



Taipei, March 17, 2010

SHOW DAILY

OFFICIAL NEWSPAPER OF THE TAIPEI INTERNATIONAL CYCLE SHOW



ORGANIZED BY TAITRA

DAY 1

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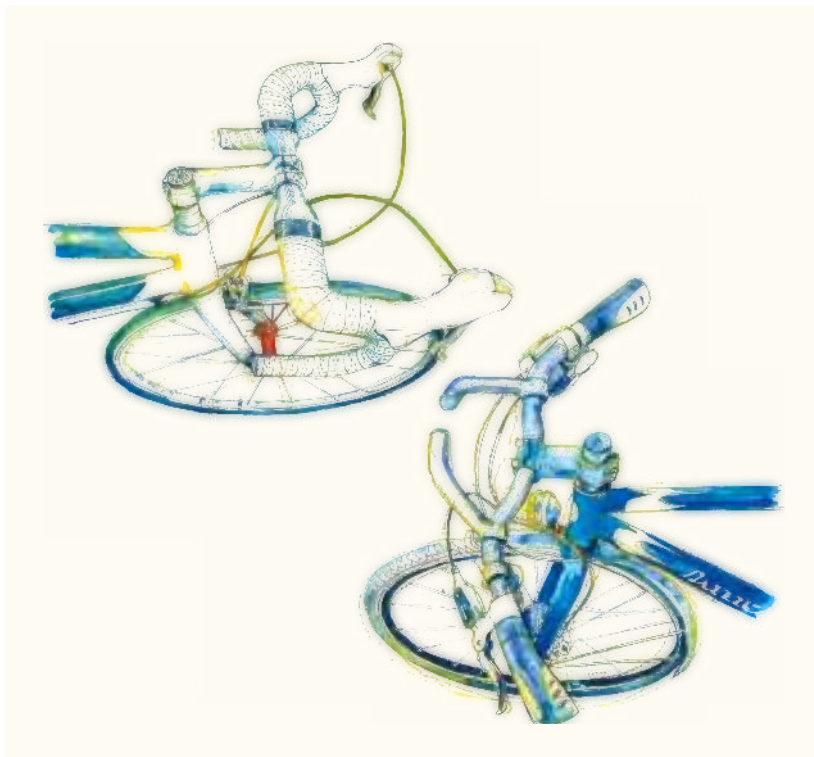


Illustration by Chris McNally (www.chrismcnally.com)

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WELCOME

Welcome to the new-look Taipei Show Daily 2010.
Produced by KB Media in cooperation with TAITRA,
we hope you find the Dailies helpful in making the
most of the business opportunities here at the show.

We're already working on tomorrow's issue. If you have news you think we can use, drop in to our

office in room 622 on 6F (see map).
You can also email us at:
info@bikeshowdaily.com.

CALENDAR - WHAT'S ON?

WEDNESDAY, MARCH 17 - SATURDAY, MARCH 20, 2010

WEDNESDAY, MARCH 17

9 a.m. - 5 p.m.
OUTDOOR DEMO
(ORGANIZED BY TAITRA) - Near North Spare Cargo Entrance of Nangang Exhibition Hall
9 a.m. - 5 p.m.
LIGHT ELECTRIC VEHICLE (LEV) TEST & DRIVE
(ORGANIZED BY TAITRA, ITRI, EXTRAENERGY) - Nangang Exhibition Hall, Cargo Ramp (4F)
9 a.m. - 6 p.m.
DISPLAY FOR THE BEST
(ORGANIZED BY TAITRA, TBEA, CHC) - Nangang Exhibition Hall, 4th Floor Area L Lobby

10 a.m.
GRAND OPENING OF TAIPEI INT'L CYCLE SHOW 2010
(ORGANIZED BY TAITRA, TBEA) - Nangang Exhibition Hall, Conference Room 401
10:20 a.m. - 12 noon
AWARD CEREMONY OF THE 14TH INT'L BICYCLE DESIGN COMPETITION
(ORGANIZED BY DOIT OF MOEA, TAITRA, CHC) - Nangang Exhibition Hall, Conference Room 402
1 p.m. - 4 p.m.

2010 INT'L BICYCLE TREND FORUM - PHASE I
- The Future Development of the Bicycle Industry after Resource Shortage and Economical Crisis
(ORGANIZED BY DOIT OF MOEA, TAITRA, CHC) - Nangang Exhibition Hall, Conference Room 402
6:30-8:30 p.m.
TAIWAN CYCLE NIGHT
(ORGANIZED BY DOIT OF MOEA, TAITRA, TBEA)

THURSDAY, MARCH 18

9:30 a.m. - 5:45 p.m.
LIGHT ELECTRIC VEHICLES CONFERENCE 2010:
- The Opportunity of Taiwan In The Global LEV Market;
- Electric Scooter Market In USA;
- Light Electric Vehicle Market In EU;
- International Safety Test Standard of Li-Battery;
- The EU Regulations of LEV and Li-Battery;
- Taiwan Electric Scooter Test Methods;
- Prototype of EnergyBus for Electric Scooters;
- The Challenge and Selection of Lithium-ion cell for EV Battery Module;
- Prevention and Treatment of Li-Battery Fire Event
(ORGANIZED BY TAITRA, ITRI, EXTRAENERGY, MOEA, TBA) - Nangang Exhibition Hall, Conference Room 401

9 a.m. - 5 p.m. OUTDOOR DEMO
(ORGANIZED BY TAITRA) - Near North Spare Cargo Entrance of Nangang Exhibition Hall

9 a.m. - 5 p.m. LIGHT ELECTRIC VEHICLE (LEV) TEST & DRIVE
(ORGANIZED BY TAITRA, ITRI, EXTRAENERGY) - Nangang Exhibition Hall, Cargo Ramp (4F)
9:30 a.m.-12 noon
2010 INT'L BICYCLE TREND FORUM - PHASE II:
- Bicycle Design Innovation
(ORGANIZED BY DOIT OF MOEA, TAITRA, CHC) - Nangang Exhibition Hall, Conference Room 402
9 a.m.-6 p.m.
DISPLAY FOR THE BEST
(ORGANIZED BY TAITRA, TBEA, CHC) - Nangang Exhibition Hall, 4th Floor Area L Lobby



FREE MEALS

FOR INTERNATIONAL VISITORS!

Bring your International Visitor badge to Room 631 or Room 608 on the 6th floor to pick up a free meal coupon. Valid 10 a.m. - 5 p.m. at the 6F Visitor Lounge.

PLEASE NOTE:
VALID FOR 1 MEAL ONLY PER GUEST

FRIDAY, MARCH 19

9 a.m.-5 p.m. OUTDOOR DEMO
(ORGANIZED BY TAITRA) - Near North Spare Cargo Entrance of Nangang Exhibition Hall
9 a.m.-5 p.m. LIGHT ELECTRIC VEHICLE (LEV) TEST & DRIVE
(ORGANIZED BY TAITRA, ITRI, EXTRAENERGY) - Nangang Exhibition Hall, Cargo Ramp (4F)
9 a.m.-6 p.m.
DISPLAY FOR THE BEST
(ORGANIZED BY TAITRA, TBEA, CHC) - Nangang Exhibition Hall, 4th Floor Area L Lobby

SATURDAY, MARCH 20

all day TOUR DE TAIWAN
9 a.m.-3 p.m. LIGHT ELECTRIC VEHICLE (LEV) TEST & DRIVE
(ORGANIZED BY TAITRA, ITRI, EXTRAENERGY) - Nangang Exhibition Hall, Cargo Ramp (4F)
9 a.m.-3 p.m. WINNING ENTRIES FOR THE 14TH INT'L BICYCLE DESIGN COMPETITION
(ORGANIZED BY TAITRA, TBEA, CHC) - Nangang Exhibition Hall, 4th Floor Area L Lobby

HOW TO GET TO NANGANG EXHIBITION HALL



COMMUTING, CLIMATE ON AGENDA BICYCLE TREND FORUM KICKS OFF AT 1 P.M. TODAY

The first session of the International Bicycle Trend Forum gets under way at 1 p.m. today, just after the IBDC award ceremony, in Room 402 of the Nangang Exhibition Hall.

Hosted by Jordan Wen, professor and director of the Graduate Institute of Technology and Innovation Management at National Chengchi University, this afternoon's session will examine the "Effects on Global Bicycle Industry after the Copenhagen Climate Council."



Ying-Ming Yang

Matt VanEnkevort, managing director of FSA America, will speak on "Promoting Cycle Use by Design." He will discuss how FSA and its parent company, TH Industries, is attempting to attract new consumers to cycling, and how product design can promote bicycle commuting.

Martin Schwartz, president and CEO of Dorel Industries, will address three main themes: How Dorel made it through the difficult period of 2009; what the bike industry must focus on if it wants to

grow; and how the growing awareness of climate control and the environment has influenced cities around the world to develop bicycle infrastructures.

Headquartered in Montréal, Dorel is the parent company of such bicycle brands as Cannondale, Schwinn, GT, Mongoose, Sugoi, Pacific and RoadMaster.

Other speakers include Mathias Seidler, president of Germany's Derby Cycle Werke; Ying-Ming Yang, chairman of the Taiwan Bicycle Exporters Association; and Pei-Sheng Zhang, senior commissioner of China's Chamber of Commerce for Import and Export of Machinery and Electronic Products.



Martin Schwartz

NEW PRODUCTS STAGE SCHEDULE

WEDNESDAY, MARCH 17 - SATURDAY, MARCH 20
TWTC NANGANG EXHIBITION HALL CONFERENCE ROOM 404

WEDNESDAY, MARCH 17

2-2:30 p.m.
GENUINE PRODUCTS
2:40-3:10 p.m.
TAIWAN PAIHO
3:20-3:50 p.m.
KING ROOF INDUS.
4-4:30 p.m.
FALLBROOK TECH.

THURSDAY, MARCH 18

11-11:30 a.m.
TAIWAN VERTEX

11:40 a.m.-12:10 p.m.
CHIA CHERNE

2-2:30 p.m.
KIND SHOCK
2:40-3:10 p.m.
QBICLE INC.
3:20-3:50 p.m.
TAIWAN BEST PLASTIC
4-4:30 p.m.
HUTCHINSON SNC

FRIDAY, MARCH 19

11-11:30 a.m.
RIKULAU
11:40 a.m.-12:10 p.m.
BALLISTIC INTL.

2-2:30 p.m.
VP COMPONENTS

2:40-3:10 p.m.
FIRST BICYCLE COMPONENTS
3:20-3:50 p.m.
AWISE FIBER TECH.

4-4:30 p.m.
LIYANG GLOBAL

SATURDAY, MARCH 20

11-11:30 a.m.
ALEX GLOBAL TECH.
11:40 a.m.-12:10 p.m.
HAOLI PRECISION IND.

THAI BMX STAR KIATTICHAJ TO PERFORM AT NANGANG

Taipei Cycle is proud to present one of the hottest BMX stars, Wanitsakul Kiattichai, who was the first Asian rider to successfully perform the BMX forward somersault while airborne.

Kiattichai, from Thailand, will share the stage with Taiwan rider Li Yun-yi at the Nangang Exhibition Hall during the show. They are sure to wow the crowds with their incredible BMX skills.

New this year: an open invitation to learn top-level skills from the stars. Coaches and riders will hold open sessions at 3 p.m. every day during the show. All are welcome!



Thai BMX star Wanitsakul Kiattichai

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ME & MY BIKE WALTER YEH, TAITRA EXECUTIVE VP

TAITRA Executive Vice President Walter Yeh enjoys cycling on weekends and in the evening. He now rides a Giant road bike and a Merida mountain bike, but when he lived overseas, he had as many as five bikes.

Being a cyclist has helped his understanding of the exhibitors at the Taipei Show: "I know more about the top world brands, and about what really makes a good bike. Only when you use the products do you realize how great these manufacturers really are."

As well as reading bicycle-related articles and magazines, Yeh has been a spectator at many races.



Walter
Yeh

"I've seen the Tour de France up close. It was an amazing experience to watch those cyclists passing at high speed. From that moment on, I became deeply interested in riding bikes."

What are his favorite cycling routes? "I really do enjoy riding along a trail with great views, especially in the forest where you can enjoy fresh air. I recommend the trail near Wai Shuang Shi, where you can enjoy riding in the woods. Sun Moon Lake in central Taiwan is also a very good place for cycling, where people can see the beauty of Taiwan."

In the future, Yeh says he would like to tackle the trail near Mt. He Huan, rather than riding around the whole island. Mt. He Huan, in eastern Taiwan, is 3,417 meters (11,210 feet) high and is usually the only place in Taiwan that has snow.

For overseas visitors, Yeh recommends riding along the north coast, where there are spectacular views of the Pacific Ocean. Danshuei (淡水) or Sun Moon Lake (日月潭) are also perfect places to experience the beauty of Taiwan, he adds.

DING TAI YUAN DUMPLING HOUSE HOW TO EAT LIKE A LOCAL IN TAIPEI

So here you are in Taipei, in the middle of one of the world's great food cultures. Where can you eat without resorting to a McDonald's? There's a vast range of delicious, unpretentious, and cheap Chinese food out there, especially once you get off the main roads. But finding it can be intimidating for foreigners. Where do you go? What do you order? How do you communicate? And, most important, how do you know you won't end up chewing on rooster testicles?



Ding Tai Yuan Dumpling House

Relax. We're from the *Taipei Show Daily*, and we're here to help. In each issue, **Stephen Jack** will introduce a restaurant to you, tell you how to get there, and give you a bilingual guide to its menu.

All of these restaurants are close together and are a mere 10-minute walk (or 5-minute taxi ride) from the entrance of the old Trade Center in Xinyi (Sinyi) Road. Find one and you can find all three.

My recommendations all are typical Taiwan eateries where taste reigns over decor and service, and where cold beer and other drinks are usually available at reasonable prices.

Please keep a few things in mind: These restaurants do not accept reservations or credit cards, and they don't give receipts. If you are inept with chopsticks, just ask for a fork, or *chazi* (叉子). Pay on your way out (if there is a little tick-off menu on your table, take that to the counter). When it comes to tipping - we're looking at you, Americans - don't. So with your *Show Daily* in hand, let's get going to our first restaurant.

Ding Tai Yuan Dumpling House

The owner of Ding Tai Yuan, Mr. Ruo, cooked at the most famous dumpling restaurant in the world (Ding Tai Fung) before opening this restaurant seven years ago. Though his restaurant is small and basic, Ruo's cooking equals that of his former employer's.

Choose from a range of cold appetizers in the display cabinet and help yourself to whatever looks good.

The betel nut flower heart salad (涼拌半天筍) recently caught my attention. Reminiscent of bamboo, it is lightly pickled and served with crunchy peanuts for NT\$100.

Try the free-range chicken soup (元盅土雞湯), with pieces of breast, leg and wing meat in a rich, silky broth, for NT\$140. Superbly cooked, the meat retains its full texture yet pulls easily from the bone. Or try the hot and sour soup (酸辣湯). A small portion is NT\$80; large, NT\$120.

House specialties include pork and bok choy steamed dumplings (菜肉蒸餃), NT\$140; "small dragon dumplings" (小龍包), NT\$140; and shrimp xiao mai dumplings (蝦仁燒賣), a dim sum staple, NT\$200. The dumplings are served in the traditional circular bamboo steamers and have delicate skins that encase a filling made with a rich chicken stock. The wait staff will bring you a bowl of tender shredded ginger, to which you add soy sauce and black vinegar to make a dipping sauce. I suggest you try these extraordinary dumplings first before spluttering such commonplace condiments on them.

By the way, the innocently named "small Buddha chicken dumplings" (雞佛小包), NT\$320, are, in fact, rooster testicles. Just thought you'd like to know.

Ding Tai Yuan Xiao Chi Wu

鼎太元小吃屋

Address: 156, Section 2, Keelung (Jilong) Rd. / 基隆路二段 156 號
Tel: 2738 6068

English Menu: Yes, simple version.

English-Speaking: No, but you'll be fine with this article and a smile.

Hours: 11 a.m. - 2 p.m.; 6-9 p.m.
Closed Mondays.

Directions: From the old trade center, go to Keelung (Jilong) Road and turn left. Continue for 600 meters to Tong Hua St. (For a downloadable map, visit: www.eatingchina.com/taipei-food.htm)

Taxi fare: NT\$90-120.

For more information about Chinese food, visit www.eatingchina.com.



Pork and bok choy dumplings and small dragon dumplings, with condiments

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TAIPEI CYCLE
March 17-20, 2010

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E-BIKE TEST TRACK, WORKSHOPS ON TAP LEVS ELECTRIFY TAIPEI CYCLE SHOW

As consumers become more aware of the benefits of zero-emission, electric-powered two wheelers, the market for these Light Electric Vehicles is booming. And at this year's Taipei Show, LEVs are in the spotlight.

The island nation's government is a leader in promoting LEVs. It is subsidizing the purchase of e-bikes and electric scooters, and hopes to put 160,000 of them on Taiwan roads in the next four years. Through Taiwan's environmental protection agency, e-bike buyers can receive a subsidy of NT\$3,000 (about €69, or \$93) on the purchase of a new e-bike through November. The program, in place since 2001, has subsidized the purchase of nearly 25,500 e-bikes to date.

To address this fast-growing market, Taipei show organizers are hosting an LEV Symposium Thursday in Room 401. Participants will discuss the global market for LEVs, along with regulations and standards in different countries. Simultaneous translation will be provided in English and Chinese.



Mo-Hua Yang

Related programs include today's EnergyBus workshop and a workshop on power lithium ion batteries on Friday and Saturday. Taipei Show attendees also can test ride e-bikes and scooters every day of the show at the LEV Pavilion, on the fourth floor cargo ramp at the Nangang Exhibition Hall.

The Taipei show is a natural venue for LEV discussions because Taiwan has been at the forefront of LEV innovations, and of developing standards for this young industry. Examples include the EnergyBus, a standard for connecting the electrical components of an LEV and improving compatibility across brands, much like the USB standard allows any number of computer accessories to plug seamlessly into almost any type of personal computer.

The EnergyBus uses a standardized set of plugs and a communication, or "bus," protocol that is specialized to meet the needs of the LEV industry. The initial goal of this concept is to connect batteries and chargers. Developers expect to later extend the standard such components as motors, controllers and the user interface, said Quincy Liang, a senior reporter at the China Economic News, a Taiwan news agency.

Mo-Hua Yang, chief technology officer of HiTech Energy, which makes battery-management systems, said three factors are key to the successful development of LEVs: the communications interface, safety standards, and a business model to support the battery systems for LEVs.

"Efficiency in transport operations is as important as battery and motor choice. Simply speaking, you will not be able to produce the world's best LEV if you have only the world's best battery and motor," said Yang, who has a doctorate in chemistry. "The EnergyBus standard will be a key force in advancing

the local LEV industry from merely producing components and assembling them to working out total LEV solutions and high-level complete vehicles." Yang also serves as president of the non-profit organization EnergyBus e.V.

THUN GOES TAIWAN

The German BB-cartridge manufacturer Thun has established new alliances and distribution channels in Taiwan.

Sales representative Andes Wang manages the Taiwanese distribution and storage facilities in Tainan. Talk to Andes at Taipei Cycle Show 2010 at the Thun booth M102.

Andes Wang

ENGLISH



SPIRIT OF THE SPORT

New ULTEGRA
Lighter and better than ever – that's the new ULTEGRA 6700 Series. Its aerodynamic design and two-tone silver finish will delight all bike sports enthusiasts. Packed with the technical highlights of DURA-ACE, it takes shifting and braking performance to a new level. And all of this comes with a weight reduction of 150 g.

SHIMANO ULTEGRA

SHIMANO
www.shimano.com

HELLSWITCH is crankset with hollow-forged spider chainring – saves weight and decreases rigidity. The result: optimal power transfer and improved shifting action.

Front derailleur with wide lever fork with two pivots for extra rigidity. The new front derailleur provides a feather-light downshift and smoother shifting stroke.

Dual Control Levers with carbon lever blades, inside cable routing and reach adjustment. Ergonomic lever shape for faster gear changing from different hand positions.

Rear derailleur features a wide outer link design and an aluminum pulley cage, resulting in crisp gear shifts.

Dual Pivot caliper brakes feature new compound brake shoes which double the brake performance in wet weather and also improve stopping power in dry conditions by 33%. Enhanced caliper construction provides increased frame response and improved cable routing.

CVT HUB IS SMALLER AND LIGHTER

NUVINCI HOPES N360 WILL RAISE A HUBBUB IN TAIPEI

Smaller, lighter, and easier to use. That's the latest version of the NuVinci N360 CVT hub, which NuVinci's parent company, Fallbrook Technologies, is debuting here in Taipei. Fallbrook officials believe the NuVinci N360 continuously variable transmission will appeal to a wider range of bicycle models than its current line. At its booth, Fallbrook is showcasing 2011 bikes from several brands that will be spec'd with the new hub.

"It will show a range of different types of bicycles than we've used, beyond the commuter and city bike segment," said Al Nordin, president of the Bicycle Products Division.

The U.S. brand Ellsworth, for example, is introducing a carbon fiber hardtail mountain bike that will pair the N360 with a Gates belt drive. Raleigh, Kalkhoff, Simpel, Batavus and Gepida are among other brands that plan to use the hub in their 2011 ranges.

The N360 is the third generation version of the company's innovative hub.



The NuVinci N360 hub



The Batavus CS Spirit (left) and Simpel Wegwarts are two 2011 models that will use the NuVinci N360 hub.

It is 30 percent lighter and has a diameter that is 17 percent smaller than its predecessor, the N171. The ratio range is 360 percent. But weight and size are only part of the story. Fallbrook engineers also came up with a "fundamental breakthrough" that allows a rider to shift gears smoothly in almost any conditions. "The whole shifting experience has improved even beyond what we thought was a very good shifting experience with our N171 product," Nordin said.

"You can be standing on the pedals of the bicycle climbing a hill in the hardest gear ratio, and while your body weight is on the pedals you can twist the shift

controller towards underdrive and you'll feel absolutely no resistance," he added. Nordin said the effortless shifting should appeal to electric bike manufacturers because it will help them extend a bike's range.

E-bike riders do not typically shift down when they stop, which means they start in a high gear. Usually they rely on an extra boost from the bike's motor to assist them, but that drains the battery. With the N360, an e-bike rider can shift down from a dead stop.

"You'll extend your battery range," Nordin said.

To advertise the performance, Fallbrook is introducing a new slogan: "Nothing Shifts Like NuVinci." In addition to redesigning the hub, Fallbrook also has updated the controller. It is more intuitive and indicates ratio adjustments. The amount of distance

required to shift from low to high has been reduced by 50 percent for faster shifting. It's as effortless "as adjusting the volume on a radio," the company says.

OEM customers also should appreciate the streamlined look of the N360, because the rear shift interface is now housed inside the frame dropout. The N360 will replace the N171, but Nordin said Fallbrook will continue to support the older model with spare parts. Fallbrook develops continuously variable transmissions for a range of uses, including automotive accessories such as alternators and air conditioning compressors, and even wind turbines.

FOLDING BIKE LEADER PARTNERS WITH WM TRADING DAHON OPENS EUROPEAN SERVICE CENTER IN GERMANY

Dahon, the world leader in folding bicycles, has established the Dahon European Service Center (DESC). Located in Winnenden, Germany, DESC will stock Dahon spare parts and accessories to provide more comprehensive and better service for Dahon's EU distributors and OE customers. The service center is operated by WM Trading, Dahon's longtime European OEM sales representative.

At the beginning of this year, WM Trading moved its German headquarters in Winnenden to a larger location. Dahon's 2010 product range (bikes & parts) started shipping this month directly to DESC.

"Dahon's European market will be better served through DESC," said Axel Keller, general manager of WM Trading. "DESC will stock and supply spare parts and accessories for all Dahon products offered in Europe, which will translate into even faster delivery times for customers. Our centralized location in Germany and warehouse with 1,200 square meters of storage space will allow for easier and faster processing and shipping of orders and parts."

"We created this European service center to provide better service and support for our business partners," said Joshua Hon, vice president of Dahon.

"Our sales volume in Europe hit a level where a dedicated service center was required to maintain the high level of service and efficiency that we strive to provide our customers," Hon added.

Dahon previously operated a warehouse in the Czech Republic. "We realized that for direct EU market service the Czech Republic is the wrong location. That's why we moved the warehouse to Germany," Keller said.



The WM Trading team (from left): Tamas Kelecsenyi, Ute Schmid-Schickhardt, Robyn Koenig, Michael Stichling, Henriette Amber, Axel Keller, Margit Geiger, and Tim Sanna.

The new service center will start receiving bikes and spare parts as well as aftermarket accessories in March and April. Plans are already in the works for a similar service center based in Asia. In addition to the Dahon brand, WM Trading handles aftermarket and OEM sales for several premium international brands such as

Taya, ITM, Panaracer (aftermarket only) and Sugino. It also markets its own suspension fork and wheel brand P.O.G.



We Made History in 2007. We Rewrote it Today.



The All-New NuVinci® 360 CVP Drivetrain

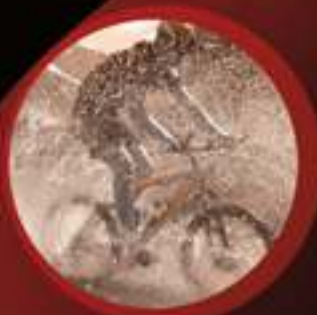
It's based on the original. But that's where the similarities end. The 2010 NuVinci 360 is considerably smaller and dramatically lighter. Ratio range is wider. Shifting is significantly smoother, even under extreme pedal force. Shift grip rotation is half that of its award-winning predecessor. And a new sleek shifter makes it more intuitive and easier than ever. All making the N360 ideal for more bike styles. And for more cyclists.

Be part of history. Test ride the all-new NuVinci 360 and see it first on bikes from Batavus, Ellsworth, Raleigh, Simpel and Gepida in booth N-428.



www.nuvinci.com

Nothing Shifts Like NuVinci.



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Trekking



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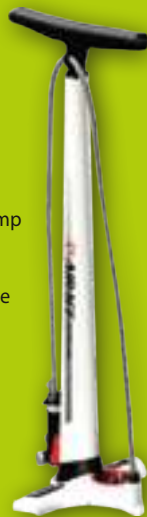
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NEW PRODUCTS

AIRACE INFINITY S (AF-16)
FLOOR PUMP

Airace Enterprise's innovative aluminum floor pump, "Infinity S (AF-16)" comes with two pioneering features.

Due to a patented dual purpose pump head it can be used for tires and air suspension. The maximum pressure is 300 psi (21 bars). The stainless hose stands up to high temperatures and pressure.

SHIMANO ALFINE SG-S700
11-SPEED INTERNAL
GEARED HUB

One of Shimano's hottest 2011 products is definitely the new Alfine-11-speed.



The Alfine SG-S700 offers three more gears at a lighter weight than the current 8-speed version. It also has a wider gear ratio of 409% (compared to 307% for the 8-speed version).

SR SUNTOUR
SF11-AXON
RC ELD
15QLCTI

SR Suntour's Axon RC Werx ELD is a state-of-the-art suspension fork with the company's intelligent electric lock out system.

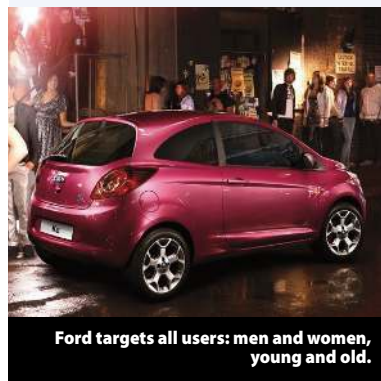
The fork is locked by a servo motor located in the right stanchion tube. The motor is connected to a controller within the steerer tube. If the built-in shock sensor does not receive any impacts from the ground, the shock sensor will automatically unlock the fork after approximately five minutes. This prevents the system from discharging and assures a long battery life of about one year. The whole unit is sealed against dirt and moisture.

HOW WOULD APPLE LAUNCH A BICYCLE?
IMAGINE A NEW 'PERSONAL
TRANSPORTATION PRODUCT'

Imagine, just for a moment, that the bicycle had not been invented. Imagine no mountain bikes, no racing bikes, and no bicycle industry. Imagine no UCI. It's easy if you try. Now, imagine that a global consumer product brand such as Samsung, Ford, Philips or even Apple introduced a new "consumer product for personal transportation."

This small, light product takes less effort to use than walking, yet travels four times farther. It is beautifully designed, well made, easy to use, clean and desirable.

connect with other human beings while using it. Who knew getting from point A to point B could be so fun? It's a "must have" product with a potentially unlimited market.



Ford targets all users: men and women, young and old.

Like a mobile phone, it is affordable and within reach of anyone who appreciates its benefits: young and old, adults and children. This amazing product connects friends and family, work and home, school and shops.

This makes for an appealing fantasy. But in the real world, our industry needs to ask itself: Why don't consumers buy bicycles like they buy cell phones?

Perhaps a better question is to ask how one of these consumer product giants would introduce a "consumer product for personal transportation" - also known as a "bicycle" - to the 80 percent of consumers who don't now use one. It's a massive, untapped market with huge potential.

So ... how would a Sony or a Samsung would develop and market this marvelous product? Here are some suggestions:

★ **Separate the successful "sport and enthusiast" part of the industry from "consumer products."**

CONSUMER PRODUCT INDUSTRY VS. BICYCLE INDUSTRY

Concentrates on the mass market, i.e., everyone.	Concentrates on existing users and enthusiasts, mainly sporty males.
Continuously innovates across a range of values, from low to high cost.	Innovates mainly at the high cost, premium end of the market.
Profitable across range of values, low cost to high cost.	Profitable mostly at the high end. Low-end products are stuck in a commodity trap where price is the only differentiator.
Top brands avoid commodity traps by combining innovation with value (see leading Taiwanese laptop and mobile phone makers).	Separates 'innovation' from 'value.' Accepts the commodity trap by letting mass-market merchants dictate spec and graphics.
Market is objective, with no "microwave enthusiasts" or "mobile phone racers."	Less objective, sometimes bordering on religious zeal. Prefers to "convert" non-users into enthusiasts, like us.

It is more convenient than waiting for the next bus or train, and actually goes door to door. It's a fraction of the cost of polluting, petroleum-powered vehicles such as scooters, motorbikes and cars. No more waiting in lines or searching for a parking space.

But wait, there's more! This amazing "personal transportation product" delivers something even more valuable to its owners: health and fitness. Users can take in their surroundings and

★ **Develop this "bicycle-as-consumer-product" sector to achieve massive growth and popularity.** Ford did this a century ago with the Model T. In the 1960s, Vespa took oily, smelly motorbikes and remade them for everyone.

★ **Focus on user benefits instead of the product.** Emphasize with potential users (especially in demographics that do not tend to ride bikes). What would really improve their lives?



There is huge potential for innovative, well-designed, inexpensive bikes for supermarkets and "big box" stores.

★ **Design user-focused improvements that truly improve the usefulness of the bicycle.**

Instead of tweaking colors, brand names and geometries, design such innovations as clean, enclosed transmissions; easy-clean wheels and frames; simple, low-cost gears; and zero maintenance components.

★ **Innovate at the entry level. This is where most people are introduced to cycling and is too important to leave to the supermarket buyers to design and "badge engineer."**

This is where real user-focused innovations should appear. Even Apple sells beautifully designed, entry-level iPods in supermarkets.

★ **Cross-fertilize people, ideas and innovations from other industries.** Employ people from outside of the bike industry: women, non-enthusiasts, young designers. They are the future.

Consumer products are designed and targeted for the vast majority of the population. That means *all* users at *all* price points.

Following this approach, the potential for "consumer products for personal transportation, health and fitness," aka "bicycles," is absolutely massive. We are only just scratching the surface.

- Mark Sanders

Mark Sanders is an award-winning, multi-million-selling product designer who works in the consumer product and bicycle industries. His company website is www.mas-design.com.



Motorcycles used to be for men, until scooter makers in the 1960s designed clean, easy-to-use transport for everyone.

ACCELL CEO RENÉ TAKENS EUROPE'S BIGGEST BIKE SUPPLIER ACCELERATES ITS TAIPEI PRESENCE

A full contingent of Accell executives is in Taipei for the show, as the Dutch-based bicycle and fitness company steps up its investments in Asian markets.

"The Taipei show is unlike any other because it involves purchasing as well as sales," said René Takens, CEO of the Accell Group. "Taipei is where we hold final discussions with our suppliers about the upcoming range, but it's also an opportunity to strengthen our presence in Asian markets."

The Accell Group, whose brands include Sparta, Winora, Batavus, Ghost, Lapierre, Koga-Miyata and more, is bringing some 25 people to welcome visitors in Taipei. Along with purchasing and product development staff from many parts of the Accell group, the contingent includes international sales executives from Lapierre and Ghost Bikes, the two brands picked by the Dutch group to spearhead its investments in Asia-Pacific.

"The high-end racing and MTB ranges offered by Ghost and Lapierre are the most adequate for Asian markets, and their organization and strategy are geared to international business," Takens said.

"In some of the Asian markets, we should be able to achieve a share of 20 percent in the relevant categories."



Accell CEO René Takens

Ghost Bikes, the German brand acquired by Accell in 2008, is already distributed in 26 countries. Last year it added South Korea and Taiwan, focusing on the higher end of the MTB market.

However, Ghost will use the Taipei show to capitalize on its increased brand recognition in Asia after the Beijing Olympics. It struck gold with Sabine Spitz in the women's cross country mountain bike category.

"Many Asian distributors learned about the Ghost brand due to our gold medal in Beijing," said Uwe Kalliwoda, the brand's founder and CEO.

"The Taipei show should be a great opportunity to capitalize on the contacts we've made since then."

The company is in negotiations with distributors for Malaysia and Singapore and is targeting Australia, New Zealand and China, which Ghost hopes to enter in 2012.

Kalliwoda has spent about half of the last five years in Asia. Ghost has long had an office in Taipei, and he is frequently negotiates product spec with suppliers.

Lapierre, the French brand, began distributing in Europe and North American about five years ago. In 2009, some 30 percent of its sales came from foreign markets. The company's goal is 50 percent.

After making distribution deals with Azuma in Japan and Xinride Composite Technology in China, Lapierre intends to build up sales in other Asian countries.

"The Taipei show will be most important for us, as it should enable us to finalize agreements in several Asian markets," said Florian Robin, international sales manager at Lapierre. "We will move cautiously, building Asian relationships for the long term."

Lapierre is targeting Singapore, Malaysia, Taiwan, South Korea and Australia. Last year it adjusted the designs of some of products to make them "less European" - using brighter colors, for example.

- BS

GIANT FOUNDER KING LIU GREEN TREND SHOULD NURTURE 2010 RESULTS

In 2009, King Liu, the 75-year-old founder of Giant, completed a challenging 1,668 km (1,036 mile) bicycle journey from Beijing to Shanghai in three weeks, sharing his passion for cycling along the way.

Once again, Liu showed his commitment as a cycling evangelist. Despite a downturn in 2009, he believes the industry is set for renewed growth in 2010. The Taipei show, he said, is a vital element in Giant's branding and distribution. The global bicycle industry has flourished in recent years, especially in 2008. Taiwan experienced an unprecedented bicycle boom, and the future of the market seemed bright. Liu pointed to "government efforts to reduce carbon emissions which can contribute to an eco-friendly environment, more interest in a better quality of life and health, combined with the bicycle industry's efforts to provide lightweight materials and advanced technologies. This has made bicycle products more attractive and spurred more and more people to enjoy cycling, even as an alternative to automobiles."

But optimism faded in the midst of the global financial crisis of 2009. A recession, shrinking wealth, high unemployment, and weakening purchasing power caused nearly every business to suffer. The bicycle industry was no exception, with sales declining in almost all segments compared with the previous year. Fortunately, the economy now is gradually recovering, and Liu said the company's performance this year should improve.



Giant Founder King Liu

"Green products will be the emerging trend, more people will enjoy the fun of cycling, and sales should grow by 5 to 10 percent," Liu said. "Europe and the United States are relatively mature and stable markets, so the main growth will come from emerging markets in Asia."

Liu stressed that while Taiwan makes high quality cycling products, successful products should be combined with advertising and distribution. He said the Taipei show is an excellent channel for branding. "Branding," Liu said, "is key to success."



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and undr saddle for non-"r"-models.
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i950r

The i950r is a revolutionary seat post that offers on the fly adjustment via an ergonomically designed remote lever on your handlebar. It utilizes a patented bushing design which greatly improves function and eliminates the side play of other conventional designs. With the new i950r, optimal seat height is just a lever's touch away. In a perfect world, no saddle would be without one.

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PLANETARY GEAR CRANKSET LEADS DOWN-TO-EARTH GROUP FSA APPLIES METROPOLITAN FLAIR TO URBAN BIKE COMPONENTS

Apart from the snazzy aluminum alloy City Handle Bar that it recently introduced, Full Speed Ahead is raising the curtain on three equally modish siblings in its Metropolis City lineup of components.

The lineup includes a 3D forged stem and aluminum alloy seatpost, both with a brushed alloy silver finish. It is rounded out with three versions of a city bike crankset, highlighted by the Metropolis Patterson planetary-gear version.

FSA and city bikes? Should we be surprised at this shift into the seemingly mundane world of city bikes, from a company that has made its name with its trailblazing MTB and road bike components?

"Not at all," said Douglas Chiang, managing director of Full Speed Ahead's parent company, TH Industries. "

The Metropolis City components are a natural development of our Full Speed Ahead brand, positioned right where the confluence of the past and the future meet," he added.



Metropolis handlebars

Always conscious of market needs and trends, Chiang said FSA has been listening to riders who simply enjoy biking for pleasure or commuting as well as the competitive cyclists and champions. Today, Chiang said, cycling "isn't just about international racing events or world competition. Not everyone's a sportsman and needs a competitive bike, so we decided to develop and offer a range of eye-catching, ergonomically designed products with Full Speed Ahead certified quality dedicated to city life on a bike."

But being FSA, the style is appealingly international. The Metropolis lineup is an alternative to "lackluster, plain-looking components without originality or style," Chiang said.

"Because the ergonomics of a city bike are different from other bikes, these designs have been carefully thought through and executed."

All of these factors shine through in the lovingly fashioned handlebars, stem, alloy seat post and cranksets "with shapes, angles, or bends, to meet the needs and taste of urban cyclists while adding value, fashion, and function to any bike."



Metropolis crankset

The more conventional Metropolis crankset comes in two versions. The 9-speed (48/36/26T) and 8-speed (48/38/28T) model is 1019 grams and 45T with sizes of 165mm, 170mm, 175mm checks in at 793 grams.

The top-of-the-line crankset is decidedly untraditional. Designed by Sam Patterson, a mechanical engineer, the Metropolis PT ("Patterson Transmission") crankset is, in effect, a functional replacement for a front derailleur and multiple chainrings. Chiang said its styling "melds perfectly into sleek and sophisticated bikes, and with the technology inside to perform." The planetary gear system, he said, is driven by a unique, patent-pending compound pawl system that allows seamless shifting under any load. There's less stress on the gear mechanism than in other systems to ensure a long service life.

The Metropolis PT crankset is compatible with most conventional frame designs and can be used with any rear cassette or internal gear hub. The Metropolis PT has a 1.6:1 gear ratio with drive gear of 428, to deliver an effective overdrive gearing of around 45T. Chiang called the Metropolis PT "a revolutionary innovation deserving of its own place in the history of Full Speed Ahead. It will change the way riders think about bicycles and will redefine the category."



- DM

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42 PRODUCTS TO BE HONORED AT CEREMONY TONIGHT TBEA'S INNOVATIVE PRODUCTS AWARD CHAMPIONS

The Taiwan Bicycle Exporters' Association will present its awards for the 2010 Innovative Products Competition at tonight's Taipei Cycle Night, on the third floor of the Nangang Exhibition Center, from 6:30 to 8:30 p.m.

This annual competition, sponsored by the TBEA and TAITRA, shines a spotlight on innovative high-end products.

"All industries are striving to escape fierce competition through innovation and research. The purpose of these efforts is to develop a wide variety and a uniqueness of products, achieve differentiation in the market, build up respected brand names, and elevate the competitiveness of the companies involved," said TBEA chairman Ying-Ming Yang, who is also chairman of Taiwan's tire giant Kenda. "It is the key to ensuring the vitality of the companies and maintaining their sustainable competitive advantages."

Here are some of the 2010 champions that will be receiving awards tonight:



COMPLETE BICYCLES CHAMPION: GIANT'S TRINITY ADVANCED SL

A win at the 2008 Time Trial World Championships first earned it the nickname "World's Fastest Bike."

At that time, it was a mysterious prototype. Now, though further development with Team Rabobank riders, including 2009 Giro d'Italia champion Denis Menchov, the Trinity Advanced SL is available to triathletes and anyone racing against the clock.

The all-new composite Trinity Advanced SL features every aero advantage. It's stiff, agile, and infinitely adjustable for the perfect fit. Add the groundbreaking AeroDrive stem/handlebar combination and aero tubing, and the clock has met its match.



FRAMES CHAMPION: KINESIS INDUSTRY'S KR-515 FRAME KIT

Kinesis has launched the 2011 KR-515 model as the new generation of its popular KR-510. The KR-515 uses innovative SPF tube-forming technology to shape most of the tubes on the frame.

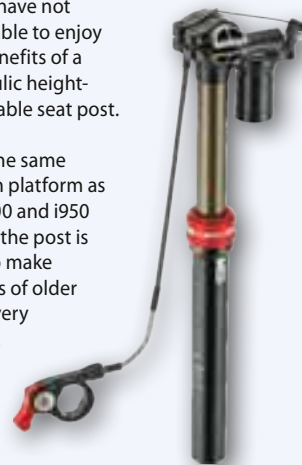
The new SPF chainstay CE12 has the stiffness to compete with carbon frames, while the high stiffness in the bottom bracket improves pedaling acceleration. The new SPF down tube was designed to match the shape of the top tube, giving the whole frame a unique look. Also thanks to SPF, the whole frame is lightweight.

STEMS / SEAT POSTS CHAMPION: KIND SHOCK'S SEATPOST I7

The i7 Seat post offers on-the-fly height adjustability to owners of older bikes which use smaller 27.2mm seat tubes.

Until now, these riders have not been able to enjoy the benefits of a hydraulic height-adjustable seat post.

With the same proven platform as the i900 and i950 series, the post is sure to make owners of older bikes very happy.



ELECTRIC ASSIST BICYCLES CHAMPION: JD COMPONENTS' EAGLE E-BIKE

The Eagle presents a new dimension in electric cycling. Sensational styling and technical innovation make this a fashionable performance bike for buyers with a penchant for stylish and trendy products.

The sophisticated Eagle e-bike, energized by TranzX PST, uses a proprietary lithium polymer power pack and features a series of innovative components.

It comes either with a 250 watt motor as a pedal assisted cycle, employing a torque sensor, or with a stronger 350 watt motor as an e-bike operated by a handlebar control.

With its 20-inch wheels, the Eagle is more responsive than normal electric bikes, allowing faster acceleration as well as more turning and steering control.



COMPONENTS PARTS CHAMPION: CHIA CHERNE'S SIDELIGHT HANDLEBAR GRIP

The Sidelight Handlebar Grips add an LED warning system with a multi-step indicator on the bar end. The light mechanism allows varied viewing angles and visibility in different directions. With their ergonomic design, the Grips offer comfort for long-distance cycling.



'OTHERS' CHAMPION: SRAM XX MTB DRIVETRAIN

SRAM XX is the first ever 2X10 XC advanced group with drivetrain, suspension and brake components from the combination of four SRAM Group brands (SRAM, RockShox, Avid, and Truvativ) powered with innovation, engineering, superiority and dedication. SRAM's drivetrain has also been given the award for "Best Practicality."



PEDALS CHAMPION: WELLGO'S SPRINGLESS CLIPLESS

This springless clipless pedal offers flexible damping and cleats to achieve easier click-in and release. The concept of the Springless Clipless pedal is to provide a simplified cleat system for beginners who want to learn to use a clipless system.

FRONT FORKS CHAMPION: KINESIS INDUSTRY'S RL-05 1-PC FORK



In most conventional aluminum racing forks, the cold forged crown and dropout are bonded to the aluminum blade. This requires a labor-intensive process to smooth the joint between the crown and blade after they are bonded with glue. Cold-forged parts are also heavy, and the cost of CNC machining is high to machine the weight-saving hole on the cold-forged crown or dropout.

Kinesis' newest 2011 SPF racing fork starts with a single straight/plain gauge aluminum tube and turns it into a one-piece fork through SPF forming technology. It is more than 15 percent lighter than conventional forks, and there is no joint between the crown and the blade, giving the fork a smooth look and light weight. Because the fork is built inside a mold, its tolerances are much better controlled compared with the bonding/curing process.

CHAINS CHAMPION: KMC'S KOOL KNIGHT CHAIN



KMC has developed a new chain specifically for extreme BMX riders. The KMC Half Link Kool Knight Chain uses a unique "L" type of plate structure to strengthen durability.

TOOLS CHAMPION: KMC DIGITAL CHAIN RIVETER

KMC's chain riveter is used to connect and disconnect bicycle chains.

It is compatible with any kind of bicycle chain and features user-friendly and accurate operation in order to ensure the chain is connected properly without damage.



NEW PRODUCTS

GIANT ACCEND 1 BIKE



The Adventure Series models can be used for daily commuting as well as holiday leisure.

Accend 1 is the flagship of this line: in addition to its high performance and comfort, its elegance is a fusion of urban and country. Accend 1 took the gold medal in the "Cross / Fitness / Speed bike" category at the "IF Eurobike Award 2009".

VELO SENSO MILES 4142 MTB SADDLE WOMEN

Taiwan's leading saddle maker Velo launches the new "Sens Miles 4142 Mountain Bike" saddle for women – a perfect balance of support and comfort.



The "Velo Sens Miles 4142" comes with a titanium rail for the ultimate in shock absorption. This is coupled with Velo's unique 'Cross Bow' suspension technology. The Velo Sens Miles 4142 distributes impacts through two contact points (a bow) rather than one, so it dissipates the "shock" more effectively. The seat also has ventilation holes throughout for better cooling and improved flexing of the saddle to the body's movements.

SKS GERMANY SUPERSHORT MINIPUMP

The Supershort mini pump from premium maker SKS Germany is an ideal companion for any athletic and ambitious bike rider.



Its most impressive features are low weight and sophisticated construction with telescopic function. The removable aluminium tube transforms itself smartly into an ergonomic T-handle. The Supershort is only 164mm long and weighs 103 grams.

VOX POP
EU ANTI-DUMPING TARIFFS

Will the European Union drop its anti-dumping tariffs against China and Vietnam?

A big question hanging over this year's Taipei Cycle Show is: What will happen to the EU's anti-dumping duties on bicycles from China (48.5 percent) and Vietnam (34.5 percent)? The duties are set to expire on July 15. But before they do, the European Commission is required to publish an official notice, usually five to nine months before the expiration date. No notice has yet been published. Meanwhile, the European Bicycle Manufacturers' Association (EBMA) has said it may ask that duties be extended for another five years. We asked some leading industry members if they think the EU will dump its anti-dumping duties this year:

RENÉ J. TAKENS
CEO, ACCELL GROUP N.V.

The EU ruling protects European bicycle and bicycle parts manufacturers against imports from China and Vietnam, with duties of 49 percent and 35 percent respectively. However, this ruling officially ends in July.



In the past, China has urged Europe to abolish these import tariffs. A full cessation of the duties could have a major impact on European bicycle manufacturers. We believe there are two reasons why the impact on Accell for the short and mid-term would be limited.

First, bicycle associations and bicycle manufacturers can request an investigation from the EU to prolong the duties. Unless the request for an investigation is not granted - which we consider to be unlikely because of export subsidies in China - an investigation can take several years. Until the outcome of that investigation is known, the duties will remain in place.

Secondly, we expect a limited indirect impact on Accell if duties are abolished. Vietnamese and Chinese bicycles are mainly targeting the lower end of the market, a market in which Accell is not active. A sharp drop in prices on the lower end will have a negative impact on the mid and higher segments due to price elasticity, albeit not so severe.

Moreover, Accell can also start to outsource part of its production to these countries. In our view, this would be limited to the mid-market segment because Accell's strength is in its flexibility to manufacture bicycles that are in demand. Outsourcing would limit this flexibility. Overall, the ending of the EU ruling regarding anti-dumping duties will have a limited impact on earnings in our view, but it could negatively impact investors' sentiment.

YING-MING YANG
CHAIRMAN OF KENDA AND THE
TAIWAN BICYCLE EXPORTERS'
ASSOCIATION, TAIWAN

Of course imports of bicycles from China to the EU will sharply increase if the anti-dumping tariff is dropped. Some of the Taiwanese companies invested in China will also benefit. However, the export of



Taiwan-made bicycles into the EU may not be affected seriously because most of them are high-end bicycles.

GYÖRGY BERKES
MANAGING DIRECTOR, OLIMPIA
BICYCLE, HUNGARY

I think with the economic crisis there is little chance that the European Union will cancel anti-dumping tariffs on Chinese bikes. But if it happens, European OEM factories will be in trouble sooner or later.



Those with strong brands and a focus on independent bicycle dealers will be less affected, and that includes our company [which owns the Gepida brand].

There surely will be a transition period as the majority of the Chinese factories reach a standard that is competitive with European quality. If this comes about, the European market will meet a nasty end, as we have seen over the years in other industries (shoes, textiles).

VOLKER DOHRMANN
PRODUCT MANAGER, STEVENS BIKES,
GERMANY

We assume it will have a big impact on entry-level bikes and mass merchant products in Europe. It could mean even lower prices in the retail price range of up to €600.



Surely, European bike manufacturers will feel more pressure, and European parts suppliers may have to adapt to new market environments.

More bikes will be "made in China," so the home market would get smaller for suppliers. In the sector Stevens Bikes works in, the impact would not be huge. Our models are high grade and highly individualized, which makes it hard for Chinese assemblers to fulfill our standards for quality and logistics, and for us to meet their criteria for quantities.

SAMUEL HU
GENERAL MANAGER, ASTRO
ENGINEERING, TAIWAN (WITH
CO-PRODUCTION IN VIETNAM)

If the EU's anti-dumping tariff on Chinese bicycles is dropped, that will have a huge impact on EU brand assemblers, which we wouldn't like to see happen at this moment.

However, we consider the possibility to be very high that anti-dumping tariffs on Vietnam-made bicycles will be dropped in 2010, since there are hardly any bicycles being exported to the EU now. But no one can be sure. We will wait and see what will be decided.



MATHIAS SEIDLER
GENERAL MANAGER, DERBY CYCLE
WERKE, GERMANY

Over the last few years, a high percentage of bikes have been imported into the EU. The anti-dumping duties imposed on Vietnam in 2004 didn't result in an increase in domestic production, just a change of the country where these bikes were produced outside the EU. Therefore, a change in regard to Vietnam would in my opinion have no effect, because obviously the question has to be asked whether the 2004 effect would be just reversed.



This is different with China. Chinese imports to the EU have been very low and concentrated in the lowest price points for children's bikes. It is obvious that Chinese volume producers would be direct competition to existing low-price producers, either in Eastern Europe or in the Middle and Far East. The existing rationale that from a certain material price point onwards it is more profitable to produce in Europe would not change.

PRAKIT LERTYAVALIT
MANAGING DIRECTOR, BANGKOK
CYCLES/ LA BICYCLE, THAILAND

If the anti-dumping tariff is dropped for bicycles from China, we believe it will have a more prominent effect on the EU market as a whole. It definitely would have a detrimental outcome for bicycle manufacturers in the EU, not to mention price instability for the industry.



For Bangkok Cycle, we believe that on a level playing field we are still very competitive in terms of quality, price and of course our well-known exceptional customer service.

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POWER (METERS) TO THE PEOPLE 'E-COMPONENTS' GIVE JOLT TO CONVENTIONAL BIKES

Shimano's Di2 introduced electronics into the bicycle group with a big bang. But e-components have been finding their way onto bikes for a long time.



SRM Power Meter display

It started some 25 years ago, when electronic speedometers began replacing their mechanical ancestors. As prices fell and technology improved, speedometers morphed into cycling computers that tracked distance, time, average speed and other functions, later adding temperature, cadence and calorie consumption measurements.

Now, wireless technology and heart-rate monitors are standard issue on cycle computers, which have sprouted large screens to handle all of the information their computers can generate.

Cateye's V3 cycle computer (Booth M0303) and Shimano's Flight Deck (Booth L0405) are good examples of the current state of the art. The Flight Deck even gives a graphic indication of the drive train's current gear position.

For top road cyclists, the large screens of today's cycling computers are often providing feedback on the cyclist's power output and energy consumption. A leader in power measuring devices is the German firm SRM, which has specialized in this area since its founding in 1986. SRM makes power meters for road, MTB, BMX and track bikes.

The power meters display the athlete's direct pedal power input in real time, along with speed, cadence, heart rate, incline and altitude. With software, cyclists can download ride data to a computer to track their performance over time. Early power meters relied on complicated wiring, but the implementation of wireless systems has enabled the market to expand.

The proprietary ANT protocol, developed by ANT Wireless of Cochrane, Alberta, Canada, deserves much of the credit for the growth of wireless bike components.

ANT's parent company, Dynastream Innovations, is a division of GPS giant Garmin. ANT - which links, for example, a heart-rate monitor with a cycling computer display - is popular because it has low overhead, requires little power and offers interference-free operation.

ANT Wireless has since improved the protocol to allow several devices to communicate reliably with one another. The current ANT+Sport protocol has become a de facto standard for several companies. Members of this ANT+Alliance include such well-known names as SRAM (Booth I0605), Giant (Booth M0509), and Trek's Bontrager brand.

The ANT+Sport wireless protocol has fostered the growth of the power meter market. For example, SRM offers versions for SRAM, the Shimano Dura-Ace 7800 group and other cranksets. A Shimano Di2 Dura-Ace version may soon be released. Quarq also makes a chainring power meter called CinQo.

The main drawback of all of these meters is their price. More affordable solutions include the CycleOps PowerTap, a power meter that is built into the rear hub.



CatEye V3 cycle computer

Another affordable solution is the iAero cycle computer from iBike. The iAero does not measure power directly, but calculates it based on wind speed and direction combined with such other parameters as bike speed, inclination, and cadence. The results may not be as precise as a chainring or bottom bracket meter, but for many cyclists they may be close enough. The iAero can also communicate with other power meters that use the ANT+Sport protocol. This allows a rider to make a direct comparison of different power meters on one bike.

Other cycling computers also have the capability to communicate with different manufacturers' power meters via ANT+Sport, including the Edge GPS from Garmin, the SpeedZone from Specialized, the Joule from CycleOps and the Node from Bontrager.

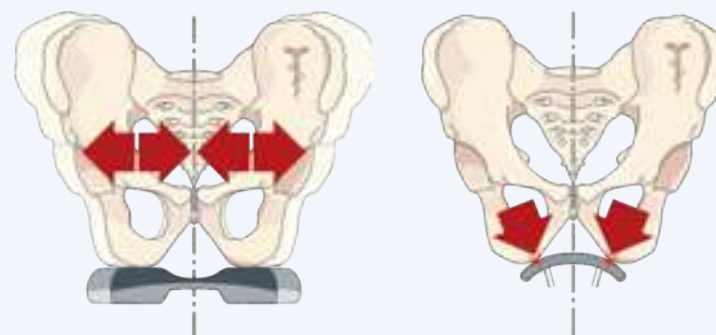
- GE



Dr. Stefan Staudte and Toby Hild

FROM UROLOGY TO YOUR SADDLE SQLAB HARNESSSES THE SCIENCE OF SIT BONES

Ergonomic features are increasingly important in bicycle product design. TSD talked with Dr. Stefan Staudte, a urologist and head of R&D at pioneering German ergonomic bicycle product supplier SQLab. SQLab products have been consistently successful in tests by the German bike media and in scientific studies. All SQLab products are designed scientifically. The company describes them as "custom made off-the-shelf."



The left saddle is too narrow, while the right is the perfect size.

WHY IS A UROLOGIST DEVELOPING BICYCLE SADDLES?

As an urologist and extreme cyclist, I know how important the saddle is.

That's why I invented, together with SQLab, the saddle size system and the "stepsaddle" design with a lowered nose.

WHY IS THE DISTANCE BETWEEN SIT BONES ESSENTIAL?

It is most important to unburden the perineum. This can only be handled when the sit bones take the weight of the body.

We started measuring sit bones about 10 years ago and since then we've amassed the biometrical data (including the sit bone distance) of thousands of cyclists. The distances of their sit bones varied between 6cm and 17cm. Shoes hurt when the size you wear is too small.

WHY DO SQLAB SADDLES HAVE A LOWER NOSE?

Most men need more free space in the front. The most important nerves and blood vessels run mostly on the side, not in the middle. Therefore, we transfer pressure relief to the full saddle (width and length).



SQLab 611 active with lowered saddle nose

A BRIDGE BETWEEN TWO CULTURES CHEN NABS NORTH AMERICA'S IDEAL JOB

Michael Chen, co-founder of frame builder Kinesis and the longtime face of Kinesis USA, is Ideal Bike Corporation's new VP of Marketing for North America. Since his appointment last October, Chen has been working for Taiwan's third-largest bicycle producer from his base in Portland, Oregon.

Backed by his knowledge of American and Asian cultures, Chen supports Ideal's North American OEM customers, including Ideal's strategic partner, Advanced Sports Inc. (ASI). Ideal owns 17 percent of ASI and manufactures the bikes for ASI's brands: Breezer, Fuji, Kestrel, and SE Racing. At the end of 2009, ASI added high-end bicycle parts brand Oval Concepts to its stable.

TSD: Michael, what happened to the Kinesis factory in the US?

Chen: About five years ago we came to realize that in the long term we couldn't survive with our high-end US OEM production.

The competition from Taiwan was just too tough.

But you also acquired the U.S. mountain bike brand Mountain Cycle, apparently to balance your OEM business.

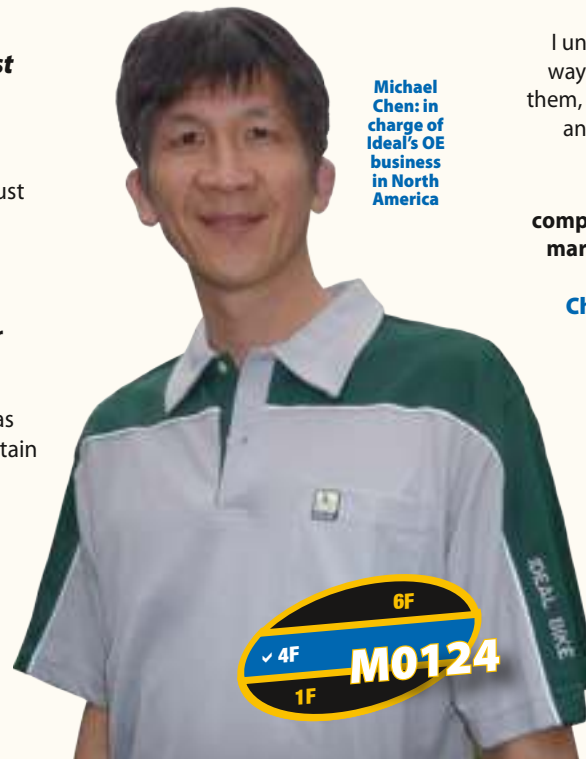
Chen: Right. But it didn't work out as expected when we took over Mountain Cycle. That's why the Kinesis USA factory was closed in mid-2007.

What have you done since then?

Chen: Basically, I stepped back from the business for two years. I wanted to spend time with my family in Portland.

How did you get back into the game?

Chen: After 25 years in business I have a lot of friends and contacts. I talked with Ideal at Eurobike last year. A second meeting was set up at Interbike in Las Vegas and everything was settled.



Michael Chen: in charge of Ideal's OE business in North America

Can you describe the job you are doing now at Ideal?

Chen: It's my job to facilitate communication with all of Ideal's North American customers. I know the industry - and, after living for so long in America - the cultural differences.

I understand both cultures in a lot of ways. I'm acting as a bridge between them, helping out both sides for better and more efficient communication.

Where do you see Ideal in comparison with the two Taiwanese market leaders, Giant and Merida?

Chen: Since the new management stepped in, Ideal has been a very active company. GM Hermes Chang and his team have brought a new mindset and a much more efficient and quality-driven system to the company.

There are huge efforts under way to upgrade production and become a more quality-oriented company. I'm thrilled to join Ideal Bike in these exciting times.



WITH BUSINESS CARD, GET A CREDIT REPORT

Got a business card? Then you can get a free credit report from D&B at the HSBC Booth on 6F. HSBC is sponsoring the Visitor Lounge at the show.

Want to know the credit risk of a potential business partner immediately? The D&B credit report can help you maximize business opportunities and minimize your credit risk.

The free report includes the subject's credit rating, financial information, payment and collateral records, lawsuit record,

operation records, history, and more.

This offer is limited to 100 reports a day. At the HSBC Lounge, you can also review the Hoover's database, where you can check a target company's profile, financial results, family tree, industry outlook, management and other important pieces of information.

IBERA
THE CYCLING LIFE
Taipei Show I-1401

IB-WB3

IB-MT3

IB-BC4

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WINNER GETS NT\$500,000 PRIZE DESIGN FINALISTS GO FROM FUNCTIONAL TO FANTASTICAL

The winners of the 14th annual International Bicycle Design Competition will be announced this morning. Designers from around the world are vying for a top award of NT\$500,000 (€11,450, or \$15,600), out of a total of NT\$1.175 million (€26,900 or \$36,670) that will be awarded.



The RBL

The award ceremony begins at 10:40 a.m. on 4F of the Nangang Exhibition Hall.

This year's competition attracted 720 entries from 49 countries, reflecting its growing international reputation as seedbed for young, talented designers. Many previous winners now work in the bicycle industry, either as freelance designers or full-time employees of bicycle companies.

Reflecting a growing trend in the global industry, the IBDC continues to promote a theme of portable bicycles, or "micro-mobility." Most of the nine finalists in this year's competition addressed the goal of cutting carbon dioxide emissions through bikes that can serve a multitude of functions.



The Infinity

Want to enter next year's competition? The IBDC will begin accepting entries April 1. For more information, visit the competition website at: <http://www.ibdcaward.org>.

Here is a summary of this year's design finalists:

★ Taiwan designer Hsi Huang's Shopping Bike combines a folding bike with a shopping cart. A flick of the wrist transforms the Shopping Bike from one to the other.

★ From Columbian Samuel Cortes Mora is the Trici, a multi-purpose bike that can be easily modified for use as a child carrier or luggage transporter.

★ Marcus Hannibal Madsen of Denmark designed the RBL, a compact city bike with a large fishnet basket to hold the rider's gear.

★ RESC U, from Kim Sang-Hyuck, Kim Na-Rae and Nam Hyuck-Joo of South Korea, is a folding bike that incorporates a stretcher for emergency services. It's a way of providing fast help to those on narrow streets.

★ B3, from Taiwan designers Zih-Yi Yang and Wei-En Huang, is a folding bike that doubles as a trolley.



The Shopping Bike

★ Flex, from Israeli designer Ran Amitai, is a compact city bike with an integrated carbon fiber frame.

★ From Germany's Stephan Henrich is the Infinity, a beach cruiser with a radical monotype propulsion belt drive.

★ Tribune, by Swiss designers Florian Vecsey and Lukas Thuring, is an aerodynamic tricycle with a closed, lockable luggage rack.

★ TakeOn, by Finnish designer Arttu-Matii Immonen, is a stylish city bike with a frame made mainly of bamboo composite material.



The Trici



Benno Messingschlager and marketing manager Martin Buchta

EXHIBITING AGAIN AFTER 10 YEARS MESSINGSCHLAGER RETURNS TO TAIPEI SHOW

German importer Messingschlager is celebrating its return to the Taipei Cycle Show this year after a 10-year absence. Company CEO Benno Messingschlager said he had wanted to return before but was put off by the poor locations available at the former show site.

"Due to the limited space at the old convention center, they wanted to put us somewhere in outer hall 3. We were not happy about that, so we stopped exhibiting in Taipei," he said.

Talks with show organizer TAITRA led to the company's decision to return to the new Nangang convention center. "It was tough but we made it. Now we are happy. We have our own booth directly next to one of our customers, Kenda."

The family-owned Messingschlager began importing bicycle products from Japan and celebrated its 85th anniversary last year. Messingschlager said the Taipei show is its most important bicycle trade show, and not just because 10 of the 14 brands the company distributes are based in Taiwan.

"The Taipei Cycle Show is the place where you meet and greet bike people from all over the world. We have a detailed distribution network in Europe and want to expand our service to overseas markets," he said. "We already have a warehouse with the Cycle Force Group in North America, but also hope to do some business on the expanding Asian bicycle markets. That's our main goal for Taipei Cycle Show 2010."

He also hopes to set up a subsidiary in Australia as part of the company's overseas expansion plans. The Taipei show is a great place to meet potential partners from Down Under.

What benefits can the German company offer customers? "We are a good alternative to Taiwanese trading companies because we are close to the market and offer European service," Messingschlager said. "And this is without giving up the benefits of Far East production."

Today, Messingschlager said, "We serve more than 1,000 customers in 45 countries, from Europe to North Africa and North America." At this year's Taipei show, the company plans to introduce its five private label brands, he said, "as well as brands we distribute that won't have a booth here themselves. Moreover it is good to have our sales people here. The Taipei Cycle Show gives them the chance to talk to all of our partners in person. It is so important to have direct contact to the people you make business with."

The Taiwan companies that Messingschlager imports to Europe include Mighty and Novatec, which make parts and wheels; CN Spoke; Smart lighting systems; cycling shoe and accessory manufacturer Exustar; Velo, the saddle giant; Kenda, the tire maker; and Tange, the Japanese-Taiwanese partsmaker.

At its headquarters in Baunach, Germany, Messingschlager stocks some 2,400 different items from several Asian companies, "plus a similar amount based on customer requests," the GM said. That number is sure to rise after Messingschlager's appearance at the Taipei Cycle Show.

イベントスケジュール

3月17日(水)~3月20日(土)

3月17日(水)

9 A.M.-5 P.M. アウトドア・デモ
南港展示会場北口運搬車入口傍
9 A.M.-5 P.M.
軽電動車輛 (LEV) 試乗コーナー
南港展示会場運搬用カーゴランプ (4F)
9 A.M.-6 P.M. 創造製品入賞作品展示
南港展示会場4階Lエリア広間
10 A.M. 2010台北国際自転車展開會式
南港展示会場401会議室
10:20 A.M.-12 P.M. (正午) 第14回国際
自転車デザインコンテスト授賞式
南港展示会場402会議室
1-4 P.M. 2010国際自転車トレンド・フォー
ラム-第1部:
資源不足と経済危機後の自転車業界の行方
南港展示会場402会議室
6:30-8:30 P.M. 台湾サイクルナイト

3月18日(木)

軽電動車輛 (LEV) 会議 2010
南港展示会場401会議室
9 A.M.-5 P.M. アウトドア・デモ
南港展示会場北口運搬車入口傍
9 A.M.-5 P.M.
軽電動車輛 (LEV) 試乗コーナー

南港展示会場運搬用カーゴランプ (4F)
9:30 A.M.-12 P.M. (正午) 2010国際自転車
トレンド・フォーラム-第2部:
自転車デザインの革新
南港展示会場402会議室
9 A.M.-6 P.M. 創造製品入賞作品展示
南港展示会場4階Lエリア広間

3月19日(金)

9 A.M.-5 P.M. アウトドア・デモ
南港展示会場北口運搬車入口傍
9 A.M.-5 P.M.
軽電動車輛 (LEV) 試乗コーナー
南港展示会場運搬用カーゴランプ (4F)
9 A.M.-6 P.M. 創造製品入賞作品展示
南港展示会場4階Lエリア広間

3月20日(土)

ツール・ド・台湾
9 A.M.-3 P.M. 軽電動車輛 (LEV) 試乗
コーナー
南港展示会場運搬用カーゴランプ (4F)
9 A.M.-3 P.M. 第14回国際自転車デザイン
コンテスト入賞作品展示
南港展示会場4階Lエリア広間

タイのスターKiattichaiによる BMXパフォーマンス



Thai BMX-star Wanitsakul Kiattichai

台北ショーはバイシクルモトクロス (BMX) の最も熱きスターWanitsakul Kiattichaiを招待、彼はバイシクルモトクロスで前方宙返りをや
ってのけたアジア初のライダーである。Kiattichaiは台湾ライダーのLi
Yun-yiと並んでNangang展示ホールに登場する。彼らの驚くべきモト
クロスの技で、観客は大興奮となるに違いない。スターからトップレベ
ルの技を学ぼうという一般への呼びかけは、今年初めての試みである。
展示期間中、毎日午後3時に、コーチとライダーによるフリーレッスン
が行われます。ふるってご参加ください。

2K10

SUNTOUR



Raidon XI

SF11-RAIDON XI RLD 150LC air

100mm / 120mm Travel
Air Pressure Adjust
Remote Lock Out
Rebound Adjust
15mm DLOC Axle
Stanchion Tubes 6061 Alloy
Magnesium Monocoque Bottom Case
1900g



TAIPEI CYCLE
J417



Rider:
Roger Rodterke

Location:
South Africa

SUNTOUR Inc.
47 Hsing Yeh Rd.
Fu Hsing Industrial Zone
Chang Hsu

Tel: 886-4-7895115
Fax: 886-4-7894028
email: orders@sunmt.com.tw

www.sunmt-cycling.com

Quality that feels right



Honeycomb GEL:

- Inserted for 3x more comfort over foam cushioning.

Cools Your Body:

- Air Holes provide cool air flow to your pelvis.



Honeycomb Flexing Base:

- With honeycomb holes allow for more flex to give the rider better movement.



Cross Bow Suspension:

- This suspension is superior because the rails are not connected to the base directly, so it dissipates the shock of bumps more effectively.



Double Density Base:

- A firm saddle with soft inserts to absorb energy from bumps.



O-ZONE:

- Allows the cushioning to press down making it kinder to the body's sensitive crotch area.



Arctech Suspension:

- with arch space here allows more flex and better shock absorption.



Comfort that feels right



Tape that feels right



Infinite:

- Infinite Combination of colors, patterns and materials.



Gel:

- Resistance to stretching, heat, solvents, water and aging.



Control Pad:

- Anatomically conforms to the shape of the fingers for superior handling.

Power Grip:

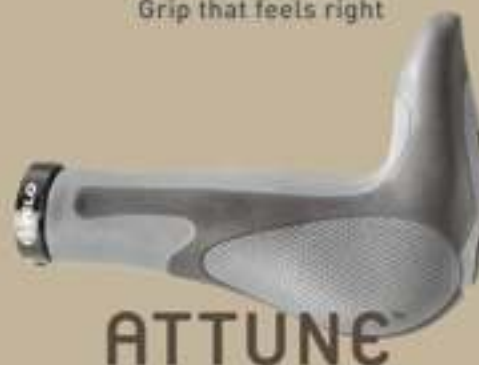
- Allows cyclists to maintain a firm over longer rides.

Cushion Pad:

- Reduces pressure on the palm.



Grip that feels right



About Velo

Founded in 1979, VELO is a world leader in the design and manufacture of bicycle saddles, grips and tapes.

The company strives for excellence in efficiency, innovation, quality, and value. VELO is committed to environmental sustainability and uses environmentally friendly materials and parts in and manufacturing processes. These beliefs are reflected in VELO every fine products.

シティバイクの未来を先取りする FSAのメトロポリスコンボ

先行のアルミ合金製スマート設計のシティバイク用ハンドルバーに続き、FSA (Full Speed Ahead) ではシティバイク用メトロポリスコンボのラインに新たに3種の姉妹モデルを追加する。3モデル揃って搭載されているのは、3D鍛造ステムとアルミ合金シートポストで、いずれも光沢を押さえたシルバー合金仕上げ。シティバイク用クランクセットは逸品で、このコンボの最大のポイントはメトロポリス・バターソンのプラネタリーギア（遊星歯車駆動システム）にある。

MTB、ロードバイク用コンボの最先鋭であるFSAが平凡とも思われるシティバイクへ転進したとも思われるが、「いやいや決してそういうことではない」と同社ダグラス・チャン社長は方向転換ではない旨を強調、「メトロポリス・シティ・コンボはFSAのブランドから必然的に発展した形であり『過去と未来の接点』との位置付けをしている。常に市場のニーズやトレンドを意識に置きながら、強豪ライダーやチャンピオンからの声を製品づくりにフィードバックするのと同じスタンスでレジャーや通勤通学などで自転車を利用する一般ユーザーからの声も十分参考にさせていただいた」とのことだ。

要するに今日で言うサイクリングとは「単に国際レースや世界選手権のことだけを指してはいない。誰もがスポーツマンであるはずはなく競技用バイクを必要としているわけではない。ということからFSAならではの高品質で魅力ある人間工学的にも優れた一般ユーザー向けシティバイク用コンボを開発、販売していこうという決断に至った」とチャン社長は新コンボ誕生のいきさつを明かす。

台湾、欧州、米国で文字どおりフルスピードで展開中のFSAでは、コンボの開発に技術とデザインの両部門が日々力を合わせて取り組んでおり、そのスタイルはすこぶる国際的だ。メトロポリスの製品ラインは「オリジナリティーやスタイルを持たない平凡で地味なコンボに取って代わるもの。さらにシティバイクは人間工学上でも他のバイクと異なるため、そのデザインには細心の注意と、とことん考え抜く姿勢で取り組んできた」と新モデル開発までの努力を語る。

新モデルはいずれもスマート設計のハンドルバー、ステム、アルミ製シートポスト、クランクセットを搭載、「形状、角度、ベンド（曲がり具合）など都会派サイクリストのニーズに対応したデザインで、どのバイクに搭載しても価値、ファッション性、機能性を高めることが可能」と言う。従来型メトロポリス・クランクセットは2バージョンを揃え、9スピード（48/36/26T）と8スピード（48/38/28T）モデルは重さ1019グラム、45Tタイプは165mm、170mm、175mmの3サイズで重さわずか793グラムという軽量。



Metropolis crankset

最上級のメトロポリスPT（バターソン・トランスミッション）クランクセットを加えたFSAのシティバイクコンボは未だかつてないほど完璧な出来栄に仕上がっている。

PTクランクセットはメカニカルエンジニアのサム・バターソン氏がFSAとチームを組み開発に取り組んだもので、息の合ったチームワークが機能的にフロントディレーラーと多段チェーンリングに取って代わる初のアーバンバイク用プラネタリー・ギアクランクセットを生み出した。チャン社長の言う「スマートでスタイリッシュなアーバンバイクとぴったり融合、その上技術に裏打ちされた機能性も備えている」という自信作だ。

プラネタリーギアシステムは、特許申請中の独自開発複合歯止めシステムにより駆動するもので、どんな負担がかかってもスムーズなシフトを可能にするのが最大のポイントだ。しかも他のシステムよりギアへの圧力が軽減されるため製品寿命も延びるという利点がある。

新開発コンボは従来のフレームデザインのものとも互換性があり、428のドライブギアで1.6対1のギア比を有し、45T前後の効果的オーバードライブギア機能を発揮する。またリアカセットや内装ギアハブも使用可能である。「メトロポリスPTクランクセットはFSAの歴史に1ページを刻む革新技術で、自転車に対するユーザーの考え方を変わるとともにシティバイクというカテゴリーそのものを見直すほど革新に満ちた新製品」とバターソン氏は目を輝かす。

-ディヴィッド・モンソン

NEW PRODUCTS

ジャイアント アセンド1

ジャイアント（Giant）のアドベンチャーシリーズがレジャー用にも通勤用にも使えるようになった。その新路線の標準モデルと言えるのがアセンド1（Accend 1）だ。高い性能と快適性に加えて、都会的な斬新さと自然の風情を見事に溶け合わせた優美さに魅力がある。「IFユーロバイク・アワード2009」の「クロス/フィットネス/スピードバイク」部門で金賞に輝いた同社の自信作だ。



3T ゼフィーロ・エアロバー

3Tのエアロバーラインに新たにゼフィーロ（Zefiro）とミストラル（Mistral）の2モデルが加わった。ゼフィーロはロードレース、タイムトライアル兼用バーでロードレーサーのパワーとコントロール性にタイムトライアル用エアロバーのドロップ形状を融合させた新タイプ。特殊技法Pi Wing™による体の負担を減らすためのエアロfoil・ハンドレストを搭載した調整可能なエクステンションも搭載した親切設計だ。



720アーマー スピーダーRX

上りや下り、光の変化などで走行中の集中力を切らしたくないライダーにうってつけの新モデルがこの「スピーダーRX」。先進の技術と特性を備えた高精度サングラスで、光の変化に対応する矯正レンズ、軽量にして高強度、光学・視覚的にも最高レベルを極めた逸品だ。



第14回国際自転車デザインコンペ入選作品紹介

国際自転車デザインコンペ(International Bicycle Design Competition)は1996年に開催して2009年で14回目を迎えました。このコンペは自転車デザイナーの潜在能力と創造力の育成を目的とした大会です。世界各国のデザイナーに実力を発揮する場を提供し、最先端の作品を世界に発信して自転車業界に新しい風を巻き起こします。

今大会の参加国は49ヶ国。合計720人の参加者が賞金総額1,160,000台湾ドル(約26850ユーロ)をかけて競い合いました。

2009年8月25日にドイツ、アメリカ、デンマーク、イギリス、オランダ、台湾など各国の国際審判団による電子投票によって、世界各国から集

まった数百点の作品の中から22点の作品が入選されました。；これらの作品は大会規定により、縮小模型を用いて最終選考で選出されます。2010年3月17日午前10時20分南港展覽館402会議室においてコンペの授賞式が行われます。



Tribune

スイス

Florian Vecsey / Lukas Thuring

Tribuneは発電機と電動モーターによって伝動する電動三輪車です。外付けバッテリーによってこぐ力をアシスト、力を使わずにこぐことができます。後輪の上には鍵付きキャリアが設置されているのでどんな天候にも対応でき、盗難予防の効果もあります。クッション性のあるサドルとペダルは自由に調整できます。車体の前後にライトが搭載してあるので安心してサイクリングを楽しむことができます。

CG

中国

Meng Sun(孫猛)

CGは万能ナイフとチューインガムの外観から構想された折り畳み式自転車です。すべての年代の方が乗れるように設計されています。携帯性に優れているので旅先などで気軽に乗ることができます。スタイリッシュなデザイン、独創的な折り畳み方式、優れた伝動設計を採用。まったく新しいサイクルライフを提供いたします。



TakeOn

フィンランド

Arttu-Matii Immonen

TakeOnはスタイリッシュなデザインのシティサイクル。エコロジーとコストを考慮したフレームは竹素材と金属を複合加工したものを使用しています。人間工学に基づいたデザインで楽しく乗れて、メンテナンスも簡単なのが特徴です。TakeOnは地球の緑と私達の生活を最優先に考えて作られたエコサイクルです。



TRICI

コロンビア

Samuel Cortes Mora

TRICIはコロンビアの首都ボゴタの環境に適応した自転車です。乗る人の年齢やサイズに合わせてフレームを調整することができ、スタイルに応じて様々な乗り方を実現します。小さいお子様は前の座席に座せることができますので、親子で安心して乗ることができます。お子様も自分で自転車に乗っている感覚を楽しむことができます。



Evolution Bike

オランダ

Roel Verhagen

Evolution Bikeは全ての面において優れた機能を持つ未来型自転車です。シンプルなのに目を引くデザイン。最大の特徴は前輪にあるハブとクランクを活用することで快適なスピードで走ることができることです。走行中は視野が高く風を受けにくいので、快適で安全に乗ることができます。



RBL

デンマーク

Marcus Hannibal Madsen

RBLは荷物を運ぶのに適したシティサイクルです。独創性のあるデザイン、革新的なハンドル設計、そしてインテリジェンスの高いライトシステムを搭載。またフレームの強度を上げることで安全性を高めています。様々な状況に対応できるセキュリティロックも搭載。



AutoVelo

アメリカ

Eric Stoddard

AutoVeloは普段自動車に乗っている人向けに開発された電動自転車です。座席の位置やシートの角度、特に手足を使って操作する感覚は車を操作する感覚とまったく同じです。折り畳み式のルーフシールドとキャリアボックスを搭載。車よりも快適で活動的なサイクルライフを提案します。



RESC U

韓国

Kim Sang-Hyuck / Kim Na-Rae / Nam Hyuck-Joo

RESC Uは緊急救護に対応した折り畳み式自転車です。この自転車の最大の魅力は細い道や小さい通りを行き来しなくてはならない時に、無駄なくスムーズに救出活動を行うことができ、救出隊も安全な状況で被災者を運搬することができます。



AO

イスラエル

OMER SAGIV

AOはシンプルと独創性が融合した自転車です。スタイリッシュな外観、サスペンションフォーク搭載、調整可能なハンドルとサドルなど色々な機能があります。サドルとホイールには特殊なサスペンションが搭載。走行中には前後のライトが動力によって点灯します。

Shopping Bike

台湾

Hsi Huang (許 暉)

Shopping Bikeはショッピングカート機能を搭載した自転車です。普段は自転車としてサイクリングが楽しくて、収納にも便利です。この自転車の最大の特徴がお買い物に出かけた際にショッピングカートとして使用することができます。自転車を置く場所を探す必要ありません。



STACLE

韓国

Nah Woong Sub / Paek Seung Hwan / Lee Seung Me

STACLEは空港内で荷物を運ぶカート機能を備えた自転車です。荷物を運ぶ時はカートに変身。普段は自転車として使用できます。またコンパクトに折り畳むことができ、簡単に収納することができます。

EUのダンピング防止関税

自転車産業の世界的集まりである台湾サイクルショーに今年、重大問題が投げかけられている。：2010年7月15日に正式無効日を迎えることになる、中国（48.5パーセント）、ベトナム（34.5パーセント）両国からのEU自転車ダンピング防止関税はこの先どうなるのか。欧州委員会は、無効日の通常5ヶ月から9ヶ月前に正式に通達を出さなければならない。しかしながら本原稿執筆段階では未だ、正式通達はない。

通知を受けて欧州自転車製造業者連合(EBMA)は苦情を再度申し立て、詳細なダンピング調査へと再び発展することもあり得る。そうになると現行のダンピング防止関税は5年延長されるかも知れない。そうでなければ、中国とベトナムからの自転車に係るダンピング防止関税は7月15日を以て廃止される。業界人数人に尋ねた。：EUのダンピング防止関税が廃止されると、どうなるのだろうか。

レネ・J・ティクンス 代表取締役 Accellグループ

EUは中国、ベトナムよりの輸入の際それぞれ49パーセント、35パーセントの関税をかけることにより欧州自転車及び部品製造業者の保護を行っている。しかしこの統治は2010年7月に正式終了を迎える。中国は過去にも、欧州にこの輸入関税の廃止を申し込んでいる。関税の完全廃止は欧州自転車製造業者に重大なダメージを与える可能性がある。しかしアクセルへの短期、中期ダメージはそれほどでもないだろう。それには理由が2つある。

まず自転車連合、自転車製造業者は関税を廃止しない方向でEUより調査を依頼できる。これは中国での輸出補助金の件があるのでまずないケースと思われるのだが、調査が却下されない限り、調査は数年続く可能性がある。調査結果が出ない限り、関税は継続される。

二つ目に、関税が廃止される際、アクセルに間接的ダメージがある程度であると予想していることがある。ベトナム、中国の自転車は主に最低価格層に照準を置いている。アクセルはこの市場にいないが、最低価格層での大幅な価格低下は、価格の弾力性により、深刻でないとはいえ中、高価格層にダメージを与える。更に、アクセルはこれら両国に製造の一部を外注出来る、そしてアクセルの長所は需要のある自転車製造における柔軟性であることから、外注は中間市場に限られると我々は考える。外注はしかしながら、この柔軟性に限りを与えるのであるが。

まとめると、EUのダンピング防止関税廃止は売り上げにある程度のダメージを与えるであろう、投資者感情に否定的に影響する可能性もある。

インゲーミング・ヤング 会長

Kenda Rubber産業

台湾自転車輸出業者連合(TBEA)、台湾

EUのダンピング防止関税廃止により、中国からEUへの自転車輸入は急増するだろう。中国に投資した台湾の会社にも有益に働くだろう。しかし、台湾製の自転車は

その殆どが最高価格層であることから、EUへの輸出には深刻に影響しないだろう。

ジョージ・バークス

専務取締役

Olimpia自転車社(Gepidaブランド)

、ハンガリー

経済危機の折り、欧州連合は中国製自転車へのダンピング防止関税を廃止するとは考えにくい。しかしもし廃止されるなら、欧州OEM工場は早かれ遅かれ困ったことになるだろう。当社のような著名ブランドと独立自転車ディーラーにはそれ程影響が及ばないだろう。中国工場の大半が欧州のクオリティーに張り合える水準に達していることから、移行時期は確かにあるだろう。そうになったら欧州市場は、近年他の産業(靴、織物)に見られるようにひどい顛末を迎えるだろう。

ヴォルカー・ドーマン

制作部長 Stevens Bikes、ドイツ

欧州の初心者レベルの自転車と大量流通製品に大きなダメージを与えるだろう。600ユーロ小売価格より低価格になるかも知れない。欧州の自転車製造業者は、欧州の部品サプライヤーが新市場環境に適応しなければならないのと同様、よりプレッシャーを感じるだろう。：出回る自転車で「中国製」が増え、サプライヤーにとって自国市場が小さくなるだろう。スティンズバイクの市場では、ダメージは大きくない。：我々のモデルはハイグレードで、個人にぴったり合わせたもの故、中国のアセンブラーが我々のクオリティー、戦略水準に合わせることも、我々が彼等の大量生産方式に合わせることも難しい。

サミュエル・フ

総括部長

Astro Engineering

(アストロ エンジニアリング社)、台湾(ベトナムに支社)

中国製自転車のEU市場への輸入に係るダンピング防止関税が廃止されれば、EUブランドのアセンブラーに多大なダメージを与えるだろ

う。我々はそれを望まない。しかしベトナム製自転車のEU市場への輸入に係るダンピング防止関税を見ていると、現在EUに自転車の輸出が殆どないため、2010年にこれが廃止になる可能性は極めて高い。しかし誰にも確かなことは言えない。決定を待つのみである。

ジャンタナ・ティアワツチャラボン マーケティング部長

Bangkok Cycles (バンコク

自転車産業/ LA自転車社)、タイ

競争力のある価格、斬新なRDと信頼のおけるクオリティー、出荷の納期を守り、最高のアフターサービスと責任を達成するためにより一層働かなければならない。

マシアス・サイドラ

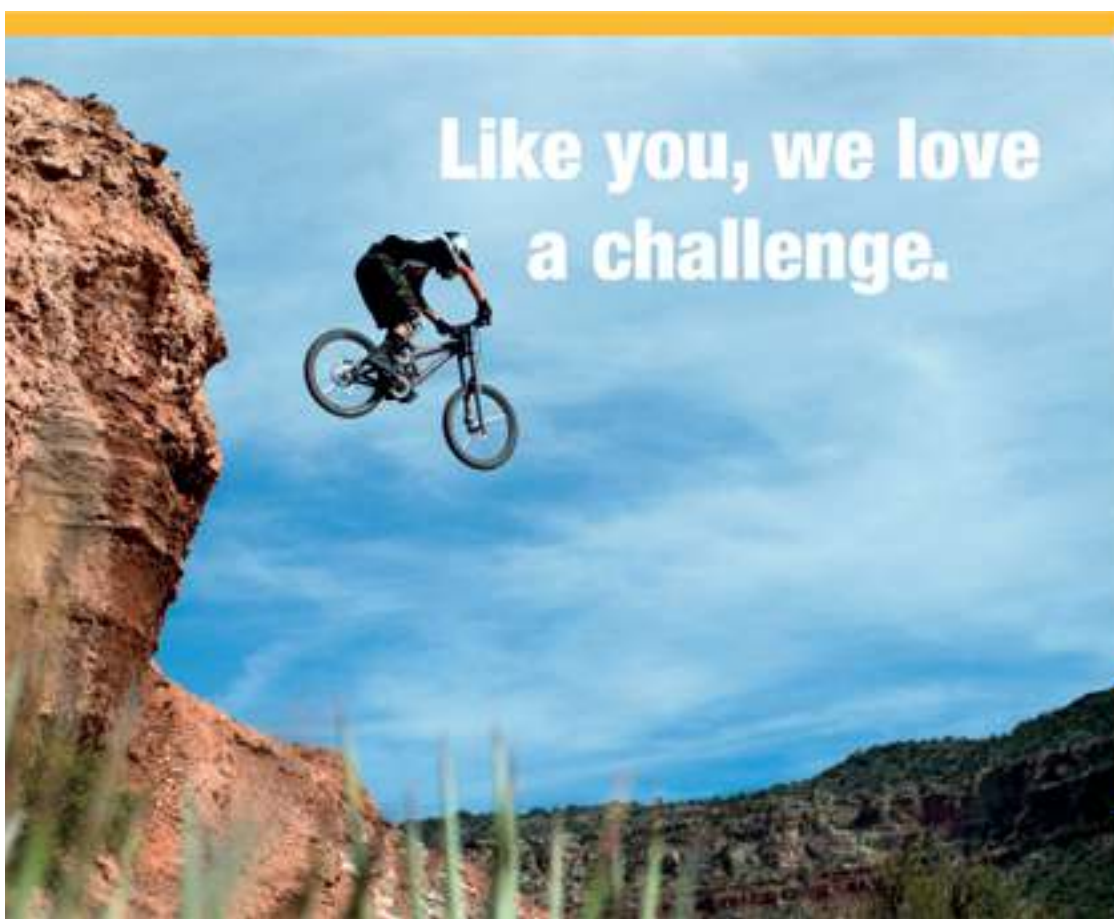
総括部長 Derby Cycle Werk GmbH

(ダービー 自転車 ヴェルク GmbH)

(フォーカス、カルクホフ、

リクセブランド等)、ドイツ

近年EUでは輸入自転車のシェアが高い。2004年のダンピング防止対ベトナム論争では自国製自転車の増加に至らなかったが、国を変えて見るとこれらの自転車はEU製ではなく、ベトナムに関しては何の効果もないと思われる。そして2004年効果がひっくり返るかどうかそが問われるべきである。中国はこの点で違う。EU向けの中国製品は少量で、最低価格である子供向け自転車に集中している。中国の大量生産者の競争相手は間違いなく、現在低価格製品生産者である東ヨーロッパや中東、アジアの国々であろう。材料費の観点からの根本原理を取ってみても、欧州生産の方がより利益が期待できるのは変わらないだろう。



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イマジン：消費者製品としての自転車

しばし想像を巡らせてみよう。自転車が發明されていないとしたらどうだろう。もしマウンテンバイクが無かったら、レーシングバイクも自転車業界もなく、UCIも存在しないとしたら——試してみれば容易に想像できる。

さてそこで今度は、サムソンやフォード、フィリップスさらにはアップルといった世界的消費者製品のブランドが「個人の交通手段のための消費者製品」を市場投入したと想像してみよう。この小型・軽量の製品は歩くより労力を使わず、それでいて歩行の4倍の距離を行ける。デザインは美しく性能も良く、使い易くてクリーンというから誰もが望む一品ではないか。携帯電話のような手頃な値段で、老若男女、子供まで、製品の良さがわかる人なら誰でも手の届く範囲の価格帯にある。この驚きの製品は友人や家族を結び、通勤、通学、買物用にも使える。バスや電車を待つより便利で、しかも実際のところドア・ツー・ドアで行ける（あるいは遠出するときには持参できる）。排ガスをまき散らす製品のほんのひとかけらのコストで済むから、これを使えばスクーターやオートバイ、さらには車による道路の占有も終わらせることができる。渋滞はもうまっぴら！と思う人には、個人の交通手段の唯一の選択肢として、これがある。

こうした数々の利点に加えて、これを所有する者にはさらなる価値が授けられる。健康とフィットネスだ。室内で使うフィットネス機器と違って、この製品は戸外に持っていけるから他の人達との交流も保てる。とにかく室内でひと所にいるより戸外で動き回れる方が楽しい。世界的ブランドによるこの楽しくて新しい「個人の交通手段、健康、フィットネスのための消費者製品」という空想上のビジネスケースは強く心を引きつけるものがあり、しかも100%実現可能な世界である。この「生活必需品」には、携帯電話や電子レンジといった消費財と並んで、限りない市場性が潜在している。では、自転車業界はどうすればもうひとつのシェア80%、すなわち世界のコンシューマ市場に足を踏み入れることができるか？

広大な「ブルーオーシャン（未開の大海原）」市場は自転車業界にとって途轍もなく大きな潜在性を秘めている。その潜在性のいくつかを挙げてみると：

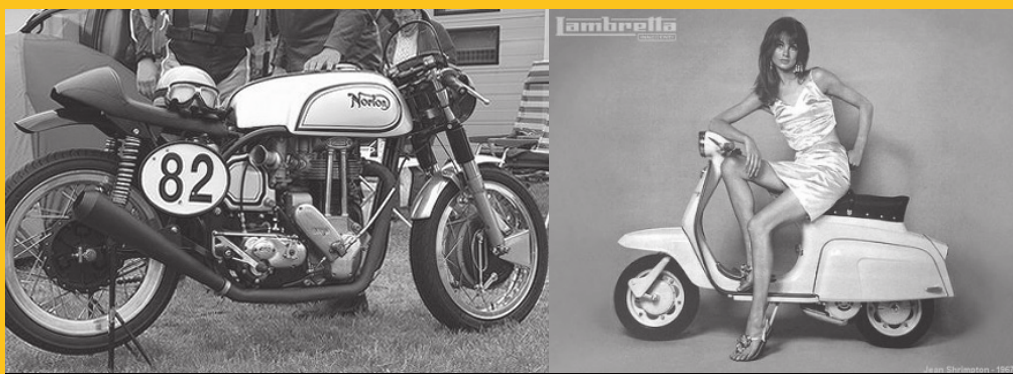
- 従来の自転車業界の成功領域である「スポーツ車やサイ

クリング愛好者向け」部門を「消費者製品」と切り離してこの「消費者製品としての自転車」という新たな部門を切り開き、その潜在市場で大きな成功と需要の拡大を果たす。

- これは自動車業界ではすでに100年前、フォードが大衆向け乗用車 Model T を市場投入した時に始まる。今では大衆市場が自動車業界の販売の中心となっている。同様に、1960年代にヴェスパが大衆向けスクーターを登場させる以前にはガソリン臭いオートバイがユーザーの唯一の選択肢だった。

- 製品よりむしろユーザーの利益を優先させて考える。潜在的ユーザー（特に人口統計学から見てサイクリングを選択しない傾向にあるユーザー）に重点を置く。要するに基本は、どうすればユーザーの生活の実質的向上を図れるかを第一に考えることにある。

- デザインと革新は自転車の有用性とイメージを変えるための重要かつ必須の要素である。ただ単にカラーやブランド名やデザインのマイナーチェンジを行うのではなく真のユーザー利益に根ざした改良こそが肝要となる。具体的には、汚れのつかないクリーンな駆動システム、悪天候でも安心して乗れるプロテクト製品、便利でクリーンなホイールやフレーム、シンプルで低価格のギア、さらにメンテナンスフリーといった部分の改良・



男性用オートバイの時代が去って1960年代に入るとスクーターがクリーンで扱いやすい交通手段として大衆の人気を博した。

XPEDO

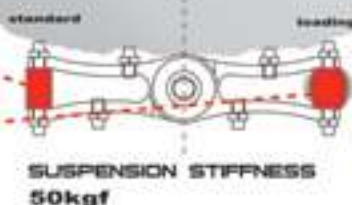
TBEA

2010 TBEA Creative Bicycles, Parts, and Accessories Competition Award.



suspension damp

Modular Shock-Proof pedal is the combination of XPEDO's modular pedal body design with the new dumping mechanism. This mechanism would absorb the vibration while riding on the rough route to prevent injury to the rider's ankle and knee.



XMXIIBC

CNC Aluminum Body
A simple Allen key tool would help assemble and disassemble the end caps to change the pedal parts which is much easier compare to the previous designs.



Color: Black / Silver Red / Pearl White Gold / Navy Blue

TAIPEI INTERNATIONAL CYCLE SHOW BOOTH: J517

www.xpedo.com



Sjoerd Smit の Vanmoof (スーパーで販売されている自転車も追加料金なしで同様スペックの仕上げが可能)

改善である。

● 低価格の初心者向け市場での革新：
これは数多くの人達をサイクリングに向かわせるものなので業界にとって極めて重要なものである。その重要性はあまりに高いため、デザインからスペック、バッジの類に至るまで、量販バイヤーの手に委ねられない分野である。ユーザー利益に根ざした革新とはこうでなくてはならず、あのアップルでさえ量販での販売用に美しいデザインの初心者用 iPod を開発したほどだ。

● 異業種の人達との交流を通じてその考え方や革新技術を取り入れ開発の参考にする。将来性ある人材の採用：女性や熱心なサイクリストとは言えない人達、若いデザイナーたち、彼らこそ未来の担い手である。

消費者製品は大多数のユーザー、すなわち大衆をターゲットに開発されるもので、あらゆるユーザーを対象にあらゆる価格帯で市場に出される。こうしたアプローチに従えば「個人の交通手段、健康・フィットネスのための消費者製品」すなわち「自転車」の潜在市場性は限りなく大きなものとなる。ここではその潜在性のほんの表面部分を描き出したに過ぎない。

マーク・サンダースはデザイン賞に輝くマルチミリオンセラーの製品デザイナーである。消費者製品業界に携わるとともに自転車業界の仕事にも関わっている。

www.mas-design.com



多くの人の目を引きつけるスーパーの自転車売り場：革新性、デザイン性、価格訴求力の三拍子揃った製品の潜在市場性はすこぶる高い。

消費者製品業界	自転車業界
需要の中心は人口の大多数部分、すなわち大衆	需要の中心は既存のユーザーと愛好家で、主にスポーツマンタイプの男性。
低価格から高価格のものまで幅広く価値の革新が続ける。	革新は主に高額帯ないしハイエンドの部分で起きる傾向にある。
低価格から高価格のものまで幅広い製品で収益を上げる。	収益の多くは高価格製品で生まれ、低額商品は「価格だけの販売」や「仕掛け品」といった商法を繰り返す。
主要ブランドは仕掛け品を避けて革新を進める。価値と革新を組み合わせる方法を用いる（台湾の大手ノートパソコンや携帯電話メーカーがしているように）	「革新」は「価値」とは別のもので、「仕掛け品」を受け入れる体質にある（量販バイヤーに指示通りのスペックやデザインで応じるといった場合に）
業界に客観性がある。「ガウエーブ愛好家」や「携帯電話レーサー」など存在しない。（いたしたら恐らく精神病院に送られるだろう）	業界は比較的客観性が低く、ときに宗教的とも言えるほどの熱気を帯びることがある。ユーザーでない人達を我々のような愛好家へと引き入れようとする場合がそれだ。

I D E A F O R M O R E C O N V E N I E N T

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2010 TBEA 創作賞創設

台湾自転車輸出協会(Taiwan Bicycle Exporters Association=TBEA)の主催で「2010年自転車・パーツデザインコンペ」が行われた。台湾では自転車ブームに伴いコンペ参加者が年々増加する傾向にあり、13項目に渡り109点の作品が参加。参加数が過去最高を記録した。

楊銀明氏TBEA協会理事長は「台湾は現在積極的にECFAへの加入を目指しており、開放の対象に自転車が含まれていることから、TBEA協会は自転車業界の今後の発展に期待している。その為我々は多くの企業がこのコンペで評価を受け、国内外の舞台で活躍することを望んでいる。今大会は参加数が大幅に増え、多くの企業が選考を受けTBEAの新会員になっている。開発した製品が今大会を通して海外市場に参入することを期待している。」と強い意欲を見せた。

今回ジャイアント（GIANT）のトライアスロン専用バイクが「特別創作賞」、久鼎Eagle開発の電動アシスト自転車が「特別斬新賞」、スラム（Sram）のマウンテンバイクコンポーネントが「特別実用賞」をそれぞれ受賞しました。



完成車部門第一位:
GIANT'S "TRINITY ADVANCED SL"

Trinity Advanced SLは「早く走るために生まれた」バイクです。度重なる科学分析と豊富なレース経験を融合。最軽量、最強剛性、最小空気抵抗を実現した競技用バイク。機能を最大限引き出すために細部まで丁寧に作り上げました。性能美学の新スタンダードここに誕生。



フレーム部門第一位:
KINESIS INDUSTRY'S KR-515 FRAME KIT

KR-515はKINESIS最新のSPF一体型チェーンステー(CE12)を採用。フレームの剛性の向上に成功しました。カーボンにひけをとらない美しさ、トップチューブとダウンチューブがお互いにポテンシャルを発揮できる設計、これらの機能がKR-515が唯一無二のフレームであることを証明しています。またSPF成型技術とアルミニウム合金フレームを採用することによって軽量化と剛性の強化に成功しました。



その他部門第一位:
SRAM XX MTB DRIVETRAIN

SRAM XX はスラムグループ（SRAM、RockShox、AVID、Truvativ）が共同開発したXCマウンテンバイクのコンポーネントです。最新の2x10の変速システム、サスペンション、ブレーキシステムを搭載。スラムグループの技術を総結集して作り上げたコンポーネントは他社の追随を許さない唯一無二の製品です。

シートチューブ/シートポスト部門第一位:
KIND SHOCK'S "SEATPOST I7"

シートポストi7は五大機能を搭載。「1.アジャスタブルレバーで高低を調整 2.100%ロック 3.サドルがぶれない 4.リモートレバー調整 5.モジュール化設計」その他にも現在既製のアジャスタブルシートポストの最小管径（30.9mm）より更に細い27.2mmを実現。また安全検査（EN検査）にも通過。また「長さを自由に調整」、「アジャスタブルレバーとリモートレバーの切り替えが可能」など機能満載。27.2mm径シートポスト使用のサイクリストに魅力的な製品がここに誕生。



チェーン部門第一位:
KMC CHAIN'S "KOOL KNIGHT CHAIN"

KMC Kool KnightはBMX専用開発された新しいタイプのチェーンです。新開発のL型曲面設計を採用。激しいライディングに耐えられる強度を持っているのでチェーンが壊れたり、切れたりすることはありません。



パーツ部門第一位:
CHIA CHERNE INDUSTRY'S "SIDELIGHT HANDLEBAR GRIP"

ハンドルグリップの端にLED警告灯を搭載。LEDライトは何段階も切り替えが可能です。バーエンドに空間があり、そこにライトをセットできます。ライトの発光面積が大きいため自分の存在を周囲に知らせることが簡単に出来ます。外観は人間工学を取り入れて設計されているので長時間走行でも負担がかからないようにデザインされています。



電動アシスト自転車部門第一位:JD COMPONENTS' EAGLE E-BIKE

Eagleは電動自転車というジャンルに今までなかったタイプの自転車です。センセーショナルなスタイルと斬新な技術は流行に敏感な消費者を魅了すること間違いなしです。ハイスペックのEagleはTranzX PST動力システムと独特のリチウムポリマーパワーパックを採用。また創意的なコンポーネントも搭載。Eagleを走行中、アシストする動力が250ワットモーターだとした場合、搭載されているトルクセンサーが動力を感じ後、ハンドル上にありますコントローラーで350ワットモーターまで動力を上げることが出来ます。また20インチタイヤを使用することで、一般の電動自転車よりも反応が敏感になり、カーブも曲がり易く快適に乗ることが出来ます。



ペダル部門第一位:
WELLGO'S "SPRINGLESS CLIPLESS"

スプリングレスペダルはその柔軟性から弾性を利用してクリートの装着を簡単にしています。その使いやすさからビンディングペダルに抵抗を感じる初心者の方にうってつけの製品と言えるでしょう。

アクセルグループ・レネ・ティクスCEO 欧州最大手の完成車サプライヤーが アジア展開本格始動へ

オランダの自転車・フィットネス機器メーカー、アクセル（Accell）ではアジア市場への投資に踏み出すとあって幹部も一丸となって台北ショーに臨む。



アクセルグループのレネ・ティクスCEO

台北ショーは販売とともに購買も絡むので他のどのショーとも趣を異にする」と語るのはアクセルグループのレネ・ティクスCEO。「台北ショーはこの先の製品レンジについてサプライヤーとの最終ディスカッションを行う場であるが、同時にアジア市場での展開強化を図る機会でもある」スパルタ（Sparta）からヴィノラ（Winora）、バタヴァス（Batavus）、ゴースト（Ghost）、ラピエール（Rapierre）、コガ・ミヤタ（Koga-Miyata）をはじめ多彩なブランドを擁するアクセルグループは今年の台北ショーでのブースに約25名のスタッフを揃え来訪者の対応に務める。アクセルグループの各部門の購買並びに製品開発スタッフに併せ今回のショーにはグループがアジア・パシフィック地域での投資の尖兵に選んだラピエールとゴーストの2ブランドの海外販売担当幹部も参加させている。「ゴーストとラピエールのレーシングとMTBのハイエンドものはアジア市場向けに最適なモデルで、これに携わる部門も戦略も国際

市場での展開に照準を合わせている。アジア市場でのいくつかの国ではこのカテゴリーでおよそ20%のシェアを獲得できるはず」とティクスCEOは自信のほどを窺わせる。

アクセルグループが2008年に買い取ったドイツブランドのゴーストバイクはすでに26カ国でディストリビュートされている。昨年新たに韓国と台湾が販売エリアに加えられ、MTBの比較的高額帯を中心に販売注力している。しかしながらゴーストの台北ショーでの展開にはもうひとつの狙いがある。北京オリンピック後にアジアでのブランド認知度が高まったのを機に攻勢をかけることだ。ゴーストは北京五輪の女子MTBクロスカントリーでサビーネ・スピッツが金メダルを獲得。「北京での金メダルのお陰でアジアの多くのディストリビューターにゴーストブランドを知ってもらうことができた。台北ショーは以来深めてきた流通業者とのコンタクトを活かすための絶好の機会だ」と語るのはゴーストブランドの創始者でチーフエグゼクティブのウヴェ・カッリヴォダ氏。同社ではマレーシアとシンガポールでの流通販売に向けて一歩突き進んだ交渉に入っている。これに次ぐターゲット市場にオーストラリア、ニュージーランド、中国を挙げており、2012年には小売レベルでの参入も目指している。カッリヴォダ氏自身、過去5年のうちのほぼ半分の年月をアジア

に費やしてきた。ゴーストが台北にオフィスを開設してからも長い月日を経ており、製品開発の細目についてサプライヤーと最終的な詰めを行う際には同氏も深く関わっている。

一方、フランスブランドのラピエールは約5年前に欧州と北米でディストリビューターとの販売ネットの構築をスタートさせた。2009年は売上げのほぼ30%を海外販売で占めており、2～3年後にはこの比率をほぼ5割にもってきたい意向だ。日本の東商会や中国のXinride Composite Technologyとの新規販売代理店契約を結んでおりアジアでのさらなる拡販に意欲を見せる。「台北ショーはアジアの複数市場での販売に関する商談の最終的な詰めが行える場なので我々にとって最も重要なイベントである」とフロリアン・ロビン国際販売部長は語る。さらに「アジアの取引先との関係構築に向けては慎重かつ長期的スパンに立って進めていくつもりだ」とも付言。ラピエールはシンガポール、マレーシア、台湾、韓国、オーストラリアをターゲット市場に含めている。昨年同社は製品デザインの一部を調整し欧州色を弱めたモデル、例えば明るさを上げた色合いのモデルを新たにアジア市場向けに投入している。

Hub Dynamo

HGW hub dynamo is a non-batteries required device which we exert our endeavor in developing in order to bring the best performance in lightweight and a smooth run; moreover, its slight drag enables you a more easily and comfortably pedaling.

HGW
High output Generator Ware

Patent NO.

USA: 7,282,811
Taiwan: 1292646
1267864
China: 200510072654.1
Germany: 20200909647.4
20200909649.0

Hub Dynamo AC 6V 3W type

Item	4000	4000	4000
Weight (g)	180	180	180
Output (W)	3.0	3.0	3.0
Resistance (Ω)	10	10	10

KUN TENG INDUSTRY CO., LTD.
200 Sec. 1 Ming Sheng Rd., Taichung, Taiwan
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TAYA Chain

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NEW

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Greener Surface Treatment

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GST for:

Spoke

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★ Advanced corrosion protection

★ Higher tension than stainless steel

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ダホンが欧州サービスセンターを開設 EU補修用部品・用品倉庫配送センターとしても機能

折りたたみ式自転車のトップメーカー、ダホンが欧州サービスセンター(DESC)の開設を発表した。ドイツに拠点を置くDESCはダホンのEUのディストリビューターやOEカスタマーへのサービス体制拡充を図るべく新設されたもので、ダホンの補修用部品とアクセサリーの保管倉庫、配送センターとして機能することになる。DESCは長年にわたりダホンの欧州OEM代理店を務めるウェル・メリット社が運営にあたる。

「ダホンのヨーロッパ市場はDESCによってよりきめ細かいサービス体制でカバーされることになるだろう」とウェル・メリットのアクセル・ケラー総括マネージャーは語る。「DESCはヨーロッパに出荷されるダホン製品全ての補修用部品とアクセサリーのストックを保管し配送することにより顧客へのより迅速な出荷が可能になる。ドイツ本部とDESCの1,200平米の保管スペースによる対応で受注処理と発送が容易かつスピーディーに行えることになるからサービスが目に見えて向上する」

「欧州のビジネスパートナーにさらに充実したサービスとサポートが提供できるよう現地サ-

ビスセンターを立ち上げた」とダホンのジョシュア・ホン副社長。「ヨーロッパでの販売増加により、我々の目指す顧客へのハイレベルのサービスと機能性を維持するのが難しくなったことから専用のサービスセンター開設の必要が出てきた」

新設サービスセンターは今年3月から4月にかけて自転車および補修用パーツ・アクセサリーの入荷を開始する。ダホンではまた、アジアにも同様のサービスセンターの開設を予定している。



ウェル・メリット・トレーディング・チーム(左から): タマス・ケレンイ(サービス・補修部品販売)、ウテ・シュミット・シックハート(経理)、ロビン・ケーニッヒ(実習生)、マイケル・スティッチリング(販売部長)、ヘンリエッテ・アンバー(購買)、アクセル・ケラー(総括マネージャー)、マーギット・ガイジャー(営業部長)、ティム・サナ(技術・資材調達部長)
写真: ウェル・メリット・トレーディング

Me & My Bike TAITRA取締役副社長葉明水

—自転車に乗ることによって、ショウの出展各社についての理解は深まりましたか。

はい、とても。一番重要なのは、世界トップのブランドと良質な自転車がどう作られるかがより分かるようになったことです。自転車に乗るようになって、部品、手袋、帽子、衣類、ライト、ロック、修理用工具といったアクセサリーの製造業者が沢山あることが分かりました。使ってみて初めて、如何に良いかが分かるのです。自転車に関する記事や雑誌も読みますが、サイクリングの世界にいてこそ、感じたり理解できたりするものです。読書に加え、サイクリングの競技会も沢山見ました。Tour de Franceも真近で見ましたよ。サイクリストがすごいスピードで通り過ぎていくのを見るのは、素晴らしい経験でした。その瞬間から、サイクリングに深い興味を抱くようになったのです。

—お気に入りのサイクリングルート、地域はどこですか。

景色のいいコース、特に新鮮な空気が楽しめる森がいいですね。だから、森でのサイクリングが楽しい外雙溪近辺のコースをお勧めします。台北以外では、台湾中部の日月潭も、台湾の美を堪能できてお勧めです。森をサイクリングしながら新鮮な空気を吸うのが、本当に好きですね。

—ショウに来る人へのアドバイスは。

海外からの方には、太平洋も同時に見られるので北海岸沿いのサイクリングをお勧めします。観光がよいなら、淡水か日月潭に行ってください。台湾の美を堪能できる絶好のチャンスです。



TAITRAバイクレブ会員
(中央TAITRA取締役副社長葉明水)

歐盟反傾銷關稅： 君往何處去？

今年國際自行車業界齊聚在台北國際自行車展的同時，有一個懸而未決的深刻問題：

在歐盟對中國自行車(48.5%)與越南自行車(34.5%)課徵反傾銷關稅之後，接著還會發生什麼事?官方課稅期限到**2010年七月十五日**，但歐洲委員會要在續延反傾銷到期前，必需花五到九個月時間列出一份課稅屆滿文件，但本報在撰文的同時，官方尚未列出申請文件。在時限即將到來之前，歐洲自行車製造商協會(EBMA)打算再次提出申訴，並且進行詳細的傾銷調查。若通過的話，當前的反傾銷稅會再延長五年，若沒通過，將從今年七月十五日開始，中國跟越南的自行車出口就沒有反傾銷關稅的枷鎖限制。本報採訪了業內人士關於：少了歐盟的反傾銷關稅後，會發生那些情況?

René J. Takens 總裁
Accell集團

過去歐盟對於中國與越南自行車的關稅裁決，保護了許多歐洲自行車工業跟零件製造商，但這保護傘將在今年七月十五日結束；在過去中國一直催促歐盟終止這項進口關稅措施。然而，若完全廢止關稅則會對歐洲自行車製造商產生極大的衝擊；我們相信以下的兩個原因，是讓Accell在短期或中期受影響的程度不大。

第一，歐洲自行車協會跟製造商能請求歐盟進行調查並延長反傾銷稅課徵。除非請求被否決才無法延期，但基本我們認為這是不可能的，因為在中國出口補貼的調查可能要耗時數年，直到該項調查結果出爐才有可能翻盤。所以這段期間的關稅將保持不變。

第二，若保護傘不再，我們預期Accell被影響的程度有限，因為中國跟越南自行車出產品主要針對低階市場，而該市場中並非Accell主力，在低階市場價格大幅度降低的同時，真正的負面衝擊是造成中、高階產品連帶受低價衝擊。儘管影響程度不大，Accell也可尋求外包給這兩個國家來代工，我們認為Accell受影響的程度不大是因為我們清楚了解市場所需，靈活生產市場上所需要的車種，外包代工就會減少此靈活性。整體來說，歐思結東反傾銷稅對我們來說影響有限，但它將對投資者產生負面的情緒影響。

楊銀明 董事長
建大工業股份有限公司/TBEA理事長

當歐盟取消反傾銷關稅的話，中國出口到歐洲的自行車數量當然會增加，一些在中國投資設廠的台商也會跟著受益。但台灣出口到歐盟的自行車將不會受到嚴重影響，因為出口的大多是高階自行車款。

György Berkes 總經理
Olimpia自行車有限公司(匈牙利)

由於經濟危機的關係，我認為取消反傾消稅的機會微乎其微，但若真的取消關稅，歐洲的OEM工廠遲早會碰上大麻煩。而具有較強品牌、並專注於特定車種的經銷商所受到的影響會相對降低許多，就如同我們公司一樣。

中國生產的自行車若要是能與歐洲互相抗衡，必然需再經過一段過渡的品質提昇時期。但若真的這種時代來到，我想歐洲自行車工業將會面臨危急存亡，就像我們目前在其他產業（鞋類、紡織品）所看到的情況一樣。

Volker Dohrmann 產品經理
Stevens自行車(德國)

若真的取消反傾銷，應該會對歐洲入門級自行車和大眾產品產生巨大的影響，這也意味著末端價格在六百歐元以下的單車將受影響。當然，歐洲自行車製造商將感到更大的壓力，以及歐洲零部件供應商可能要適應新的市場環境：更多“中國製”自行車，而歐洲供應商規模將越來越小。但對Stevens來說影響不會很大，因為Stevens單車為高階又具個性化，我想中國短期難以達到我們的產品品質跟物流標準。

Jantana Tiwawatchalapong 市場經理
Bangkok Cycles國際股份有限公司/LA Bicycle有限公司(泰國)

我們需要更加努力來讓單價更具競爭力，並以創新設計、穩定品質、即時交貨，以及提供最完善的售後服務。

胡紹榮 總經理
太宇工業股份有限公司（越南有分公司）

若反傾銷關稅真的取消，而導致中國自行車大舉進軍歐洲市場，我想應該會對歐洲品牌的組車廠有相當大的衝擊，我們很不樂見發生這情況發生。然而，在反傾銷稅關之下，以越南自行車出口到歐洲市場的情況而言，我們覺得**2010年**歐盟取消關稅的機率非常的高，因為現在幾乎沒有越南製的自行車出口到歐盟；但誰也不敢保證情況會如何，我們將拭目以觀，看看會出現什麼變化。

Mathias Seidler 總經理
Derby Cycle公司
(Focus、Kalkhoff、Rixe等品牌，德國)

在過去幾年中有為數眾多的自行車出口至歐盟，**2004年**反傾銷關稅與越南的抗衡並沒有增加歐洲當地的生產數量，但卻讓不少歐洲自行車產業外移到歐盟以外的國家生產。因此我覺得對越南的反傾銷牽制並沒有任何效果，因為該面對的外移問題還是存在，這是越南與中國不同的情況。中國出口到歐盟市場的車款都非常低階，主要集中在價格最低的兒童自行車。很明顯中國生產的自行車，將直接與現有的低價產品（東歐、中東、遠東等生產）直接競爭。目前多數認為，從某些品牌的價格點來看，在歐洲生產的獲利率還是比較高。

A CLASS
Precision Hand-Built Wheels

Designed for Road Tubeless tires. We designed the ALX730 in cooperation with Hutchinson to ensure outstanding performance. Of course, the ALX730 is also 100% compatible with standard tires and tubes. The **welded** and CNC'd rims are laced using **DT Aerolite spokes** and alloy nipples. Weighing only **1,550 grams** the ALX730 is the new benchmark in **Road Tubeless wheels**.

The **ALX730** Wheelset.

2010
Taipei Cycle Show
3/17~3/20
Booth # **J1117**

The new 30 spokes road wheel **Scandium** is the perfect blend of lightweight, strong, and stiff. Also a **welded joint** construction. Also we do the special **DT Swiss Aerolite spokes**. The new 30 spokes together with **DT Swiss Aerolite spokes** at 1,380 grams weight. **1,380gram** (includes nipples and 150 XC performance).

The **VXD1** Wheelset.

www.aiclass-wheels.com
ALEX GLOBAL TECHNOLOGY INC.

2010 TBEA 創新獎出爐

由台灣自行車輸出同業公會(Taiwan Bicycle Exporter Association,TBEA)主辦的「2010年創新自行車暨零配件」甄選活動，隨著台灣單車熱潮興起，讓參賽者比往年增加許多，共計多達13類別、109件產品參選，創下歷年來最多參選件數記錄。

TBEA公會理事長楊銀明表示，由於台灣目前積極爭取加入的ECFA，開放項目中包含自行車，再加上業者普遍看好單車產業發展，所以許多人希望透過甄選獲獎後，能爭取到海內外自行車展會中曝光的機會，讓今年參賽件數暴增不少，其中更有不少人為了參加徵選活動而成為TBEA新進會員，希望透過這類活動，能讓開發的產品打入國際市場。

在歷經兩天甄選之後，有48件產品脫穎而出，其中巨大三鐵計時專用競技車拿下「特別創新性獎」，久鼎Eagle電動助力車奪得「特別新穎性獎」，而速聯則拿下「特別實用性獎」。



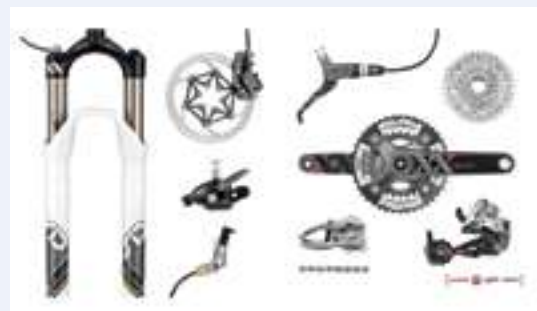
成車類第一名、特別創新性獎
Trinity Advanced SL

Trinity Advanced SL專為速度而生，結合不斷的科學分析試驗和豐富競賽經驗，創造最輕量、最強剛性與最低風阻的專用競技車。所有造型細節因機能而生，樹立性能美學新標竿。



車架類第一名
KR-515車架組

KR-515管件使用KINESIS最先進的SPF成型技術生產新的一體式下叉(CE12)有效提高車架剛性，能媲美碳纖維車架，上下管造型發揮了相互對稱的設計構思，使整台車架更顯的獨一無二，SPF的成型技術，讓鋁合金車架發揮了輕量與剛性的特色。

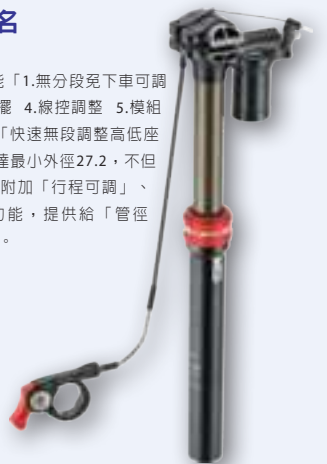


其它類組第一名、特別實用性獎
SRAM XX登山車傳動系統

SRAM XX是旗下4大品牌SRAM、RockShox、AVID及Truvativ所共同推出的XC登山車套件，應用先進的2x10速傳動系統及避震、煞車產品，集創新、先進工程、優越及專注等特性於全體。

立管/座管類第一名
座管

i7座管除了擁有五大特性功能「1.無分段免下車可調高低 2.10%固鎖 3.近零偏擺 4.線控調整 5.模組化設計」外，其更突破現有「快速無段調整高低座管」之管徑限制(30.9)，可達最小外徑27.2，不但可通過安全測試(EN測試)更附加「行程可調」、「手、線控可互換」等…功能，提供給「管徑27.2」的使用者另一種新選擇。



鏈條類第一名
Kool Knight鏈條

KMC Kool Knight對於BMX極限運動車種所開發新式鏈條、運用新式樣L型曲面設計、強化特技極限運動時所產生對於鏈條之破壞力。對於BMX在特技極限運動中鏈條受到衝擊能有效確保鏈條本身結構不受破壞降低損壞或斷裂。



車身配件類第一名
具警示裝置之自行車握把

自行車握把在握把尾端加入警示系統，LED燈組採多段式功能。牛角部份空間融入燈組機構與增加光源面積及辨识度，以有效提醒來車。外型加入人體工學的設計，及考量長時間騎乘的舒適性。



電動輔助自行車類第一名、特別新穎性獎
Eagle電動助力車

Eagle展現出電動自行車的另一個層面。動感的風格和創新的技術，讓Eagle成為備受時尚與時髦的買家的產品。高度複雜的Eagle電動車採用TranzX PST動力系統並使用獨特的鏈聚合物動力組件，並配備一系列創新的零件組成。無論是250瓦馬達作為踏板輔助循環的動力，配備扭力傳感器，或更強的350瓦馬達搭配車把上的控制器加上20英寸的車輪，讓Eagle比一般的電動助力車反應更敏捷，加速更快以及更佳轉向和操作控制。



踏板類第一名
Springless卡踏

無彈簧式卡踏係利用彈性阻尼及彈性扣片結合而成，而其簡易的機構提供易卡易脫出功能適合於初學卡踏的消費者來使用。

單車成為消費性產品的可能性

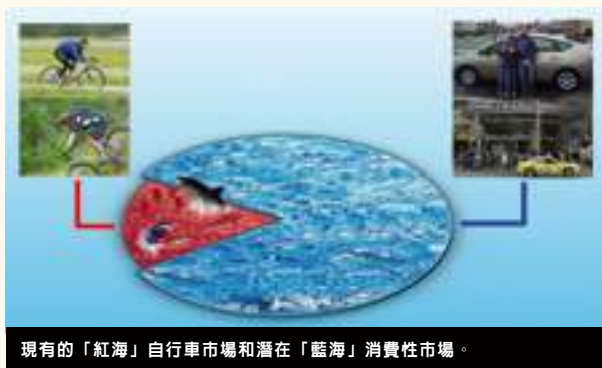
如果這一切都成幻影，來到自行車尚未發明的年代，沒有登山車，更別提甚麼公路車、單車產業、國際自行車聯盟(UCI)等，請你試著想像生活中完全少了單車的景像。

現在，想像全球消費性品牌，像是Samsung、Ford、Philips甚至是Apple之流開始推出「消費性個人交通工具」。這種具備小型、輕量又不佔空間的產品讓移動變得更容易，並且比起步行多出了四倍的移動距離，這種產品設計精美、製作精良、方便使用，這綠色產品令人心動不已，並且售價就像支手機一樣，人人都負擔得起；不管男女老少，相信對此產品的評價都是正面的。而這驚人的產品將會很容易取代需要等候的巴士或火車，成為連繫朋友、家人、工作或家庭、學校、商店或長途旅行的交通工具。尤其，它的費用僅為機動交通工具成本的零頭，所以它將打破速可達、摩托車跟大多數汽車聯合壟斷市場的情況，成為個人交通工具惟一選擇——從此免排隊！此外，它還具有下列優勢——能提供更多附屬價值給擁有者：健康與健身，它又不像室內健身產品，騎乘者可選擇環境，同時又具備社交功能，讓從A到B的移動過程輕鬆又有趣。

這個虛構的產品案例，是由全球性的品牌所開發出，有趣又具備健康和健身功效的「消費性個人交通工具」，可說是引人省思又正確的潮流趨勢。這項「勢在必行」的產品擁有無限的潛在市場，就像是手機或微波爐一樣。

所以自行車產業如何闖入其他80%的全球消費性市場？

如何將虛構案例中的Samsung、Ford、Philips或Apple打造“消費性個人交通工具”的“自行車”，打入佔80%的其它“藍海”消費性市場？



現有的「紅海」自行車市場和潛在「藍海」消費性市場。

自行車市場擁有深具潛力的大眾“藍海”市場，建議如下：

- 將單車產業中成功的「競賽和狂熱者」部份分離出「消費性商品」，並將其開發成「自行車消費性商品」，來實現巨大的潛在增長和產品普及。
- 就像一百年前Ford汽車產業開發「T型」車款時所喊出的口號一樣：「任何人」都能用。汽車行業聚焦在大眾市場，同樣就像偉士牌機車於1960年喊的口號一樣，「為任何人設計，吃油的機車正惟一的選擇」。
- 以使用者的利益為優先，而非產品。勾起潛在用戶的認同感(尤其是市調中不選擇騎單車的族群)，怎樣能「真正改善他們的生活」？
- 強化自行車的使用型態及形象，光靠改變顏色、品牌名稱、微調車架幾何是不夠的；創新的方向應當聚焦在乾淨的封閉式變速系統、不受天候影響，易於清洗的車輪和車架，或免維護、輕易維修的傳動系統。
- “入門級”產品同樣需要創新，這不僅對單車產業重要，更是吸引民眾加入騎車行列的優質門面。這個重要的市場應該要將產品的設計、特色和形象設計等要點考量到超市買家。這些是真正使用者在意的創新，即使是形象超優的Apple也推出入門級ipods，超市就買得到！
- 跨足其他產業，結合異業人才、思考方式、創新思維。運用“藍海”人才，廣用女性、非單車愛好者、年輕設計師等，他們能引領未來趨勢。消費性產品是以大多數人為開發設計的目標，涵蓋了全部的人與所有價格區間；所以，潛在的「消費產品、個人運輸、健康和健身」又名「自行車」的產品，就如同前面文章所提般，絕對是龐大的市場。

作者：馬克·桑德斯(Mark Sanders)是一名屢獲殊榮、設計的產品叫好又叫座。瑪克的作品遍及消費產品行業和自行車產業。www.mas-design.com

消費性產業	自行車產業
集中人口取向一群眾市場、每個人	現有使用者或愛用者取向—以男性運動為主軸
不斷創新來超越價值，低成本到高成本都有	創新往往發生在高成本產品，尤其以頂級市場為主軸
無論成本高或低，獲利率都相當平均	大部份利潤來自高成本產品，低成本產品都以“低價”的“二級”銷售策略
主要品牌不斷創新，來避免商品困境，達到「創新與價值結合（就像台灣筆記型電腦和手機製造商）」	「創新」與「價值」是兩碼子事，遭遇「商品困境」是可被接受的(例如：規格與外觀受制於超市顧客)
產業較為客觀導向，打造出任何人都能使用的產品	這產業不夠客觀，有時幾乎是宗教狂熱般的意念；期盼能將「非用戶族群」轉換成狂熱者為目標



福特汽車標榜無論男女老少都能使用。



賣場車—民眾入門單車的第一步。有龐大設計潛力、讓它們更物美價廉是打進大眾市場的關鍵。

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NEW PRODUCTS

Airace
INFINITY S (AF-16)
落地式打氣筒

Airace推出兩用式鋁合金落地式打氣筒“Infinity S”(AF-16)，此創新的產品有兩項獨創的設計：創新氣壓式避震器與輪胎兩用型落地式打氣筒，並且最高壓力可達300 psi(21bars)。不銹鋼披覆耐用膠管可承受高溫和高壓。

Giant
Accend 1

捷安特ADVENTURE多功能車系，不僅方便平日單車通勤，週末假日還可來趟單車休閒。其中Accend 1為頂級款，以其優越運動性及舒適性聞名，全車設計優雅的融合了城市和戶外的風格。Accend 1在「2009年歐洲IF設計大賞」中獲得「城市/休閒自行車類別」金牌獎。

SHIMANO
Alfine SG-S700
11速內變速花鼓

2011年SHIMANO最受矚目的新品無疑是Alfine 11速內變速花鼓。Alfine SG-S700不僅比上一代多了三檔，而且重量也更輕。此外，新的Alfine SG-S700提供更寬廣的變速齒比，達到409%（八速版本為307%）。

SR Suntour
SF11-Axon
RC ELD 15QLCTi

SR Suntour AXON RC Werx ELD採用智能電子鎖死的系統，是結合頂級科技的避震前叉。避震右叉配置了伺服馬達，控制器則裝載於頭管內。如果內置的震動感應器五分鐘內沒有接收到任何路面震動，感應器會自動解除鎖死功能，如此能夠防止系統無謂的電力消耗並且電池壽命可續航一年。整個系統是完全密封，絕對阻絕灰塵和濕氣。

Dahon成立歐洲服務中心(DESC)
提供歐盟消費者專屬配件及補修備料

在世界折疊車領域中引流潮流的Dahon，宣佈在德國成立歐洲服務中心(Dahon European Service Center, DESC)，該服務中心將提供Dahon配件和備料來提供更完整的服務給Dahon歐盟經銷商和OEM客戶；Well Merit有限公司(Dahon在歐洲長期OEM配合)的業務代表負責經營歐洲負責中心。

“透過DESC，Dahon歐洲市場將獲得更完善的服務。” Well Merit總經理Axel Keller說道。“DESC將提供全方位的Dahon庫存來供應歐洲Dahon備件和配件，同時將提供客戶更快速的交貨時間。DESC在德國的倉庫與服務中心佔地1200平方公尺，不管是零配件的庫存空間，還是運輸都相當便利”。

「我們創造了這個歐洲服務中心，來提供更好的服務給支持我們的商業夥伴。」Dahon副總裁韓安石說。「Dahon在歐洲的銷售量達到一個水平，因此需要一個專門的服務中心才能讓我們提供給客戶的服務與效率維持在高水平。」

這座服務中心將在今年三月或四月開始提供自行車、零配件以及售後配件買賣服務，目前也計畫在亞洲成立類似的服務中心。

(從左到右) Well Merit貿易團隊Tamas Kelecsenyi(備件服務 & 銷售)、Ute Schmid-Schickhardt(會計)、Robyn Koenig(練習生)、Michael Stichling(銷售經理)、Henriette Amber(採購)、總經理Axel Keller、Margit Geiger(業務經理)及Tim Sanna(技術&後勤經理)。
圖:WM Trading



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The X-CELL Series



X-CELL R

Measures rotation and rotational direction



X-CELL RT

Measures rotation, rotational direction and torque

The Plus Series



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巨大集團董事長劉金標： 單車銷售量2010年將回彈， 環保潮流引領市場

2009年，高齡75歲的巨大集團創辦人劉金標先生，以20天完成總里程1,668公里的京騎滬動（北京至上海），在路程中劉董事長分享他對單車的熱情，被外界喻為「單車傳教士」。2009年單車銷售量走下坡，但劉董事長相信2010年的銷售量將止跌回彈，前景看好—台北國際自行車展是個非常好的提昇品牌及推廣通路平台。

近年來，全球自行車產業蓬勃發展，在2008年創下空前的榮景，幾乎所有市場都有成長。全球興起自行車熱潮，固然是拜節能減碳的環保風潮，更與人類重視健康樂活的時尚生活有密切的關係，加上業者的努力，導入更多輕量化的材質和先進的技術，提高自行車的功性能和騎乘樂趣，激發更多車友加入騎車的行列，甚至部份民衆也開始單車通勤。



巨大創辦人 劉金標

2009年，由於受到全球金融風暴及經濟衰退的衝擊，財富縮水、高失業率及購買力轉弱，各行各業都受到不同程度的影響，自行車產業當然也難以倖免，幾乎所有市場的銷售都較前一個年度衰退，業者慘淡經營。

所幸經濟景氣已經逐漸觸底反轉，展望2010年，整體表現應該會比2009好，發展綠色產品仍然是全球的趨勢，加諸業者將產品越做越好，吸引更多車友投入自行車運動的行列，預估2010年整體市場會有5-10%的成長。歐美市場相對成熟和穩定，主要的成長會來自亞洲的新興市場。

劉董事長強調台灣的優質單車產業可說是獨步全球，但拓展品牌形象更是成功的關鍵之一，優質的產品需要廣告及通路才能成功打入市場，台北國際自行車展是拓展品牌形象的優良平台。

泰國BMX明星Kiattichai 參與台北自行車展



Thai BMX star Wanitsakul Kiattichai

2010台北國際自行車展很榮幸的邀請到耀眼的BMX明星Wanitsakul Kiattichai參與，Wanitsakul Kiattichai是第一位在BMX項目中成功表演前空翻的亞洲選手，Kiattichai將與台灣知名選手李運益同台，聯手出現在台北自行車展會的現場，展現他們高超的BMX技巧。今年更創新的是，民衆也可以報名向頂尖高手學習BMX技術，時間在自行車展期間每天下午三點，歡迎各界參與。

Accell集團執行長Takens： 歐洲最大的自行車供應商準備啓動

以荷蘭為基地的自行車與體育用品公司Accell集團，放眼瞄準亞洲市場，此次派出具決策的高層代表團參與台北自行車展。

“台北自行車展與其他的展會不同，這裡同時結合了採購與銷售” Accell集團執行長René Takens表示著，“台北展是我們與供應商作新年度系列最後討論的地點。同時也是強化我們進入亞洲市場的機會”。Accell集團中包括的品牌有Sparta, Winora, Batavus, Ghost, Lapierre, Koga-Miyata以及其他的品牌，此次其攤位共派出25人的代表團，歡迎參觀者前來其台北自行車展的攤位。除了採購與產品研發人員之外，代表團還包括Lapierre與Ghost Bikes的國際銷售業務，這兩個品牌被Accell集團挑中作為開拓亞太市場的開路先鋒。“Lapierre與Ghost Bikes可以提供亞洲市場最需要的高階競賽與登山車，而這兩個品牌的組織與策略都是以全球品牌為佈局”Takens解釋道“在一些亞洲市場內特定的領域中，我們應該可以達到20%的佔有率”。Ghost Bikes這個德國品牌在2008年加入Accell集團，並且已經行銷26個國家，在去年增加了韓國與台灣的銷售。主力在於高階的登山車市場。特別是自北京奧運德國女子選手Sabine Spitz以Ghost車款贏得女子登山車越野賽的冠軍之後。Ghost將利用台北自行車展作為提高其與亞洲品牌認知度的機會。“許多亞洲的代理商自從北京的奧運金牌後認識了Ghost品牌”，品牌創始者與執行長Uwe Kalliwoda說道“台北自行車展將是一個很棒的機會增加新的目標名單，目前已經與馬來西亞與新加坡地區在洽談代理權，下一個目標是澳洲、紐西蘭、與中國。希望到2012年Ghost進入到零售市場的階段。Kalliwoda過去五年將近有一半的時間待在亞洲。Ghost在台北已經有辦事處，而執行長也熱切的參與產品研發以及與供應商敲定細節。法國品牌Lapierre，於五年前開始進入歐洲與美國市場，2009年海外的營業額成長30%，接下來幾年的目標鎖定在50%營業成長。在重新轉換代理權於日本的Azuma以及中國的廈門新騎(Xinride)之後，Lapierre計畫於亞洲各地建立銷售網。“台北自行車展對我們是最重要的，這可以幫助我們確定幾個亞洲的新市場”Lapierre的國際業務經理Florian Robin表示“我們將以長期發展為前提，謹慎的建立亞洲市場”。Lapierre目標的市場包括新加坡、馬來西亞、台灣、韓國、澳洲，去年更調整其產品設計，減少歐洲感，舉例來說，更多的鮮豔色彩。



Accell CEO
René Takens

中
文

Me & My Bike 葉明水，外貿協會(TAITRA)副秘書長

1. 成為一個自行車騎士，對您而言是否有助於深入瞭解自行車展的參展廠商？

A: 當然很有幫助，因為這樣瞭解更多好的品牌，還有真正好的自行車是什麼樣子。也因為如此，就會更去認識優質的配件廠商，像是零件、手套、帽子、服飾、車燈、鎖，還有維修工具等。當你真的有在使用這些東西的時候，才能體會他們有多棒。我也會閱讀自行車相關的文章或者雜誌，當你處於自行車的世界時，你就會去

多了解體會。另外，我也看很多自行車比賽，當我在法國第一次看到環法賽時，看到車手競相呼嘯而過的那種感覺，讓我從此之後就踏入了騎車的世界。

2. 請推薦一條您喜愛的自行車車道或是一處適合騎乘自行車的地區。

A: 我很喜歡有自然風景的地方騎車，特別是在森林當中，可以一邊騎車一邊享受新鮮的空氣。因此我會推薦去騎外雙溪，有森林的地方。如果離開台北地區的話，我建議可去中部的日月潭，尤其是可以去欣賞台灣之美。

3. 對於2010年台北國際自行車展，您會提供參觀者什麼建議？

A: 對於遠道來訪的客人，其實可以去北海那邊去騎車，欣賞太平洋的風景。如果喜歡山水風光的，則是可以去日月潭或者是淡水來體驗一下，順便可以瞭解台灣的美麗。



外貿協會副秘書長 葉明水

第14屆全球自行車設計賽入圍產品介紹

全球自行車設計賽(International Bicycle Design Competition)從1996年開辦以來，於2009年邁入第14屆，這項以「孕育有潛力與創造力的自行車設計師」為理念的競賽，提供了全球各地的人們發揮創意，引發國際流行趨勢，並活化自行車產品新生命；這屆由來自全球49個國家、共有720名參賽者角逐這項總獎金高達新台幣1,160,000元(約26,850歐元)的賽事。

在2009年8月25日透過來自德國、美國、丹麥、英國、荷蘭及台灣專業人士組成的國際評審團透過電子化作業系統初審後，從來自全球各地、數以百計的作品中挑出22件進入決賽；而這些作品依據往年慣例，必須作成縮小比例的模

型來進行決選，並於2010年3月17日上午10：20於南港展覽中心402會議室進行頒獎。



Tribune

瑞士

Florian Vecsey / Lukas Thuring

Tribune是一台以發電機和電動馬達傳動的電動三輪車。外加的蓄電池，可讓使用者在不同的組合中達到省力的功用。在後輪上方，有一個可上鎖的行李架，所以當物品置於其中，可免於天氣的影響或是竊盜的可能。有彈性舒適的座位和踏板可依照使用者的需求調整。在車的前後都附有照明設計，讓使用者在騎車時有最大的安全保障。



TRICI

哥倫比亞

Samuel Cortes Mora

TRICI是一台專為哥倫比亞-波哥大城市自行車道所設計的自行車。除了可依照使用者年齡需求作車架尺寸調整以外，更可多元化的變成各式的騎乘或載運工具。穩定安全的設計可以讓父母安心的將嬰幼兒載於前座之處也能享受騎車的樂趣。



AutoVelo

美國

Eric Stoddard

AutoVelo是一台為習慣於以車代步的人所設計的一款新型電動自行車。無論是座位的高度與椅背的角度甚至操作車體行進手腳操作擺放的位置皆與一般汽車無異。除了外型新穎流線的組件外，還附加了可拆卸式的遮陽板與活動置物箱。提供使用者比汽車更靈活方便的短程交通工具。

STACLE

南韓

Noh Woong Sub / Paek Seung Hwan / Lee Seung Me

STACLE是一台結合機場內行李推車功能的折疊自行車。除了兼顧手推車的載物與自行車的行動功能外，方便折收與堆疊收納也是它的一大特色之一。



CG

中國

Meng Sun (孫猛)

CG是以瑞士刀以及口香糖的外型為構想所設計的折疊自行車。這款腳踏車適合各年齡層的使用者。它在旅遊中可以當交通工具，而且攜帶方便。整體而言，其有形的設計，創新的折疊方法，良好的傳動設備，將帶給騎乘者一個全新的體驗。



Evolution Bike

荷蘭

Roel Verhagen

Evolution Bike是一台結合各種車款優勢的自行車。除了簡潔亮麗的外型以外，其行進模式與速度調整運作是利用設置於前輪的花鼓與曲柄。騎乘時視野較高且風阻小，不但安全省力且舒適。



RESC U

南韓

Kim Sang-Hyuck / Kim Na-Rae / Nam Hyuck-Joo

RESC U是一台結合緊急救護功能的折疊式自行車。其中最大的功能除了比一般救護車更方便穿梭於小巷弄之中，可以縮短寶貴的搶救的時間之外，也能讓救護人員在更安全與穩定的狀況下搬運傷患。

Shopping Bike

台灣

Hsi Huang (黃晞)

Shopping Bike顧名思義是一台兼具購物推車功能的自行車。除了可當作一般的短程交通工具使用之外，方便收納也是其特點之一。抵達賣場時，還可輕易將其轉換成購物推車使用。不會有停車方面的困擾。



TakeOn

芬蘭

Arttu-Matii Immonen

TakeOn是一款設計新穎的城市單車。基於環保與製造成本之考量，其車架主要的結構是以複合竹材搭配金屬材質為主。符合人體工學的設計，除了提供使用者可充分的享受騎乘樂趣以外，容易保養維護也是它的特點之一。TakeOn自行車是實踐未來綠色生活的美景…。



RBL

丹麥

Marcus Hannibal Madsen

RBL是一台結合載物功能的城市自行車。特殊的結構設計、創新的轉向設計與以及智慧型的照明系統增強車架的強度與騎乘的安全性。另外還搭配一個可以依照在不同狀況的彈性使用的防盜車鎖設計。



AO

以色列

OMER SAGIV

AO是一台簡單又具有獨特的風格的自行車。簡潔新穎的外型，單臂前叉設計，還附有可因應使用者需求調整的把手與坐墊。坐墊與車輪皆有特殊的避震設計。在行進的同時，作為傳動的橡膠皮帶同時也能將電力傳送至前後車燈。

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Sabine Spitz (Central Ghost Team)
2008 Olympic MTB Gold Medal with KMC X9SL

Sabine Spitz



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