



PROFIL

Schwalbe starts the world's first bicycle tire recycling scheme

Closed loop economy instead of disposable products

THE 365-SERIES

4-Season-tires for all
weather conditions

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G-ONE RS

The new flagship
for gravel racing

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Top left: Schwalbe won the "Eurobike Innovators Prize" for the new tire recycling system! Bottom left: Interested in recycling: State Secretary of Hesse, Jens Deutschendorf. Center: MTB legend Hans Rey with "his" tire. Top right: Unbound Gravel 2022 Champion Ivar Slik receives a white G-One RS. Bottom right: The Schwalbe booth with a strong emphasis on sustainability.

Eurobike 2022: Welcome to Frankfurt!

Brilliant restart in Frankfurt, Germany: With a record attendance of 15,000 exhibitors spread out over 140,000 square meters (previously 80,000), the 30th Eurobike was also the biggest. For five days, the new trade fairground turned into a brilliant meeting place for the global bicycle industry.

Schwalbe's most recent pioneering effort also had a great start: The first recycling

system for bicycle tires in the world was introduced. In a closed loop, bicycle tires are disassembled, recycled and reused for the production of new Schwalbe products – without waste and with a reduction in CO₂ emissions by approximately 80 percent. The trade fair, twice as big as before, put a strong focus on environmentally friendly business and entrepreneurial responsibility.

Schwalbe Executive Director Frank Bohle: "Eurobike in Frankfurt was an extremely promising season kick-off at the new location. A centrally situated site with good infrastructure and strong public interest are a good basis to keep optimizing Eurobike in Frankfurt over the years to come and to firmly establish it as the leading trade fair of our industry."

Schwalbe publishes first CSR report



Schwalbe has published its first CSR report. With this, the family-owned German company wants to create transparency, set measurable goals and anchor the topic of ecological and social responsibility within the company. The CSR report for the year 2021 is both informative and intended to serve as an inspiration for the bicycle industry. The report is based on the Sustainability Reporting Standards of the Global Reporting Initiative (GRI Standards). Schwalbe CEO Frank Bohle states: "Anyone who offers products for climate-friendly mobility should act sustainably themselves. That is what we demand of our corporate responsibility. We pursue the goal of achieving our business objectives with less resource consumption and environmental impact. To achieve this, we want to inspire and involve as many partners as possible. Our vision is to create lasting economic, environmental and social value."



Virtual tire consultant always finds the right tire

With over 80 models in Schwalbe's range of tires, it can become a tricky task for users to find the one that suits their needs the best. Schwalbe's new tire consultant will find it. In up to eight steps, it will suggest the perfect tire for trekking, city, gravel, cross or mountain bike, road riding and children's bikes, with or without electrical drive. Using artificial intelligence, the consultant determines the most suitable model based on information on use, tire size or tire width and so on. This tool also benefits specialist retailers: Dealers will appreciate well informed customers who ask for a specific tire at the store without taking up too much time of a sales representative – during times of staff shortages, this is a valuable support.



Which tire is the best for me? The new online tire consultant is the guide through the jungle of tires.

SOS Pump for tours

Minimalist design, maximum effectiveness: Schwalbe's new 12.9 cm short SOS Pump fits in any jersey pocket or can be attached to the frame – and reliably helps with breakdowns on gravel bikes, racing bikes, e-bikes and mountain bikes. A smart detail is the pump handle lockable by turning, which guarantees a long service life because no dirt can get inside the pump. Another plus: When inflating, the pump head is not screwed on, but clamped onto the valve to prevent the valve from unscrewing when the pump head is detached. It also prevents the rubber seal from wearing out. Also suitable for tubeless, a frame holder is included.



Handy, stable, light: Schwalbe's new SOS Pump made of aluminum in an elegant design with an anodized surface.



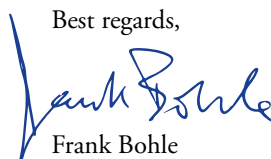
Dear Schwalbe partners,

we had a brilliant start at Eurobike: As the first manufacturer of bicycle tires, we have developed a closed loop recycling process for used tires in cooperation with our partners – a true innovation globally and a pioneering effort! The system contributes to millions of tires not getting incinerated, instead they get recycled which saves enormous amounts of energy and raw materials.

Furthermore, tire recycling is only the beginning of a long journey. Back in 1983, our newly introduced Marathon was the first highly durable bicycle tire which kick-started many more innovations. Our aim is a closed loop economy in which only those products are made that do not generate any waste. As a family enterprise, we have persistently been working towards this goal for decades and invested many resources into projects, research and personnel. We have already gone a long way. Yet, we realize that we also still have a long way ahead of us. We have great goals and see ourselves as pioneers with our innovative recycling solutions and we will take you, dear dealers and customers, along with us!

Read our cover story to find out how easy it is to contribute to more tires getting recycled instead of getting incinerated.

Best regards,


Frank Bohle

G-One RS: The new pinnacle of the gravel series

Schwalbe crowns its gravel series with the speed tire G-One RS. The new flagship for Race Gravel on dry surfaces and pavement reliably protects from punctures in harsh race conditions and rolls extremely fast. This completes the RS Schwalbe Race Gravel Series, following the G-One R presented in 2021.

“The G-One RS is the fastest tire in our gravel portfolio”, says Jakob Maßen, Schwalbe product manager gravel. “It is made for dry, hard terrain and paved sections.” And it already passed the biggest challenge one can imagine within the international gravel community: With the G-One RS, Dutch rider Ivar Slik won the toughest race worldwide, the Unbound Gravel in Emporia (Kansas, USA) – over 200 miles, partly through deep mud, in 9 hours and 22 minutes (photo). But this was not all: Schwalbe rider Cynthia Frazier (USA) won the XL-race over 350 miles. More honours are hardly possible for Schwalbe’s gravel technology, which the company has been continuously developing since 2015.

What the Pro One is within the road tire segment, is the new G-One RS for the gravel series: The showpiece of the Evolution line. The letters RS mean Race Speed and all features are designed for speed on dry, hard surfaces. Yet, it easily handles wet weather conditions, as proven by this year’s win at the Unbound Gravel. The Super Race carcass, analogue to the road tire Pro One, has two layers beneath the tread ensuring low rolling resistance, and it provides a lot of grip and comfort thanks to its enormous flexibility. Three carcass plies along the side reliably protect from cuts and pinch flats, while the V-Guard underneath the tread offers outstanding puncture protection. The three-layered side material also prevents the tire from collapsing (burping) while cornering.



Fastest tire in Schwalbe’s gravel portfolio:
The new G-One RS.

The Addix Race Compound and new tread make this tire ideal for racing. The center of the semi-slick tire features a scaly structure generating a tread that rolls lightly and quietly. Braking and traction edges on front and rear tires provide support, and its sharp shoulder knobs ensure grip during cornering. Available in sizes ranging from 35-622 up to 40- and 45-622. “With this overall package of technology, the G-One RS is not only fast and puncture resistant but also a very light ride with fine speed for more comfort during long-distance gravel races”, says Jakob Maßen.





This is what heroes look like: Ivar Slik rode a G-One RS to the win of one of the toughest gravel events worldwide, the Unbound Gravel in the USA.

Foto: Unbound Gravel



Foto: Schwalbe

First to congratulate: Peter Krischio, senior product manager at Schwalbe and developer of the G-One RS.

Those who want to get the most out of high-end tire technology choose to ride tubeless (the TLE on the tire means Tubeless Easy) and benefit from the advantages of tubeless systems: low rolling resistance, greater puncture protection and low air pressure for more grip and comfort. "During international gravel races, tubeless has become standard, but amateurs have also shown more and more interest", says Maßen.

G-ONE OVERLAND – FOR COMMUTERS, ADVENTURERS AND E-BIKE RIDERS

Yet another new tire for riding gravel: The G-One Overland of the Evolution line. On long tours or long-distance races, its riders benefit from an easy roll center line, stable shoulder knobs and a robust Super Ground construction (also suitable for Tubeless Easy). Here, the main focus is on durability. It is ideal for gravel e-bikes that are hard on the tire due



Long-lasting and robust:
The new G-One Overland is the long-distance specialist.

to their heavy-weight motors and greater overall weight or for long-distance commuters, who ride more than about 60 kilometers per day. Bike packers also appreciate these features.

With gravel models number six and seven, the G-One Series now covers every imaginable purpose – from adventure travel to tough racing across several hundred kilometers.

Schwalbe starts the world's bicycle tire recycling scheme

Another pioneering effort of Schwalbe in terms of recycling is a true innovation globally: The family enterprise launches a closed-loop recycling system for bicycle tires – entirely without waste. Initially, the system starts in Germany, but an expansion to other countries is already in the pipeline.

Used tires will be made into new ones: Normally, used bicycle tires would end up at an incineration plant. Now, they can be reused to make new Schwalbe products. In July, Schwalbe launched its tire recycling for specialist retailers in Germany. About 30 years of research and development were part of this innovative process, which started in the 1990s, when rubber mats were made from used tires. However, such down-cycling, as it was done before, has nothing in common with today's system: In cooperation with partners Pyrum Innovations AG and the University of Cologne, Schwalbe has developed a completely innovative recycling system without the generation

We are very happy that we, as a mid-size company, were able to compete against big competitors from the car industry and develop as well as implement the first recycling system for bicycle tires and tubes.

FELIX JAHN

of any waste products and with all materials remaining within closed loops. Another benefit: The process saves approximately 80 percent CO₂.

Every German bicycle dealer can contribute to the generation of valuable raw materials from used tires

and, thus, make a strong statement as an environmentally friendly bicycle shop. The process couldn't be easier: Specialist retailers receive a collection box, which is picked up and replaced by a new one once it is full. At least 200 tires fit into the one cubic meter box. A haulage contractor (Emons in Cologne, Germany) takes care of logistics and acts as a central collection point for tires prior to being forwarded to the recycling specialist Pyrum Innovations. Here, they get broken down into each compound using a patented process.

PIONEER IN RECYCLING TECHNOLOGY FOR TIRES AND TUBES

"We are very happy that we, as a mid-size company, were able to compete against big competitors from the car industry around the world and develop as well as implement the first recycling system for bicycle tires and tubes", says Felix Jahn, manager for corporate social responsibility at Schwalbe.

While a tube contains only one kind of rubber, butyl, which can be processed fairly easily, it is much more complex to disassemble a tire: The bead core consists of a bead wire or aramid, the casing is made of polyamide (nylon), and the rubber mix contains natural and synthetic rubber among others, filler material, additives and plasticizers. The ability to separate and recycle these compounds allowed us to approach the recycling specialist Pyrum Innovations in 2019.



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SCHWALBE
CYCLING
STEM

Drop me back.
There's plenty
of life
left in me.

Easy return: Specialist retailers
receive a collection box. Once
the box is full, it gets picked up
and replaced by a new one.



Every German bicycle dealer can contribute to the generation of valuable raw materials from used tires and, thus, make a strong statement as an environmentally friendly bicycle shop.



Initially, experiments were carried out in the laboratory. To continue this promising research in more depth and explore some of the approaches further, Schwalbe founded a research cooperation with Pyrum and the University of Cologne. With great success: The assumptions from experiments carried out in the laboratory could be transferred to the dimensions of an industrial-scale plant.

In a multiple step separation process, bicycle tires are broken down into their components. The rubber granules released during this process then

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FELIX JAHN

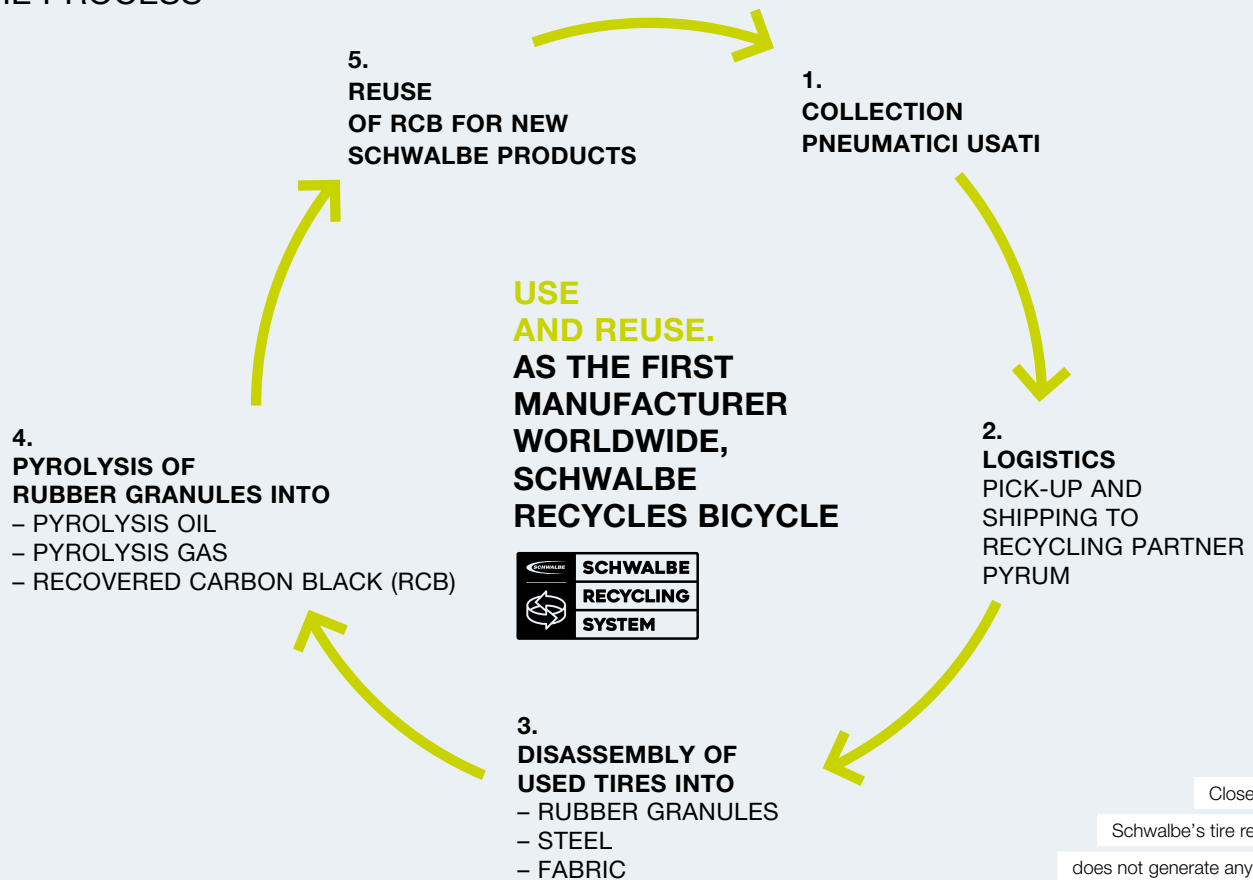
undergo thermochemical treatment without oxygen and at a temperature of approximately 700 C°. This process is called pyrolysis and generates three products: Recovered carbon black (rCB) is reused as filler or reinforcing material for new products of equal value. Pyrolysis gas is used for the same process as

a source of energy, so that the pyrolysis is climate-neutral. And pyrolysis oil serves as a substitute for crude oil in the chemical industry.

“For the first time, we have managed to mechanically break down a bicycle tire into its compounds and recycle these. So far, this process was only available for car and lorry tires, not for the finely constructed bicycle tires that are extremely difficult to disassemble. This is a true pioneering effort in recycling technology with real benefits for the environment, for now in Germany and later in other countries”, says Sebastian Bogdahn, recycling manager at Schwalbe.

Recycling of tires and tubes, GreenCompound and GreenGuard, but also the commitment to fair working conditions: These projects are part of Schwalbe’s corporate social responsibility strategy (CSR). It comprises four areas: products, company, supply chain and social outreach. In addition to the recycling systems, ‘products’ also include material and product innovation, for example the Aerothan tube as a sustainable high-end product made of TPU and the GreenGuard with a recycling content of 30 percent. ‘Company’ comprises healthy work places for all employees and the newly built headquarters, where about 70 percent of construction materials used are

SCHWALBE RECYCLING SYSTEM THE PROCESS



recyclable. In the area of 'social outreach', Schwalbe supports disabled people, projects such as World Bicycle Relief and CHILDREN e.V. as well as many teams and individual athletes. Under the umbrella of 'supply chain', the company strives to improve living standards of those who are involved in the value chain and to further sustainable transportation. Since 2020, Schwalbe sources more and more rubber via the NGO Fair Rubber. This is the only organization that pays out

a premium to small farming cooperatives locally and that allows the cooperatives to determine how to spend the money by themselves. To date, Schwalbe is the only tire manufacturer cooperating with Fair Rubbe

CLOSED LOOP ECONOMY INSTEAD OF DISPOSABLE PRODUCTS

Felix Jahn summarizes the current aims of the CSR-strategy as follows: "We aim to create more transparency of our supply chains, to expand our recycling systems across Europe and to record our CO₂-emissions so we may introduce measures to reduce them. We have already gone ahead with many of these tasks – yet, we realize that we also still have a long way ahead of us. Our aim is a closed loop economy in which only those products are made that do not generate any waste."

The Schwalbe CSR-team (left to right): Jens Timmerbeil, Assistant CSR-Manager, supervises and researches CSR-projects such as Schwalbe life-cycle-assessment and the mobility concept. CSR-manager Felix Jahn bundles and organizes the projects. Recycling manager Sebastian Bogdahn develops and manages Schwalbe's recycling systems. Marcus Lambert, Product Safety & Environment, looks after the ecological aspect of sustainability and safety of Schwalbe products.



The 365-Series: 4-Season-tires for all weather conditions



Schwalbe's new all-season tires
are always a safe bet.

Photo: Schwalbe

heat. The tread depth is much higher compared to conventional tires and features additional ribs for extra grip. The Marathon 365 replaces the GT 365 and offers good stability at all times and high level puncture protection thanks to its GreenGuard. The mighty Johnny Watts 365 with Double Defense construction and widths up to 65 millimeters keep SUV-cyclists safely on track. Both 365-models feature the European ECE-R75 label for speed e-bikes. Tires of the 365-series are always a safe bet, even in slush, heavy rain-fall, mud or extreme heat.

More and more people are riding bicycles, even on rainy days. With this new series, Schwalbe meets the ever increasing demand for all-season tires and requests from specialist retailers.

Schwalbe introduces its range with two models: Marathon 365 and Johnny Watts 365. Its extremely grippy and durable Addix 4-Season Compound offers best ground traction, even in freezing conditions or



A bar of soap instead of plastic bottles: Schwalbe Bike Soap is fully biodegradable – and much more economical than liquid soap.

One hundred bicycle washes, one hundred percent natural

“Why should I buy a plastic bottle that is empty after three bike washes, if we can also do without packaging and have it last for more than 100 washes?” The low efficiency and packaging waste of conventional bicycle care products have been bothering Schwalbe Senior Product Manager Peter Krischio for a while. In-line with the Schwalbe strategy of making products

more and more sustainable, the company has now decided to create its own bicycle soap. Schwalbe Bike Soap is highly economic and good for about 100 bike washes. It is made in Germany using exclusively natural substances, fully biodegradable, with great foaming capacity and strong degreasing power. Cyclists can safely use this soap to wash their bicycles outdoors. Available as a set with Schwalbe Bike Soap, a tin tray, a bicycle brush made of natural fiber and a compostable mesh sack.

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Dynamics and speed

from every pore:

The new Marathon Efficiency

is inspired by Pro One.

Photo: Schwalbe

Marathon Efficiency: Schwalbe's fastest touring tire

It is the new top tire of the Marathon series: The Marathon Efficiency is all about dynamics and speed. It rolls so easily and efficiently, that one can even see a positive impact on battery life: up to seven percent compared to premium comparable tires, as proven by measurements in a Bosch range simulator. At the same time, it offers a uniquely high level of puncture protection (level 6) in this weight category, thanks to its V-Guard – just like an Evolution tire is supposed to.

However, it is not a pure e-bike tire: Also without a motor, cyclists can enjoy the unmatched easy rolling properties and puncture protection on pavement and on easy off-road terrain. With every pedal stroke, they can feel the direct propulsion of a finely tuned, flexible Super Race

carcass with the speedy Addix Race Compound, which are both inspired by the road tire Pro One. Its design combines athleticism with all the typical safety features of Marathon tires. The side wall in the look of an F1 chequered flag represents speed. The middle of the tread features large, smooth blocks that ensure efficient and calm rolling. In contrast, its defined side knobs provide grip in easy terrain. "This is a tire for all who require material with the best performance and for e-bike cyclists who want to go as far as possible", says Stefan Franken, Schwalbe product manager tour and e-bike. The Marathon Efficiency comes in five sizes, it features reflective stripes and is certified in Europe for speed e-bikes (ECE-R75).

Modern design for the Marathon Plus Tour

The Marathon Plus Tour is Schwalbe's flat-less version for pavement, firm roads, easy terrain and longer cycle tours – basically the sturdy brother of the Marathon Plus. Schwalbe has now introduced a new look. With a distinctive tread design, it perfectly suits modern trekking, SUV and e-bikes. The highest puncture protection level 7 ensures high durability along the way. Its center blocks generate calm rolling behaviour while sturdy shoulder

**Schwalbe's flat-less tires for
easy terrain and long cycle tours:
The Marathon Plus Tour.**



knobs with strong gripping edges offer good traction on unpaved ground. For e-bikes, it is available with Addix E-Compound constructed like the Marathon E-Plus: Smart DualGuard and a reinforced side wall allow for greater load-carrying capacity. For unmotorized bicycles, it is available with SmartGuard and Addix Compound. All tires have reflective stripes and European ECE R75-certification up to 50 km/h.



Schwalbe clinches eight overall victories in the MTB World Cup

Golden autumn: Seven Schwalbe riders crowned their 2022 World Cup season by winning the overall ranking. Camille Balanche (photo right) and Amaury Pierron (photo left) won in downhill. In Cross Country and Short Track the winner was called Alessandra Keller, Alan Hatherly took men's short track victory. In the U23s, Line Burquier and Martin Vidaurre Kossmann triumphed in cross country. The list of victorious Schwalbe tires is also long and ranges from Magic Mary to Racing Ralph, Racing Ray and Dirty Dan to Rocket Ron and Thunder Burt – there is a suitable tire for every winner. Magic Mary in particular is the

undisputed winner tire with a total of 50 Downhill World Cup triumphs. The Schwalbe Race Support Team was on site at all races to ensure the perfect tire choice, often supplemented by product management and test laboratory experts. The analyzes with drivers and mechanics show how crucial the selection of tire types, profiles, rubber compounds, carcasses and tire widths is for success. In the end, the development work with top athletes pays off for all cyclists: What begins as a prototype in the First Ride program in high-performance sport, is further developed into a series tire with feedback from the drivers.