



Taipei, March 19, 2010

SHOW DAILY

OFFICIAL NEWSPAPER OF THE TAIPEI INTERNATIONAL CYCLE SHOW



ORGANIZED BY TAITRA

DAY 3

ENGLISH

日本語

中文

PAY HIKES

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TOP PEDELECS

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MAKE PLANS FOR TAIPEI CYCLE 2011!



Welcome to the third and final-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.

Next year's show will be: March 16-19, 2011
See you there!



Welcome to the Taipei Cycle Show.

CALENDAR - WHAT'S ON?

FRIDAY, MARCH 19TH - SATURDAY, MARCH 20TH, 2010

FRIDAY, MARCH 19TH

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 20TH

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

NOTE: THIS IS NOT AN EXHAUSTIVE LIST

FREE MEAL

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:
COUPON VALID FOR 1 MEAL PER GUEST



NEW PRODUCTS STAGE

FRIDAY, MARCH 19TH - SATURDAY, MARCH 20TH, 2010
TWTC NANGANG EXHIBITION HALL CONFERENCE ROOM 404

FRIDAY, MARCH 19TH

11-11:30 a.m.
RIKULAU

11:40 A.M.-12:10 p.m.
BALLISTIC INTL.

2-2:30 p.m.
GREENTRANS CORP.

2:40-3:10 p.m.
FIRST BICYCLE COMPONENTS

3:20-3:50 p.m.
AWISE FIBER TECH.

FRIDAY, MARCH 19TH (CONTINUED)

4-4:30 p.m.
LIYANG GLOBAL

SATURDAY, MARCH 20TH

11-11:30 a.m.
VP COMPONENTS

11:40 a.m.-12:10 p.m.
ALEX GLOBAL



Bicycle Chain



CHAMPION IS OUR DNA!!



Champion Rider List

Elisabeth Osl (Central Ghost Team) - 2009 UCI MTB World Cup Champion with KMC X9SL

Hanka Kupfernagel - 30 German Championship 1993-2009 with KMC X10SL

Katherine Compton - 2009 UCI Cyclo Cross Ranking No. 1 with KMC X9SL

Maris Strombergs (KHS Free Agent)- Olympic BMX Gold Medal with KMC K710

Mike Day - 2009 UCI BMX World Championship: No. 2 with KMC Z510HX



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

Sabine Spitz



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2010

Taipei International Cycle Show
Booth No. : J-118
Time : March 17-20, 2010

TBEA HEAD URGES A-TEAM TO BOOST SALARIES

CHEAP, PLENTIFUL CHINESE LABOR IS A THING OF THE PAST

When Taiwan's leading bicycle manufacturers conducted their annual meeting Thursday morning, a key topic was ... mainland China. Specifically, the rising cost of labor on the mainland, where most of these companies produce their low- to mid-range products.

Ying-Ming Yang, the chairman of the Taiwan Bicycle Exporters Association, said unlimited access to cheap labor in China is a thing of the past.

Manufacturers must now be willing to pay more and improve working conditions if they want to hold on to employees.

"When the financial crisis hit China, companies reduced production and laid off labor. In the middle of 2009, this labor shortage led to a labor panic," Yang told members of the A-Team, an association of most of Taiwan's top industry manufacturers. But Chinese workers now have more job options, so factory positions are not as attractive as they once were.

Yang, who is also chairman of the Taiwan tire manufacturer Kenda, urged A-Team members to increase wages at their mainland factories. That, he said, is what Kenda has done this year.

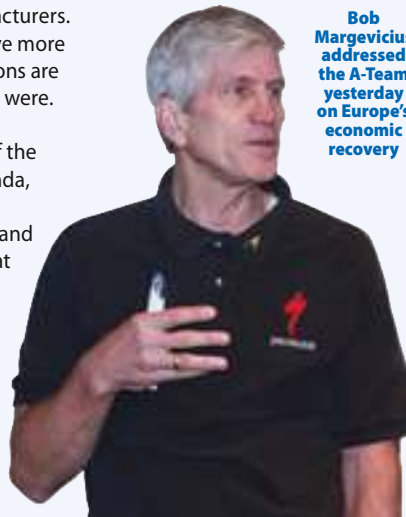
"Our basic salary increased between 10 and 15 percent," Yang said. Kenda has also been working to provide more intangible benefits for its mainland workforce.

"We installed air conditioning in the labor dorms and all meals are now free," he said. Chinese factory workers customarily live in company dormitories. These moves have helped Kenda retain workers and attract new ones while boosting sales by 20 percent.

Yang advised fellow company officials to take similar steps.

"We have to increase salaries inevitably to keep good workers. React quickly. Be well aware of this situation," he said.

Bob Margevicius addressed the A-Team yesterday on Europe's economic recovery



Other advice from Yang was, "treat your labor force better, improve their working environment, and increase efficiency to reduce labor demand and cost. Enhance R&D to produce high-value products and speed industry improvements, build a strong brand image, penetrate the Chinese local market, and increase production in Taiwan or other countries such as Vietnam or Cambodia."

Many companies including Kenda have moved some production from China back to Taiwan.

Yang's comments made clear that rising labor costs in China would make all China-made products more expensive.

Meanwhile, A-Team Chairman Michael Tseng welcomed two new members to the association.

"With Hayes and JD, we welcome two more high-end producers in our alliance," said Tseng.

Hayes makes brakes, forks and other components, and JD produces the TranzX e-bike system. Tseng is also chairman of Taiwan's No. 2 bikemaker, Merida. The A-Team now counts 22 members, not including seven "sponsor members" of Colnago, Dahon, DT Swiss, Scott, Specialized and Trek.



UCI President Pat McQuaid made his first visit to the Taipei show to see the industry up close

UCI'S MCQUAID VISITS TAIPEI CYCLE SHOW

UCI President Pat McQuaid made his first-ever visit to the Taipei Cycle Show - and Taiwan - to see the heart of the world bicycle industry up close.

"I'm here to discuss collaboration between the UCI and the industry," McQuaid said. "The UCI should be closer to the industry - but that doesn't mean the industry should try to change the rules."



UCI President Pat McQuaid with Merida's Michael Tseng, who is also chairman of the A-Team.

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MING YUE RESTAURANT 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? Relax. We're from the Taipei Show Daily, and we're here to help.



The Ming Yue restaurant

In each issue, Stephen Jack introduces a restaurant to you, tells you how to get there, and gives 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 third and final restaurant.



The flatbread is golden brown on the outside, steamy soft on the inside

MING YUE RESTAURANT

Ming Yue, a comfortable place featuring a glassed-off kitchen in the rear, has something for everyone, whether dining solo or with a group.

Good old fried rice (炒飯) is available in several flavors: fish, shrimp, egg, etc, for NT\$120-150. Perhaps you'd prefer noodles with meat sauce and pickles (明月醉醬麵) for NT\$100, or hot and sour noodles (酸辣麵), NT\$90.

House specialties include Ming Yue soup dumplings (明月湯包), NT\$120 for 8; and crispy pot stickers (招牌鍋貼), NT\$120 for 10.

Try drunken chicken with shaoxing wine (紹興醉雞) for NT\$240; five-flavored cuttlefish (五味花枝), NT\$200; or spring onion flatbread (蔥油餅) for NT\$50. The flatbread is golden brown with a steamy soft center.

The Minder Bar and Restaurant is down the street if you feel like an after-dinner drink.



Choose an appetizer on your way in for NT\$40-100

Ming Yue Tang Bao 明月湯包
40, Lane 171, Tong Hua St.
通化街 171 巷 40 號
Tel: 2733 8770

English Menu: Yes, simple version.

English Speaking: Not really, but you'll be fine with this article and a smile.

Hours: 11 a.m.-2 p.m. daily.
5-8.50 p.m. daily.

Directions: From the old trade center, go to Keelung (Jilong) Rd and turn left. Continue for 600 meters to Tong Hua St, turn right. The restaurant is a few doors down on your left.

Taxi fare: NT\$90-120

For more information about Chinese food as well as a downloadable map, visit www.eatingchina.com.

FLINGER'S FOLDAWAY FENDER

Flinger, the brand of partsmaker Sunny Wheel, is extending its range of high-end aftermarket accessories with a series of premium foldaway fenders.



Sunny Wheel president Tony Hsu with the new Flinger foldaway fender

What makes these fenders unique? They can be folded away much like a mini tool when they're not needed, lowering aerodynamic drag.

"The Flyer series is our concept for high-end road bikes," explained Sunny Wheel's Vivian Hsu. "Our design goal for this series was zero air resistance."

The company offers compact fenders under the Flyer, Free and Expert names and even uses some high-end materials such as titanium.

ALEX LIGHTENS ITS EYELETS

Alex Rims is bringing high-grade aluminum alloy eyelets to the market. "The new eyelets are as durable as the stainless eyelets, but offer additional advantages," said Alex Chen, the company's general manager.

For example, one aluminum alloy eyelet is less than half the weight of a typical stainless eyelets. "The similar material needs less pressure to put the aluminum eyelets into the rim. This reduces stress on the rim," Chen said.

The aluminum offers better vibration absorption than stainless steel. The new eyelets will be standard on the company's top-end rims made out of SSL (scandium super light), and will be available as an option for other models.



Alex Chen, General Manager of Alex Rims

ENTER TO WIN A SILVERTIP

Dahon is holding a drawing for a 2010 Silvertip folding bike at its booth at the 2010 Taipei Cycle show. People who test ride a Dahon bicycle at the outside test area can qualify for the drawing, which will take place Saturday at the Dahon booth.

The Silvertip is part of Dahon's Midtown Mini series. Using Dahon's LockJaw folding hinge, Midtown Mini bikes combine the ease and convenience of a folding bicycle with the performance and frame strength of a diamond frame bicycle.

"Our Midtown Mini bikes represent a significant paradigm shift in folding bicycle frame design," said Joshua Hon, Dahon VP. "We've combined the strength and stiffness of an ultra-compact diamond frame design with our easy-to-use LockJaw folding hinge. The result is a bike that rides and handles remarkably well."



The Silvertip is a flat bar speedster meant for fast riding. The ultra-compact frame is stiff and nimble.

The 18-speed drivetrain and premium components from Shimano, SRAM, Schwalbe, FSA, and Kinetix keep the bike light and fast. And because it folds, it'll stash away easily inside the smallest studios and apartments. The Silvertip is one of four Midtown Mini models, designed for various urban commuters.

Dahon
Silvertip



EXTRAENERGY HONORS 8 TOP PEDELECS

ExtraEnergy, the non-profit organization that promotes e-bikes, awarded its Pedelec Trophy yesterday to six companies in eight product categories.



ExtraEnergy's Hannes Neupert (left) presents a Pedelec Award to Riese und Mueller's Heiko Mueller

The Kalkhoff Pro Connect from Derby Cycle Werke took top honors in the competitive "easy pedelec" category. Judges said it rides like a traditional bicycle and is ideal for daily city use.

The Kalkhoff Agattu XXL won for "touring pedelec." This comfort-oriented bike is designed for, as the company puts it, "heavy young men and women." But its extreme load capacity of 145 kg (320 pounds) also makes it suitable for touring.

In the "business pedelec" category, the Dolphin Express won for its power and speed. "Like the marine mammal, this Dolphin is extraordinary powerful, persevering and fast," ExtraEnergy said. With a 500-watt motor powering a belt drive, the Dolphin is made for commuters, business people and anyone who likes to ride fast.

The Styriette, a bike that hails from the mountains of Austria, won the "Dutch pedelec" prize given to bikes that are sturdy, strong and reliable. The Styriette is built by Magna Marque.

The German manufacturer Riese und Mueller took top honors in two categories for its Delite e-bike, which won the "city-comfort" and "wellness" categories, thanks to a robust suspension and a satisfactory range.

KTM's off-road eCross won for "sport pedelec," offering a good range over all types of terrain.

And Giant took "family pedelec" honors with its Twist Comfort, which safely and sturdily accommodates child seats and trailers. With two batteries, the Twist Comfort offers a long range as well.

ME & MY BIKE: REBECCA LEE, TAIPEI CYCLE SHOW MANAGER

Do you cycle to work or cycle regularly? When do you ride your bike? Usually I ride my bike on the weekends, when the weather is bright and sunny.

Has becoming a cyclist helped your understanding of the exhibiting companies at the show? Yes, I've learned a lot about the brands and suppliers that produce accessories.

Where are your favorite cycle ride routes? The bike trail by Danshuei, where people can enjoy the beautiful sunset.

What is the brand / type of your bicycle(s)? It's a custom-made mini velo (small bike), with a MOSSO frame.

What do you like most about your bicycle? Is there anything you would change for your next bike? The bike is custom-made. It's unique and is the only one in the world.

Would you like to try the challenge of riding around the whole island of Taiwan? Is there any other challenge you would like to try?

I would like to try riding through all the riverside parks in Taipei area first.

Any tips for show visitors? There is a free food service exclusively for overseas visitors, who receive a coupon when they registered on the sixth floor. Please don't miss this chance. At the same time, visit the display on the sixth floor, where a lot of new participants are exhibiting their creative and innovative products.



ENGLISH

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When will we see you in the Shimano Disc Brake Zone?

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Toasting TAITRA (from left): TAITRA President & CEO Yuen-Chuan Chao; Moses Yen, Executive Director of TAITRA's Exhibition Department; and Jeremy Horng, Deputy Executive Director of the Exhibition Department, at the French Pavilion cocktail party.



He's Electric: E-bike expert Ed Benjamin at the LEVA networking party.



Kind Host: Kind Shock's Martin Hsu hosted 192 dinner guests.



Shocks and Awe: Kind Shock dinner guests had an awesome view from the 85th floor of the Taipei 101.



At His Peak: Louis Chuang hosts the annual Topeak dinner.



Conversation Topics: The Topeak dinner brings together what Louis Chuang calls a small 'United Nations' of guests.

We Made History in 2007. We Rewrote it Today.



The All-New NuVinci® 360 CVP Drivetrain

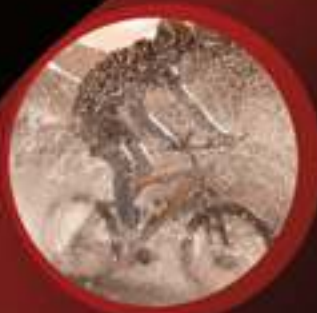
It's based on the original. But that's where the similarities end. The 2010 NuVinci 360 is considerably smaller and dramatically lighter. Ratio range is wider. Shifting is significantly smoother, even under extreme pedal force. Shift grip rotation is half that of its award-winning predecessor. And a 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

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TAIPEI TO HOST 2011 IDA CONGRESS CREATING A NEW VISION FOR TAIWAN DESIGN

After a year-long application process, Taipei has emerged as the winner of a worldwide contest to host the 2011 IDA Congress.

The Congress is a long-standing, prestigious international design event organized by the International Design Alliance, which integrates graphic, industrial and interior design.

The IDA was formed in 2007 from a merger of three international design societies. The 2011 IDA Congress in Taipei will be the first since the alliance was established. The congress is expected to attract 3,000 elite designers from 60 countries and will

provide an international stage for Taiwan to enhance its image and become a center of innovative design in Asia.

Main events at the 2011 Congress include the congress itself and general assembly, IDA young designers' workshop, design tours and design parties. In addition to the main activities, monthly themed activities and over 50 design-related activities will take place during the "Year of Design."



design AT THE EDGES
2011 IDA CONGRESS TAIPEI
INTERNATIONAL DESIGN ALLIANCE



Daniel Greiner

SYMPOSIUM TACKLES E-BIKES AND BEYOND THE FUTURE OF LEVS MAY RIDE ON MORE THAN TWO WHEELS

Light electric vehicles are coming, several experts said at the Taipei Power Forum yesterday. But they may not necessarily take the shape of two-wheeled electric bicycles.

Jack Roberts, an LEV advocate from the United States, is keen on the promise of electric scooters. He said the "anger of a younger generation that wants to see a greener world" is driving the market.

Roberts is the president of J-K Products International, a New Mexico company that is importing scooters from China.

In Europe, meanwhile—which has seen a boom in high-priced electric bikes—another expert said the potential may be more interesting for three- or four-wheeled LEVs instead of scooters.

"The politics are ready and consumers are concerned," said Daniel Greiner, president of the Swiss firm eweco.

"While folks in Taiwan think of the LEV as something on two wheels, in Europe we think it should be like a car, for comfort and protection against bad weather."

Greiner and Roberts were among 10 experts in electric mobility who spoke at yesterday's forum. Also known as the 2010 LEV Symposium, the day-long event looked at the electric vehicle market from the vantage points of manufacturers, researchers and lawmakers.

Speakers discussed the marketing of electric vehicles along with more technical issues of batteries and the proposed EnergyBus. Taipei Cycle Show attendees can also ride a selection of e-bikes at Nangang's test ride track.

Greiner, whose business is value engineering, said promising markets initially would be Germany, Switzerland, Austria, the Netherlands and Belgium.

All are countries that share government incentives along with a good infrastructure for roads and charging stations and moderate climates.



Jack Roberts

To be successful, Greiner said, an e-vehicle needs to be lightweight and aerodynamic, sell for an attractive price, and carry two people with luggage up to 60 kilometers (37 miles) on one charge.

In the United States, meanwhile, Roberts is importing high-powered electric scooters from China. Two models have been certified by the U.S. Department of Transportation, "and we're raring to go," he said.

"I would love to see our [New Mexico] Gov. Bill Richardson on one of these machines. He'd love it, and what a great way to endorse the product and new lifestyle it presages," Roberts said. He believes the electric scooter can eventually supplant the gas-hogging "hogs" beloved by motorcycle riders.

In 10 years, he said, "you'll only see the Harleys in museums. Our young folks don't need the pollution-spewing machines we older folks got our kicks out of."

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INTERVIEW WITH 'TOM' SUENAGA E-BIKE MARKET GAINS IN IMPORTANCE FOR SUNTOUR

Component maker SR Suntour is stepping deeper into the e-bike market. Jo Beckendroff talked with Tomonori "Tom" Suenaga, senior manager of sales development, about the company's ambitions for this burgeoning market.

Suntour started cooperating with Sanyo on electric bikes in 2008. What is Suntour's role in this tie-up?

Tomonori Suenaga: In fact, our relationship with them started in 2005. The original reason for this cooperation was that we manufacture the crank torque sensor for them for the Japanese market.

As far as we know, you are involved in battery and motor programming, and produce cranks, displays and controllers. You recently introduced a suspension fork with room for a hub motor. Will you step into more products for e-bikes?

Suenaga: We have started to realize that [the suspension fork] has good potential, so we have started to work on making it suitable for the EU market. However, SR Suntour is focusing only on components, and not complete bikes.

Your core business today is cranks and suspension forks. How did you get involved in e-bikes?

Suenaga: As I said before, originally our interest in e-bikes started with the Japanese market through Sanyo. At the same time, we have started to realize that the interface of the motor and fork is very important, so that is the reason for our fork products as well.

You've mentioned that the bike industry, and specifically SR Suntour, has a lot to teach new entrants into the electric vehicle market. For example, Marzocchi's parent company was interested in the lightweight magnesium casting technology used by Suntour. Could you expand on this convergence of the bike industry with other industries (such as car making)?

Suenaga: I think the bicycle industry is one of most advanced industries that have been working seriously on weight issues. This is what we have learned through Marzocchi. Much know-how exists for making lightweight bikes. I think other industries are now looking at [weight] because of eco and green mobility trends. But the bicycle already provides very efficient mobility, so our task is how we can promote these existing and potential solutions more widely. Our interest is only in making bikes more attractive than others [vehicles].

How do you view the future of e-bikes? Will they become a global success or successful only in certain markets?

Suenaga: I think the e-bike is no longer a "special" bike. It is becoming one of many choices for consumers.

What in your opinion are the most attractive aspects of riding an e-bike? Is it more their environmental friendliness or the health and wellness aspect?

Suenaga: I am afraid to say that the e-bike is more environmentally friendly than a normal bike. I have ridden sport bikes for many years and I keep riding them. For me, that is fun.

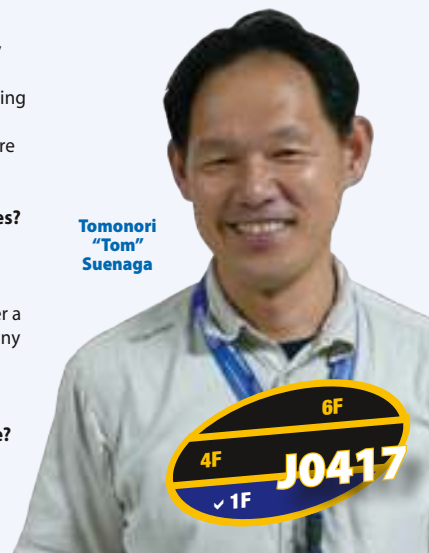
However, other people who don't have such experiences might be attracted by an e-bike because they can also have fun. With either bike you have to pedal, which is good exercise.

What are your personal impressions of e-bikes?

Suenaga: When you are riding a pedelec, surely you get a different feeling [because you are] getting support from the system. Emotionally, that is a different feeling from normal biking.

But for people who haven't ridden a sport bike, such a feeling from an e-bike becomes normal and is nothing special. That is what I think is happening now.

Tomonori
"Tom"
Suenaga



KT'S DYNAMO HUB IS A SMOOTH HIT WITH CUSTOMERS

Taiwanese hub maker Kun Teng Industry spent six years and NT\$10 million (€230,000, \$315,000) to develop its "HGW" hub dynamo, which it has patented internationally at a cost of NT\$8 million (€184,000, \$252,000).



The sole remaining hurdle to the hub's market launch is the approval of German and European safety agencies, which KT boss Hubert Chen expects by June.

Chen reports huge interest by showgoers in the hub, which runs so smoothly and with so little friction that wheelchair and rickshaw makers are coming over to take a look. Chen believes KT's innovative design can challenge Shimano's near-dominance of the market for quality front dynamo hubs. "We have patented the manufacturing process of improved internal construction, while our connector is more reliable, our cap is stronger and we guarantee the body is water-resistant," he said.

The company has obtained patents for this new hub dynamo in the United States, Taiwan, China and Germany. The HGW hub will be less expensive than the Shimano equivalent, Chen said.



KT's Hubert Chen demonstrates the HGW hub dynamo to Rob van Hoek of Swiss component maker Edco

KT hopes to capture a slice of the market for dynamo hubs, which are most popular in Europe and Japan. "We will produce three models: entry-level for OEM, mid-range and high-end, starting with production of the mid-range model," Chen said.

The company plans to ramp up production gradually, with a target of 200,000 units per month. Chen is also on the lookout for tie-ups with emerging markets of India and China.

What's under YOUR saddle?

Coming Mid 2010- The all new i7.
Available for 27.2 seat tube diameters.

Models: i900, i900r, i950, i950r, new i7, new i7r
Sizes: 900/950-3D.9/31.6, i7-27.2
Adjustability range: 75, 100, 125mm
Activation level: New "Lock-On"-compatible handlebar remote for "r"-models and undr saddle for non-"r"-models.
Saddle offset: 17mm on i900, i900r. Zero on i950, i950r, i7, i7r

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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NEW PRODUCTS

AIRACE FIT REGULAR (AP-84) MINI-PUMP

Airace Enterprise's Fit Regular (AP-84) Mini-pump includes a unique extractable hose with a thoughtful design that protects the tire valve during inflation of the tire.

The Fit Regular (AP-84) reaches a maximum pressure of 100 psi (7 bars).

**KIND SHOCK FD-X5**

The FD-X5 rear shock narrows the gap between the performance of a downhill coil spring and the weight of a cross-country air shock.



The FD-X5 uses an innovative tandem spring system that couples an alloy coil with a low-pressure air spring. The FD-X5 is well suited for trail and all-mountain bikes, whose riders seek a balance between weight and terrain-taming performance.

NUVINCI N360 CVP HUB

The 3rd-generation CVP internal hub (N360), is lighter and smaller than previous generations and offers easier shifting under load.



The controller requires 50% less rotation to go through the shifting range for a more direct experience. The shifter's "inchworm" display is more intuitive than ever, while the interface on the rear hub now resides inside the frame dropout.

SHIMANO 105 GROUP/BRAKE

The 105 road bike group features much of the technology of its more sophisticated kin, Dura-Ace and Ultegra, at a more attractive price.



For example, you won't find titanium sprockets, carbon brake levers, or a "Hollowglide" outer chain ring on the 105. And while the 105 may not carry the prestige of Dura-Ace, it offers one of the best price-to-performance ratios available. shoes.

NEW PRODUCT HIGHLIGHT

IBERA ACCESSORIES ADD COMFORT, CONVENIENCE

After opening a U.S. sales office in Chicago last November, Ibero, the parts and accessory brand of Taiwanese OEM manufacturer Massload, is searching for further distributors across the globe.

"Our products are now available in 19 countries," Ibero sales manager Vanessa Lan said.

"We believe that our products for recreational, commuting and touring cyclists have much more potential, not only in the countries we are already in but also in all other markets around the world."



Vanessa Lan

Ibero makes accessories that help riders enjoy cycling with comfort, convenience and style.

Its lineup includes the Fine Tune Adjustable Bottle Cage; the Hothead Thermal Bottle; the BarClamp, which holds mobile phones and iPods on the handlebars; and the PakRak Clip-on Luggage System. All Ibero products come in attractive aftermarket packaging.

"Our packaging features full product information, including instructions," Lan said. "Our Web site, www.ibera.info, offers further support for consumers concerning the use and care of Ibero products."

The "pedal kickstand," which won a Eurobike 2009 Award for its unusual combination of pedal and kickstand, is just one example of the company's innovations.



Ibero's multitool with tire levers doubles as a kickstand

New for 2011 are a feather-light, 23-gram titanium bottle holder, and a 12-tool multitool with tire levers that can be also used as a kickstand.

Another Ibero mini tool includes a cartridge pump. More Massload and Ibero innovations can be seen at the company's booth.



NEW PRODUCT HIGHLIGHT

FULL SPEED AHEAD HIGH-END VISION RANGE

Global component maker Full Speed Ahead, better known as FSA, is once again proving its high-tech know-how with its high-end Vision range, which offers fine lightweight road wheels, cranks, aerobars, bar ends, drinking system, saddles and other parts and accessories for the premium road and triathlon bike market.

Vision Wheels are used, for example by the Cofidis, ISD and Designa teams.

New for 2011 in the Vision line are a handlebar with new graphics and a state-of-the-art crankset, the "TriMax Pro," in MegaExo and a more economical, alloy BB30 version (pictured).

FSA Vision TriMax Pro



FOR FLASHY SADDLE BAGS, SEE QUEENIE AT MUSTANG

Want a flashing saddle bag? Talk to Queenie. Queenie Chien at Mustang Industrial Corp. is promoting "El Flashing Saddle Bag," a saddle bag equipped with an electro-luminescent light.



Mustang's Queenie Chien

"With still or flashing illumination, riding at night is now safer than ever before. The power supply needs only two AA batteries, which will last for at least 48 hours of continuous use," Chien said. El Flashing Saddle Bag conforms to ISO 9001 certification. The light shines through a flat surface that consists of a thin, flexible film. The beam is visible through an angle of 270 degrees.

'SMANIE' SADDLE BRAND: ODD NAME, SMART IDEA

The name is a little odd, but the concept behind the new Italian saddle brand Smanie is perfectly in tune with the times. Smanie, a brand of the Sport Marine company, is making its debut at Taipei Cycle after launching at last year's Eurobike.



Smanie's Marco Capretta & Salvatore Miceli

"We are using environmentally friendly materials," said Salvatore Miceli, Smanie's sales manager. Miceli, the former sales and marketing head at FSA Europe, joined Smanie in February.

He pointed to the use of EVA materials in Smanie saddles. "For our EVA saddles you need only the base material and an EVA cover, which means using fewer materials at a lower cost. And it's fully recyclable," he said.

CEO Carlo Favaro was the creative force behind the brand, which emphasizes its earth-friendly background. "That's why we have chosen the green color for our Smanie brand," he said.

The saddles are made in Taiwan but all R&D and marketing are done from Smanie's Italian headquarters in Cesano Maderno.

DOUG STUART TAKES NEW POSITION AT SR SUNTOUR



Doug Stuart, the former head of FSA US and the founder of the Corsair brand, has taken a new role with Suntour America as manager of aftermarket sales and marketing.

Based in Vancouver, Wash., Suntour America is headed by Darrell Voss, who has represented Suntour in North America for several years. Stuart's job is to promote Suntour own brand.

Stuart joined Suntour just before the Taipei show after selling his Corsair Bike brand, which he founded after leaving FSA in 2006.



Doug Stuart

OLIMPIA IS FIRST HUNGARIAN COMPANY WITH OWN STAND

Olimpia Bicycle, parent company of the Gepida bicycle brand, has become the first Hungarian company to have its own stand at the Taipei Cycle Show.



György Berkes, managing director of Hungarian Gepida maker Olimpia

"It was tough to get a stand on this packed show but we were lucky. We booked under the umbrella of the European Colibi stand and were able to get a good spot over

there," managing director György Berkes said. Olimpia has exhibited in Taipei before but never independently.

Why is a Hungarian brand exhibiting in Taipei? Berkes said the question has a simple answer.

"We are looking for distributors. Our main market is Europe, but we want to expand into overseas markets," he said. "We've received very good responses to our Gepida product range from all over the world. Our new e-bike models especially seem to attract customers."

JD EXPANDS E-BIKE LINES, IMPROVES TECHNOLOGIES

The Eagle continues to soar for the JD Group, a leading developer of electric technologies for e-bikes.



TranzX's Family 2+1 e-bike.

★ The Family 2+1 bike, with multiple add-ons and advanced safety features;

At a "Taipei Innovations Night" event last night, JD officials announced a raft of new developments in its TranzX PST e-bike drive system, including a wireless e-bike security system for its award-winning Eagle bike.

The latest of many awards that the Eagle e-bike has garnered was the "the Best Latest Fashion Award" from the Taipei Cycle Show's International Bicycle Design Competition. The Eagle now features a new multifunctional carrier.

JD also unveiled two new e-bike designs last night: the Family 2+1 and the TranzX PST folding bike, along with a number of improvements to components.

JD Group's TranzX PST line now extends to six e-bikes. Developments announced last line include:

★ The TranzX PST folding bike, which combines top performance with compact construction;

★ Third-generation motors with up to 25 percent higher torque and a cassette freewheel body compatible with most brake systems;

★ A wireless security system for the Eagle. A compact transmitter unlocks the bike for use. If someone tries to ride the Eagle without unlocking it, an alarm will sound, the lights will flash and the power will be cut off;

★ A re-engineered proprietary lithium polymer battery pack for better performance. The pack's more flexible interior can be molded into different shapes; and

★ The JDMM Sensor, an optimized drive system sensor that measures the tension of the chainstay, has no fall out requirements and is easy to assemble.

COMPANY SETS SIGHTS ON LEV MOBILITY MARKETS ULTRA MOTOR EXECS COMPLETE MANAGEMENT BUYOUT

There's a new engine behind Ultra Motor, one of the leading developers of Light Electric Vehicles. A consortium of investors led by Chairman and CEO Joe Santana and President Joe Bowman has completed a management buyout of the company's controlling shareholder, the Russian investment conglomerate known as the Alfa Group.

"We are thrilled to have completed the buyout of the Alfa Group's stake in Ultra Motor," Bowman said.

"It not only represents a turning point for our company and market orientation, but also for the development of new technology and products for a new generation of urban commuters."

Among products slated for star treatment at the Taipei Cycle Show is Ultra Motor's new lightweight scooter, the A2B Excel, which the company calls the future of urban mobility. The company also will launch a European version of its popular A2B Metro, and a new model based on the A2B Hybrid platform.

Like all Ultra Motor vehicles, the A2B Excel came off of the drawing board at the company's design center in Berlin, Germany, which is led by industry veteran Norbert Haller.



Joe Bowman,
President of
Ultra Motor

All Ultra Motor vehicles are engineered, assembled and tested at a facility in Taiwan. Bowman believes the new scooter could allow Ultra Motor to leapfrog ahead of the LEV competition.

"Especially now, as more conventional bicycle companies are beginning to enter the e-bike segment, differentiating into light electric scooters will be very important for us" he said. "At Ultra Motor, we see a 'blue ocean' for a new category of Light Electric Vehicles that are more powerful than e-bikes but maintain the advantages of lightweight, clean urban mobility," he added, referring to popular business strategy of expanding into uncontested "blue ocean" markets rather than competing in an existing segment.

Bowman said Ultra Motor expanded distribution to 14 countries in 2009. Many distributors discovered the Ultra Motor A2B at last year's Taipei Cycle Show, which Bowman said "demonstrated just how effective the purpose and the commercial outreach of the show has been."

New distributors include Komenda in Switzerland, EasyBike in France, ViaLibera in Italy, EasyBike Australia and MCC International in Korea.

Ultra Motor expects to announce more distribution partnerships at this show.

Bowman said Ultra Motor also believes Taiwan, with its fixation on scooters, is a promising market.

"Our engineering workshops and factory are here and so are our hearts. Although the e-bike has not even begun to make significant inroads on the island, I believe in this market and we will most certainly be exploring opportunities for the A2B line in Taiwan during 2010," he said.

Ultra Motor launched the A2B Metro in 2008, followed by the A2B Hybrid at the Gadget Show in London last April with the United Kingdom as its first market.

Ultra Motor has shipped several thousand A2B models in 2009 and expects that number to grow significantly this year.



- David Monson

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RETAILER PREPARES TO ENTER CHINA ASAHI, JAPAN'S BIGGEST RETAILER, IS GETTING BIGGER

Asahi, Japan's leading bicycle retailer, already accounts for 13 percent of the nation's total bicycle sales through its 200 Cycle Base Asahi retail stores. But the publicly traded company, which recently moved to new headquarters in Osaka, has more ambitious goals. "We are eyeing a 30 percent market share," said Yoshi Shimoda, Asahi's executive director. He said the company is also preparing to open its first stores in China.



All Cycle Base Asahi stores are built to a standard, 800-square-meter plan.

It was Yoshi's father, Asahi president Susumu Shimoda, who first developed the idea for a national chain of bicycle stores. "About 30 years ago the international bicycle industry was shifting from Japan to Taiwan, where costs were lower. Japan's bicycle manufacturing industry was decimated," the elder Shimoda said.

This led to more and more bicycle sales at mass merchants outside of our industry such as home centers. Prices and quality plummeted. "I believe in service," he continued. "That's what I was thinking about in 1990 when changing to a bicycle-only retail strategy for our family business."

Susumu Shimoda's father founded the company in 1949 and originally sold toys and bicycles. Asahi opened its first bike shop in 1973, but the company transformed itself into a bicycle-only retailer in 1990.

Susumu Shimoda has a clear vision for the future. "In 2013," he said, "we'll have 300 outlets" - a 50 percent increase from its current number.

Of the 950,000 bicycles sold last year in Cycle Base Asahi stores, 70 percent were sold under one of the company's many private label brands.

Asahi buys directly in China, where it maintains an office to oversee production and respond quickly to trends.

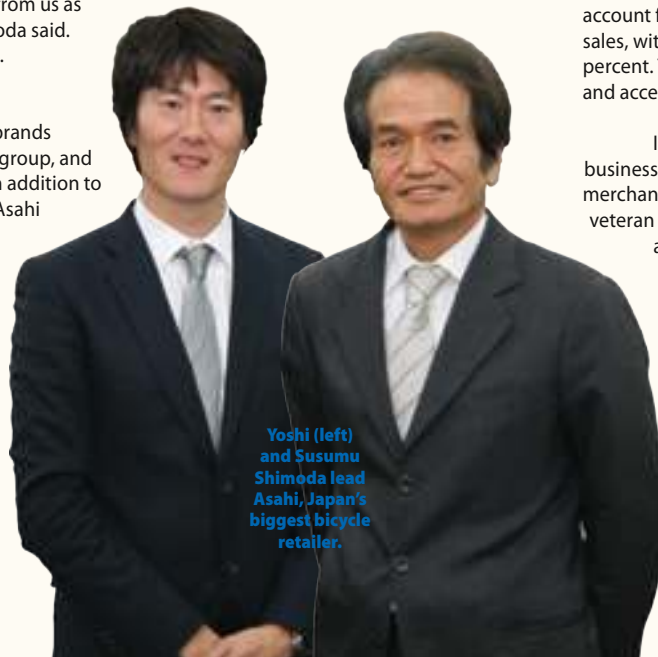
"Our customers buy directly from us as the producer," Susumu Shimoda said. "There is nothing in between. We prefer the direct way."

Each of Asahi's private label brands targets a different consumer group, and some target different ages. In addition to its house brands, Cycle Base Asahi carries five domestic and about 30 international premium brands.

The five Japanese brands - Bridgestone, Maruishi, Miyata, Panasonic and Yamaha - include pedelecs, which now account for about 2.7 percent of the chain's sales. The sports bike segment is covered mainly by such international brands as Centurion, Giant, GT, Felt, Fuji, Jamis, Kona, Merida, Schwinn and Scott.

With its big national footprint, Asahi competes both with aggressive mass merchants through its private label business, and with Japan's many small IBDs through its high-end sales of international brands.

Thirteen outlets are owned by franchisees. "If it fits we say yes. Otherwise we don't want to push any franchising ideas. We believe in operating our own outlets as part of our direct management philosophy," Susumu Shimoda said.



Yoshi (left) and Susumu Shimoda lead Asahi, Japan's biggest bicycle retailer.

To simplify its expansion plans, the company builds all Cycle Base Asahi stores to a single design of 800 square meters (8,600 square feet). That requires a significant investment in a country where land is very expensive. "We rent the land and build identical, two-story 800-square-meter stores. This is our standard size," Susumu Shimoda said. About 70 percent of its existing outlets also conform to this standard.

One way of using the small space efficiently is to provide quick service. "Bicycle repairs are done on the spot, while customers wait. If a quick repair is not possible, our customer will have his bike back the next day at the latest," Yoshi Shimoda said. "We don't want to keep customers waiting. Moreover, these bikes would occupy our valuable space."

The Shimodas said complete bicycles account for about 72 percent of store sales, with service accounting for about 10 percent. The rest comes from sales of parts and accessories.

In 2005, Asahi launched a wholesale business that serves IBDs, home centers and merchandising stores. The company is also a veteran of online marketing, with web sales accounting for up to 6% of the total.

Yoshi Shimoda is now laying the groundwork for Asahi's entry into China. "We want to expand with our own stores in China," he said.

- Jo Beckendorff



TANGE OFFERS 10 NEW CLASSIC CHROMOLY BIKES

The historic Japanese partsmaker Tange International has launched a line of classic lugged steel bikes at the Taipei show.



Hank Lin with 'Yasujiro by Tange' chromoly bicycles

"I believe that there is a trend for chromoly frame bicycles. We are targeting mainly the American and EU markets with this range," said Hank Lin, the company's general manager. Lin said the 10-model line, called "Yasujiro by Tange," focuses on fixie, commuting and road racing bikes. A full half of the line consists of single-speed models.

Mass market bikes these aren't. Lin said he anticipates selling only about 200 units in the first year. "We don't expect a big sales boom because we are serving a niche market," he said.

But he hopes the Tange line can catch the retro wave as Westerners turn to classic Japanese chromoly styles.

The Yasujiro name is a tribute to Yasujiro Tange, who founded the traditional Japanese company in 1920. Tange began making bicycle forks and later became known for its fine components. The company's current president is Yashihiko Tange, the third generation of family members to run the company.

Tange's heyday lasted from 1974 to 1991, when it produced seatstays and chainstays, dropouts, lugs, headset, and chromoly double-butted tubing for road bikes.

Its recent fortunes have been mixed. Tange shut down its U.S. subsidiary in 1998, its European offices in 1999 and its Chinese operations in 2003. Lin, who hails from Taiwan, is helping Tange reestablish its footing.

HOW WILL COMPETITORS RESPOND? AFTER THE DI2, WHAT WILL SHIMANO DO NEXT?

How do you top one of the biggest product introductions of recent years? Shimano officially debuted its Dura-Ace Di2 electronic group just months ago at the 2009 Eurobike show. Everyone is already asking what the component giant is going to do next, or how its competitors will respond.

But before we consider the future, we should take a quick look at the past. The Di2 wasn't Shimano's first electronic group. Consider its Cyber-Nexus, Nexus Auto-D and Nexave Di2.

Of course, these groups targeted the less demanding requirements of comfort bikes, while the Dura-Ace Di2 targeted the most sophisticated and technically demanding riders in the world.

Nor was Shimano the first company to wed electronics with a bicycle group. In 1992, Mavic released the Zap, and followed up in 1999 with the Mektronic. Unfortunately, Mavic was ahead of its time, and reliability problems combined with bulky rear derailleurs brought these projects to a quick end.

This time, Shimano really has changed everything. After seven months on the Di2, during which I and a fellow road racer logged more than 10,000km (6,200 miles), I can say that the performance of Shimano's new group is simply overwhelming. No mechanical road group, including the non-electronic Dura-Ace, can match its performance when changing gears on the front derailleur or controlling the chain movement over the complete range.

This performance is not due solely to the electronics, however. The sophisticated design of all of the Di2's mechanical parts, including the chain, chainring and derailleurs, plays a huge role.

A computer can store and manipulate a large amount of complex data in a very short time, which is exactly what the brain of the Dura-Ace Di2 does.

It accumulates data from the chain and the derailleurs so that when the rider is ready to change gears, the system has already determined the optimal position. Because it is an electronic system, the shifter buttons can be placed almost anywhere. Shimano has used this flexibility for its new Time-Trial and Triathlon Di2 Dura-Ace group, and we can expect the company to apply the system to other types of bikes.



Juan Antonio Flecha rides the Di2 to victory in last month's Belgian "Omloop Het Nieuwsblad."

Many skeptics initially focused on the Di2's battery pack. During our tests, however, the battery was never an issue. We recharged the battery pack roughly every 1,800 kilometers (1,120 miles), when its LED indicator showed 25 percent of energy left. I once waited for 2,520 km (1,570 miles) before recharging, and the 25 percent warning light had not yet lit up. The battery is about as simple to charge as a mobile phone and takes about 1.5 hours.

Other critics point to the Di2's sky-high price. But cyclists can expect the price to drop, just as with computers and other electronic devices.

Although we don't yet know Shimano's plans for other electronic groups, company tradition suggests that an electronic XTR mountain bike group will not be far behind. Professional mountain bike and cyclocross cyclists have already been racing on Shimano electronic groups.

Tradition also would point to the migration of Di2 into Ultegra and other groups. It should just be a matter of time and price reductions, as Shimano ramps up production.

Will Shimano's competitors jump in with their own electronic groups? The answer is unclear. We know that Campagnolo tested an electronic group with some professional road racers in the spring of 2007, at the same time Shimano was testing the Di2 prototype.

In February 2009, a Campagnolo official told the *New York Times* that the company has faith in its electronic system and was waiting for an upturn in the economy before launching it. SRAM's plans for an electronic group also are unknown.

Despite the Di2's initial price, it is not hard to foresee the day when an electronic system like the Di2 costs less to produce than its mechanical dual-lever counterparts.

Electronics will undoubtedly play an increasingly large part on bicycles. A good example is the ANT+Sport wireless protocol, which is used by a number of components such as power meters and cycling computers. But the Di2 has set a new standard for the marriage of electronics and bicycles.

- German Eslava



Bernhard Lange presents 90 roses to his mother, Fernanda Lange, to celebrate her birthday. Longtime friend and business partner Yoshizo Shimano (bottom right) attended with several top Shimano executives

SHIMANO FAMILIES HELP CELEBRATE LANGE'S 90TH

It was not just another birthday party. On Jan. 30, the German importer Paul Lange & Co. celebrated Fernanda Lange's 90th birthday. Fernanda, mother of general manager Bernhard Lange, founded the Stuttgart, Germany, importer with her husband Paul in 1949 during the aftermath of World War II.

The most important business decision the Langes ever made was their decision to become Shimano's first European importer in 1967. Since then, the Lange and the Shimano families have been more than close friends.

To celebrate their long relationship, Shimano chairman Yoshizo Shimano, accompanied by his wife, Ikuko, came from Japan to attend the party. Joining them was their U.S.-based son, Toyo, and company veteran Takeshi "Ted" Ikenaga. Ikenaga, general manager of Shimano Rinkai, formerly headed Shimano Europe.

The Shimano clan joined the more than 500 guests who attended Fernanda Lange's birthday bash. Most of them were from the global bicycle business. "I don't want to make a long speech," Fernanda Lange told the crowd. "Thanks to all of you. To experience a day like this is wonderful."

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**.

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IRISH GROUP SEEKS TO 'PURIFY' PRO CYCLING

Scandals in professional cycling are not only bad for the image of the sport, but can harm companies that invest heavily and hitch their stars to a cyclist or team. Now, an Irish non-profit organization called Bike Pure is working to "restore the image and integrity" of professional cycling as well as the health of future champions.

"After racing for 25 years, I set up BikePure in 2008 to give something back to the sport which has given me so much," said the organization's founder, Myles McCorry. "Our aim to tackle the difficult problem of drugs in sport and protect the future of cyclesport."

McCorry said the group has signed up coordinators in 14 countries overseeing some 25,000 cyclists.

Teams including the Specialized MTB Factory Racing Team, Team Sprocket, a Swedish-based pro team, and EA Pure Racing, a BMX squad, have signed the Bike Pure pledge to ride clean.

The group is working on an anti-doping proposal that it plans to formally submit to the UCI and WADA, race organizers, national cycling federations and other groups involved in professional cycling.

The proposal would require a minimum four-year ban for first-time offenders and a lifetime ban for repeat offenders. "It is clear that the current 2-year ban is not deterring riders from doping," the Bike Pure proposal states.

The proposal also calls for all tests to be carried out by a global testing agency that has no affiliation with any cycling governing body, team or sponsor.

Management and team personnel who facilitate doping should be subject to sanctions and lifetime bans. Bike Pure also wants cycling authorities to disclose medical information on their athletes.

"No sponsor wants his or her brand associated with scandal, as has been a common occurrence within cycle sport over recent years. In defending the integrity of professional cycling, Bike Pure also protects sponsors' investment within the sport," McCorry said.

Anyone interested in joining Bike Pure or finding more about its proposals can visit the group's Web site at www.bikepure.org.

"Bike Pure has no hidden agenda and only works through positive measures," McCorry said.

"We have had over 500,000 visits, 6 current UCI world champions are now aligned with us and almost 25,000 members from 82 countries want a better future. It costs nothing to join, with no time commitment. We are just cyclists working for cycling," he said.

Bike Pure supporters can buy wrist bands, jerseys, socks, T-shirts and other merchandise adorned with the group's logo - a drop of pure blue water.

BEYOND TUBELESS TO 'AIRLESS' NEW TUBELESS TIRES TARGET ELITE, EVERYDAY CYCLISTS

It's been nearly five years since Hutchinson introduced the first tubeless road tire for Shimano DuraAce wheels. Although tubeless tires are more resistant to flats, lose air more slowly when punctured, and are more secure at low pressure, sales of tubeless road tires haven't taken off the way many anticipated.

One reason for the slow start was that the original tubeless tire fit only one brand of expensive wheel. But that is changing. Shimano (Booth L0405) and other suppliers, including Campagnolo (Booth M0116), Fulcrum and Corima (Booth L0918) have recently increased their tubeless offerings, with Shimano's Ultegra wheels reaching lower price points.

The Japanese brand IRC (Booth L1101) released a tubeless road tire in 2008, but it has been available only in Japan until now. IRC now offers five tubeless road models (XG, RBC, SC, HC, Top Secret) while Hutchison has four (Intensive, Fusion2, Atom, Fusion3). IRC's 280-gram "Top Secret" marks a significant technical improvement.

According to tests carried out by BikeTechReview, a U.S.-based on-line publication, IRC's Crr (coefficient for rolling resistance) has improved significantly: from 0.00371 for the RBC to less than 0.00260 for the Top Secret. This puts tubeless tires in the highest performance category.

Hutchinson is presenting its second-generation tubeless tire, the "Fusion3," at the Taipei show at Booth I1210. The Fusion3 is a 290-gram, 127 TPI triple-compound tire which has the same Crr performance as its top clincher tires, a higher grip and improved air sealing on the rim bed.

The Fusion3 is compatible with a new self-repairing tire sealant, "Protect'Air Max,"

which Hutchinson developed to maximize puncture protection for tubeless tires. Hutchinson will supply tubeless tires to professional cycling teams, including the new U.S.-based Team RadioShack, during the upcoming racing season.

Kenda (Booth K1311) showed a tubeless road tire prototype at last year's Interbike show but has not officially announced its release. Another Taiwan tire giant, Maxxis (Booth L1224) is researching a tubeless product but has released no information.

Better performance isn't the only goal of tubeless tire makers. Durability and simplicity also are important, especially for bicycles used in urban rental fleets.

The Vélip' rental system in Paris demonstrated that bicycle tires often are vandalized or damaged. Maintaining tire pressure eats up a lot of fleet managers' time.

So Hutchinson teamed up with Biron Engineering, a French research firm, to develop a bicycle tire that requires no air pressure at all. The Serenity "no air, no flat" tire first was unveiled at last year's Eurobike.

The technology behind the patented Serenity system is based on a sort of "half-pipe" of composite materials, which keeps its basic shape even when not supported by air pressure.

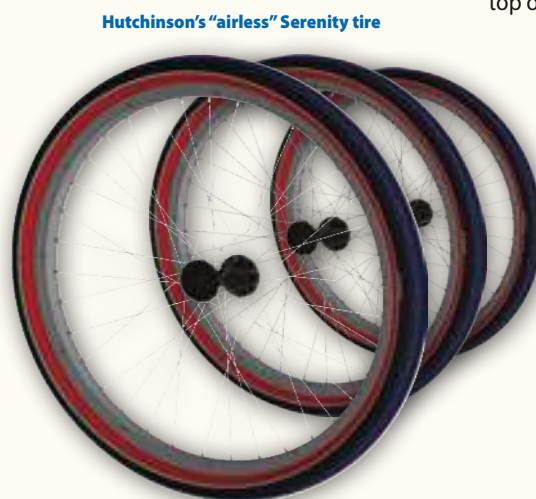
Several layers of rubber, including a durable and grippy tread, are bonded on top of this foundation. The precise formula changes depending on the desired performance characteristics. Hutchinson is testing the Serenity on rental fleets in Paris, Toulouse, Lyon, Barcelona and Oslo.

The Serenity is not the first airless tire that has ever been attempted. But if it succeeds with rental bicycles, it could simplify fleet management by doing away with the time-consuming practice of repairing inner tubes and monitoring air pressure. And that could get rental fleet managers really pumped up.

- German Eslava



Hutchinson's
Protect'Air Max
tire sealant



Hutchinson's "airless" Serenity tire

BIKE BRNO CHECKS OUT A NEW OCTOBER SHOW DATE

The Czech bicycle show Bike Brno will open its doors a month earlier this year than in 2009. The new dates for the 2010 edition of this "East-Meets-West" European trade show are Oct. 7-10.

Show director Jan Kubena said the earlier dates will help the show remain relevant.

"If we want Bike Brno to have some significance, we have to adapt to the market and move the date back," Kubena said. "The second reason is [that an earlier date permits] the possibility of testing bicycles outdoors."

He said Bike Brno would sponsor a demo day on Oct. 6, the day before the floor show opens, on a testing area next to the exhibition center.

Bike Brno is also working to establish its identity as a stand-alone show.

Last year was the first time the bike show was independent from Sport Life, a broader sporting goods show that included bicycles and cycling accessories.

"We have successfully established 'Bike Brno' as an independent name. It is simpler abroad where we have promoted Bike Brno independently for a longer period of time," Kubena said. "Within the Czech Republic, a lot of work is still ahead of us. During all the years of the trade show, Czech visitors got used to Sport Life."

Meanwhile, Bike Brno is working to increase the number of Taiwan exhibitors as well as those from other countries.

"The increase in exhibitors from Taiwan was enormous last year, and all indications are that they will be interested this year as well," he said. "We are interested not only in exhibitors from Taiwan, but have been trying to acquire new exhibitors from Western Europe and other continents as well. In terms of visitors, we are focusing more on Central and Eastern Europe."

- JB



Jan Kubena

NEW PRODUCTS



SR SUNTOUR CRANKSET XCR-V2-FXS & DERAILLEUR XCR-424

SR Suntour is returning to the premium crankset market with the XCR-V2-FXS, which has a "holeless" right arm.

The crankset is fixed in place by one bolt, which is part of the axle. In combination with Suntour's new FD-XCR424 front derailleur, the crankset offers an enhanced shifting performance from what Suntour describes as its "Power Flow Technology."



SQLAB 711 GRIP

SQLab's new safety and comfort grip, the 711, is made in a so-called wing shape that reduces pressure on the outside of the hand.

This "wing" is only on the outside where the ulnar nerve runs through the hand. The square shape on the front and bottom increases grip safety. The 711 can be locked into place with a clamp.



SKS GERMANY TOUR BAG

SKS Germany is expanding into saddlebags. Its "space miracles" meet the highest requirements for a roomy saddle bag.

Made from tear-resistant, water-resistant and weatherproof 420D high-tech nylon material, the bags attach quickly and easily to the saddle bar with SKS's quick-release fastener.

The Tour Bags are available in sizes L (1.3 liters, 233 grams) and XL, with an extension pocket (1.4 to 2.0 liters, 238 grams).



TAYA Chain

NEW 2010 TAIPEI SHOW BOOTH NO.: K106

Expert in Trekking Bike

"Super Single-α"



1/2" X 3/32" INTERNAL-HUB GEAR

FEATURES..

① Half Link

Easy to adjust the length of chains.

② Hollow Parts

Achieve remarkable weigh reduction

③ Asymmetric Shape

Hold gears more tightly than normal chains

Compatibility:

1 Speed
1/2" X 3/32"

Finish:

GST500



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THE INCREDIBLE LIGHTNESS OF CYCLING THESE PILOTS KEEP FLYING EVEN ON THE GROUND

Flying a jet near the speed of sound might not seem to bear much resemblance to riding a bicycle at whatever speed your legs and lungs can bear. But two Taiwan-based pilots say their passion for flying and cycling is inexorably linked.

Lucas Corver, a former Fokker test pilot, says cycling helps him relieve the mental stresses of his current job piloting commercial airliners.

Paul Chen, a retired Taiwan Air Force fighter pilot, has embraced cycling as a career. Chen owns a Giant store in Pusin, Yangmei Town, less than an hour's drive from Taipei.

Each takes an approach to cycling that reflects their differing experiences in the sky. Chen flew combat jets that required much manual dexterity, while Corver flies civilian aircraft that are largely computer-controlled.

CHASE AND COMBAT MODE

"Sure, flying a fighter plane's a challenging occupation," Chen said. But so, he added, is cycling. "In a fighter plane, you're forever in chase and combat mode. I guess I bring something of that mentality to biking."

In addition to being a bicycle retailer, Chen is a competitive cyclist with a stash of gold and silver medals and cups to show for it.

He said he competes "with others some of the time and with myself all of the time. I need to be in top form, something that was expected of me as a fighter pilot."

Not surprisingly for a Giant retailer, Chen rides a carbon Giant TCR SL Rabo road bike with integrated seat post and team colors. Add its Shimano Dura-Ace components, and Chen's bike comes as close as any bike can to the thrill of carving figure eights in the sky.

"In the saddle, you're burning energy just as you do in the cockpit of a jet fighter plane," he said. "You're in constant combat with the g-forces. It's intensely physical and you're at one with the plane all the time. And I can say the same for the TCR SL."

Competitive cycling demands "the kind of physical training, team work and concentration inherent in flying for the air force," Chen added. Chen may be in the business of selling bikes, but he says the bike is not the most important ingredient in competitive cycling. Instead, he puts forth the "20:20:60" rule: It's 20 percent bike, 20 percent will power and 60 percent conditioning.

SETTLE IN AND GRIND THE PEDALS

Unlike the demands of flying a military jet, piloting a civilian airliner is a more passive job, with much of the actual flying handled by onboard computers. Corver, a Dutch cycling champ in his youth, returned to the saddle to relieve the mental fatigue that comes from piloting passengers around the globe.

Airline pilot Lucas Corver de-stresses in the hills of Taiwan on his Scott Addict.



Paul Chen (above) as a fighter pilot for the Taiwan Air Force, and as a competitive cyclist who owns a Giant retail store near Taipei.

Corver has a couple of bikes nested in the back room of his high-rise apartment, which has a breathtaking view of the Pacific Ocean.

But the Scott is his primary ride, for which he chose its components with the meticulousness of an aviator.

The bike's Shimano Ultegra groupset, for example, is "a great combination of weight, durability and price and, all in all, more bang for your buck."

WEIGHT IS OUR MUTUAL ENEMY

Chen and Corver note that modern aircraft and modern bikes have one thing in common: They both use increasing amounts of carbon fiber.

"Aircraft manufacturers are pursuing weight-saving measures, and carbon is an important part of it," Corver said. "Bicycle manufacturers are doing the same thing, and weight is our mutual enemy."

Airplane manufacturers are more cautious when proceeding with new technology, because a single problem could ground an entire fleet.

But Corver and Chen agree that, as Corver put it, the bicycle industry "should not blindly chase weight reduction but also improve durability and reliability."

Chen, who knows as a retailer that "lighter and more expensive" sells bikes, believes weight savings has its limit.

"In practical terms the line has to be drawn somewhere. Seven kilos (15 pounds) I think is the acceptable limit," he said.

Chen likens the "art and technique" of riding a bike to that of piloting a jet, which he describes as "flying in a world of silence, a world of your own that is all movement and feeling."

He quickly adds, "Though not, of course, when I'm on a main road trying to avoid being wiped out by someone on four wheels."

- David Monson



HOW TO GET TO NANGANG EXHIBITION CENTER ...



TBEA理事長 A-Teamに給与の値上げを要請 安くて豊富な中国の労働力は過去のもの



A-Team曾崧柱会長（右）とSRAM Asiaの高祺翔總經理（左）

木曜日の午前中に開かれた台湾の有力自転車メーカーによる年次総会で主要な議題のひとつになったのが中国大陸で、具体的には総会出席各社の多くもローエンドからミドルクラスの製品を生産している中国の労賃上昇の問題だった。TBEA（台湾自転車輸出業同業公会）の楊銀明理事長は、中国の限りなく手に入る安い労働力は過去のものである。いまやメーカーが労働力の確保を望むなら進んで給与を上げ労働環境を改善していかななくてはならない、と語った。

「金融危機が中国を襲った時、各社は生産を減らし従業員を解雇した。その結果、2009年半ばになって労働力不足が生産現場にパニックを引き起こした」と台湾を代表するメーカーで組織するA-Teamの総会で楊理事長は述べた。

しかし、いまや中国の労働者は仕事を選ぶ際の選択肢が増えており工場労働は彼らにとって嘗てあったほどの魅力が失われてきている。

タイヤメーカー、建大（Kenda）の会長でもある楊理事長は、A-Team会員各社にそれぞれの中国工場の給与を引き上げるよう促した。それを建大は今年実施した旨話した上で、「建大では基本給を10~15%の幅で引き上げた。さらに中国の従業員に対する福利厚生の実施にも力を注いできている」と述べた。「社宅にはエアコンを取り付け、食事は現在すべて無料にしている」と言う。中国では会社の社宅に住むのが慣習になっている。こうした従業員対策が建大の売上げを20%伸ばす一方で、従業員残留率を高め新しい労働者を引きつける助けとなっている。

楊理事長はA-Team会員各社にも同様の方策を取るよう提案、「優秀な労働力を確保するためには給与のアップが不可欠である。現況を十分把握して速やかに対応しなくてはならない」と促した。

さらに理事長は「従業員に対する待遇と労働環境の改善並びに労働需要とコスト軽減に向けて生産性向上に努めること、また高価値製品生産のためのR&D強化、業界改善を迅速に進めること、強力なブランドイメージの確立、中国ローカル市場への浸透、そして台湾あるいはベトナムやカンボジアなど他の国での生産拡大」といった提案も行った。建大を含めて多くのメーカーが生産の一部を中国から台湾に移してきている。楊理事長の言葉は、中国の労働コストの上昇が中国製品の価格をそっくり引き上げさせることになることを明確に示すものでもある。

一方、今回の総会で議長を務めるA-Teamの曾崧柱会長はA-Teamが新たに2社の会員を得られたことを発表し紹介に入った。「Hayes と JDというハイエンドの製品で知られるメーカー2社の加入を歓迎する」と述べ、Hayesがブレーキ、フォークをはじめとする部品メーカーで、JDがTranzXの電動自転車システムのメーカーであることを添えた。曾会長は台湾第2位の自転車メーカー、美利達（Merida）の総経理でもある。

A-Teamはこの2社の加入で会員数22社となった。このほか賛助会員にColnago、Dahon、DT Swiss、Scott、Specialized、Trekなど7社が入っている。

新製品発表会スケジュール

3月17日（水）～3月20日（土）
TWTC南港展示会場404会議室

3月17日（水）

午後2時～2時半

GENUINE PRODUCTS CO., LTD

午後2時40分～3時10分

TAIWAN PAIHO

午後3時20分～3時50分

KING ROOF INDUS.

午後4時～4時30分

FALLBROOK TECH.

3月18日（木）

午前11時～11時半

TAIWAN VERTEX

午前11時40分～午後12時10分

CHIA CHERNE

午後2時～2時30分

KIND SHOCK

午後2時40分～3時10分

QBICLE INC.

午後3時20分～3時50分

TAIWAN BEST PLASTIC

午後4時～4時30分

HUTCHINSON SNC

3月19日（金）

午前11時～11時半

RIKULAU

午前11時40分～午後12時10分

BALLISTIC INTL.

午後2時～2時30分

VP COMPONENTS CO.,LTD

午後2時40分～3時10分

FIRST BICYCLE COMPONENTS

午後3時20分～3時50分

AWISE FIBER TECH.

午後4時～4時30分

LIYANG GLOBAL

3月20日（土）

午前11時～11時半

ALEX GLOBAL

午前11時40分～午後12時10分

HAOLI PRECISION

INDUSTRY CO.,LTD

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）

09:00 A.M.～06:00 P.M.

アウトドア・デモ

南港展示会場北口運搬車入口傍

09:00 A.M.～5:00 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）

09:00 A.M.～06:00 P.M.

創新產品入賞作展示

南港展示会場4階Lエリア広間

10:00 A.M.

2010台北国際自転車展開会式

南港展示会場401会議室

10:20 A.M.～12:00P.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

01:00 P.M.～04:00 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 P.M.～8:30 P.M.

台湾サイクルナイト

3月18日（木）

09:30 A.M.～05:45 P.M.

軽電動車輛（LEV）会議 2010:

南港展示会場401会議室

09:00 A.M.～05:00 P.M.

アウトドア・デモ

南港展示会場北口運搬車入口傍

09:00 A.M.～05:00 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）

09:30 A.M.～12:00P.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

09:00 A.M.～06:00 P.M.

創新產品入賞作展示

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

09:00 A.M.～05:00 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）

09:00 A.M.～06:00 P.M.

創新產品入賞作展示

南港展示会場4階Lエリア広間

3月17日（水）

09:00 A.M.～03:00 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）

09: A.M.～03:00 P.M.

第14回国際自転車デザイン

コンテスト入賞作展示

南港展示会場4階Lエリア広間

需要の幅を広げるヌヴィンチの新開発ハブ さらに軽く、小さく、シフト操作が簡単なN360

より小さく、より軽く、より使い易く。それがヌヴィンチ（NuVinci）の親会社、フォールブルック・テクノロジー（Fallbrook）が台北ショーで初出展するヌヴィンチN360 CVTハブの最新モデルだ。ヌヴィンチのN360可変駆動システムは現行製品ラインよりさらに幅広い自転車に訴求する、とフォールブルックの担当者は確信しており、同社ブース（N0428）でこの新開発ハブを装着した2011年自転車モデルを華やかにラインアップする。「通勤（通勤用）やシティバイクの枠を超えたこれまでにないタイプの各種自転車を勢揃いさせる」と同社アル・ノーディン自転車事業部長も意気込みをみせる。幅広い需要拡大を確信させる背景には、例えば米国ブランドのエルスワース（Ellsworth）がN360とゲーツ（Gates）のベルトドライブをペア装着したカーボンファイバー製ハードテールMTBを上市しているのに続いて、カルコフ（Kalkhoff）、シムベル（Simpel）、パタヴァス（Batavus）、ジェピダ（Gepida）をはじめとする有カブランドも挙って2011年モデルでN360ハブ採用を打ち出していることが挙げられる。

「N360は当社の画期的ハブの第3世代モデルで、先代のN171に比べて重さで30%の軽量化、ハブ軸で17%の小径化を実現。レシオ幅は360%とした。しかし重さとサイズは新モデルの特性のほんの一部にすぎない」（ノーディン事業部長）。フォールブルックの技術陣はほぼいかなる条件下でもスムーズなギヤシフトを可能にするための”基礎的突破口”を切り開いた。「先代N171で極めて高いギヤシフト性能が得られたと考えられたが、最新モデルはこれを凌ぐレベルへと改良が加えられた。上り坂でもギヤをトップにして立ったままの姿勢でペダルを踏み続けられるし、体重をペダルに掛けたままシフトコントローラーをローに切り替えられる。しかも抵抗感ゼロ」という。さらに「楽なシフト変換操作は電動自転車メーカーへの訴求力を持つ。なぜなら電動車の製品ラインの幅も広げられるから」。電動自転車に乗る人はギヤをハイの状態スタートさせたいため停車の時には普通シフトを下げない。電動車のモーターによるパワーアシストに頼っているわけだが、これではバッテリーが消耗する。しかしN360を使えば電動自転車の完全停止状態からシフトダウンできるから「バッテリーの寿命も延びる」（同事業部長）。その性能の高さに同社では「ヌヴィンチほどのシフトは他にない」との新たなキャッチコピーを掲げ宣伝活動を展開している。N360はN171に取って代わるものだが、同社ではN171もスペアパーツを添えて引き続き拡販に力を入れる考えだ。

なおフォールブルックでは、アルタネーター（交流発電機）からエアコン・コンプレッサー、ウインドタービンに至る自動車用品を含めて幅広い用途の可変駆動システムを開発している。

ダグ・マクレラン



HIGH-CLASS PRODUCTS SINCE 77 YEARS MADE IN GERMANY



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SKS-GERMANY.COM



Me & My Bike 台北ショウマネージャーRebecca Lee

ー通勤に自転車を使うとか、常に乗っていますか。いつ自転車に乗りますか。

だいたい週末の、明るく天気の良い時に乗っています。

ー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。

ええ、前は知らなかったアクセサリーのブランド名や製造業者を知ることになりました。

ーお気に入りのサイクリングルート、地域はどこですか。

日没時が素晴らしい淡水近辺のルートです。

ーあなたのメーカーと車種は何ですか。

MOSSOフレーム、セルフビルドのミニvelo。

ーその一番気に入っている点は。乗り換えるとしたら、どんな改善を求めますか。

カスタムメイドなので、この世でたった一つしかないというところですね。

ーサイクリングで台湾島一周に挑戦したいですか。他に挑戦したいことは。

まずは台北地域の川沿いの公園を全て制覇したいです。

ーショウに来る人へのアドバイスは。
6階で名前登録された海外からの方にのみ、食事のクーポン券をお渡ししています。登録に行かれる際は是非、同階で新しく参加の会社が創造的、斬新的な製品を多く展示しているブースにもお越し下さい。



台北ショウマネージャーRebecca Lee

美利達 MERIDA Sculptura REVO 909-20華麗に登場



MERIDA はスピードの限界を求めるために、空気力学を基礎に開発した特許技術「REVO」をロードバイクに搭載したものがSculptura REVO 909-20だ。すでにスペインで行われた新車発表会で話題になったが、実車は今回の台北ショーで正式に披露された。外観は流線形でスタイリッシュなデザインを採用。最大の特徴は新機能シートクランプでシートポストを自由に調整できる。さらにエアロフレーム採用で空気抵抗を軽減することに成功している。またテーパーヘッドチューブとスラムのカーボンホイール(S60、S80)を搭載。操作性は抜群でバランスの取れたライディングが可能。思うがままに走行することができる。フレームはMERIDA が独自に開発し、製造特許を取得したDCT(Double Chamber Technology)を採用し、空気抵抗の軽減化、鋼性の強化と軽量化をすべて可能にした逸品だ。



KMCが ドイツの製品デザイン賞 「iF」の金賞を獲得！



KMCのBMX用チェーンKool Knightが2010年のiFアワードを獲得しました。この賞は、工業デザイン界のオスカーと称され、各分野から1つのアイテムしか選ばれない名誉ある賞です。全世界から毎年50アイテムしか選ばれません。今年、KMCは台湾でiFアワードを獲得した3つの企業の中の1つになりました。台湾にとっても、3つの企業が同時にiFアワードを獲得した事は初めての快挙です。KMCは世界でも稀な、2年連続でiFアワードを獲得した企業です。



wellgo



- Patent on length-changing design, user could change the pedal size to meet own needs
- Grease hole design for easy maintenance

M151

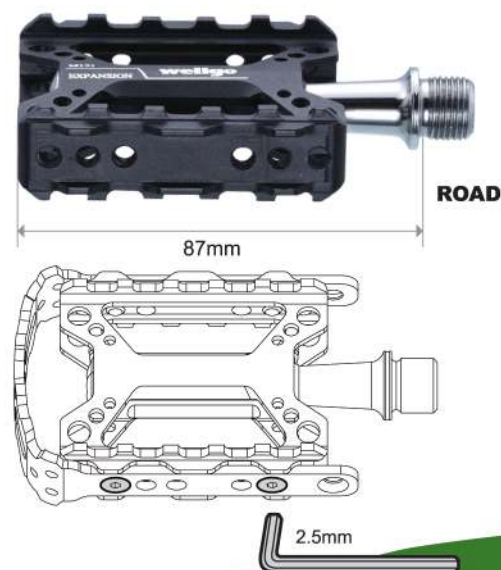
BODY: Aluminum 6061 extruded, CNC machined

CAGE: Aluminum, anodized

SPINDLE: Cr-Mo CNC machined **BEARING:** DU / Sealed

SIZE: 107 x 60 x 22(mm) **WEIGHT:** 270 g/pr

ORIGIN: Taiwan



ExtraEnergy協会 Pedelec賞を授与



ExtraEnergy協会のHannes Neupert(左)はRiese und Muller's Heiko MuellerにPedelec賞を授与。

協会は電動自転車
を推奨する非営利
組織で、昨日6つ
のメーカーが開
発した電

動自転車が協会によってPedelec賞を受賞した。Derby Cycle Werkeが開発した「Kalkhoff Pro」はPedelec賞の中で最高のeasy pedelec賞を受賞。145kgの荷物が運べる「Kalkhoff Agattu XXL」はtouring pedelec賞を受賞。「Dolphine Express」は外観が美しい自転車に贈られるbusiness pedelec賞を受賞。奥地利が開発した「The Styriette」は強さ・耐久・信頼の面が評価されDutch pedelec賞を受賞。ドイツメーカーのRiese und Mullerが開発した「Delite e-bike」はcity-comfort 賞とwellness賞をダブル受賞した。KTMが開発したMTB型電動自転車「eCross」は優れたオフロード能力を評価されsport pedelecを受賞。GIANTが開発した「Twist Comfort」はfamily pedelec賞を受賞。

Flinger Flyer Series



Flingerの新ラインでハイエンドのロードバイク市場を狙いたい」と語るTony Hsu 董事長

パーツメーカー、Sunny WheelのFlingerブランドは高級フェンダー（泥除け）シリーズの投入でその高級製品ラインの幅を広げている。同社高級フェンダーシリーズの最大の特徴は、必要でない時にはミニツール同様に外して畳むことができ、これによってエアロダイナミック（空気力学）において邪魔になるものを除ける点にある。このほかFlyerシリーズにつて、「これはハイエンドのロードバイク用コンセプトモデルで、このシリーズでデザインの目標としたのが空気抵抗をゼロにすることだった」と同社Vivian Hsuは説明する。Sunny Wheelではコンパクト設計のフェンダーをFlyer、Free、Expertの3ブランドで展開、一部素材にチタンなどのハイエンドのものも使用している。

UCI会長パット・マッケイド氏 台北ショーに登場

UCI（国際自転車競技連盟）会長パット・マッケイド氏が初めて台湾を訪れ台北ショーを観覧した。台北ショーに足を運んだのは世界の自転車産業をさらに理解する為だ。マッケイド会長は「私がここを訪れた理由はUCIが自転車産業と協力できる可能性があると思ったからだ。」また「UCIはこれから自転車産業と密接な関係を築くべきだ。しかしこのことは自転車産業がUCIのルールに足を踏み込むことを許可したことはない。」と強調した。



曾崧柱メリダ董事長と記念撮影



マッケイドUCI会長がGreentransブースで最新の自転車を観覧。

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VELO ATTUNE COMFORT GRIP 849AD3-GEL

Veloの Attune 849AD3-GEL が従来のグリップと異なるのはその硬軟三層構造とエルゴデザインによる形状によりグリップのサポート効果を高めた点にある。快適性が必要なときはソフトに、しっかりした握りが求められるときはハードな感触が手に得られる。グリップの内側がハンドルバーよりいくらか大きめにできているためすっぽりと嵌めやすく、また最適の角度に調整できる。市販のスクリュードライバーでそのポジション調節ができる。

THUN PLUS SERIES

限界打破：世界の自転車業界で数十年の実績を誇るドイツの有力パーツメーカー、Thun がBB-カートリッジの新製品ライン「Plus」で革新の領域を広げる。台北ショーの同社ブースに足を運べばその革新の何たるかを知ることができる。BB-カートリッジの新シリーズに異色のライトが注がれているだろう。



Pacific REACH FRAME SET

2006年のデビューからReachはコンパクトバイク愛用者の間で根強い人気を集めてきた。市場に投入されて以来、プロトライアスロンレースや選手権で7回の優勝を収め、その他のレースで3位以内の入賞は数知れない。米国と英国からは世界レベルのトライアスロンレース用にこの高性能モンスターを使いたいという引き合いが後を絶たない。モンスター並の性能を宿すReachの第3世代モデルは細部にわたりさらにユニークな特性を具備し、フレームセットと完成車の両モデルが用意されている。



KMC KOOL KNIGHT CHAIN

6F
4F
✓ 1F
J0118



iFデザイン賞に輝くKMCのKool Knightチェーンは過激なレースの使用に耐えうるよう特別な工夫を凝らして開発された新モデルで、チェーンの表面をLタイプにした特殊デザインにより耐久性が格段に高められている。激しいスタント競技、フリースタイル、滑降などで発生するチェーンの破損を減らすための構造的工夫に特徴があり、これによりチェーンへのダメージが最小限に抑えられ効果的に破損を避ける仕組みになっている。強度、耐久性に加えデザイン的にも優れた同モデルは異なった歯数をもつあらゆるタイプのコグにぴったりと噛み合う特性をもつのもポイントだ。

Novatec TX29ER



Novatecの新しいハイエンドモデルTX29ERは高性能をポイントに開発された29吋ホイールで、前後輪ともSapim Laserダブルバテッドスポークを装着。SapimのニップルはS.I.L.S.認証付。スポークの張りロスを防ぐロックシステムとニップル付近でのスポークの曲がり防ぐポリヤックス (Polyax) システムが特徴だ。ハイ/ローのフランジ付軽量ハブはオーバーサイズ・アクスルと日本製高精度シールドベアリングを装備してペア重量1852gという軽さ。

維格ペダルは前進するのみ！ 取り外し式ペダル(QRD) 「共に駆け抜けよう！」

6F
4F
✓ 1F
J0517

維格の特許製品「“取り外し式ペダル (QRD)” は維格の開発部門が長い時間をかけて作り出した逸品」と陳忠義董事長は説明する。

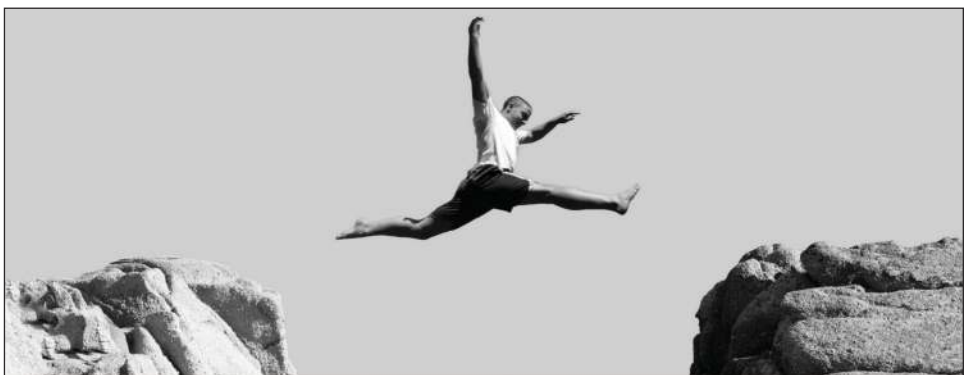
維格の営業部長陳君栄 (董事長の長女) は「頭を常に働かせて思考を高ぶらせることがモノを作り出す第一歩」と話す。

維格が製作した2011年度新製品の中の第二代取り外し式ペダル (QRD)は今週火曜日に開催された維格・維格の感謝祭で華々しく登場した。陳営業部長は「この新しいペダルは簡単に取り付けが可能で、クランクに直接取り付けるだけの親切設計。」また「ペダルの軸部分の先端に固定して取り付けられるだけで、とても便利でしかも軽量」と強調する。

また維格は感謝祭の際に新製品であるスタイリッシュで軽量なチタン合金のペダルとカーボンファイバー靴底を採用したビンディングシューズも発表した。



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THUN ELECTRIFIES

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X-CELL R

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X-CELL RT

Measures rotation, rotational direction and torque

The Plus Series



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イベラ 常用サイクリスト照準に新製品展開



イベラのタイヤレバー付き万能ミニツール：ご覧のとおりキックスタンドとしても使えるユニーク設計。

台湾のOEMサプライヤー、マスロードの斬新なデザインの部品・アクセサリブランドであるイベラは、昨年11月シカゴに米国営業所を立ち上げ軌道に乗せているが、これに続いて目下、世界的な卸売の構築に取り組んでいる。「当社の製品は今や世界19カ国で販売されている」と語るイベラのヴァネッサ・ラン営業部長。「レクリエーション、通勤そしてツーリング用と幅広くカバーしている当社製品は既に販売を開始している国々だけでなく、世界各国の市場で更なる需要の伸びが期待できると確信している」と言う。

微調節可能ボトルケージ、ホットヘッド保温ボトル、ハンドルバーに電話やiPodを取り付けられるパークランプや簡易小物取り付けユニットといったイベラ製品は、ユーザーがより快適でしかも便利にそして流行を取り込めるようデザインされているのが特徴である。その上全製品に魅力あるアフター用パッケージも付いている。「当社のパッケージは取扱説明書も含めた全製品情報が網羅されているのが他社とはひと味違ったところで、ホームページwww.ibera.infoではイベラ製品の使用とケアに関してきめ細かい顧客サポートを提供している」ユーロバイク2009年度デザイン賞に輝いたマスロード発案による「ペダル・キックスタンド」はペダルとキックスタンドという2つの機能を組み合わせたユニークなデザインだが、これはイベラ製品の斬新性を示すほんの一例にすぎない。2011年に向けた最新モデルは重さわずか23グラムの超軽量チタン製ボトルホルダーとキックスタンドとしても使える(写真参照)タイヤレバー付き万能ミニツールである。さらにイベラ・ミニツールにはカートリッジポンプも含まれている。台北ショーブースではこれらニューモデルのほかマスロード、イベラ製品の斬新さが見て取れる製品群をラインアップさせる。



OEMサプライヤー、マスロードのアフター市場向けプレミアムブランドのボトル、バッグ、バックパック類を紹介するイベラのヴァネッサ・ラン販売部長。



世界初登場！ さらに進化した POLAR CS500



レース専用サイクルコンピューターメーカーのPOLARが今回台北国際自転車展覧会で新製品POLAR CS500の発表会を行った。POLARのマーケティング開発部長胡啓文氏は「去年ヨーロッパでお披露目したCS500はベータ版で、今回発表されたCS500は修正された完全版。会場ではすでに多くのバイヤーから注目を浴びている。現在ハートレート機能付きサイクルコンピューターの市場はヨーロッパが90%を占めていて、その他の地域では10%しか占めていない。しかし我々は台北ショーが近年世界各国から注目を集めていることを機にアジア市場進出のため新製品を送り出した。」と語る。職人が自らの手で作り出した心拍計機能付きサイクルコンピューターPOLAR CS500はこれまでのシリーズ同様トレーニングシステムやパソコンに走行データを送信・管理できるデータリンク機能を搭載。新製品の最大の特色は特大モニターを採用していて、走行中どんな状況でも迅速に現状を把握することが可能だ。さらに「Rocker Switch」機能も搭載されていて、走行中コンピュータがハンドルの角度に合わせて傾くことで簡単にボタン操作が行える画期的な製品だ。



birzman Feexman Mini エコロジー万能ツール

創意と多機能が美しく融合した時、人はそのモノに心を奪われるだろう。12種類の機能を備えた「birzman Feexman Mini」万能ツール。機能性とエコロジーを考慮して、エコ素材を使用した合成繊維とハンドメイドのPU保護カバーを採用。また全天候に対応してるので酸化して錆びたり劣化することはない。さらに質感を大幅に向上し、磨耗しにくい設計が施されている。その他のシリーズでFeexman S17・S12・S10がある。



Hub Dynamo

HGW hub dynamo is a non-batteries required device which we exert our endeavors 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.

Patent NO.

USA: 5,263,416
Taiwan: 1292646
E267964
China: 200510071844.6
Germany: 20,200,000,647.4
20,200,000,648.6

Hub Dynamo AC 6V 3W type

TYPE	SIZE	WGT	HP (WATT)
Hub Dynamo	50mm	100g	3W
Hub Dynamo	50mm	100g	3W



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LEVモビリティ市場に照準 ウルトラモーター、経営幹部による買収完了

LEV（軽電動車輛）の大手開発型メーカー、ウルトラモーター（Ultra Motor）に新しいエンジンが加えられた。ジョー・サンタナ会長兼CEOとジョー・ボウマン社長を中心とする投資家連合がロシアの投資コングロマリットで同社の筆頭株主として経営権を握っていたアルファグループ（Alfa）との買収交渉をこのほど完了させた。「アルファ保有株の買い取りを完了できてたいへん興奮している」とボウマン社長。「単にわが社とその市場展開の方向性にとってターニングポイント（分岐点）になるだけでなく、新技術や都市通勤者向け新製品の開発に向けても重大な転機をもたらす交渉だった」と経営権取得の重要性を語る。



ジョー・ボウマン社長

今年台北ショーに出展する新製品の目玉のひとつが同社が「アーバン・モビリティの未来」と呼ぶ軽量スクーターの新モデルA2B Excelだ。このほか人気のA2B Metroの欧州向けモデルとA2B Hybridのプラットフォームをベースにした新モデルも発表する。同社の全製品がそうであるように、A2B Excelもベテランのノルベルト・ハーラー技師をチーフとするドイツ・ベルリンの同社デザインセンターの設計部の手で開発されたものだ。全製品が台湾の生産施設で製造、アッセンブルされテストが施される。スクーター新モデルはLEV市場を大きくリードする製品となるはず、とボウマン社長は確信する。「とくに今日、従来からの自転車メーカーが続々電動車市場に参入し始めている現況の中で、軽量電動スクーターへの差別化はわが社にとって極めて重要な選択となるだろう」「ウルトラモーターでは、電動自転車よりパワフルでしかも軽量でクリーンなアーバン・モビリティとしての利点を保持するLEVという新しいカテゴリーに「ブルーオーシャン」（未開の大海原）を見ている。言うならば、既存の業界との競合よりも未開の「ブルーオーシャン」市場の拡大に重点を置いた経営戦略を目指す」と言う。ウルトラモーターは2009年に販売網を14ヵ国に拡大した。多くのディストリビューターが昨年の台北ショーで同社のA2Bを見出し、参入しており、「ショー参加の目的と商業的成果が効果的に得られた」と出展の成果に大満足の面持ちだ。同社の新たなディストリビューターには、Komenda（スイス）、EasyBike（フランスとオーストラリア）、ViaLibera（イタリア）、MCC International（韓国）が名を連ねる。今年の台北ショーでさらに新しいディストリビューターとのパートナーシップが結べるものと期待をかける。ボウマン社長はまた根強いスクーター需要のある台湾は有望市場のひとつとも言う。「わが社の製造技術部門と工場はここ台湾にある。すなわち社の心臓部がここにある。電動自転車はまだ台湾で著しい浸透が始まっていないとしても私は台湾市場の将来性を確信しているし、2010年はA2B製品ラインの台湾での展開強化に踏み出す準備を整えつつある」と意気込みを明かす。ウルトラモーターは英国を第1の市場として、2008年4月にロンドンのガジェット（Gadget）ショーでA2B Hybridを初出展したのに続いて同年A2B Metroを発表した。A2Bモデルは2009年に出荷実績数千台。今年はその数が大幅に伸びる見通しである。

—デヴィッド・モンソン

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MTBのパイオニア、 ジョー・ブリーズがいまエブリデーバイクに注力 台北ショーのASIブースに爽やかブリーズ（旋風）の予感

「西洋の人間が学びつつあるように車は成功の誤った象徴であることをアジアの人々にも悟ってほしいとひたすら願うのみ」——ジョー・ブリーズ

スポーツマンとして、また自転車による台湾一周を果たしたサイクリストとして台湾の馬英九総統はサイクリングのもつ効能を確信を込めて説く。実際、総統の台北市長時代の大きな熱情が全長108km（67マイル）の川岸自転車専用道と26km（16マイル）に及ぶ市内自転車専用レーンの建設へと導いた。

マウンテンバイクの発明者のひとりにして米国各都市の自転車乗用環境整備の熱心なロピストでもあるジョー・ブリーズは台北で見かけたこの「目を見張る」生活の一面を叙情漂う光景として眺めている。台北ショー開催地元の街で氏は夜明けとともに起床し、川岸の自転車道を疾走するか、あるいは南港展覧会場まで自転車を走らす。「世界の他の国々の見本となる素晴らしい光景であり経験だ」と氏は語る。

近年、氏は通勤用をはじめとする実用タイプの自転車の新しいコンセプトの開発に日々取り組んでいる。FujiやKestrel、Ovalといったブランドの親会社であるアドバンスド・スポーツ（ASI）が2008年にブリーズの肖像的ブランドであるブリーザー（Breezer）を買収して以来、氏は同社の社員に就き職務に励んでいる。

今年の台北ショーでASIはブリーズ氏が力を注ぐ実用デザインのひとつである電動自転車の新モデルBreezer Power Tripを発表する。「ASIのPower Tripはサイクリングの論理的延長線上にある」と氏は言う。「パワーの出力を若干加えることで汗をかかずに遠くの目的地に到達できるというオプションの幅を広げるものである。また、短距離の日用利用や、あるいはちょっと長めの距離をタフに乗りこなそうとする人のためのフル装備モデルBreezer Villageもこのショーで見てもらおう」という。

毎日乗る人のためのエブリデーバイク

ブリーズ氏は、こうした新タイプのエブリデーバイクは新世代のサイクリストを引きつけ、移動手段としての自転車の実用的価値を高める、と期待をかける。「自分の国、米国で自転車に乗る人の数は自転車潜在人口のやっと10%といったところだが、草の根から全米レベルまで自転車に解決の道を見出そうとする人たちが増えている。いつか様相が一変し自転車の認知度が一気に高まり、自転車が明白な答えを与えてくれる時が来る」とその言葉に熱がこもる。

一方で、その実現のため彼は最大限の努力を続けている。「約10年前、私は地元地区から州さらに全米レベルへとロビー活動に精力を注いだ。あれ以来、自転車振興運動は大きく発展し、今では全米のほぼ全都市に自転車の乗用環境の改善に向けて素晴らしい仕事をしている人たちがいる」と語るブリーズ氏は今日、自転車の普及・振興について執筆を続ける一方で、交通手段のための自転車と部品・アクセサリーの設計・開発に専念している。

「すべてが自転車の持つ途方もない効用に由来している。それは我々の顔に笑顔をもたらすもの」と氏は言う。「行きたいところに行けて健康が手に入る。肉体的にも精神的にも財務的にも、あるいは環境においても健全なものを授けてくれて、しかも楽しい」と。さらに「西洋では、こうした自転車の良さを知らせるメッセージが人々に届きつつある」と続けた上で、「しかしアジアではどうか？」と問う。「ここでは人口の3分の1近い人々が自転車に乗ってきている。なぜならそれが多くの場合、自分たちの手の届く唯一の交通手段であるからだが、果たして廉価なアーバンバイクを高級市場向けに投入せんとする動きがあるのだろうか」と。氏は「アジアのマーケットの動きはあまりよく知らないが」と前置きしながら、「アジアの国々で自転車が日常の交通手段として広く使われていることを常々羨ましく思っているし、そこに何か心を動かすものを感じていた。このアジアでタウンバイクが市場の高級ゾーンに向けて投入されるとしたら、日常の使用に十分耐えうるコンポを備えた上でしかも出来栄のいい自転車が価値を持たないはずがない」と確信する。

多くの自転車振興普及活動家が唱えているように、ブリーズ氏もアジアの高まる繁栄が、車が自転車を押しよける結果につながらないことを切に願っているひとりだ。「西洋が学びつつあるように、車は成功の誤った象徴であることをアジアの人々にも悟ってほしいとひたすら願っている」と思いは深い。

ジョー・ブリーズこそ、‘マウンテンバイクの生みの親’と呼ばれるに相応しい人物だが、その奥ゆかしい人柄から、カリフォルニア州マリナー郡のVelo Club Tamのチームメイトたちの果たした役割を快く讃えるに吝かではなかった。その中にゲーリー・フィッシャー、オーティス・ガイ、チャーリー・ケリーがいた。1970年代初めのロードレースのオフシーズンにこのクラブメンバー4人がその後数百万の人たちを夢中にさせたスポーツを生み出したのである。仲間とともに1930年代から40年代に出回った極太のパルレントタイヤバイクを使ってオフロードを乗り回した日々を懐かしく回想するその顔に笑みがこぼれた。

当時のフレームはおよそ強い衝撃に耐えうるような代物ではなかった。そこで氏は自ら設計したフレームでその強度を試してみた。こうして造り出したフレームを装着させたバイクを引っ提げ1977年9月のレパック・ダウンヒル・タイムトライアルに参戦し優勝をさらったのである。後は歴史が語るところとなり、自らはBreezerの新ブランドによる自転車の販売の道へと進んだ。

氏は「我々の生み出したマウンテンバイクはアメリカの自転車普及の重要な足がかりとなり、ヨーロッパでは実質的なサイクリング復活をもたらした」と自負する。

2001年からは実用タイプの自転車の設計に注力してきた。では最後の質問に、と思った時、テレパシーとも言うべきものが彼にその質問を予感させたようだ。「マウンテンバイクはどうなんですか？過去の思い出になってしまった？」その質問が口から出る間もなく「断じて違う」と即座に言い放った。マウンテンバイクは彼の過去にだけあるものでない、ときっぱり言い切った。「ASIとの関わりが始まってから私は再びマウンテンバイクの領域に足を踏み入れている。その証拠に、今年のショーではBreezerの新しいLightning、Thunderの両製品ラインもお見せする」とのことだ。

ASI Asiaのブース（No. M0120）に行けばジョー・ブリーズという人物のこれまでの足跡を窺い知ることができるだろう。ブースにいる間に、業界発展の手助けをしサイクリング振興に向けてプラスとなりうるものすべてを具現化するこの温厚な紳士と語り合い握手できる機会が持てるかも知れない。

デヴィッド・モンソン



ジョー・ブリーズ氏と現代のマウンテンバイクの元祖と目される1977年版Breezer #1



島野喜三氏と（MTBの隆盛はシマノの高性能コンポ無くして成り立ち得なかった）



TBEA理事長主張A-TEAM應提高勞動薪資 中國廣大的廉價勞工將成過往雲煙

當台灣自行車業界具領導地位的業者們在週四早上開會時，所有關鍵議題都環繞著中國打轉。很顯然的，這些成員們所生產的中低階產品，大多來自勞工成本逐漸提升的中國。台灣區自行車輸出業同業公會(TBEA)理事長楊銀明表示，無限制使用廉價勞工的情況，在中國已成為過去式。製造商想要留住聘用的員工，必須願意提升勞工薪資或改善工作環境才行。楊理事長對大多由台灣自行車產業頂尖製造商組成的A-Team成員說：“當金融風暴衝擊中國時，不少公司出現減少產能和裁員的情況；來到2009年中時，這種缺乏工作的情況導致勞工出現恐慌。”但現在中國勞工有更多工作選擇機會，然而工廠對有從業經驗的人而言，沒有吸引力存在了。同時也是台灣建大車胎董事長的楊銀明，鼓勵有在中國開設工廠的A-Team會員，應該要提高勞工薪資；他同時表示，這也是建大今年開始執行的管理政策。“我們基本薪資增加了10~15%”楊銀明表示，建大同時也努力提供更多無形利益，來提升中國勞工們的工作意願。他補充表示，“我們在員工宿舍安裝空調設施，同時也提供伙食，這些都是免費的！”因為中國勞工來自四面八方，大多會住在宿舍。這些措施讓建大在留住員工的同時，還因企業形象提升，讓整體銷售提升20%。也因此，楊銀明建議其他廠商採取類似的措施，他說：“我們必須提高薪資，來保住表現良好的員工，迅速做出反應、清楚意識到這種情況。”在面對會員諮詢時，楊銀明說：“要讓勞動力變的更好，透過改善他們的工作環境，來提昇工作效率，這樣有助於降低勞動需求與成本。而加強研發、生產高附加價值產品和加快製程改善，才能建立強大的品牌形象、進軍中國大眾市場，同時又可增加在台灣或其他國家，如越南、柬埔寨等地的生產量。”連同建大在內的許多廠商已將在中國生產的產品帶回台灣。而楊銀明同時也明確表示，由於勞動成本提高，在中國製造的產品價格也會相對提高在此同時，A-Team會長曾崧柱也歡迎兩位新成員的加入，台灣第二大自行車製造商美利達董事長曾崧柱說：“我們歡迎Hayes跟久鼎(JD)這兩間專門生產高階產品的廠商加入陣線。”Hayes是專門生產煞車、前叉和其他零組件的廠商，而久鼎的產品則是TranzX電動自行車系統。目前A-Team成員有22個會員，其中不包含以下七個贊助會員：“Colnago、Dahon、DT Swiss、Scott、Specialized和Trek。”

新品發表會活動時間表

三月十七日(星期三)至三月二十日(星期六)
南港展覽館404會議室

三月十七日(星期三)

4-4:30 p.m.
法國哈金森輪胎

2-2:30 p.m.

大森產物有限公司

2:40-3:10 p.m.

台灣百和工業股份有限公司

3:20-3:50 p.m.

昆富工業股份有限公司

4-4:30 p.m.

FALLBROOK TECH.

三月十八日(星期四)

11-11:30 a.m.

台灣今品股份有限公司

11:40 A.M.-12:10 p.m.

佳承精工股份有限公司

2-2:30 p.m.

凱隆克科技股份有限公司

2:40-3:10 p.m.

奎貝克有限公司

3:20-3:50 p.m.

佳壹塑膠工業有限公司

三月十九日(星期五)

11-11:30 a.m.

台灣雲豹股份有限公司

11:40 A.M.-12:10 p.m.

柏彰科技股份有限公司

2-2:30 p.m.

鉅光實業股份有限公司

2:40-3:10 p.m.

輪鋒工業股份有限公司

3:20-3:50 p.m.

智相科技股份有限公司

4-4:30 p.m.

利宇國際有限公司

三月二十日(星期六)

11-11:30 a.m.

亞獵士科技股份有限公司

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

毫厘精密工業股份有限公司



A-Team會長曾崧柱(右)和亞洲速聯總經理高祺翔(左)。

活動時間表

星期三，3月17日-星期天，3月20日

星期三，3月17日

9 a.m. - 5 p.m.

戶外試騎

南港展覽館1F北側出入口外側

9 a.m. - 5 p.m.

輕型電動車試乘

南港展覽館4F東側斜坡道

9 a.m. - 6 p.m.

DISPLAY FOR THE BEST

南港展覽館4F L區域大廳

10 a.m.

2010台北國際自行車展開幕

南港展覽館4F401會議室

10:20 a.m. - 12 noon

第十四屆全球自行車設計賽頒獎典禮

南港展覽館4F402會議室

1-4 p.m.

2010 國際自行車趨勢論壇(一) 氣候高峰會對全球自行車產業的影響

南港展覽館4F402會議室

2 p.m.-2:30 p.m.

極限單車公園表演

南港展覽館戶外經貿廣場

2 p.m.-2:30 p.m.

2010台北國際自行車展 新品發表會

6:30-8:30 p.m.

台灣自行車之夜

99 a.m. - 5 p.m.

戶外試騎

南港展覽館1F北側出入口外側

9 a.m. - 5 p.m.

輕型電動車試乘

南港展覽館4F東側斜坡道

9:30 a.m.-1:00 p.m.

22010 國際自行車趨勢論壇(二) 當東方遇見西方一新移動美學

南港展覽館4F402會議室

9 a.m.-6 p.m.

DISPLAY FOR THE BEST

南港展覽館4F L區域大廳

11 a.m.-11:30 a.m.

極限單車公園表演

南港展覽館4F401會議室

11 a.m.-11:30 a.m.

2010輕型電動車研討會

2010台北國際自行車展 新品發表會

星期六，3月20日

9:30 a.m.-1 p.m.

國際自行車環台賽-台北繞圈賽

台北市政府

9 a.m. - 3 p.m.

輕型電動車試乘

南港展覽館4F東側斜坡道

9 a.m.-3 p.m.

第14屆IBDC優勝作品展出

南港展覽館4F L區域大廳

11 a.m.-11:30 a.m.

極限單車公園表演

南港展覽館戶外經貿廣場

11 a.m.-11:30 a.m.

2010台北國際自行車展 新品發表會

南港展覽館4F404會議室

Eurobike於台北熱烈宣傳

Eurobike(歐洲自行車展)專案經理雷辛格(Stefan Reisinger)以及亞洲代表李小萍小姐現身台北，共同為這世界最大的自行車展大打廣告，Eurobike於德國福吉沙芬舉行。雷辛格特為展會舉行前的Eurobike Demo Day(八月三十一日)熱烈宣傳。“我們在四年前首次舉辦專賣店(IBD)嘉年華。今年的秀展規模將再度超越2009年。去年我們IBD共有92個參展廠商使用109個攤位。而IBD的參訪人數由1,400位增加到1,680位，媒體記者則由370位增加到630位。我們希望在2010年再創新紀錄。”越來越多的IBD專賣優質品牌產品並且“了解到產品創新的重要性，”雷辛格補充。



歐洲自行車展亞洲代表李小萍(左)及專案經理雷辛格(右)。

日本自行車零售巨頭Asahi準備進軍中國市場 直營店目標預期可達市佔率30%

日本自行車零售商巨頭Asahi，目前日本當地經營共200間名為Cycle Base Asahi(CBA)的自行車量販店；由於整體銷售量大增，日前將營運總部搬遷到日本大阪。Asahi在日本自行車內銷佔有率達13%，但該公司正在尋求更高的成長，執行董事下田 佳史(Yoshifumi Shimoda)說：「我們設定了30%的市佔率。」

談到這種遍佈全日本的單車零售商店最初的想法時，佳史的父親，同時也是Asahi總裁下田進(Susumu Shimoda)說：「大約在30年前，因為台灣的勞工成本較低，國際自行車產業正從日本發展到台灣，也因此造成日本自行車製造業日漸衰微，使得自行車銷售轉型為大眾市場，就像量販店一樣。進而導致整體銷售價格與品質下降。因此，我相信只要注重服務，絕對能闖出一片天地，這就是為何我在1990年，將行銷策略改變為僅專注於自行車行業的原因！」

擴展計劃

總裁下田 進對於未來目標非常明確：「在2013年時，我們將有300家店面。」他表示，日本去年年度品牌自行車銷售量950,000輛之中，有70%是透過CBA而賣出。該公司的產品是從中國直接採購；CBA為了更能掌握產品品質，除了在大阪總部設有研發中心外，也在中國成立研發部門，讓整體產品能更迅速因應客戶潮流，來開發所需產品。「我們的客戶喜歡從生產的源頭直接採購，這並沒有什麼關係，因為我們喜歡這種直接的方式。」

目前CBA旗下有許多子品牌，而每個品牌有針對特定消費群開發，有些甚至還依據年齡層來劃分；CBA除了在自有品牌獲得成功，更在所有量販店提供了5個日本國內跟30個國際品牌商品販售服務。在五個日本品牌(Bridgestone、Maruishi、Miyata、Panasonic、Yamaha)中，還包括智能電動車，而這五個品牌佔CBA銷售量中的2.7%。而在運動類型的自行車項目中，以國際頂級品牌如：Centurion、Giant、GT、Felt、Fuji、Jamis、Kona、Merida、Schwinn和Scott。這些品牌加上Asahi自己本身的自有品牌後，讓Asahi與日本其他店家更具競爭力，唯一能與Asahi競爭的只有其他少數代理高階運動車款的IBD。

所有量販店具備相同服務品質

有些CBA的量販店是採加盟的方式，下田 進說：「只有13家店的想法跟我們一樣，因為認同我們，所以才能加盟，否則我們不會提供經銷權；我相信我們的量販店都是認同我們直接管理哲學。」CBA量販店新的概念，就是必須擁有800平方公尺的自行車專賣店空間，而日本當地地價可是寸土寸金：「我們透過租地的方式來建設2層樓，打造出共800平方公尺的店面，這是我們的標準尺寸。」所有量販店中有70%是透過Asahi以這種標準尺寸建造而成。

銷售與服務

下田 佳史說：「維修自行車時，客戶大多是在現場等待，若現場無法快速修復，我們會先請客戶先將車牽回去，隔天或找時間再來，我們除了不想讓客戶在現場等待外，這些待修的車也相當佔用寶貴的店內空間。」下田 進補充道：「量販店營收中72%是成車銷售，28%是零組件、配件與維修。」當被問及維修佔多少比例時，下田 佳史表示，在好得情況下約佔10%。

批發和網路商店

在2005年時，Asahi也開始批發業務。「我們的主要客戶是IBD、家庭式零售商與大賣場商店。」而該公司還是一間頗具資歷的店子商務中心，目前總營業額約5~6%銷售都是網站收入達成的。下田 佳史目前為公司進軍中國市場而準備，他說：「我們希望在中國擴大我們的量販店。」

圖/文：Jo Beckendorff



在大阪CBA的店門旁，這位年輕的母親和小孩是騎著俗稱「媽媽車」的淑女車。便宜的淑女車通常是中國製。



單車世家：Asahi總裁及CBA創始人下田 進（右）和他的兒子兼執行董事下田 佳史（左）正在帶領這間上市企業—Asahi有限公司



擁有800平方公尺大小和全新相同的外觀，是CBA標準量販店的標準模式。



在CBA佔地800平方公尺的概念店中，高階運動型單車在2樓展售。

免費將Dahon Silvertip騎回家

世界折疊車第一大廠－Dahon，在2010年台北國際自行車展攤位上舉辦摸彩活動，只要你在戶外試乘區體驗Dahon自行車，就可參加抽獎，幸運兒可獲得一部Silvertip折疊車（三月二十日進行抽獎）。Silvertip屬於Dahon Midtown折疊小徑車系。採用專利的LockJaw折疊機制，Midtown折疊小徑車可說是便利使用與優異性能的化身，其車架強度可媲美傳統鑽石車架。

“我們這款Midtown折疊小徑車對折疊車車架設計來說，是一項重大的轉變，” Dahon副總裁韓安石說：“我們研發出容易收折的LockJaw折疊機制，搭配具有高強度與高剛性的超精實鑽石型車架，打造出這輛結合性能與便利的創新車款。”

搭配平把的Silvertip意味著快速騎乘，超精實的車架擁有出色的剛性與騎乘靈活度。18段變速的傳動系統，其他優質零件如：Shimano、SRAM、Schwalbe、FSA和Kinetix，讓整輛車又輕又快；而折疊機構更能輕易收納進入工作室或套房之中。

Midtown折疊小徑車系列更有四種車款可供選擇。



Me & My Bike 李宜靜，台北自行車展承辦專員



1. 您有固定騎車的習慣嗎？您都是什麼時候騎車？
天氣晴朗的週末假日，是我享受騎乘單車的悠閒時刻。
2. 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？
有幫助。以前我對單車品牌一竅不通；開始騎車後我逐漸注意自行車品牌及供應商。
3. 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？

台北淡水自行車道，那裡的夕陽真是美極了。

4. 您所騎的自行車廠牌/型號為何？

我的小徑車是自己組的，車架為MOSSO（品牌名）。

5. 對於目前擁有的這輛自行車，您最喜愛的特點為何？

我的愛駒是量身打造，全世界獨一無二。

6. 您是否會想挑戰騎車環島？或是有其他的挑戰您想嘗試的嗎？

以我目前的體能程度，我先以騎完所有台北河濱公園自行車道為目標。

7. 對於2010年台北國際自行車展，您會提供參觀者什麼建議？

有拿到兌換券的“國外買主”到六樓登記後，千萬別忘了可至專屬的服務區享受免費的餐飲服務。另外，今年六樓更有首次參展的廠商展示新奇又有創意的產品。



德國慕尼黑自行車展工作團隊（由左至右）：Petra Griesel、Eva Schlagenotto、車展總監海夫特（Markus Hefter）、David Badalec及Jose Moreno-Tapia Rivas。

BIKE EXPO

德國慕尼黑車展總監海夫特（Markus Hefter），與其隨行五位工作人員一同參訪台北國際自行車展。“我希望我的工作團隊來台北車展觀摩單車產業，”海夫特這麼說。德國慕尼黑國際展覽（MMI）董事總經理迪特里希（Klaus Dittrich）也現身台北。“對我們而言台北車展是熟悉國際自行車產業最好的機會，”海夫特這麼說。德國慕尼黑車展將於2010年七月二十二至二十五日舉行。

Flinger

瑞振工業旗下品牌－Flinger，積極開發頂級折疊式泥除來拓展其高階產品線。這些泥除到底有什麼特別的呢？原來這泥除不使用時可以折疊成隨身工具一般的大小，達到減少風阻的效果。

“Flyer是我們專為頂級公路車開發的產品”，瑞振行銷高專許雅惠解釋著，“我們的目標是希望泥除能設計到零風阻的完美境界。”此外，瑞振更提供迷你泥除如Flyer、Free、Expert等產品，有些還使用頂級的鈦合金材質。



瑞振董事長許國忠與Flinger嶄新的泥除，主打高階公路車市場。

需要廣告嗎？



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NEW PRODUCTS

Wellgo
Hurtle XMX19AC

堅固耐用是Hurtle座右銘!最新的HURTLE採用鋁擠型加上CNC來成形, 它的重量表現與鋁合金相比更是超乎想像, HURTLE就在強度與重量的較勁中尋求一個最佳的比例; HURTLE是為了需大量跳躍衝擊因應而生的大踏面踏板, 除了強調堅固之外在各種溼滑泥濘路況中也要有相當強悍的抓地力; 在超薄度身有成情況下HURTLE也擁有絕佳的高效能力量傳導。

Wellgo
TRAVERSE XCF08

Traverse是城市車、休旅車輕量化踏板王者!承襲xpedo專業材料科技與加工技術即使在追求輕量化的同時也能保有該車種的耐用性, 在踏板止滑方面Traverse也有獨道設計概念, 在過度銳利與止滑不足間取得恰到好處的平衡, 主體薄化設計搭配Q-FACTOR短軸化設計, 能加強力量傳導效率並增加過灣時的傾角。

豪厘精密工業股份有限公司
AKSLEN HL-120 遠近光前燈

運用獨創專利“可變光型”技術, HL-120配備一組活動鏡片, 可以在遠光(集中遠射)和近光(廣域近射)之間進行切換。它的增壓穩流電路, 在電池的可使用時間內, 會長時間地維持在最高的亮度輸出。僅使用2顆AA電池。

GST螺絲&
GST幅條

「GST螺絲」與「GST幅條」皆可以碳鋼或鉻鉬鋼為基材, 透過大亞GST表面處理技術, 加強螺絲與幅條的防銹能力, 足可媲美不銹鋼。在降低成本的考量下, 同時解決強度與銹蝕問題, 又可避免對於鋁合金的電位腐蝕。

豪厘精密工業股份有限公司
AKSLEN HL-130 輔助前燈

僅使用單一顆AA電池, HL-130的尺寸小且重量輕。它適合用來當作警示燈、第二前燈、或晝行燈 (Daytime Running Light), 為自行車騎士提供額外的安全保護。它的增壓穩流電路, 在電池的可使用時間內, 會長時間地維持在最高的亮度輸出。



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中文

REACH

Please come visit our booth at
TWTC Nangang Exhibition Hall Booth N114
Taipei, Taiwan, March 17-20

REACH racing

Reach is a performance 20-inch wheel bicycle with full folding and suspension features. It is fast, rigid, light and comfortable for both short and long trips.

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REACHdc

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Unique central mounted motor for enhanced performance in acceleration, climbing with stable steering and full suspension.

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Sensitive and precise torque sensor for smooth and extra pedaling enhancement

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VLG 1027D2 (LIGHT)



VLG 1027D2 - Light On

VLG 1027D2 - Light Off

Safety Indicator Light

Velo introduces a new safety innovation to make cycling safer. Push the button once and the bright LED indicator flashes for 15 seconds. Push it twice and the light switches off. The light's angled smart design means it can be seen from more angles.

VLT 038

Material: Two-tone PU with Shockproof



Two-tone Colors Look

VLT 035

Material: Natural Cotton

Texture: Washable, Classic Style



VLG 975AD2 (L2)

Two Sides Locking System

G2-2nd Generation



VLC 191

Anatomic Cut

Geltech
Performance



VLF 007

Material: Micro Injection

Key Point: Any Size



Micro Injection

VLF 012

Material: Leather



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.

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