

## Standardized Bicycle User Manuals Information 2014

Compact, clear, cost efficient and  
100% CE – compatible

Secure your business the easy way – more  
than 20 bicycle variations covered in just 3  
manuals in now 11 languages



Are your current user manuals up  
to date and legally sound?

### New CE-Norm guidelines for warranty, user manuals and product safety and quality ratified in EU28+4 countries since January 2007!

The EU-guidelines (CEN) with regard to user manuals and product safety do not only pertain to the legal situation but also to the detailed content and country specific language. Therefore adjustments to current bicycle user manuals must be made by manufacturers or bicycle dealers.

**A product is already considered faulty when it is delivered without a user manual or not in the language of the respective country!**

Besides, a good user manual is also an important marketing tool to reassure the consumer of the value of the purchased product and brand!

A correct and informative user manual not only offers protection against liability claims resulting from the altered legal guidelines, it also offers additional benefits:

- An effective user manual **decreases the number of warranty claims**, as better informed dealers and consumers are apt to make fewer mistakes in assembly and proper use
- A user manual **protects the user** from damages due to miss-use **and** thus protects the **manufacturer / dealer** from any resulting liability claims
- A user manual functions as a marketing tool and therefore **increases the value** of products
- A user manual serves as an excellent tool for **increased and improved customer relations** benefiting both the dealer and the consumer

Therefore inMotion mar.com and its partners has developed standardized bicycle user manuals including service instructions, warranty card and a seller/buyer transfer protocol for manufacturers, assembling wholesalers, importers, frame builders and assembling bicycle dealers.

### What are the specific advantages of the inMotion user manual?

- Clean layout, only line drawings, utmost clarity, easy comprehension of technical information to a non-specialized audience.
- NOS (never-out of stock) system for German manuals, many other languages on stock.
- Printing and shipping services in and from Germany and Taiwan.
- Always up to date with the latest road safety legislation and applicable European CE-Norm and legal requirements
- Precise bicycle type classification
- Flexible availability per quantity of bicycle type volumes
- Low effort for updating and maintenance
- No print, graphic or other coordination efforts

**Over 20 bicycle variations in only 3 manuals** to ease YOUR order and allocation logistics

- Trekking / Touring/ City / Children's Bike /Single-speed / Fixie- and E-Bike/Pedelec
- MTB Hardtail / MTB Full Suspension / Crossbike /ATB/ Dirt/Street Bike /Singlespeed / Fixie- and E-Bike/Pedelec
- Road/ Cyclocross/Triathlon/ TT and Singlespeed / Fixie- and E-Bike/Pedelec

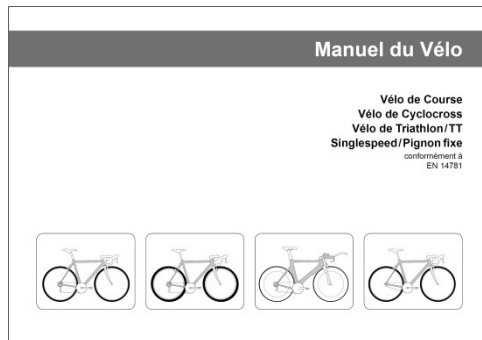
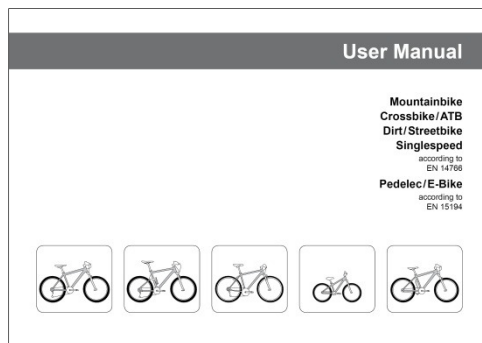
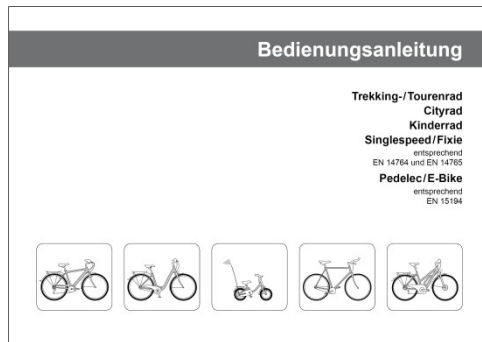
**All manuals are currently available in 11 languages: German, English, Dutch, French, Spanish, Italian, Portuguese, Polish, Russian, Chinese, Japanese. Also available as a bi-lingual version for countries like CH, B, CAN, or any other logistic needs.**

#### Two optional versions:

The **standard version** offers a uniform appearance for smaller quantities, non-branded bicycles/frames or individual dealer build-up.

The **branded version** offers the opportunity for brand specific graphic design within three of the eight pages of the cover, including specific product information. Special warranty regulations can also be included.

Layout samples of Standard Version  
Bicycle User Manuals DE, EN, FR versions



**Content**

- General bicycle adjustment, maintenance and service
- General instructions regarding additional components and frames
- German version according to German, Austrian and Swiss Road Safety Legislation
- General instructions regarding additional components and frames
- Legal stipulations for warranty handling
- Service instructions and time plan
- Warranty card/Bike Card (including manufacturers guarantee for brand version)
- Seller/buyer Transfer protocol

**Important notification**

Service- and user instructions for shifting, braking, suspension parts and other accessories (wheel sets, e-bike systems, etc) have to be provided by the OE-manufacturer to be included in the inMotion mar.com user manual.

**Specifications  
Standard version**

Printed booklet, b/w, 170/90gr. (cover/cont. pages)  
Total: Content 32 pages DIN A5, horizontal, plus 8 -page cover with optional space for specific dealer or warranty info.

**Brand version**

As above in standard version, additionally cover pages can be customized with brand and/or corporate logo, minimum order quantity 1000 pcs with other productions, 2000 pcs individually. A choice of bicycle type depiction and/or special warranty stipulations can also be included. Larger orders or requests based on individual quotations.

**Cover layout example branded version  
4c version**



**Hexagon Zweiradtechnik**

Thomas Veidt, specialized bicycle manufacturer, master of bicycle and motorized two wheel mechanics, appointed bicycle specialist. Since 1994, he consults with OE's, writes, creates and designs individual manuals for a number of A-brands.

**inMotion mar.com**

The network-agency **inMotion mar.com** caters exclusively to the outdoor, sports and two-wheeled mobility industry. Together with a network of external creative partners and suppliers, the agency works for both national and international clients as a PR, Consulting and Creative Agency.

**Contact**

inMotion mar.com  
Uwe Weissflog  
Rosensteinstr.22  
D-70191 Stuttgart  
Germany

Tel +49 711 35164091  
Fax+49 711 35164099  
info@inmotionmar.com  
www.inmotionmar.com