



Sheppard Cycles

**North Island
Great Rides Hui
— Te Hui
Tūhono**





THE FUTURE OF BIKING & TRAILS

INNOVATION, INFRASTRUCTURE & INDUSTRY ALIGNMENT



- Shifts in bike technology
- Riders expectation
- Impacts on trail design
- Infrastructure needs
- Long-term planning
- Our Brands
- Opportunities for partnership

AGENDA



- 1990s-2000s: Full Suspension was niche, heavy and expensive.
- Mid 2010s-Present: Advances in materials and suspension tech made full suspension more affordable and versatile
- Full suspension bikes are now more accessible and preferred even for beginner-level riders.
- Benefits include comfort, traction, control on descents, and better rider confidence.
- More advanced geometry, dropper posts, and air shocks now standard—even on mid-range bikes.

SHIFTS IN BIKE STYLES

FULL SUSPENSION EVOLUTION



- Cyclocross roots – early gravel bikes evolved from cyclocross bikes designed for mud, off-road racing and agility
- Gravel boom (2015 onwards): U.S Midwest racing scene sparked demand for drop bar bikes that could handle rough farm roads
- Gravel bikes have bridged road and trail—spurring demand for multi-surface riding.
- Adventure riding introduces different expectations: endurance, gear capacity, and remoteness.
- New riders attracted by these bikes often seek smoother, less technical routes.

SHIFTS IN BIKE STYLES

GRAVEL & ADVENTURE BIKE TRENDS



- E-bike sales have outpaced traditional bikes in many global markets since 2020
- Predicted to account for over 50% of all adult bike sales by 2025 in Europe and Asia.
- Explosive growth in e-MTBs, e-Gravel, and even e-Commuters being used off-road.
- Riders expect to climb further, ride longer, and access terrain that was previously too difficult.
- Tech features: integrated displays, smart power modes, GPS, security.

SHIFTS IN BIKE STYLES

RISE OF E-ASSIST BIKES



- Trail users are now more diverse. Mix of riders using e-Mtb's, families looking for safe and scenic experience, adventure riders exploring multi day or remote loops.
- Riders want experiences: convenience, connectivity, and comfort
- Demand for:
 - Trail-side charging (especially at backcountry huts or hubs)
 - Predictable surfacing and maintenance
 - Smartphone-integrated navigation and ride tracking
- **Modern riders aren't just riders—they're also content creators, tourists, commuters.**

RIDER EXPECTATIONS

2025 & BEYOND.....



- Older trails designed for analog bikes can feel too steep or technical for e-bike momentum.
- Full-suspension and e-bikes push for flowier lines, berms, smoother surfacing.
- Trails now designed to minimize braking bumps and accommodate heavier bikes.

Design Trends:

- 5-8% gradients ideal for climbing e-MTBs
- Increased demand for green and blue loop trails with consistent flow
- Rest stops with amenities



TRAIL DESIGN EVOLUTION



- Charging infrastructure at trailheads, cafes, parking lots, and huts
- Solar or hybrid-powered solutions in remote areas
- Opportunity for brands to sponsor infrastructure
- On-trail tech support, quick diagnostic tools, firmware updates
- Fleet operators need training for e-bike specific maintenance

INFRASTRUCTURE NEEDS

CHARGING, SERVICING & TECH



- Trails must be built for durability: surfacing, water management, traffic prediction
- Community education needed around etiquette (e-bikes vs walkers, downhill vs uphill)
- Adaptive riding & inclusion is rising—trail design needs to meet access needs

SUSTAINABLE TRAIL USE & LONG-TERM PLANING



OUR BRANDS



- Product Supply
- Training & Support
- Marketing Support
- Ambassador Program
- Staff Discount

HOW SHEPPARD CYCLES CAN SUPPORT YOU



QUESTIONS?



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