

# INDEX

## A

Accell Group, 41  
Alcyon, 95  
ANCMA (Associazione Nazionale del  
Ciclo Motociclo e Accessori), 29,  
42, 44, 48, 69  
Apparel Footwear Group, 108  
Association of the European Bicycle  
Industry (COLIBI), 42  
Association of the European Two-  
Wheeler Parts' and Accessories'  
Industry (COLIPED), 42  
Atala, 29, 95  
Australia, 105

## B

Bianchi, 17, 19, 21, 24, 79, 86, 87,  
93, 95  
Bianchi, Edoardo, 28–30  
Bicycle  
All-Terrain Bicycle (ATB), 12  
bicycle category, 30, 85, 95, 111,  
113  
bicycle component, 8, 9, 29, 33, 34

bicycle firm, 22, 26, 28, 33, 40, 41,  
43, 44, 55, 71, 77, 78, 81,  
84–86, 93–95, 97, 98, 103,  
104, 116, 118, 122, 127  
bicycle history, 2, 12, 76  
bicycle industry, v–vii, 5, 12, 15,  
17–19, 22, 24–27, 29, 30,  
32–34, 41–44, 48, 52, 55, 63,  
64, 69, 75–79, 81–84, 89–95,  
97, 98, 103, 108, 109, 114,  
118, 127  
bicycle ownership, 43, 64–66, 69,  
71  
bicycle producer, vi  
bicycle registration tax, 66, 68  
bicycle usage, 79, 82, 84, 86, 87,  
110, 116  
bicycle user, 6  
halo bicycle, 122, 124, 127  
mountain bicycle, 82, 105, 110,  
111, 114, 116, 118, 120, 122,  
124, 127  
MounTain bike (MTB), 12, 118,  
120

- off-road bicycle, 12
- road and multisport bicycle, 110, 124
- Safety bicycle, 2, 4, 5, 8, 12, 19, 24, 78, 90, 93
- urban and leisure bicycle, 110, 124, 127
- Bicycle dimension
  - economic dimension, 6
  - functional dimension, 6
  - physical dimension, 6
  - psychological dimension, 6
  - temporal dimension, 6
- Bicycle evolution
  - cranked Velocipede*/Boneshaker, 3
  - early velocipede*/Draisine/Hobby-horse, 3
  - high-wheeler*/Ordinary/Penny-farthing, 4
  - safety bicycle*, 4
- Bicycle frame
  - bicycle frame geometry, 116, 118
  - bicycle frame size, 116, 127
  - carbon fibres bicycle frame, 120
  - full carbon bicycle frame, 120
  - hand-welded aluminium bicycle frame, 105
- Bicycle industry
  - bicycle assembler, 34
  - bicycle maker, 13, 19, 24, 25
  - component manufacturer, 25, 30, 33, 34
  - industry fragmentation, 78
  - mega-suppliers, 34
  - seasonal pattern/annual cycle, 25, 26, 90, 128
  - suppliers, 23–25, 32, 121
  - vertically integrated companies, 25
- Bicycle production statistics
  - apparent consumption, 43, 63, 64
  - export statistics, 41, 42, 52, 55, 60
  - import statistics, 41, 42, 55, 60, 63
  - output statistics, 52
- Bicycle systems
  - Brake system, 12, 34
  - frame system, 9, 11
  - handlebar system, 11
  - seat system, 11
  - transmission system, 11, 34
  - wheel system, 12, 13, 34
- British Cycle & Motor Cycle Manufacturers and Traders Union Ltd, 42
- BSA, 77
- Business system stages
  - distribution, 23, 30
  - filières de production/filières industrielles*, 23
  - global value chain*, 23
  - market opportunity analysis, 23
  - post-sales service, 23, 30
  - production, 2, 6, 13, 14, 16–19, 23, 25, 26, 29, 32, 33, 42–44, 48, 52, 55, 60, 63, 64, 76, 90, 94, 105, 108, 118
  - sales, 23, 29, 30, 63, 91, 94, 106, 122
  - value chain*, 23
  - vertical chain, 22, 23, 34
- C
- Campagnolo, 34
- Canada, 41, 43, 48, 55, 60, 65
- Cannondale Corporation, vii, 104–106
- Cannondale Pro Cycling Team, 109
- Cannondale Sports Group, 108
- China, 32, 33
- Confederation of the European Bicycle Industry (CONEBI), 42
- Consumer
  - consumer experience, 6, 76
  - consumer need, 14
  - consumer want, 23

Continental, 95

Customer

lifestyle customer, 82

performance customer, 82

potential customer, 18, 78, 81, 82, 84, 87, 89–92, 98, 110, 111, 116, 121, 122, 124, 127

sport customer, 82

Cycle Manufacturers Trade Protection Association, 42

Cycle & Motor Cycle Manufacturers and Traders Union, 42

Cycle & Motor Trades Association, 42

Cycling Sports Group (CSG), 108

## D

Data

bicycle ownership, 65

Combined nomenclature (CN), 42, 58

data accessibility, 66

data gathering, 70

export data, 52, 60, 63

Harmonized Commodity Description and Coding System (HS), 42

import data, 55, 63

International Standard Bicycle Number (ISBIN), 70

Standard International Trade Classification (SITC), 42

Unavailability, 41

Dorel, 41, 108, 109

Dorel Industries, 108, 111

Dunlop, 97

Dunlop, John Boyd, 5

## E

Europe, v, vii, 5, 32, 77, 93, 97, 105, 109, 111

European Union, 42, 71

## F

Far East, 30, 108

Fordism, 91

Fox Factory Holding Corp., 41

France, 2–5, 17, 28, 32

## G

General Motors, 90, 91

Germany, 17, 28, 32, 33

Giant, 55, 82–84, 87, 89

Giant Manufacturing Co. Ltd, 82

Graham, David, 104

GT Bicycle, 108

## H

Humber, 17, 77

Hutchinson, 95

## I

Industry

automobile industry, vi, 15, 76–79, 90

firearms industry, 15

sewing machine industry, 16

Istituto Nazionale di Statistica (ISTAT), 55

Italy, vii, 5, 17, 24, 26, 28–30, 42–44, 48, 55, 65, 69, 79, 90, 94, 97, 111, 127

## J

Japan, 12, 32, 33, 41, 43, 52, 61, 65, 69, 105

## L

Legnano, 29, 97

## M

Manufacturing process

- American system of manufactures/American system of manufacturing*, 16
- assemble-to-stock, 18
- assembly line, 18
- batch, 18
- forming* process, 18
- frame construction, 17
- interchangeable parts, vi, 16, 17
- manufacturing technology, 5, 13, 19, 32, 121
- mass production, 17
- material conversion technology, 18
- rolling* process, 18
- Marketing
- marketing concept, 76–78, 92, 127
- marketing strategy, 78, 103, 114
- marketing tool, vii, 77, 92, 97, 98, 106, 109, 122
- phases of history of marketing, 27
- Market Segmentation
- age, 82, 86
- anthropometric measures, 79, 82, 85, 86
- bicycle usage, 79, 82, 84, 87
- gender, 86
- market segment, 78, 80–84, 87
- market segmentation approach, vii, 82, 87, 121
- price sensitivity, 79, 82, 86, 87
- segmentation phase, 78, 83
- segmentation variable, 82, 84
- Merida, 55
- MFAC (Manufacture Française des armes et cycles), 32
- Mongoose, 108
- Montgomery, Joseph, 104
- N**
- the Netherlands, 32, 41, 105, 108

**O**

- Offering
- annual model change, 91, 110
- fit variety, 127
- product catalogue, 110, 114
- product line, 84–87, 109–111, 121, 124
- product/model, 89
- product variant, 84, 86, 87, 111
- quality variety, 127
- taste variety, 127
- Oldenzaal, 109

**P**

- Pacific Cycle, 108
- Pegasus Partners II, L.P., 106
- Pierce, George N., 77
- Pirelli, 97
- Pope, Albert A., 12, 77
- Price
- price list(s), 79, 81, 82, 103, 104, 109, 110, 114, 116, 121, 122
- price tier, 121, 122, 124, 127
- Product architecture
- functional element, 7
- integral product, 8
- modular product, 8
- physical component, 7, 8
- product component, 8

**R**

- Racing/race
- bicycle race, 93
- Corriere della Sera, 95
- Gazzetta dello Sport, 95
- Giro della Lombardia, 95
- Giro d'Italia, 92, 94, 95, 124
- L'Auto-Vélo, 94
- Le Vélo*, 94
- Liège-Bastogne-Liège, 92
- Milan-Sanremo, 95

off-road racing, 97  
 Paris-Roubaix, 92  
 racing team, 95, 97, 106, 109  
 road racing, v, 86, 97, 106, 109,  
 120, 124  
 Tour de France, 92, 94, 124  
 track racing, 86, 87  
 The Raleigh Cycle Co. Ltd., 79  
 Rover Cycle Company Limited, 79

## S

Schwinn, 108  
 Shimano, 34  
 Shimano Inc., 41  
 Singer, 77  
 Sloanism, 90  
 Sloan Jr, Alfred P., 90  
 SRAM, 34  
 Starley, John Kemp, 4  
 Sugoi Performance Apparel, 106  
 Sutton, William, 4  
 Swift, 77

## T

Taiwan, 25, 32, 33, 43, 55, 63, 65,  
 108  
 Technology  
   social construction of technology, 3  
   technological convergence, 14

Touring Club Ciclistico Italiano  
 (TCCI), 65, 66  
 Triumph, 77  
 Tyre(s), 3, 5, 12, 17, 19, 25, 95  
   tyre manufacture, 97

## U

United Kingdom (UK), 24, 32, 33,  
 43, 44, 55, 65, 77, 89  
 United Nations, 42  
 United States (US), 2, 4, 5, 17, 24,  
 28, 32–34, 48, 65, 77, 89, 90,  
 105, 118, 127

## V

Variety  
   colour, 113, 120, 127  
   fit variety, 116, 118, 121  
   quality variety, 114, 121  
   taste variety, 120, 121  
   variety dimension, 84, 113, 120,  
   127

## W

Wheel  
   wheel size, 116, 118, 120, 121,  
   127  
   wheel war, 118, 121  
 Winton, Alexander, 77