed Pedelecs. The tire is available in 24 sizes, including many popular e-bike sizes, so that every cyclist will be able to find the Marathon that suits their needs.

Four pioneer achievements in one tire

100 percent recovered carbon black	70 percent recycled and renewable materials	> 98 percent non-toxic	100 percent Fair Rubber
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Stefan Franken: "Right from the beginning, the Marathon tire has been a pioneer for puncture protection and durability. The new Green Marathon lives up to these attributes and is now also a pioneer for eco-friendliness. A tire, which is able to handle every-day situations in town or on tour – and all that for a fair price!"



The new 20 inch tires are the perfect addition for scooter bikes, folding bikes and cargo bikes.

New sizes for Super Moto and Super Moto X

The **Schwalbe Super Moto** is a typical semi-slick tire that appeals to many riders, be it for its dynamic motorcycle look or its speed. At the same time, it has solid road features and the unbreakable Double Defense technology with RaceGuard keeps you safe in harsh conditions. New sizes are available now: 20 inch of 62 mm width and a lightweight 28 inch version of 40 mm width. The balloon e-bike tire Super Moto X is also available in new sizes, which will

increase its scope once more. In addition to the current 20 inch models in 62 mm width, new models of 70 and 100 mm width will be released, especially for scooters and utility bicycles. Ideal for roads and firm forest lanes, from compact and cargo bikes to urban SUV bikes. Also here, the tried and proven construction provides reliable puncture protection.

Road bike and gravel news

Two new Schwalbe One tires replace two Durano models: Schwalbe One Plus (previously Durano Plus) offers maximum puncture protection with SmartGuard – and it is a hassle-free tire for training, commuting and urban riding. The flat-less road tire will be available as a folding or clincher tire in seven sizes up to 32 mm width.

Schwalbe One 365 is the subsequent model for the training tire Durano DD. The newly developed all-season tire puts even more emphasis on riding dynamics and safety all year round. A reinforced carcass provides greater puncture protection and the high-quality Addix 4-Season Compound offers lots of grip and little rolling resistance, even at low temperatures.

The black reflective stripe is not only an optical highlight but also contributes to higher road safety in traffic. Available in three sizes from 25 to 32 mm width for 28 inches.

Gravel: G-One Overland 365 The G-One Overland 365 with black reflective stripes is the ideal all-season tire for sporty commuters. Here is where the Addix 4-Season Compound excels with lots of grip and superb rolling characteristics whatever the temperature. RaceGuard and the reinforced carcass ensure a good level of puncture protection. Available sizes: 40, 45 and 50-622.

Schwalbe One Plus
(far left) and
Schwalbe One 365
(left).

G-One Overland 365
with Addix 4-Season
Compound.



Tacky Chan, the fastest downhill tire in the world

For two years, while Amaury Pierron (Team Commencal/Muc-off) was winning one race after the other, Schwalbe was busy in the background testing the new downhill tire Tacky Chan in cooperation with the team riders. With every race, the improvements of the tire became more obvious. Even the prototypes brought the French top team 2021 and 2022 to 17 World Cup races with 24 medals and the Downhill Overall World Cup win for Pierron in 2022.

These success stories prove: "Tacky Chan races in its own league and is faster than any other downhill tire", says Carl Kämper, product manager MTB at Schwalbe in Germany. Here, Schwalbe put 100 percent effort into developing optimal precision. Compared to Magic Mary, the shoulder knobs are ten percent more robust and allow for even more aggressive cornering, while elongated braking edges allow late braking. Center knobs come equipped with ramps for optimal rolling characteristics. Despite its great stability, Schwalbe's new downhill rocket is eight percent lighter on average than Magic Mary. "Another highlight: We make it from 100 percent fair trade rubber", says Carl Kämper.

Precision and trust Amaury Pierron values precision most of all: "I need a tire that transmits my riding style exactly to the surface, like I have never seen it before. Here it is, the new Tacky Chan." His team colleague Myriam Nicole, twice World Champion, adds: "It is exceptional to have a tire you can totally trust when riding on the edge and which keeps accelerating at the same time."

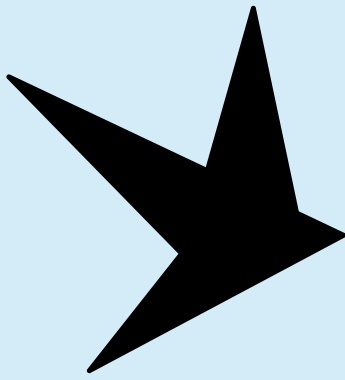


Amaury Pierron, World Cup overall winner 2022
and co-developer of Tacky Chan



Smart Sam: The MTB all-round tire updated

Schwalbe's most popular MTB tire got a technological makeover and is now ideally suited for e-MTB use as well as traditional mountain bike riding. Longer braking edges ensure precise power transmission, even on motorized bicycles. The characteristic features of this tire remain the same: durability and the perfect compromise between road and off-road use continue to excel as core features. Smart Sam also comes with a closed center section with superior rolling characteristics. An open transition zone and long shoulder knobs ensure great interlocking capacity and riding safety in open terrain, which makes this tire the perfect companion for all bicycling adventures.



More and more tires made of Fair Rubber

In 2023, Schwalbe uses Fair Rubber for six times as many models compared to the previous year. All gravel tires of the G-One series, all three Pro One models, MTB tires Nobby Nic, Magic Mary and Big Betty are assembled in the Evolution Line using fair trade natural rubber. Previously, the models Pick-Up, Marathon E-Plus and Marathon Plus Wheelchair were already made of fair rubber. Felix Jahn, director of CSR at Schwalbe: "We set the goal to expand our Fair Rubber capacities in our CSR-report 2021. It is great to have now actually achieved this milestone and that the number of members of the Fair Rubber NGO increased from 277 in 2020 to now 2,320. This way, more small farmers will profit from fair trade."

Three years ago, Schwalbe started a cooperation with the Fair Rubber NGO to help the people who work at the beginning of the supply chain. For each kilogram natural rubber, Schwalbe pays a premium of Euro 0,50 directly to certified small farmers and harvesters. This is equal to about a third of the world market price. They decide for themselves what to do with the financial support. Schwalbe is the only tire manufacturer who is using fair trade natural rubber from an organization that helps people directly with a financial premium. Certified natural rubber from Indonesia is sourced from so-called jungle plantations. In contrast to monocultures, this type of plantation preserves the biodiversity of the rainforest.

Fair Rubber helps:
The premiums go, for example, into refurbishing schools.
Left: Rubber tree latex is harvested on jungle plantations which preserves rainforest diversity.

