TAIWAN — Where Bikes Set the Future!

TAIPEI CYCLE

SHOW DAILY

Wed. Mar. 16TH, 2011 | THE OFFICIAL TAIPEI CYCLE NEWSPAPER | WWW.BIKESHOWDAILY.COM | ORGANIZED BY: TAITRA | DAY 1

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COVER SHOT: Ben Liao (42) is an Asian bike hero. Ben started extreme cycling at the age of 8, winning his first national BMX title in 1983. Seriously hurt in a car accident at 15, doctors told him he could no longer ride bikes. But Ben worked to regain his health and return to cycling, tackling many more challenges. In 2007, Ben established his own company, Bears Bike, specializing in BMX and Fixed Gear bikes. © EVIS CHU/BIKEMAN

NEW PRODUCT LAUNCHES

Venue: Conference Room 404

AT TWTC NANGANG EXHIBITION HALL

Wed., March 16TH

14:00 - 14:30
Pacific Cycle

14:40 - 15:10
SKS Metalplast

15:20 - 15:50
Taiwan Vertex Prod. Co.

16:00 - 16:30
WheelOnBike Co. Ltd.

Thu., March 17TH

11:00 - 11:30
Freeparable Design

11:40 - 12:10
QBicle Inc.

14:00 - 14:30
BN'B

14:40 - 15:10
First Bicycle Comp. Ltd.

15:20 - 14:50
KMC Chain Ind. Co. Ltd

16:00 - 16:30
Advanced Material Speciality Inc.

WHAT'S ON TODAY ...

Day One Event Guide

* ALL VENUES AT TWTC NANGANG EXHIBITION HALL

10:00
Grand Opening of Taipei International Cycle Show 2011
Conference Room 401

10:30
Award Ceremony of the 15th International Bicycle Design Competition
Conference Room 402

13:00
2011 International Bicycle Trend Forum – Phase I: "Promote the Cycling Culture – The First Hastening Dialog"
Conference Room 402

18:30
Taiwan Cycle Night
The Wok Restaurant

14:00
LEV Workshop
Conference Room 401

09:00 - 17:00
LEV Test & Drive
Cargo Ramp (4F)

11:00-11:30 & 14:00~14:30
Cycling Extreme
Outdoor Area (1F)

TODAY'S WEATHER | **11-14℃**

getting there: BY MRT

getting there: BY TAXI

TWTC Nangang Exhibition Centre
PARKING & TRANSPORT

1a. PARKING LOTS

P1	TWTC Nangang Underground Parking	(620 spc.)
P2	Taiwan Fertilizer C2 Parking	(352 spc.)
P3	Taiwan Fertilizer C3 Parking	(768 spc.)
P4	Taiwan Fertilizer C4 Parking	(82 spc.)
P5	R53 Temp Parking	(24/7, NT$20/h, 147 spc.)
P6	Xingzhong Park Tower	(24/7, NT$30/h, 647 spc.)
P7	MRT Neihu Depot Parking	(during exhibits, 584 spc.)

1b. TRANSPORT INFO

1. Shuttle Bus Stop (drop-off /pick-up)
2. Regular Bus Stop
3. Taxi Drop-Off
4. Small Vehicle Drop-Off
5. B1 Taxi Pick-Up
6. Underground Parking Entrance
7. MRT Neihu Depot Parking Lot

PLEASE NOTE: **PARKING FEES ARE SOLELY FOR REFERENCE PURPOSE.**

TWTC Nangang Exhibition Centre
LOCAL AREA MAP

MRT BanNan Line
(stops at Nangang Station, from there board FREE Shuttle Bus for 5-minute ride to Nangang Exhibition Center)

MRT Wenhu Line
(runs to front door of Nangang Exhibition Center)

TWTC Nangang Exhibition Center

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QUAKE EXPECTED TO HAVE LITTLE IMPACT ON SHOW

TAITRA extends condolences to victims of Friday's devastating 9.0 earthquake and tsunami near northeastern Japanese city of Sendai.

While Taiwan wasn't affected by the catastrophic Japanese earthquake and tsunami, the Taipei Cycle Show may feel a few aftershocks.

Officials of TAITRA, the organizer of the Taipei show, said no exhibitors have cancelled in the wake of Friday's natural disaster, caused by one of the largest earthquakes ever recorded. In a news release, TAITRA officials paid their condolences to the victims of the catastrophe and the residents of Japan.

It is unclear whether travel plans of show attendees have been affected by the disaster. However, officials of one small German brand, Fixie, notified customers that they were not attending the Taipei show and cancelled all appointments.

Meanwhile, one Japanese company with a factory in Fukushima prefecture—the location of the troubled Fukushima Daiichi nuclear power complex—said his company was unaffected.

Nitto president Akira Yoshikawa said that apart from a severed water pipe, the company's factory in Nihonmatsu suffered little quake damage and was operating as usual. Yoshikawa said none of Nitto's employees were injured.

Japanese components giant Shimano also assured customers around the world that its operations and deliveries were unaffected by the earthquake.

Shimano said that its headquarters in Sakai, Osaka, is some 600 kilometers (373 miles) from the hardest-hit Japanese city of Sendai and was not affected. Neither was Shimano's factory in Shimonoseki, Japan, in the southern part of the country.

"The impact of the problems at the nuclear power plants remains an uncertain factor at this moment," the company added. "We will keep our customers informed about the situation."

Earthquakes are an everyday fact of life in Taiwan, but this nation is located on a different fault line than Japan.

However, the unfolding disaster at the Fukushima Daiichi nuclear power plant may have scared some visitors from making the trip.

ENGLISH

TAITRA VP WALTER YEH:
TAIPEI SET FOR FUTURE GROWTH

Taipei Cycle welcomes 948 domestic and international exhibitors today, but there are even bigger plans for the future.

At a press conference yesterday, TAITRA Vice President Walter Yeh revealed that next year's show will expand into a new hall and there will be a new emphasis on important industry segments such as clothing and accessories.

Speaking to reporters at the Grand Victoria Hotel in Taipei, Yeh said "More than 25% of the exhibitors at Taipei Cycle are from overseas, which makes the show one of the most international in Taiwan." Taipei Cycle has become a trend-setting show and a must-see event for new products, he said. To accommodate more exhibitors on the waiting list, TAITRA has expanded the show to the fifth and sixth floors and to the outdoor area. Despite this, there is demand for 800 booths on the waiting list.

Next year's event, due to be held March 7-10 2012, will bring a raft of new ideas. There are proposals for country pavilions from Japan, Italy, Germany and The Netherlands. Yeh announced that a new hall will be established for the 2012 show and that elements such as bicycle clothing shall be included in the future. "Right now, 90% of the exhibitors at Taipei Cycle are showcasing complete bikes and bicycle parts", he said, "we should put more emphasis on accessories."

Taiwan Bicycle Exporters' Association (TBEA) will set up an display area showcasing the winners of Annual Innovative Bicycle, Parts and Accessories Competition Awards. Tony Lo, the recently elected chairman of TBEA hopes to establish cooperation with the organizers of the iF award in order to boost the global status of the competition. ■ **TK**

TAITRA Vice President Walter Yeh.

Restaurant Guide - Part I

HOW TO EAT LIKE A LOCAL IN TAIPEI

Cod with pickled salad. © SJ

Come with the* Show Daily *as we lead you away from the well-worn tourist path to a little-known local gem of a restaurant, and guide you through its menu.

Chinese Cookbook Taiwanese Restaurant

Taipei is a big cosmopolitan city, with many regional Chinese cuisines and foods from all over the world. But did you ever wonder what home-grown Taiwan Chinese food is like?

Chinese Cookbook is a good place to discover the true taste of Taiwan. A microcosm of typical Taiwanese cuisine, the restaurant features an abundance of fresh cooked vegetables, a selection of seafood and meat dishes, served with rice.

Chinese Cookbook is a clean, tastefully decorated small restaurant run by a husband-and-wife team, Mr. and Mrs. Ye. While she runs the dining area, he is busy in the kitchen stir-frying, steaming, and simmering a range of home-style dishes. Your meal at Chinese Cookbook will begin with a complimentary appetizer, possibly a suitably mouthwatering bowl of lightly pickled salad garnished with chiles, spring onions and crispy peanuts. After that the choice is wide, with soups, meat, seafood and vegetables on offer.

Recommended Dishes

★ **THREE CUP CHICKEN** NT$198
三杯嫩雞腿

A pungent, classic braised Taiwanese chicken dish cooked in a small clay pot with lashings of garlic, ginger and chile. The three cups refer to the portions of sesame oil, rice wine, and soy sauce.

★ **ORANGE-FLAVORED PORK CHOPS** NT$198
橙汁排骨

★ **STIR-FRIED SWEET POTATO LEAVES** NT$108
地瓜葉

★ **COD COVERED IN CRISPY DEEP-FRIED TOFU CRUMBS** NT$258
豆酥鱈魚

★ **MISO SOUP WITH FISH** NT$168
鮮魚味噌湯

★ Other dishes worth considering are stir-fried pea shoots, stir-fried squid with celery, and clams with luffa.

★ For groups, ask Mrs. Ye about the special deals for groups of four (NT$880) or eight (NT$1,880). This fixed price option still allows you a certain amount of choice when selecting dishes.

CHINESE COOKBOOK 京宴小館

Address:	194 Songren Road, Xinyi 信義區松仁 號
Telephone:	8789 2008
Opening Hours:	11 am–2 pm, 5 pm–9 pm Closed Mondays
English Menu?	Yes
English Speaking?	No
Credit Cards?	No
Getting There (Walk):	20 minutes
Getting There (Taxi):	NT$80–100 *(from the old trade center on Xinyi Rd.)*

Chinese Cookbook Taiwanese Restaurant. © SJ

Dining Tip

You will always eat better in a Chinese restaurant with companions. The more people at the table, the more dishes, the more variety, and the better everyone eats.

■ **STEPHEN JACK**

FOR MORE RESTAURANTS AND A MAP, VISIT:
WWW.EATINGCHINA.COM/ARTICLES/EAT-LIKE-LOCAL.HTM.

FUEL PRICES AND ELECTRIC BIKES

The world bicycle industry is one of the few groups that can smile happily as the price of fuel rises. When gasoline is expensive, people everywhere turn to bicycles—and, more and more often, to electric bikes.

The high gas prices of 2008 saw a surge in demand for e-bikes. Unfortunately, that surge coincided with the restrictions on industry in China for the purpose of controlling air pollution during the 2008 Olympics. So we never really learned how many e-bikes we can sell in the West during such a period. As of the date of this article, crude oil prices had surpassed $100 a barrel. The reason, short term, is the political upheavals in the Middle East and North Africa. How long will these troubles last? What will the effect be on oil prices?

While there is no way to predict exactly the duration of the current troubles, it is easy to note that regime changes and popular uprisings are events that can easily span years to decades. The countries affected will need a long time to find new stability. And they will need the revenues from oil. So there will be pressure to keep the oil flowing, at a rational price—but many difficulties in doing so.

If this was just one country, it might not have such a powerful effect. But there are five oil-producing states involved. So this news, whether tragic or glorious for the people involved, is good news for the bicycle industry. We can anticipate high fuel prices and better sales for us. And because of many other factors affecting global societies: increasing urbanization, the increasing cost to find and extract oil, increasing traffic and parking congestion, and environmental issues—the longer term forecast for our industry is even better.

We are a major part of the solution to these problems. As always, we continue to improve our products, distribution, and the solutions that we offer for both sport and for human transportation.

■ **EDWARD BENJAMIN**
CHAIRMAN OF THE LIGHT ELECTRIC VEHICLE ASSOCIATION & MANAGING DIRECTOR OF ECYCLEELECTRIC CONSULTANTS

TAIPEI POWER FORUM

The Taipei Power Forum will start tomorrow in Room 401 here at Nangang. The forum provides an opportunity to meet people from industry, academia, and government or independent research institutes in the fields of electric vehicles and lithium batteries.

Tomorrow, the Electric Two-Wheeler symposium will focus on the international market and government subsidy policy, business models and battery recycling. LEVA Chairman Ed Benjamin will open proceedings with a talk entitled "Becoming the world's largest vehicle industry: what is required?" Other speakers include Naveen Munjal of Hero Electric India on his country's electric bike market; China Bicycle Association Chairman Ma Zhongchao on the Chinese market; and a representative from Yamaha discussing the development of that pioneering firm's LEVs. On March 18 and 19, the Lithium-ion Power Battery Symposium examines applications, safety standards, advanced materials technologies, and future trends. The first day focuses on issues including: the status of the Li-ion battery industry in Taiwan, China and the United States, recent technological developments, and safety infrastructure. The second day looks at the advances being made by various manufacturers, as well as developments in new materials for cathodes and other components.

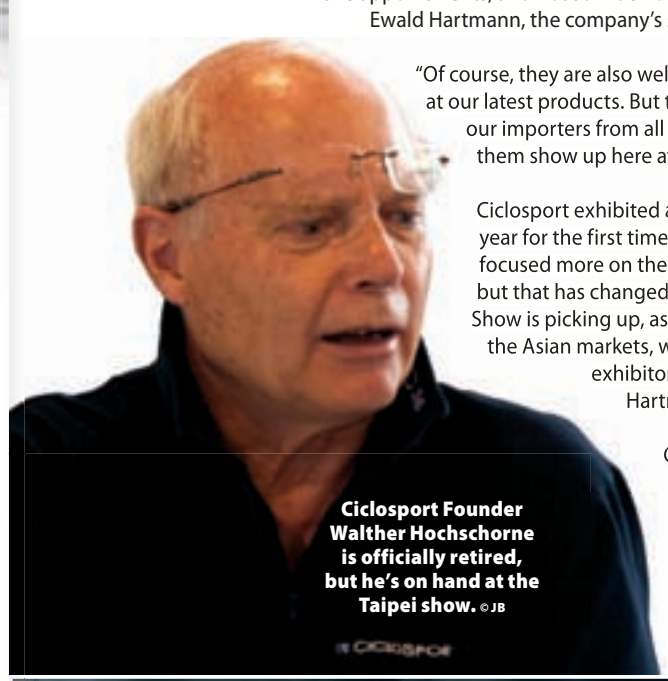
ENGLISH

COMPUTER MAKER CICLOSPORT TAKES LOW-KEY APPROACH IN TAIPEI

S630

Ciclosport, the German manufacturer of cycling computers and other electronics, is taking a low-key approach to this year's Taipei Cycle Show. Instead of a booth, Ciclosport is exhibiting in a sixth-floor conference room.

"We want to concentrate on our existing customers with whom we have appointments, and not so much on walk-in customers," said Ewald Hartmann, the company's sales director.



Ciclosport Founder Walther Hochschorne is officially retired, but he's on hand at the Taipei show. ©JB

"Of course, they are also welcome to visit us and look at our latest products. But the main thing is meeting our importers from all over the world. Most of them show up here at Taipei Cycle Show."

Ciclosport exhibited at the Taipei show last year for the first time in three years. It had been focused more on the North American market, but that has changed. "Since the Taipei Cycle Show is picking up, as well as our ambitions for the Asian markets, we skipped Interbike as an exhibitor and came back to Taipei," Hartmann said.

Ciclosport is introducing a new cycle computer, the HAC 6, which will be available in April. "The HAC 6's unique functional diversity is complemented by innovative features such as a drink reminder, bike service interval and the arrival time calculation," Hartmann said. "We will also have some GPS surprises. For the 2012 season in this segment, we are coming out in the most attractive price range of 150 to 250 euros [$200 to $340]." The "surprise" he referred to is Ciclosport's new GPS bike computer, the Rider 30.

Ewald Hartmann, Ciclosport sales director. ©JB

Based in Munich, Germany, Ciclosport has also been deeply involved in developing the control used on the new Bosch e-bike system, which Bosch is showing in Taipei. Ciclosport did the research and development for the display, which Bosch calls the HMI for "Human Machine Interface."

The brainchild behind most Ciclosport products is company founder Walther Hochschorner. Although he is officially retired, he still has a hand in the line and is in here in Taipei along with Hartmann.

Ciclosport has been a pioneer in sports electronics. In 1980, the company introduced the first electronic Ciclo bike computer. Five years later, in 1985, Ciclo added an altimeter to the computer, and in 1990 a heart rate monitor.

The legendary cycling computer "Ciclo HAC" came out in 1998, incorporating a heart rate monitor, altimeter and bike computer in one unit. The HAC 5, launched in 2006, was the first multifunction computer that could be mounted on handlebars or worn on the wrist. Ciclosport is sharing the conference room with two other German exhibitors: KED, which sells helmets, eyewear, drinking systems, gloves and backpacks, and Bikers Dream, which offers pumps, chain cleaners and other tools.

■ JB

720Armour

FROM SURFING TO CYCLING EYEWEAR

720armour, an eyewear maker with roots in Australia that is famed for its surfing goggles, has successfully expanded its eyewear line to the cycling market. The key factor behind its success is the inspiration of its Taiwan R&D center. In 2003, the firm (known as 720 for short) debuted in the Taiwan market. But would a brand famous for surfing achieve success in Taiwan?

Taiwan is an island surrounded by sea. But only a few people engage in open water sports, so 720 had to explore new sport markets. After long-term analysis, 720 invested a great deal of budget and research into cycling sunglasses. In 2008, Taiwan experienced a bicycle boom and 720 became a household name in the Asian cycling market, said Laura Hsu, the deputy general manager of 720armour professional cycling eyewear

"Born in Australia and growing up in Taiwan, 720 explores new markets and aims for the global premium eyewear market," Hsu said.

As part of its move into a global eyewear market, 720 began sponsoring top sprinter Kevin Sireau in 2008. He currently holds the world record in the 200m time trial. Recently, 720 sponsored famed Hong Kong cyclist Kam Po Wong and several elite road bike teams. 720 has gained a reputation worldwide with its endorsement of sporting heroes. Presently the top three sales countries for 720 sunglasses are the United Kingdom, Taiwan, and Korea. The firm is actively seeking 720 partners worldwide.

In Taiwan, the majority of 720 sunglasses are sold through optical stores (40 percent), followed by professional bike shops (35 percent) and outdoor equipment shops (25 percent). Originally, most sunglasses sales were from professional bike shops. Because some 720 models allow optical correction, consumers took their 720 eyewear to optical stores, which began distributing the line. Optical shops are now 720's No.1 distribution channel in Taiwan, according to Hsu.

Most high-end eyewear has lens-changing technology, but the consumer seldom takes advantage of this feature because it can be tricky and may damage the lens, she said. To make the process easier, 720armor this year launched its A-Trak lens system featuring the A-Flip magnetic quick release lens system. Lenses are magnetically secured to the frame, but can be easily removed with just two fingers. "No fuss, no guessing, just a quick click and you're done," Hsu said.

The Cross

The A-Trak series consists of the Extreme Speed and Urban product families. The performance Dart and Tack families combine aggressive styling with superb optical performance, protection from the elements and robust impact resistance.

The adjustable soft nose pad delivers secure fit and optimal comfort with excellent facial coverage for cycling or other high-speed activities. The urban Target and Cross styles are conceived to appeal to the fashionable, active people, balancing form and function in fashion and sport. Each series is available in two types, 6base and 8base, to accommodate a diversity of facial features.

In addition to the A-Flip system, the A-Trak series offers also the light weight and flexibility of EMS Grilamid TR90 frames, and the eye protection of such features as Double-Impact Lenses, Sport Focus Technology, and Super Hydrophobic Water-Repellent and Anti-fog Coating.

The frames' Ergo-Grip and Wrap-Fit design maximizes flexibility and adjustability, while 720's patented Compressed Venting system (CVS) facilitates airflow and prevents fogging.

720armour sponsors the French world record sprinter Kevin Sireau.

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High & Low Speed Comp. Adjust
Speed Lock Out
Rebound Adjust
Air Pressure Adjust
265g
EPICON X1
TAIPEI SHOW J-417
www.srsuntour-cycling.com

IBDC WINNERS NAMED TODAY

This year, the 15th International Bicycle Design Competition attracted 863 entries from 58 countries, demonstrating its widespread international recognition and credibility.

The annual competition, sponsored by the Department of Industrial Technology of MOEA, R.O.C. and organized by the Cycling & Health Tech Industry R&D Center, has been expanding since its debut in 1996, when only domestic designers participated. It was followed by the "1997 Bicycle Design Competition Among Korea, Japan & R.O.C." These two competitions were welcomed with great enthusiasm by Korean and Japanese participants as well as by those from Taiwan, and so from the third year on, the competition became a global one.

The IBDC provides an opportunity for bicycle designers, manufacturers and fans worldwide to share experiences. Through incorporating design concepts from various nations, the IBDC hopes to develop and design products for international markets. The most entries this year came from Taiwan (227), followed by China (139). There were 73 entries from South Korea, followed by 38 from the United States and 31 from Hong Kong. The UK provided the highest number of entries among European nations with 27, followed by Austria with 21.

The award ceremony will be held at the Taipei World Trade Center Nangang Exhibition Hall (4F) this morning. The Gold Award winner will receive NT$500,000 ($16,880), as well as a certificate and a subsidy for model manufacturing. The Silver Award winners get NT$200,000 ($6,750) each, along with the certificate and subsidy. Guest registration starts at 10 a.m. and the ceremony will run from 10:40 to 12:00.

★ ARIA

» *MARCO MALNARDI*
» *ITALY*

The ARIA Road Bike.

Aria is a phenomenal road bike with a frame of magnesium and carbon fiber that is rigid, springy and light. Its innovative structure and uniquely designed handlebars help the user stay in the correct riding position. In order to reduce resistance from pedaling, the saddle and cranks are made of carbon fiber as well.

» *MORE FINALISTS ON PAGE 20 ...*

SECOND MRT LINE OPENS JUST IN TIME FOR TAIPEI SHOW

ENGLISH

Visitors to the show can now take advantage of a second train line that runs directly to the exhibition center.

MRT trains started running on the long-delayed second line to the Nangang Exhibition Center station on February 27. The Nangang Line (blue line) now terminates at a new station at the center, eliminating the previous need for a shuttle bus to complete the journey to the show. This saves about ten minutes of travel time and is much more convenient and comfortable. There are now two MRT lines running all the way to Nangang Exhibition Center Station: The Wenhu Line (brown line) and the Nangang Line (blue line). Underground Park-and-Ride Parking Lots (for motorcycles only) at this station are also now in operation.

To celebrate the inauguration, there is a promotion for users for the first 6 months of operation. Users can enjoy a NT$10 discount on each parking fee (NT$30). Visitors heading to Nangang Exhibition Hall now have a choice of MRT lines: The brown line (going through the Neihu area) and the blue line (connecting the downtown area and the city hall) both cross at Nangang Exhibition Hall.

Blue Ocean Chronicles, Part 1

WHY FIGHT WHEN THERE'S A HUGE MARKET WAITING?

If you are reading this, you are probably a bicycle "professional" or "enthusiast." Those of us in the industry view cycling from the vantage point of an enthusiast. But we must try to see it from the point of view of a non-cyclist. The non-cyclist market is mostly untapped and is the biggest opportunity for the bicycle industry.

As an industry we tend to fight one another for a share of the limited, but known, sport and enthusiast market. We are like sharks fighting in a small ocean, turning the water red with blood. Sure, this "Red Ocean" sport and enthusiast market is profitable.

And it's fun to sell to fellow enthusiasts with big bank accounts who are looking for the latest bicycle bling. But this is also a market with limited growth. We have to fight one another for a share of it. In contrast, the market for selling bicycles to non-cyclists is almost unlimited. It is a vast "Blue Ocean" of potential sales.

Wake-Up Call

As bicycle professionals, our world tends to revolve around people with similar views and values. So it can be a wake-up call to see how non-cyclists view our world.

Anna, a journalist I know for the *TimeOut* travel guides, was recently given two back-to-back assignments. The first was to visit Copenhagen to update a travel guide. The second was to visit a bicycle show—not a trade show, like the Taipei Cycle Show, but a national consumer show for those who ultimately buy our products. She was amazed at the completely different image of bicycles in each place. In Copenhagen, bicycles are simply a form of transport. They are used by all—not just enthusiasts or those who can't afford a car, but people of all incomes, professions, ages, and genders.

The majority of all journeys are made by bike. Most of the bicycles in Copenhagen are not designed for speed and sport, nor are they cheap "supermarket" bikes pretending to be sporty ones. They are relatively expensive, long-lasting, upright bicycles. They are easy for anyone to use, from young to old. They don't have oily chains, narrow tires, or complex gears. Riders do not require special clothes, but wear whatever outfits they need for their destinations. There's no racing, so no sweating. These cyclists expend the same energy as walking, yet they go three or four times the distance and speed.

Curb Your Enthusiasm

In total contrast to the Copenhagen street scene, the bike show seemed to cater to a sporty, macho—and limited—target audience for bicycles and accessories.

Basically, Anna reported, the show consisted of enthusiasts selling enthusiast products to other enthusiasts. Those enthusiasts ignored her (and thus the other 90-plus percent of the population). All she saw were rows and rows of nearly identical sport bikes.

Those of us in the bicycle industry can see and appreciate the many subtleties of bicycle construction—geometry, weight, bar type and position, gears, suspension. But these were of no interest to Anna. She saw nothing that would persuade her to choose a bicycle for personal transport. There may have been some "lifestyle" bicycles, as we condescendingly call them, tucked away behind the rows of sport and enthusiast equipment. But there was little or no enthusiasm to sell or even show them.

Anna could easily imagine enthusiastic salespeople saying such things as … Why would anyone want a bicycle that doesn't offer the latest speed and efficiency? … This year's bike is 200 grams lighter than last year's model! … Surely you don't want anything less than 27 gears? … And, (sin of sin) … An upright riding position? But that's so much less aerodynamic!

After about 20 minutes at the show, Anna felt unwelcome and out of place, suffocated by the essence of testosterone.

The Mascara Challenge

How can we in the bicycle industry understand how we come across to a non-cyclist like Anna? I encourage my (mostly male) colleagues to visit the cosmetics section of a department store. There, you will experience something similar to what Anna felt at the bicycle show: You will see rows upon rows of bottles and tubes, all of them apparently the same.

Now, try and pick something out for your partner. What's the difference between blusher and foundation? Mascara and eye-liner? Scary, isn't it? Yet this is how a non-cyclist feels when walking into a typical bike shop.

For another analogy, consider how we use our legs and feet. Occasionally, we run—a specialist activity—for sport, speed, recreation and fitness. But we always walk. It's an everyday, universal activity for transportation, shopping, working or recreation, seeing the world, getting about or meeting friends.

Nearly everyone on the planet walks, while only a small percentage of them run. Yet the bicycle industry is like the "running industry," focusing on the tiny proportion of "runners" while almost ignoring the much bigger market of everyone else.

From a business perspective, imagine the enormous sales potential of selling shoes to the whole population, not just running shoes to enthusiasts. Now, imagine selling bicycles to 100 percent of the population, not just the 10 percent of enthusiasts.

***TOMORROW:* IT'S ALL ABOUT IMAGE**

MARK SANDERS IS AN AWARD-WINNING DESIGNER OF BICYCLES AND OTHER PRODUCTS, WHICH HAVE SOLD IN THE MILLIONS. HE IS ALSO A VISITING LECTURER AT IMPERIAL COLLEGE AND THE ROYAL COLLEGE OF ART IN LONDON.

HTTP://WWW.MAS-DESIGN.COM.

MARK SANDERS

KMC ENSURES ITS CHAINS PLAY A KEY SUPPORTING ROLE

"A chain is not fancy, so its performance should be shiny," says Deborah Wu, deputy general manager of KMC, the world's largest chain supplier.

Although KMC has won three consecutive German iF Design Awards, its chains are the easiest part of the bicycle to overlook.

That's why the company takes plains to come up with innovative designs that perform well. "A KMC chain is like the zipper on a fashionable dress. It is important, but never the star," Wu said.

Wu, who has spent 14 years at KMC, is a passionate cyclist. In 2010, she cycled 1,500 km (935 miles) from Shanghai to Beijing, China. She enjoys weekend cycling in the Tainan area of southern Taiwan where the KMC factory is situated.

KMC is very involved in international cycling events and sponsors several top-level road and mountain bike teams. It is sponsoring the Vacansoleil-DCM pro team that is riding in the 2011 Tour de France.

The feedback from racers helps the company improve its products, Wu said. "There is no ultimate chain, only better innovation," she added.

For 2011, KMC is focusing on function, not fashion. It is releasing the Hybrid Toothed Chain and Sprocket. As the name implies, it is a chain designed and packaged with a cassette for ultimate efficiency when used on a time trial or road bike.

KMC is a sponsor of the Vacansoleil-DCM Pro Cycling Team.

KMC also has released the PinkLady chain for female cyclists. The company donates a portion of PinkLady sales to breast cancer research.

"Over the past few years, the number of female cyclists has grown rapidly," Wu said. "This is because men are used to training alone, while women tend to ride in groups for security and enjoyment."

■ **AZ**

J0118

KMC deputy general manager Deborah Wu.

FOCUS BIKES CELEBRATES NEW FOCUS ON TAIPEI SHOW

Focus Bikes, the premium bicycle brand of Germany's Derby Cycle, is making its debut as an exhibitor at the Taipei Cycle Show.

L0625

ENGLISH

"In our eyes this show is moving from an industry-only to a trade show," said Joerg Arenz, international sales director for Derby Cycle. "That's why more and more international brands are showing up. We all want to meet and greet our importers, especially from Asia and Oceania. For them this show is a must."

Arenz added, "Moreover we want to use our stand to welcome and talk to interested importers from markets where we do not yet have a presence. For international premium brands such as Focus, many Asian markets are becoming very attractive. What we've learned is that premium bicycle sales are on the rise in Asia."

Former cyclocross world champion Mike Kluge founded Focus in 1992. Current owner Derby has invested heavily in the international growth of this flagship brand since 2009, when Focus partnered with the Milram pro road racing team. The company also set up Focus USA, a wholly owned subsidiary of Derby Cycle, the same year. The company is continuing to invest in pro sponsorships. Katusha, a Russian cycling team, will ride the 2011 Tour de France on Focus bikes. The Focus brand today is recognized internationally and is sold in more than 40 countries.

At the Taipei show, Focus and Wheelonbike Company, the brand's exclusive distributor in Hong Kong and China, will showcase the latest models.

Arenz, who rode Focus bikes as German cyclocross champion in 1998/1999, became international sales director last year. ■ **JB**

Joerg Arenz, international sales director for Derby Cycle. © JB

Accell-Winora

XLC AND HAIBIKE DEBUT AT TCS

M1219

This year XLC and Haibike—the parts and accessories brand and the sports bicycle brand of Winora Group—are celebrating their Taipei Cycle Show debut. Both brands are on stage under the umbrella of their parent company, the Accell Group, Europe's largest bicycle producer.

According to Susanne Puello, managing director of Accell-Germany, Haibike is a sporty brand which is now aiming at international markets.

Therefore Haibike is now also sponsoring a new mountain bike team (Central Haibike ProTeam) led by Beijing Olympic Games gold medal winner Sabine Spitz.

"Our bicycle P&A brand XLC is not only a parts brand but also a complete selling and shop concept with a wide range fitting for each market", says Puello, "from product management to marketing XLC is in the hands of Winora Group, but of course it is also the common P&A brand of the Accell Group members. XLC parts are also tested on thousands of bikes in the Accell Group."

After introducing XLC in America at Interbike 2009 (through Accell subsidiary SBS) and also in Australia / New Zealand, the brand is now debuting in Asia at the Taipei Cycle Show.

With this step Accell Group wants to widen international sales for its bicycle parts and accessory business.

■ JB

Accell's P&A brand XLC offers a worldwide network and other benefits, including these eye-catching store displays.

From left: Messingschlager CEO Benno Messingschlager with Heike Iffland and Oliver Foeth. © JB

'Meet & Greet' at Taipei Booth

MESSINGSCHLAGER SEEKS DISTRIBUTORS

After exhibiting at last year's Taipei Cycle Show for the first time in 10 years, German importer Messingschlager didn't wait another decade to come back.

"Since our stand location at the new Nangang convention center is close to some of our main Taiwanese customers and not somewhere in an outer hall, we are happy," said Benno Messingschlager, the company's CEO. "Last year's exhibition at Taipei Cycle Show was a success."

With more than 1,000 customers in 45 countries in Europe, North Africa and North America, Messingschlager uses the Taipei show as a place for customers to meet and negotiate with its Taipei representatives. The company also is seeking new distributors at the show.

"There are some open holes in our Asian network we would like to fill," Messingschlager said. Messingschlager said the booth is a perfect place for international customers to "meet and greet" and learn about new suppliers.

The company also will promote its newly licensed Tour de France line of merchandise. "We want to increase sales of this new brand," said Martin Buchta, marketing director and product manager.

That's not the only thing increasing at the company. The family owned importer expects this year to open a large new logistics center at its headquarters in Baunach, Germany. Last year the company stocked some 2,400 different items from several Asian companies, plus a similar amount based on customer requests, officials said. Given the new logistics center, it appears Messingschlager expects that number to increase.

■ JB

J0512

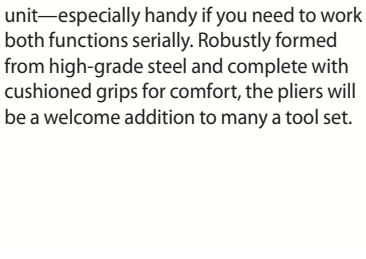
TBEA Innovative Product award winners

PART 1: A LOOK AT THE BEST OF TAIWANESE BICYCLE PRODUCTS

The 2011 Taiwan Bicycle Exporters Association Innovative Products Competition received 106 entries from 68 countries across 13 product categories. Awards were also given for best innovation overall, highest utility, and most fashionable.

Today and tomorrow, Sabinna Den takes a look at a selection of the winners of this prestigious competition, which are on view here at the Taipei Show. The complete range is on display along with the runners-up. Each product is accompanied by a brochure giving further information, including the manufacturer's contact details.

GIANT TCX



Giant TXC

Like it did last year, Giant took first place in the complete bicycles division. Its cyclocross offering, the composite TCX Advanced SL, won it for them this year.

Giant's Rabobank European-based 'cross racers were pivotal in its development, leading to, among other things, an increased degree of seat tube flex produced by offsetting the seat stays and top tube.

SUPER B TB-3323

Super B TB-3323

The increasingly sophisticated and safety-conscious design of master links makes the locking function essential. As response to this, in the tools category Super B's TB-3323 Trident Master Link Pliers take top spot.

YBN's very handy L-shaped CLP-102 and CRP-101 facilitate master link locking and separating respectively.

Super B has eliminated the need for two separate tools to achieve this by combining the locking function of the CLP-102 and the release function of the CRP-101 into one unit—especially handy if you need to work both functions serially. Robustly formed from high-grade steel and complete with cushioned grips for comfort, the pliers will be a welcome addition to many a tool set.

Kinesis ISP

KINESIS ISP

In the frames division, is Kinesis following Giant's lead, also repeating as a winner from last year. Kinesis this year carried the day with the ISP TT frame, which also received the award for Best Innovation.

Kinesis' SPF (Super Plastic Forming) technology allows tubing to be worked at high temperatures, affording dynamic shapes and further weight reduction. Alloy frames are becoming a serious challenge to all but the top tiers of carbon fiber frames in the mass market, and Kinesis is one of the players at the cutting edge.

Iuvo Access

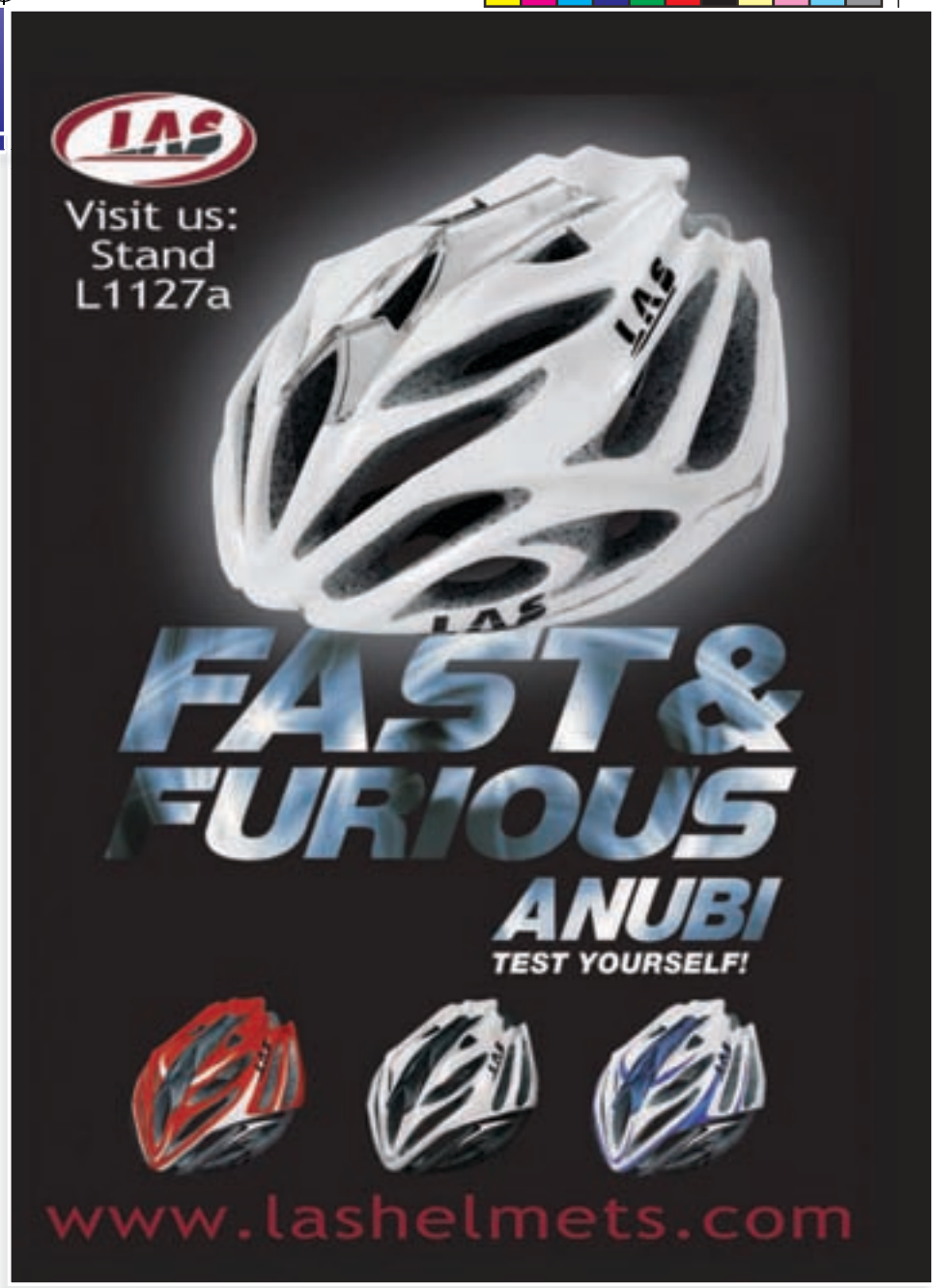
IUVO ACCESS

With the cutting edge of bicycle innovation firmly located in the LEV sector, Iuvo Industry has answered the challenge. Iuvo took first place in the Electric Assist division with the Access.

The Access features a 250W motor, an 8.8AH Li-ion battery and, given normal riding conditions, can complete a 70km (43-mile) journey on a charge. An advanced torque sensor detects different terrains. With its innovative design and battery location, the Access also looks good. Unsightly battery positioning is something that needs attention in the ongoing development of pedelecs and the Access has taken a solid step in that direction.

HAVING WORKED WITH SOME OF THE WORLD'S BIGGEST NAMES IN BICYCLES, CYCLIST SABINNA DEN NOW RUNS PRIMAVERA CYCLES, A MAKER OF CUTTING-EDGE BICYCLE PRODUCTS HTTP://WWW.PRIMAVERA-CYCLES.COM.

■ SD



TIME TO GROW UP.

For decades engineers, innovators and progressive companies have been "experimenting" with e-mobility concepts hoping to design electric powered engines comparable or even better than their air polluting combustion cousins. But truth be told the whole industry is still in its infancy. We believe, it's time to grow up! It's time for Clean Mobile. This most progressive e-mobility solution company based in Munich delivers cutting edge e-drive technology that outperforms conventional e-drive systems in every respect and is catching up with combustion technology at breath-taking speed: Great range, thrilling speeds and striking acceleration – maximum performance with minimal energy input. The growing power in e-mobility.

Visit us at Taipei Cycle Show booth N1230.

clean mobile
Electrifying.

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Sticker Shock

'APPROVED BY UCI' STICKER PROGRAM GETS FRIDAY AIRING

On Friday, the World Federation of the Sporting Goods Industry is staging a meeting here at the show to explain the homologation process started by the Union Cycliste Internationale.

The two-hour meeting will start at 2 p.m. in room 503 of the Nangang Exhibition Hall. It is open to all.

In January, the two Swiss organizations met at UCI headquarters in Aigle where bike industry executives expressed reservations about the UCI's plans to force frame suppliers to validate their CAD designs and prototypes in advance via a UCI-appointed measuring lab. Following this meeting—described by one of those present as "uncomfortable"—the UCI reduced the prices of its measuring and labelling service.

UCI president Pat McQuaid made overtures to the bicycle industry at the 2010 Eurobike show in Friedrichshafen but did not spell out the full and costly ramifications of its planned homologation program.

According to Philippe Chevallier, the UCI's sport and technical director, the UCI has been researching the pre-approvals process for frames and equipment since 2009.The bike trade was first informed of the "Approved by UCI" stickers—and the price of the approvals process—in December, with compliance expected by Jan. 1. This timeline has since been relaxed.

The UCI said the homologation process would remove the worries of go-faster equipment being rejected on race start lines. In January 2009, the UCI started to enforce its Lugano Charter more rigidly. This UCI equipment dictat was created in 1996 with no input from the bicycle industry. The Charter, and related technical regulations, have always been open to misinterpretation. The homologation process was meant to prevent that. However, some bike manufacturers have criticized the process as little more than an expensive sticker program as it is not a safety testing program.

To be approved by the UCI, manufacturers must send frames and forks (and, later, other components and even clothing) to the UCI's approval lab. The cost was initially pegged at $14,405 a frame, but that was reduced after industry protests.

In theory, pre-approval would prevent manufacturers from going to the expense of making prototypes or finished frames that the UCI later deemed to be in noncompliance.

The approvals process is being carried out by the Ecole Polytechnique Fédéral de Lausanne (EPFL). Once EPFL has passed securely emailed tech drawings as compliant, manufacturers have to ship prototypes or mass-produced frames. These are then mapped against the drawings with an extremely precise computerized three-dimensional measuring machine. This machine could also be deployed at UCI races to check that stickered bikes are what they are purporting to be.

According to the UCI, the new approvals program will mean that "manufacturers are informed about the regulations in force before starting a production run of parts." The UCI says it could even be a cash cow. "The labelling of frames and forks brings added value to the newly approved equipment." It could take EPFL up to three months to approve drawings and sample products, according to the UCI.

And it will be important for manufacturers to have a steady hand when applying the expensive labels: "If the label is applied incorrectly…the frame does not comply."

The label must be visible, indelible and inseparable from the frame. The manufacturer has to apply the label at the same time as branding decals. Only the original manufacturer is permitted to "re-enamel" frames and reapply the label. This will make it extremely expensive, perhaps prohibitively so, for resprays or cosmetic remodelling for promotional purposes.

And don't think about printing off your own roll of expensive labels. "Any misuse of the label or use contrary to the provisions…may be penalised by a fine of between CHF10,000 and 100,000," the UCI said, or as much as $100,000.

■ CR

ENGLISH

SIT RIGHT DOWN AT SQLAB, GET YOUR SIT BONES MEASURED

Not happy with the saddle you are using? Then a visit to SQLab will help. The German ergonomic bicycle product supplier is offering a free measurement of your sit bones. E-chair, the company's new measurement system, connected to the company's e-gonomic profiler, is making its world debut at the Taipei Cycle Show.

SQLab founder and GM Tobias Hild with the new e-chair and egonomic fitting system for IBDs. © JB

SQLab GM Tobias Hild and his team are launching the e-chair, a measurement stool with gel bag on top and a scanner underneath. With this stool, SQLab specialty dealers can scan the sit bones of their customers. "With e-chair, IBDs can pick a perfec-fitting from our ergonomic saddle range for every customer. The e-chair allows each dealer to serve his customers with the exact right product," Hild said.

The scanner in the e-chair combines with "e-gonomic profiler" software that offer dealers extra benefits, he added. "It offers our IBD partners a perfect Customer Relation Management (CRM) system. With all this data being collected for each customer, specialty dealers can offer perfect customer service. It's all about customer retention." The software not only collects sit bone measurements, but also detailed data about seating position, type of bicycle, age and other data.

In 2011 SQLab will give out 100 test e-chairs to assorted IBDs in Germany. The e-chair is free when ordering a certain amount of SQLab ergonomic bicycle products.

The entire offer is topped by a unique package deal that includes, in addition to the e-chair and e-gonomic profiler, a PC with 19 -inch screen for a total price of €400. The company is already working to expand the e-gonomic software to other products such as grips and shoe inserts, Hild said.

■ JB

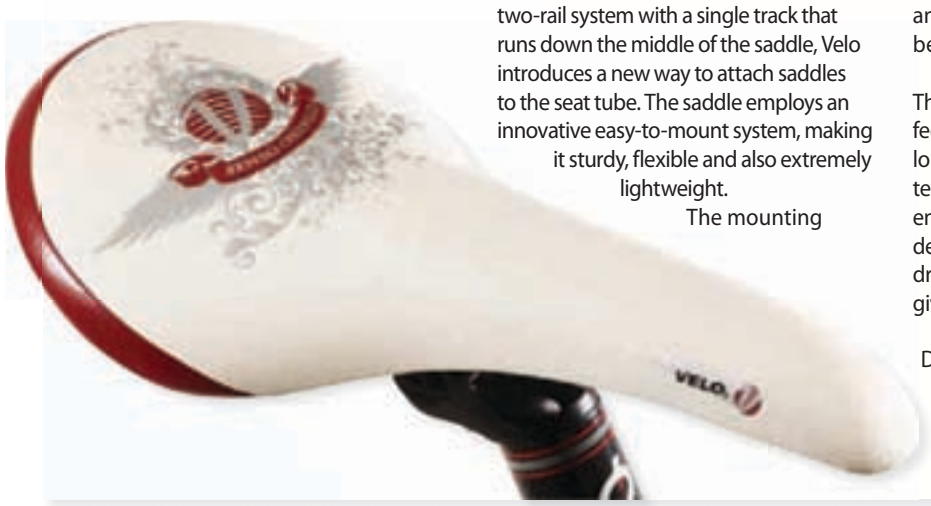
Velo releases OneRelo technology to OEMs

PERFORMANCE SADDLE WITH NEW MOUNTING SYSTEM LAUNCHING AT TAIPEI SHOW

Velo, the leading manufacturer of saddles, grips and handlebar tapes for the OEM market, is introducing its OneRelo saddle to OE customers. The Senso OneRelo was first released in September in the aftermarket featuring Velo's new patented rail-less technology.

J0717

"OEMs have shown a lot of interest in acquiring the design and technology for the OneRelo from us and we decided to supply our customers with this new technology as a co-branded saddle" said Ann Chen, Velo's sales director.



The scheme allows OEMs to incorporate the patented lightweight technology and Velo's standard of quality into their products while upholding their own brand identities.

The OneRelo replaces the conventional two-rail system with a single track that runs down the middle of the saddle, Velo introduces a new way to attach saddles to the seat tube. The saddle employs an innovative easy-to-mount system, making it sturdy, flexible and also extremely lightweight.

The mounting system gives this Senso performance saddle superior adjustability. The OneRelo can be secured at different points along its track and rotated forward or backward for better fine-tuning.

The OneRelo features Velo's natural feeling microfiber material, which is longer lasting and keeps the saddle's temperature consistent throughout the entire ride. The saddle's stylish, sporty design is accentuated by a colorful artistic drawing etched into the top of the saddle, giving it a unique and trendy look.

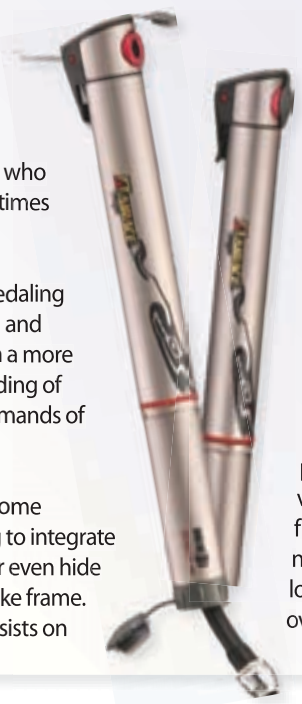
During the Taipei Cycle Show, Velo will introduce its new OEM products to its OE customers.

The 2012 OEM catalog offers a new range of saddles that employ a wide spectrum of technologies such as super light foam to reduce the weight of saddles, gel padding for added comfort, and coil springs for shock absorption.

As an additional feature, Velo has restructured the layout of the 2012 OEM products guide and developed a new design to facilitate their customers' navigation and selection process while browsing the catalogue.

AIRACE PUMPS UP SALES WITH PATENTED TECHNOLOGY ADVANCES

Airace is a Taiwanese bike accessory brand specializing in manufacturing professional pumps and hand tools. "Airace is relatively new to the bike market, but we have a very strong management team with more than 15 years of professional experience in this field," said Charlie Chen, general manager of Airace.



The Dual Jet TS is a dual function pump for inflating tires (80 psi) and shock absorbers (300 psi).

Chen started cycling four years ago, and today is a recreational cyclist who rides three or four times a week.

"Whenever I am pedaling I am more inspired and creative, plus I gain a more precise understanding of the equipment demands of cyclists."

"I know there are some competitors trying to integrate pump and tools, or even hide the pump in the bike frame. However, Airace insists on strengthening bicycle tools for ultimate performance. The focus is on eliminating mechanical failure", Chen said.

Many companies manufacture pumps, he added, but only a few of them can achieve both premium quality and excellent value. "Airace applies for at least five patents annually, so we've never been concerned that low-cost Chinese products would overtake Taiwan.

"Airace's leading product technology is several years ahead of Chinese manufacturers."

Airace will launch more innovative pumps at the Taipei Cycle Show. Also on display are two special pumps that have won iF Design Awards.

The Speed F2 floor mini pump is an easy-to-carry bike pump that can be easily unfolded into a floor pump. This powerful pump, which produces a large output of air, is suitable for female cyclists who often are unable to pump tires up to to 100 psi. It handles a maximum 140 psi.

Another noteworthy pump is the Dual Jet TS, featuring a convenient retractable hose. The Dual Jet can pump air into both shock absorbers and tires.

Airace achieved sales growth of almost 70 percent sales in 2010 by expanding in Europe, Asia, Australia and Africa.

For 2011, Airace wants to expand into South America and into Thailand, Malaysia and other Asian countries. ■ **AZ**

L0025

AIRRACE SPEED F2 is a mini floor pump which can fixed on frame, small body but powerful performance(140 psi).

Chosen Smart Hub

CHOOSE SILENCE WITH NEW HUB

K0405

Click, click, click. It's the sound of a traditional freewheel hub when you're coasting. But you won't hear it again if you use a hub equipped with Chosen's "Close Drive System" technology. The innovative system uses a ratchet that doesn't affect hub rotation.

Chosen redesigned the ratchet construction so that the ratchet only opens to drive the hub when the user is pedaling forward. When pedaling stops, the ratchet closes, resulting in almost zero ratchet noise and friction, as well as greater efficiency due to better transmission of power to the hub.

Chosen's patented design is suitable for almost any bicycle type, including BMX, MTBs, road and folding bikes, whether single-speed or multiple-speed. Chosen has been making hubs since 1999.

Company President Ching-shu Chen said only the best quality products can lead the industry, because manufacturing of low-end and entry level products will be devoured by labor-intensive China manufacturers.

Every company says its goal is to build extraordinary products with superb quality, Chen said, but only only a few achieve that goal, especially in the field of hubs.

Chosen believed there were unlimited innovative possibilities for building a better hub.

After more than three years of research and development, and up to two years of field testing, Chosen refined the Smart Hub, equipped with Chosen's "Close Drive System" technology.

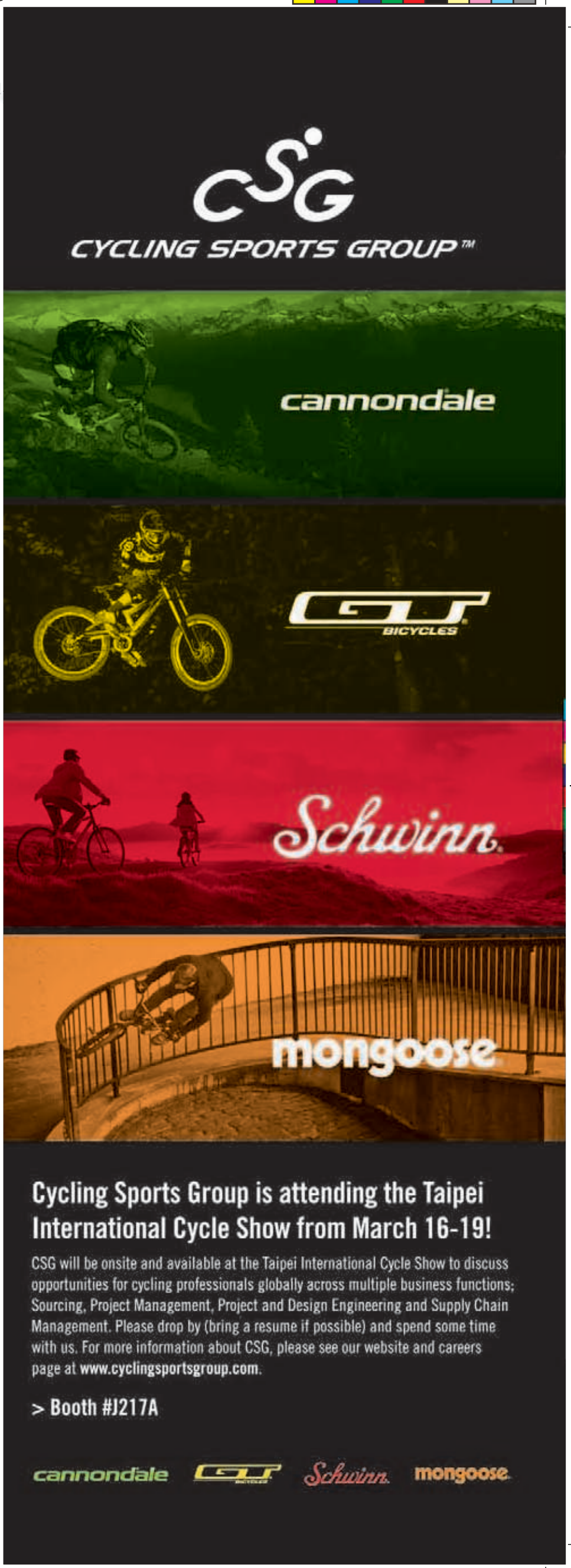
"Smart Hub has pioneering technology that is five years ahead of the rest of the hub industry, and we believe that the product is almost a flawless hub," Chen said.

Chen said the Smart Hub can boost the performance of almost any bicycle. Road and mountain bikes get better cruising efficiency, while folding bikes become more convenient to transport. And BMX bikes can perform more extreme stunts because the crank won't turn backward. He predicted that the Smart Hub soon would become standard equipment on high-end BMX and folding bikes.

Chosen will demonstrate the Smart Hub during the Taipei Cycle Show. Thje company will display bikes with the hub and with competitors' hubs for comparison.

■ AZ

Chosen President Ching-shu Chen with the Smart Hub.



Dirk Sandrock wears O-Synce's new Data4vision cap, a running cap with an integrated display in the visor, and holds a chest strap for a heart rate monitor. © JB

O-SYNCE WANTS STANDARDS TO KEEP ELECTRONICS MARKET IN SYNC

Dirk Sandrock, the founder of O-Synce, believes the market for sports electronics is just getting off the ground.

M1101

"Sports electronics will become more and more part of our lives," Sandrock said. "Not just for pros, but for everyday people who are concerned about their health and wellness."

O-Synce is a young German brand that makes sports electronics and sensors including cycling computers, watches and navigation devices. Quite a few companies also have an eye on the market, and Sandrock fears some newcomers could drag everyone else down with low-end, poorly functioning products.

Sandrock, an avid athlete and cyclist, founded O-Synce in 2009. He knew he would be in for quite a ride. "There were classic players in the market for sports electronics including, in the bicycle segment, such brands as Cateye, Ciclosport, Polar, Sigma, etc. Each of them had a place in a market that was clear and manageable," Sandrock said. "Then navigation popped up, bringing GPS companies such as Garmin, Xplova and Mynav into the game. They also eyed the bicycle market because mountain bikers especially seek navigation devices," he added.

Meanwhile, the boom in electric bikes has brought well-known electronics companies such as Panasonic and Bosch into the bike business as well. Then there's Shimano with its automatic shifting system.

Also eyeing the market for sports electronics are cell phone giants including Nokia, Motorola and Apple, and video game manufacturer Nintendo with its Wii console. This increasingly crowded marketplace has led Sandrock to call for better standards. "If we don't rely on standards for all these mobility products from different players it'll be tough," he said. "Take, for example, an Apple iPhone mounted on a pedelec. This offers the possibility of innovations we can't conceive of right now. But it won't work without standards. We have to bring it somehow together. We have to communicate." Sandrock believes that the sports electronics will especially benefit from the e-bike market.

To navigate this "shark pool" of a market, O-Synce relies on three core philosophies: Simplicity, Less is More and One Size Fits All. "We want to simplify the usage, be flexible with a smart, modular product range, and create products with built-in software, wrapped in German engineering and Italian lifestyle design," Sandrock said.

■ JB

Damping Without Difficulty

J0417

SR SUNTOUR'S 'QUICK SERVICE' FORKS MEANS MORE CYCLING TIME

The key feature which makes all Suntour forks a "Quick Service Product" is the cartridge-based damping system. In 2002 almost all other competitors were offering suspension forks with lockout features based on open oil bath technology.

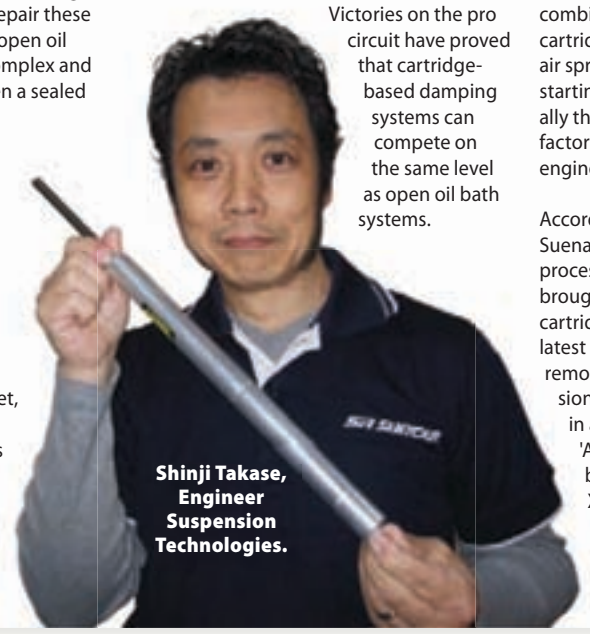
This technology offers advantages, but is not user-friendly when it comes to service and maintenance. Thus it is more difficult and time consuming for dealers to maintain and repair these kinds of forks. Moreover, open oil bath systems are more complex and expensive to produce then a sealed cartridge system.

In 2002 the Suntour R&D team developed the first cartridge-based damping system with a lockout function. It was also the first sealed cartridge which could be mass produced.

This opened a wide market, as these forks could be produced for lower prices than other forks offering the same lockout functionality.

Over the last 10 years the company has further developed the basic Quick Service Product (QSP) idea. After integrating the lock-out feature into a cartridge, Suntour developed rebound adjusts and variable valve control. In 2007, engineers integrated an electric actuated motor into a cartridge to create the "ELD" electric cartridge-based lockout. The company's Werx program allows cooperation with some of the world's best riders.

Victories on the pro circuit have proved that cartridge-based damping systems can compete on the same level as open oil bath systems.



Shinji Takase, Engineer Suspension Technologies.

The latest invention in cartridge based damping systems from SR Suntour is the new "All-in-One" cartridge featured in the Raidon series forks. This is the first cartridge with a hydraulic damping system combined with an air spring suspension.

Until now an air spring fork required two separate systems within one fork, the air spring side and the damping side. The "All-in-One" cartridge combines both features in one cartridge, enabling Suntour to offer an air spring suspended fork for a lower starting price than before. Additionally the rebound setting has been factory preset and tuned by Suntour engineers.

According to senior sales manager Tom Suenaga, "Our ongoing development process and our passion for cycling brought us to today's high level of cartridge based technologies. Our latest cartridges offer functions like remote lockout, low speed compression and rebound adjust combined in a sealed cartridge. The new 'All-in-One' cartridge, which will be used within the 2012 Raidon X3 fork, is a another major step towards a more user friendly, affordable product."

CLEAN MOBILE RETURNS TO TAIPEI WITH PEDELEC SYSTEM FOR BROADER MARKET

Last year in Taipei, Clean Mobile AG caused a stir with the debut of a small, efficient crank engine for e-bikes, the HCD (for "harmonic chain drive.") The first "fast pedelecs" powered by the HCD drivetrain appeared a few months later at Eurobike from brands including KTM, Corratec and Ghost.

Thomas Zengerle, workshop supervisor, tunes up a fast pedelec from Ghost using an HCD motor. © JB

This year in Taipei, the German company is introducing its first product for e-bikes in the broader market, with speeds limited to 25 km/hour.

"The strategy of entering the market with high-performing, well-designed drives for fast, premium pedelecs paid off," said Ira Frankenberger, executive assistant for marketing. "As a result, the first HCD drive trains are being launched now in the first quarter of 2011.

To address the considerable demand for trendier, attractive and longer-lasting pedelecs, we will also set foot into the 25 km/h segment by the end of 2011."

The young company develops efficient electric drivetrain systems for light electric vehicles (LEVs), including e-bikes and e-scooters, in the consumer, cargo and urban mobility sector. The largest roadblocks to consumer acceptance of electric vehicles are their limited range, weak uphill performance and poor design.

Clean Mobile addresses these issues with systems that maximize the efficiency of the electric drivetrain by up to 80 percent. The drives consist of intelligent Li-Ion batteries, an efficient electrical engine and gearbox combination and an energy management and vehicle control unit. Designed and produced in Germany by Clean Mobile, the drives are sold to many of the world's leading LEV manufacturers.

For its new e-bike drivetrain, Clean Mobile will reduce motor power and cut back on unneeded battery capacity while maintaining its quality standards. Clean Mobile is also beginning a marketing campaign to boost its presence with consumers. The campaign includes a new logo and website for consumers and for OEMs..

■ JB

N1230

Ira Frankenberger with the eSpire, which uses CM's HCD drivetrain. © JB

HOT NEW PRODUCTS ★ 2011

ENGLISH

LAS Helmets Anubi Bicycle Helmet

L1127A

Thanks to a special hard-plastic top, the Anubi model from Italian maker LAS Helmets supplies a cool wind to your head, making you always feel comfortable and aggressive with its exclusive design.

O-Synce Data4vision Running Cap & Helmet Visor

M1101

Micro sports electronics specialist O-Synce's Data4vision cap with head-up-display technology brings your training and racing to the next level.

This cap provides convenience and comfort by displaying all of your vital training data, like heart rate, distance, pace and running speed, right in front of your eyes.

Training data is recorded for downloading to a computer for in-depth analysis. For cyclists, O-Synce is working on a Data4vision visor that can be mounted on a bicycle helmet.

M0102

Thun Velo Comfort X-Cell RT BB-Cartridge

Thun's rotation and torque sensing X-Cell RT BB Cartridge is the heart of Velo Comfort, the company's component set for pedelecs.

Along with advanced software it provides the basis for a natural and efficient pedelec experience. Find out all the advantages of this system at booth M102.

SR Suntour Durolux TA-RC2 Fork

The Durolux family—SR Suntour's flagship when it comes to Enduro and Trail riding—gets a new top model with the Durolux TA-RC2 fork, offering more function then ever.

It features anew compression damping adjust cartridge (RC2), which has been updated from last year.

Now the cartridge offers a low and high speed compression adjust.

The fork is equipped with a travel adjust (TA) which has been used in last year's models already and which is one of the most effective adjust systems on the market.

From 2012 on the Durolux can also be ordered with a new reinforced 1⅛ alloy steerer.

J0417

xpēdo

TAIPEI INTERNATIONAL CYCLE SHOW
BOOTH# J517

Weight	175g (Ti) 224g (Cr)
Body	Carbon Injection
Spindle	Titanium or Cromoly
Bearings	1 Cartridge
Bushings	1 DU
Spring	Square SWP
Seal	1 Rubber
Cleat	Thrust 7 Fixed & 6°
Size	84.4x92.3x30.3 (mm)
Color	Black

THRUST XRF08CT XRF08CC

2nd generation Carbon Thrust features a newly designed one-piece carbon injected pedal body with a titanium cleat contact area for durability. The corrosion resistant titanium cleat platform area has been increased by 11% improving overall pedal efficiency and comfort. Posi-Lock micro adjusting spring tension mechanism delivers smoother engagement and release.
Each pair includes two sets of non-slip cleats (0° and 6°). Weight: 175g per pair (Ti spindle)

www.xpedo.com

» Continued from Page 9

15TH I.B.D.C. WINNERS BEING ANNOUNCED TODAY!

This year, the 15th International Bicycle Design Competition attracted 863 registrations from 58 countries, demonstrating its widespread international recognition and credibility. BELOW WE CONTINUE OUR SELECTION OF THE FINALISTS ...

★ BIHANDY

» *CHI-KU CHEN / CHIEH-MING TSIA / YUAN-LIANG YU*
» *TAIWAN*

The BiHandy bike.

Bihandy is a convenient and practical bike that can be transformed into a trolley and attached to another Bihandy. It has a built-in, detachable suitcase for storing personal items. Based on these concepts, Bihandy is designed to persuade consumers who currently ride motorcycles for short trips to use bikes instead.

★ LUGGA

» *TIAN-GE WANG*
» *CHINA*

The Lugga folding bike.

Lugga is a new folding bike that can be used as a luggage trolley. It is easy to fold, carry and put away. Lugga has many practical features for travelers.

★ GULUXUAN

» *SONG-SHOU XIE*
» *CHINA*

The Guluxuan foldable electric bike.

Guluxuan is a foldable electric bike designed for use in urban areas. Its innovative mechanical design allows for complete folding in two steps. The Guluxuan 2010 also can be used as a handcart, and is easily stored when it not in use.

★ JUST ONE STEP

» *JASON WAN*
» *CHINA*

The 'Just One Step' folding bike

Just One Step is an easy-to-fold bike that has an innovative structure that allows folding in one step. A user can fold the bike without any back-bending effort.

★ THIN(K)ER

» *CHIA-LUNG LEE / SHENG LIU*
» *TAIWAN*

The Thin(k)er bike.

Thin(k)er is a bicycle designed for campuses. By rotating the stem and folding the pedals, Thin(k)er can save space and allow orderly parking. Moreover, the carrier of Thin(k)er is equipped with a lock that makes it easier to secure the bike. It moves freely in between parked bikes.

★ IPTEROMYINI

» *NOAH CHEN, CARL WANG*
» *CHINA*

The iPteromyini.

iPteromyini is a design that creates modules to change wheels and adjust height of a bike to work properly as users need it to fit in diverse environments. iPteromyni separates to save space when it is not in use.

★ REUSABLE PUBLIC

» *YUJIN KIM*
» *SOUTH KOREA*

The Reusable Public bike.

Reusable Public Bike is a public city bike. It has symmetrical modules located respectively in the front and the rear, which reduces production cost and is convenient to maintain the sharing system. The bike, therefore, can be used for a long time.

★ XENO

» *MICHAEL JARITZ*
» *AUSTRIA*

The Xeno bike.

The Xeno has a special frame for a rubber spring suspension mechanism that allows the user to adjust to different terrains. For safety and security, built-in lights are placed in the handlebars and seat post, and a lock is placed close to the hub.

★ RSV (RUNNING SPORTS VEHICLE)

» *THALLEMER AXEL / DIENSTHUBER DOMINIK / DANZER MARTIN / BACHLMAIR NIMMERVOLL*
» *AUSTRIA*

The 'RSV' walking bike.

RSV is designed for people who love to exercise. The bike is suitable for short and long-distance transport. The seat and handlebars are adjustable so any user will be comfortable while riding.

★ SOMERSET

» *CHEN-WEI CHANG, CHAI-CHI CHANG*
» *TAIWAN*

The Somerset bike.

The concept of the Somerset stems from the shape of a circle. In contrast to most bikes which are composed of tubes that are welded together, the Somerset uses a single curved tube as the frame. The front fork can slide down the frame and the wheels overlapped, turning the bike into a trolley.

★ POWER

» *JUN-JIE WANG*
» *CHINA*

The Power folding bike.

Power is an electrically-assisted folding bike with a novel folding structure that retains a sporty and dynamic appearance. A remarkable feature of the Power is that the assist system can collect and store downhill potential energy as well as extra energy from braking by using a clutch control device. This energy-transformation design reduces production cost and is eco-friendly.

★ ECO-DRIVING KEY POINT

» *JOON-KI PARK / MYOUNG-GWON CHO*
» *SOUTH KOREA*

The Eco-Driving Key Point bike.

Bicycles can display personality and style. The Eco-Driving Key Point Bike makes a bold impression. It is simple and combines features of both urban and off-road bikes so users can freely move around in various environments.

★ PEDAL 2

» *HU-WEI YANG / JADE CHANG*
» *TAIWAN*

The Pedal2 bike.

Designed for urban commuters, the Pedal 2 is collaborative, smart, and fun for short-distance traveling. The side-by-side, height-adjustable seating system is comfortable and allows couples to exercise in an easy and safe way. With extra storage space, it is an eco-friendly option for going shopping; the comfortable style is great for enjoying a relaxing ride with family or friends.

TranzX
POWER SUPPORT TECHNOLOGY

THE DRIVING FORCE

New bottom bracket motor and sensor

TWO IS BETTER THAN ONE. KEEPING YOU AHEAD.

TranzX PST propels drive system performance with the new bottom bracket sensor and the first central motor that can accommodate two chain rings. TranzX PST is the only manufacturer to offer a series of modular electric drive systems featuring three different motor options – front, rear and central.

Experience the TranzX PST versatility and the new bottom bracket technology at the Taipei Cycle Show 2011 by visiting us at the **TranzX booth J-407**.

www.tranzxpst.com

Electric Mobility. Evolved.

-TSD2011d1 MAG_v21.indd 21 10/03/2011 01:38

HOT NEW PRODUCTS ★ 2011

Taya Chain 30M Chain Roll Pack

Taya Chain's 30-meter chain roll pack is an ideal solution for the needs of the workshop. The pack meets chain length demands without waste.

Six different types of chains are available in the 30 meter roll box: the Deca-101 (S/S), the Nove-91 (S/B), the Octo (S/B), the TB-65 (B/B), and the 408H/410H(B/B), meeting demands from one to ten speed transmission systems. The boxes feature eye-catching identification colors to facilitate product recognition.

K0605

720Armour Cross B320-3 Eyewear

K1129

A-Trak, the new 720armour sports eyewear line, was developed to enhance active lifestyles with style and ease.

Each model is equipped with the effortless A-Trak magnetic quick release lens system.

Lenses are magnetically secured to the frame for easy changing. No fuss. Just a quick click and you're done.

Cross, one of four designs in the new series, is the fearless face of the A-Trak collection.

Ciclosport HAC6 Series Watch

For many years the Ciclosport HAC series has ruled the top end of the bicycle computer segment. In 2011 its unique functional diversity is complemented by innovative features such as drink reminder, bike service interval and the calculation of arrival time.

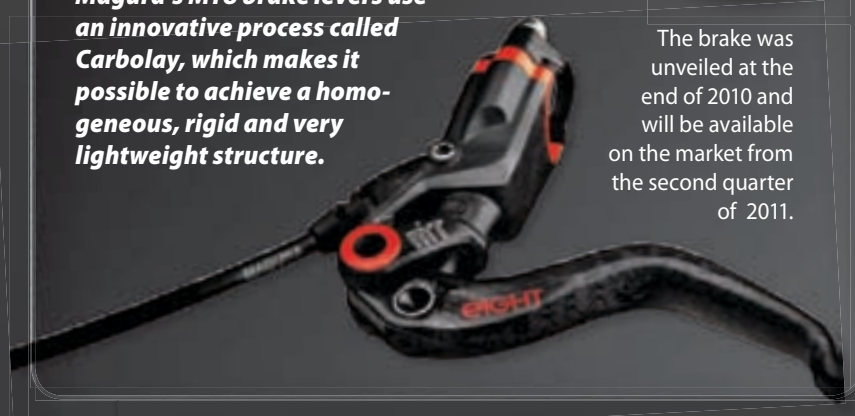
The HAC series devices were the first that could be both mounted on the handlebar or worn on a wrist strap. The HAC 6 combines years of cycling computer engineering and the largest possible display with an ultra compact housing.

S0630

Magura MT8 Brake Levers

N1207

Magura's MT8 brake levers use an innovative process called Carbolay, which makes it possible to achieve a homogeneous, rigid and very lightweight structure.



The brake was unveiled at the end of 2010 and will be available on the market from the second quarter of 2011.

Cratoni Evolution Pedelec Protection Helmet

Cratoni Helmets' new Evolution pedelec helmet sets new standards for head protection.

L1222

The helmet offers an integrated rear light, while all air vents can be covered in case of rain and wind. The Evolution comes with a removable and foldable visor in both tinted and clear versions.

Additional features include 10 air vents and a rain cover. Evolution comes in sizes S/M (53-57cm) and M/L (57-61cm) and weighs 250 grams.

Corima Aero+ MCC and Winium+ MCC Wheels

Developed through market research and a painstaking prototyping process, Corima's award-winning MCC wheels are 100 percent carbon composite.

L0718

The rim is made of UD and taffetas carbon prepreg fibers wrapped on foam. The hub is partly made of prepreg carbon fibers and the spokes are totally made of carbon prepreg fibers. The weight is 980g per pair of Winium+ MCC wheels and 1080g per pair of Aero+ MCC wheels. The thickness of the carbon prepreg ensures accurate weight distribution and a very light rim, providing very =low rotational inertia.

イベントスケジュール

3月16日（水）

9:00 A.M. - 5:00 P.M.
軽電動車輌（LEV）試乗コーナー
南港展示会場運搬用カーゴランプ（4F）

11:00 A.M. - 11:30 A.M.
サイクリング・エクストリーム・パフォーマンス（アウトドア・デモ）
2:00P.M.-2:30 P.M
南港展示会場北口運搬車入口傍

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

10:30 A.M. - 12:30A.M.
第15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

1:00P.M.-4:00 P.M.
2011国際自転車トレンド・フォーラム-第1部：自転車文化促進：第1回緊急会議
南港展示会場402会議室

2:00P.M.-4:00 P.M
軽電動車輌（LEV）ワークショップ

2:00P.M.-4:30 P.M
2011新製品発表会
南港展示会場404会議室

6:30 P.M.
台湾サイクルナイト

3月17日（木）

9:00 A.M. - 5:00 P.M.
軽電動車輌（LEV）試乗コーナー
南港展示会場運搬用カーゴランプ（4F）

9:00 A.M.-6:00P.M.
台北パワー・フォーラム-2011：電動二輪車シンポジウム
南港展示会場401会議室

9:30A.M.-3:30 P.M.
2011国際自転車トレンド・フォーラム-第2部：電動自転車開発の傾向
南港展示会場402会議室

11:00 A.M. - 11:30 A.M.
サイクリング・エクストリーム・パフォーマンス（アウトドア・デモ）
2:00 P.M.-2:30 P.M
南港展示会場北口運搬車入口傍

11:00 A.M.-4:30 P.M.
2011新製品発表会
南港展示会場404会議室

2:00 P.M.-4:20 P.M.
インターネットで輸出簡略化：自転車オンライン輸出市場のビジネスチャンス
南港展示会場404会議室

3月18日（金）

9:00 A.M. - 5:00 P.M.
軽電動車輌（LEV）試乗コーナー
南港展示会場運搬用カーゴランプ（4F）

9:00 A.M.-6:00 P.M.
台北パワー・フォーラム-2011：リチウムイオン電池シンポジウム
南港展示会場401会議室

11:00 A.M. - 11:30 A.M.
サイクリング・エクストリーム・パフォーマンス（アウトドア・デモ）
2:00 P.M.-2:30 P.M.
南港展示会場北口運搬車入口傍

11:00 A.M.-4:30 P.M.
2011新製品発表会
南港展示会場404会議室

3月19日（土）

9:00 A.M. - 12:00（正午）
軽電動車輌（LEV）試乗コーナー
南港展示会場運搬用カーゴランプ（4F）

9:00 A.M.-6:00 P.M. 台北パワー・フォーラム-2011：リチウムイオン電池シンポジウム
南港展示会場401会議室

11:00 A.M. - 11:30 A.M. サイクリング・エクストリーム・パフォーマンス（アウトドア・デモ）
2:00 P.M.-2:30 P.M.
南港展示会場北口運搬車入口傍

11:00 A.M.-12:10 P.M.
2011新製品発表会
南港展示会場404会議室

2:00 P.M.
TAIPEI CYCLE2011閉会記者会見
南港展示会場405 VIP室

2011ツール・ド・台湾
（3月19日-28日）

日本大震災 TAITRAが復旧を祈願

台湾からとても近い日本は3月11日午後東北の沿岸でM8.9の大地震が起こった。10メートルに及ぶ津波が発生し、原子による放射線の被害など、日本東北の岩手、福島、茨城、仙台に大きなダメージを与えた。台湾の人々も深い悲しみを感じており、幸いながら台湾では顕著な被害がなかった。報道によると、すでに1000以上が死亡し、数千人が行方不明になっており、命と財産の損失は計算しがたい。中華民国対外貿易発展協会（TAITRA）は日本の大震災に祈りを捧げ、前向きの力を日本へ送り、被災者が無事救出されるように、被災地が一日でも早く復旧できるようにお祈りする。

日本語

新製品発表会スケジュール

3月16日（水）～3月19日（土）

TWTC南港展示会場404会議室

3月16日（水）

2-2:30 P.M. PACIFIC CYCLES
2:40-3:10 P.M. SKS METALPLAST
3:20-3:50 P.M. TAIWAN VERTEX PRODUCTION CORP.
4-4:30 P.M. WHEELONBIKE CO. LTD.

3月17日（木）

11-11:30 A.M. FREEPARABLE DESIGN CO. LTD
11:40 A.M.-12:10 P.M. QBICLE INC.
2-2:30 P.M. BN'B
2:40-3:10 P.M. FIRST BICYCLE COMPONENTS CO. LTD.
3:20-3:50 P.M. KMC CHAIN IND. CO. LTD.
4-4:30 P.M. ADVANCED MATERIAL SPECIALTY INC.

3月18日（金）

11-11:30 A.M. GWA ENERGY INC.
11:40 A.M.-12:10 P.M. TOYO FRAME TAICHUNG CO. LTD.
2-2:30 P.M. UNIMA PRODUCT CORPORATION
2:40-3:10 P.M. TUNG KENG ENTERPRISE
3:20-3:50 P.M. LIYANG GLOBAL LTD.
4-4:30 P.M. HAKA LTD.

3月19日（土）

11-11:30 A.M. SHAKELAND IND. CO. LTD.
11:40 A.M.-12:10 P.M. NEW GOOSE BERRY ENTEPRISE CO. LTD.

JD、台北ショーでBUGの新ライン発表

ニルス・ニーデルハイド広報担当とFirst Bike

L0408

オリジナルデザインのアルミ製キックスクーターや最近ではTranzX電動車システムの開発を手がけたJDグループが子供用モビリティツールのBug新ラインを打ち出している。

「国際市場での電動車製品の成功を受けて、乗って楽しいモビリティビークルのパイオニアJD Bugが2011年に記念すべき再スタートを切る。12年前に有力ブランドのOEMサププライヤーとして名を馳せたJDがこれからは自社ブランドでの展開を推進していきたい」と語るのはJDのジョージ・パスカル広報担当。

JD Bugの新ラインには、５歳以下の子供用三輪スクーターのCool Carverと３歳児用トレーニングバイクFirst Bikeが含まれる。ニルス・ニーデルハイド広報担当が「遊びながら平衡感覚が養える理想的ツール」というFirst Bikeは、栄えある2011年iF Product Design賞をこのほど受賞している。このほかJD Bugの新モデルにはキックスクーターとサーフボードを合体させたAir Surferとスケートボード、波乗り、スケートの楽しさを一度に満喫できるPower Surferも加えられている。

ドイツ・フランクフルト近郊に拠点を置く欧州オフィスがJD Bug製品の販売とサービスを担当。JDのブースに立ち寄りぜひJD Bugの新モデルを見ていただきたい。

独フォーカスが台北ショーに初出展

ドイツ・ダービーサイクルの高級バイクブランド、フォーカス・バイクス（Focus）が台北ショーに初出展する。「我々の目には、この価値あるショーは業界限定のショーからトレードショーへと動いているように見える」と語るのはダービーサイクルのジョエルグ・アレンツ国際営業部長だ。「国際ブランドの参加が増えているのもそのためで、台北をインポーター、とりわけアジア、オセアニアからの業者との集いの場としたい。彼らにとってこの（台北）ショーは欠かせないイベントになっている」

アレンツ営業部長はさらに「我々にとって未開の市場からのインポーターを迎え入れる場になればとも思っている。Focusのような国際的なプレミアムブランドにとってアジアの市場の多くが魅力を増している。高級車の販売はアジアで伸びているとも聞いている」と期待を込める。

フォーカスでは引き続きプロチームへのスポンサー投資を続けており、2011年のツール・ド・フランスにはロシアのレースチーム、カチューシャ（Katusha）がFocusのバイクで参戦する。Focusブランドは今や世界に浸透しており、販売エリアは40カ国を越えている。台北ショーでは、香港と中国の総代理店を務めるWheelonbikeとともに最新モデルの展示で臨む。

なお、アレンツ国際営業部長はFocusのバイクで1998年と99年のドイツ・チクロクロス選手権に優勝しており、98年から2000年までFocusのMTBチームを率いた経歴の持ち主。2000年にダービーの販売代理店になり、2003年からFocusのプロダクトマネージャーを務め、昨年10月に同ブランドの国際営業部長に就任している。

L0625

ダービーサイクルのジョエルグ・アレンツ国際営業部長

クリーンモービル、台北ショーにカンバック
市場の幅広げる電動車用新システム引っ提げ

N1230

HCDモーターを使用したゴーストの高速ペデレックを整備するクリーンモービルのトーマス・ゼンゲル工場主任

昨年の台北ショーでクリーンモービルは電動自転車用の小型高性能クランクエンジン、HCD（ハーモニック・チェーン・ドライブ）を初出展し話題をまいた。その数ヵ月後のユーロバイクでHCD駆動システムを搭載した初の「高速ペデレック（電動自転車）」がKTM、コラテック、ゴーストなどのブランドからお目見えした。今年はより広汎な市場向けに時速制限25km以下の国々でも適用できる新製品を引っ提げて臨む。

「高速高級ペデレック用の高性能で洗練されたデザインの駆動システムで市場参入するという戦略の成果が出てきた。この結果、2011年第1四半期中にはHCD駆動システムの第1弾モデルが上市される運びだ。よりトレンディーで魅力的で耐久性にも優れるペデレックを求める需要層がかなりあることから年内には時速25kmのカテゴリーまで踏み入れる」とイラ・フランケンバーガー営業部次長は語る。

クリーンモービルは後発組の1社だが、一般ユーザー、運搬、アーバンモビリティー向け電動自転車、電動スクーターをはじめとする軽電動車輌（LEV）用高性能電動駆動システムの開発を手掛ける。電動車が消費者に受け入れられない大きな要因は、製品に幅がないことと、坂道に弱いこと、それとデザインの乏しさにある。同社ではこれに対応して電動駆動システムの効率を最大限の80%まで引き上げるシステムの開発を進めた。新開発の駆動システムは高性能リチウム電池、高性能電動エンジン/ギアボックスセット、エネルギー管理・車両制御ユニットで構成。

同社がドイツでデザインと生産を行い、世界の大手LEVメーカー各社に販売、供給している。

新しい電動自転車用駆動システムに対しては、品質レベルを保持しつつモーターパワーを減らし不要なバッテリーキャパを削減していく。クリーンモービルではまた、消費者向け拡販キャンペーンも開始。HCDシステムの生産に伴い自社のロゴを一新、消費者向けとOEM顧客向けにウエブサイトを立ち上げ販売キャンペーンを実施している。

イラ・フランケンバーガー営業部次長とHCDを搭載したThird ElementsのeSpireバイク

MADE IN GERMANY

KED
BEYOND SAFETY

PROTECTION
MADE IN
GERMANY

SIZE: M (52-58 cm)

GERMAN RECORD

PAGANINI RACE – THE MOST LIGHTWEIGHT HELMET, MADE IN GERMANY.*

*Currently the most lightweight german made helmet with size adjustment system (CE, EN 1078).

VISIT US AT THE TAIPEI CYCLE SHOW:
MEETING ROOM S 630a

WE ARE LOOKING FOR DISTRIBUTORS WORLDWIDE

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WWW.KED-HELMSYSTEME.DE

KED_AZ_Paganini_Group_Taipei_Cycle_245x140mm.indd 1 01.03.11 12:52

ブルーオーシャン・トリロジー

マーク・サンダース

熾烈な販売合戦を止めてノンサイクリストに照準を
これを読んでいる人は恐らく自転車業界に身を置く人か自転車愛用者のいずれかだろう。

そうした観点に立ってこの業界を見る方が簡単だが、ノンサイクリスト（定期的にサイクリングをしない人）の観点から見てみることも必要だ。ノンサイクリスト市場は大方が未開拓で、それだけに自転車業界にとっては最も大きなビジネスチャンスをもたらしてくれる場でもある。業界はスポーツ車やサイクリングの限られた市場でのシェア獲得合戦に明け暮れているーーーさながら小さな海で闘うサメが血で海を赤く染めるように。確かに、こうした市場は利益も上げられ、スポーティングの最新グッズを求める懐の温かいユーザーに高額商品を売りさばく快感も味わえる。しかしそれは同時に、成長に限界を持った市場でもある。これに対してノンサイクリスト用自転車の市場はほぼ無限である。まるで販売の潜在性を秘めた青い大海原のようだ。業界は同じような視点と価値観を持った人たちで動かされる傾向にある。ノンサイクリストの立場に立ってこの業界を眺めてみれば、そこにウエイクアップコール（業界を目覚めさせるもの）が見えてくるかもしれない。

ひとつの例を挙げてみよう。旅行情報誌TimeOutの女性記者が最近続けざまに二つの仕事を割り当てられた。ひとつはコペンハーゲンへの旅行ガイドの更新と、もうひとつはサイクルショーへ出向くことだった。サイクルショーは台北ショーのようなトレードショーだけでなく、自転車の潜在的なエンドユーザー向けローカルショーも含まれた。この女性記者は、これらの仕事の中で自転車に対する見方がいかに大きく変わるかに驚かされた。コペンハーゲンでは自転車は移動手段以外の何物でもなく、自転車愛用者や車に手が届かない人のためのものだけでなく、所得、職業、年齢、性別に関係なくすべての人のためのもの、そして大多数のツーリストのためのものだった。スピードやスポーツのためにデザインされた自転車でなく、スポーツバイク風のスーパーの安物でもない。比較的高額で長持ちするシティバイクの本格派といった感じのものだ。若い人も年配の人も、誰にでも乗りやすく、チェーンの油汚れもなく、タイヤもスマート、複雑なギアなども一切付いていない。これがコペンハーゲンで目にした自転車だった。

自転車販売にとって大きな潜在性

自転車ビジネスを考察する上で、もうひとつ対比の好例を拾ってみよう。それは我々の脚から足、すなわち下半身の使い方である。その使い方は二つのカテゴリーに分類できる。ひとつはランニングでもうひとつはウオーキングだ。二つのうち人口的に見てより普遍的なのがウオーキングであることは明白で、ランニング人口は比率で見ると極めて少ない。しかしながら自転車業界は今まるで「走る業界」といった様子で、マーケットのちっぽけな部分を見つめるのに夢中でそれより遙かに大きな、もっともっと多くのユーザーを対象とするマーケットの存在にほとんど目もくれないでいる。

ビジネスの角度から想像してみよう。熱心なサイクリストやランナーにランニングシューズを販売するのに比べてその国のすべての人を対象とするシューズを販売した場合のその途轍もない潜在需要の大きさを --- そして人口の10%を占めるに過ぎない既存の自転車愛用者むけ自転車と、その国のすべての人を対象とした自転車との潜在需要の大きさの違いを。

2010年に15周年迎えたR&Mと太平洋のBIRDY
ドイツ-台湾サクセスストーリー

すべては1993年に始まった。この年、ドイツ業界の二人の新星、マルクス・ライズとヘイコ・ミューラーがRiese & Muller（略してR&M）を創業しフルサスペンション装備の折りたたみ自転車'Birdy'の最初のプロトタイプを発表。

1年後の1999年のユーロバイクでこのプロトタイプが台湾のハイエンドメーカー、太平洋自行車（Pacific Cycles）の創業者で董事長の林氏（ジョージ・リン）の目に留った。その高度で良くできた折りたたみ機構が放つ訴求力に熱いもの感じた氏はこのプロトタイプモデルを量産するための準備に入る約束をした。それから15年後の2010年にBirdyはデビュー15周年を迎えた。その記念すべき15周年の年に全世界で10万台を販売するという目標ラインを易々とクリアした。アジアはBirdyにとって何よりも大きなマーケットである。Birdy創業の二人と林氏は協力体制の下、量産シリーズの第1弾250台を1995年6月に上市したが、3人ともその後のサクセスストリーを予想だにしなかった。いまはっきり言えることは、　Birdy　が折りたたみ自転車の復活と一般ユーザーへの普及の大きな先駆けとなったことだ。Birdyは折りたたみ自転車の世界に新しく新鮮なデザインをもたらしただけでなく、新しい技術と高い販売価格の領域があることを示した。太平洋の林氏と彼のスタッフチームが当時間違いなくニッチ市場の製品だったBirdyに対して少量高品質生産の体制で臨むためにブレーンストーミングを重ねることから始めることに労をいとわず務めることがなかったらBirdyの今日の成功は生まれてなかっただろう。

Birdyの販売に際しては、ドイツのR&Mが欧州での販売を受け持ち、太平洋がアジアでの販売を担当する取り決めが交わされた。当時はまだ他の市場について考えるゆとりを持てなかった。その後、R&Mが米国での販売を試みたが成功には至らなかった。現在では欧州以外の販売はすべて生産者である太平洋自行車の手に委ねられている。R&Mがその折りたたみ機構を自社ブランドでのみ販売している一方で、太平洋が同機構をアジアおよび他の自転車メーカー（BianchiとPeugeot）にも販売した。

アジアは間違いなくBirdyの第1のマーケット

太平洋自行車にはBirdy生産開始当時の1995～96年の生産台数に関する記録はもはや残っていないが、1997年から2009年（執筆時は2010年数値を集計中）にかけては概算の数字が出されている。それによると、太平洋自行車でのBirdyの生産は9万5479台だった。同社のマックス・ヨー営業部長によると、販売の地区別比率はアジアがトップで全体の76.3%を占め、次いで欧州が21.7%、北米1.2%、その他0.8%の順になっている。なお、全体の生産台数にはBirdyの弟モデルFrogの生産分も含まれている。FrogにはBirdyと同じ技術が裏打ちされている。Birdyの全販売のおよそ20%はFrogに流れているのではないか、とミューラー氏は見ている。Birdyの18吋に対してFrogは12吋というコンパクトサイズで市販されている。

上記の数字が示すとおり、Birdyにとってアジアが最も大きな市場である。日本をはじめとするアジアの国々には、「メイド・イン・ジャーマニー」の技術に裏付けられ、しかもユーザーニーズを的確に捉えたアーバンモビリティーとしての折りたたみ自転車が太平洋自行車の手で量産されていることを高く評価する　Birdyシンパ　なるものが存在する。Birdyの日本の輸入元、ミズタニ自転車（日本では商標権の関係で　BD-1　の名で販売）では、最も高額な部類に入るチタンフレームモデルまで取り扱っている。チタンモデルはアジアだけの販売に限定されている。「日本は依然としてBirdyの最大のマーケットで、これに続くのが台湾と香港を含む中国」（ヨー営業部長）という。

Birdy製品の最新情報については、太平洋自行車のブースが要望に応じてくれる。林董事長と彼のスタッフチームがBirdy、Frogをはじめとする「特級の台湾製」ハイエンド・ニッチ製品のすべてにわたって詳しく説明してくれるはずだ。■JB

ボッシュが台北ショーデビュー
電動車用キット搭載モデルいよいよ店頭へ

9月のユーロバイクで初の電動自転車用キットを出展し電動車市場に参入したドイツの有力自動車メーカー、ボッシュ（Bosch）が台北ショーでもデビューを果たす。ボッシュの電気系統パワートレインシステム主席副社長で、電動自転車市場参入の立役者であるレイナー・ジェスケ氏に新製品のシステム、自転車市場へかける期待を聞いてみた。

TSD：2年ほど前にキャノンデールとの間で電動自転車プロジェクトをスタートさせたが、ユーロバイクではキャノンデールのほかに貴社の電動車キットを展示しているところが数社あった。このキットは始めから他社にもオープンにすることになっていたのか？
レイナー・ジェスケ：「そうだ。2月の生産開始からわが社のキットの市場投入に際しては大手各社と協力していくという目標があった。開発ではキャノンデールとの間に大変有益なパートナーシップが持てた。両社とも電動自転車用システムの全体をいかにして最も効果的に活用するかで多くのことを学べた。完璧に仕上がった各社の新モデルをぜひ見てほしい」

TSD：初年度の2011年は何社、何ブランドで採用されているのか？
ジェスケ：「13メーカーの16ブランドである」

TSD：最初に話を持っていった時の各社の反応はどうだったか？
ジェスケ：「ボッシュの名は自動車と消費者製品でその品質や革新性が広く知られていることもあり極めて前向きな言葉をいただいた。幅広い電動車輌を供給する担い手として、また環境保全にも深く取り組む企業として、さらにソーラーパワーへの積極的な取り組みなどでも知られており、わが社の電動自転車市場への参入に対しても上々の反応が得られた」

TSD：ユーロバイクでの国際デビュー後、製品を搭載テストしたメーカーの一部に批判が出た。ノイズ（耳障りな音）とバイブレーション（振動）だと聞いているが、この問題は解消できたのか？
ジェスケ：「ユーロバイクではプロトタイプでの出品だったことは十分承知のことで、あの段階では我々のモーターコントロール・ソフトウエアの最新バージョンを着けたものを用意できてなった。そのため若干の振動とともにノイズも生じた。ここ4カ月の間に効率性をさらに高めることでシステムの大幅な改善が果たされている」

バッテリーパック、HMI（ヒューマン・マシン・インターフェイス）ディスプレイ、駆動ユニット、充電器で構成されるボッシュの電動自転車用キットはフランスで生産されている。

TSD：内装ギアハブとの互換性についても取り沙汰されていたが、この問題はどうか？
ジェスケ：「その問題の解決は、わが社の駆動システムとギアハブとの互換性をソフトウエアを通していかに最大限高めるかにあった。いまは完璧に作動する。同時に、ギアハブのメーカーに対してもわが社の駆動システムとの互換性を持つ製品を造ってもらうよう要請を出すことも必要だった。

TSD：そうした改良のほかに、ユーロバイクのプロトタイプのものから、あるいはフランス工場で生産を始めたモデルからどこか変更が加えられたところはあるか？
ジェスケ：「いかにも。ユーロバイクでの試乗を念入りに観察してより使いやすさくハンドリングし易いよう改良した。オプションでバッテリーパックとラックタイプのバッテリーも用意した。充電器もコンパクトで音の静かなものに変わっている」

TSD：顧客への最初の出荷はいつからか？それとボッシュのキットを搭載した電動自転車がユーザーのもとに届くのはいつ頃になる見込みか？
ジェスケ：「顧客への第1弾出荷は日程どおり2月中旬で、ボッシュシステム搭載電動車が販売店の店頭に並ぶのは2月末になるだろう」

TSD：今年は台北ショーでも記念すべきデビューを果たすが、台北ショーへの出展を決めた最大の理由は何か？
ジェスケ：「ショーは顧客との関係強化を図る上で欠かせないものだ。このため台北ショーでも商談室を設けた。マーケットシェア20%以上を確保するため、世界的にもボッシュに相応しいブランドと連携して市場ベースを拡大していきたいと考えている」

レイナー・ジェスケ氏（左）とボッシュ・フランス自動車エレクトロニクスのクリストフ・バレ工場長。手にしているのが同社モンデヴィレ工場産の電動自転車用駆動システムの第1弾生産モデル。

TSD：電動スクーターの方の現況はどうか？ 電動スクーター用キットを供給できる段階にあるのか、あるいはまだその作業の途上なのか？
ジェスケ：「中国はボリュームの面で極めて魅力ある市場なので、中国の電動スクーターメーカーとの共同で、上海にほど近い当社蘇州工場で中国国内向け生産の準備を進めているところだ。年内には電動スクーター専用コンポの生産に入れるだろう」

TSD：ハイエンドの欧州産電動自転車用コンポはまず欧州と米国市場向けに特化、一方で電動スクーター用コンポは中国に照準を置いている。このあたりのアプローチの違いはどこから来ているのか？
ジェスケ：「論理的ステップを踏んだ結果である。現在中国市場で主力となっているものは欧州のそれとはまったく違う。従ってモビリティコンセプトもテクニカル・ソリューション（技術的解決法）も大きく異なってくる。ただ、私が観るところ、電動スクーターにおける将来的革新はすでに中国で進行しており、時を置かずに他の国々、恐らく欧州へも波及していくだろう。同じ店先に電動自転車と電動スクーターが並んでいる姿が見られるのもそう遠くはないだろう。こうした状況を見据えつつ将来、電動モビリティーのためのソリューションを総合的に供給できるよう準備を整えているところだ」

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グリーンバイク・モビリティーで台湾に自転車観光ブーム

ジャイアントはサイクリスト用旅行代理店、Giant Adventure Co.を新設。サイクリングを楽しむ人達に劉金標氏が2007年に完走したあの古典的900kmサイクリングツアーを味わえる企画を用意している。 写真提供：Giant Adventure

台北ショーの国際ビジターの多くは空港から真っすぐホテルに向かい、それからショー会場へ直行というのが常だろう。あるいは滞在中に工場のひとつかニつに足を運ぶ時間を持てるかもしれない。しかしすぐにまた空港に戻りロングフライトの帰路につく。次に来る時はもっと台湾を観る計画を立てるべきだ。台湾はアジアの観光スポットとしての役割を拡大していることもあり、この島国を自転車で巡る観光がひとつのブームを呼んでいる。

米国・サンフランシスコの台北経済文化局発行のニュースレター、Taiwan Insightsによると、台湾の観光は二桁の伸びを見せている。例えば2009年に台湾を訪れた海外旅行者はおよそ440万人で、前年から14.3%増えている。中国からの旅行者が1位で、これは中国との国交改善で旅行に対する制限が和らげられたことが追い風となっている。2009年は200万人を超す中国人が台湾を訪れ、この国に20億ドルを超える観光収入をもたらした。「台湾では工業も農業も斜陽化しているだけに歓迎すべき財源である」とニュースレターは報じている。一部では、台湾は中国の新興富裕層の行楽の地との見方もなされている。中国人観光者の波はこの先さらに膨らむものと期待されており、台湾政府は今年6月までに中国人観光客の枠を1日4000人に増やす計画だ。2008年7月に中国からの観光受け入れの制限が解除されて以来、1日当たりの訪台者数が着実に伸びており、2009年が1661人、2010年は上半期までで3440人となっている。

観光発展を受けて台湾では、「グリーンモビリティー」の普及に一段と力が入ってきている。政府後援の観光キャンペーン「Let s Bike Taiwan」（自転車で台湾を走ろう）は観光客も台湾の人達も供に風光明媚な台湾を自転車で楽しめる企画である。先ごろ開催された「Let s Bike Taiwan」には香港、日本、韓国、マレーシア、それに若干名ながら西欧からの人達も加え500人の参加を集めた。

ジャイアントの創業者、劉金標氏は2007年に自転車による台湾一周の旅を果たし、「台湾一周サイクリング」の振興に大きな役割を演じた。70代にしてなお壮健で、メディアの注目を一身に集め、中国さらにオランダでのサイクリングツアーをも実施した。ジャイアントが海外拠点のトップを集結させて今年行ったFormosa Tour 900は8日間で900kmを走破する台湾自転車の旅だが、これも劉氏の長距離サイクルツアーに触発されて生まれたイベントと言っていい。

台湾の二大自転車メーカー、ジャイアントと美利達（Merida）は、世界各国、とりわけアジアでのサイクリング需要の拡大と相俟って台湾でも自転車観光ブームが盛り上がっていることからその恩恵を一身に受け、目下ホクホクの状況にある。両社の各工場はキャパー杯の操業で生産拡大に向けた投資を急いでいる。ジャイアントは中国・昆山の自転車工業区にある新工場に3600万ドルを投資。同社9番目の生産拠点となる昆山新工場は電動自転車とカーボンフレームの生産に特化し、今年第3四半期から生産を開始する予定で、2年以内に年産100万台～150万台にもっていく計画だ。

一方、美利達は台湾本社と中国の2工場の生産キャパ拡大に向けて800万ドルを投資しており、4月には拡張工事が完了する見込みである。

ジャイアントは国内の管理職全員に同社羅祥安総経理との1月のFormosa 900ツアーに参加するよう要請した。
写真提供：Giant

K0405

喬紳SMART HUB—想像を絶するテクノロジー製品

カチッ、カチッ、耳に刺さるハブの音。滑走する速度が速くなるにつれ、この音は美しい音色となり、自転車乗りにとってのオルゴールである。ところがご存知でしょうか。このラチェットの音は自転車が滑走する時の重荷となっている。スムーズに滑走できるハブとは：「無声は有声に勝る」無音こそ伝動効率を最大にできる。

喬紳がハブを静かにした。

「喬紳は伝統のラチェット爪を閉塞式にして、駆動の時だけラチェット爪は外に広がり、ハブ本体の伝動を起こす。滑走時など空回りしている時にラチェット爪は自動的に閉塞し、これによりラチェットの音と摩擦力をコントロールでき、リムのハブに絶好の回転性能をもたらす。これを我々は常閉型ラチェット駆動システム(Close Drive System)と名付けている。」と語る董事長の陳青樹氏。

喬紳は1999年からハブの研究に取り組み、当時董事長の陳青樹氏は品質が低劣な製品は必ず中国マーケットに略奪され、ハイクオリティーの製品を開発するこそが正しい道と先読みをした。　トップクラスの製品を開発し、大きい成果をもたらす。　というのは自転車業界ではよく耳にする座右の銘。口にするのは簡単だが実行するのは難しい。特にこの小さなハブを極めるにはただならぬ努力が必要となる。

さらに、喬紳董事長陳青樹氏はこのように述べた。「Smart Hub（常閉型ラチェット駆動システムを搭載したハブ)が開発される前に、小さい部品ではあるがハブには無限の可能性があると気付いた。三年を超える研究を重ね、そして二年に及ぶ厳しいテストを経て、ついに喬紳の常閉型駆動システムが開発された。Smart Hubを試乗した喬紳の開発チームは、この言葉にできない体験により　Smart Hubは少なくてもハブの精髄を５年も早めた　と確信した。さらにSmart Hubはほぼ完璧のハブであるとも思います。」

Smart Hubは色々な車種に適している：ロードバイク、マウンテンバイクは坂を降りるときにもっと速く、遠く滑走することができ、折畳み式自転車はもっと便利に進むことができ、BMXは限界に挑み、もっとクレイジーな動きができる。ほとんどの車種はSmart Hubに適用する。さらにSmart Hubは将来、BMXと折畳み式自転車のハイエンド車種のスタンダードパーツになると陳氏は予想している。

2011年台北サイクルショーで喬紳のブースではSmart Hubが展示されるほか、現場では３台の自転車を用意し、それぞれ喬紳のSmart Hubと有名メーカーのハブを搭載させる。喬紳のSmart Hubは本当にそんなに不思議なのか？滑走時の回転効率は本当に他の製品より三倍も優れているのか？ぜひ幸運のタイヤを自らの手で回してみてください。

喬紳ハブ董事長の陳青樹氏。SmartHubは同業者より少なくとも５年以上リードしていると語った。

喬紳は　常閉型ラチェット駆動システム　が搭載された色々なハブを出している。

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別再廝殺於頂尖市場，該重視的是那些不騎車的族群
會看這篇文章的人，90%以上是專業或是熱衷於單車的人士

身為單車從業人員，我們很容易用專業的角度來看事情，但我們該試著從不騎車人的視野來看整個產業。非單車族群的市場意謂著尚未開發的處女地，深藏了豐富的商機。長久以來，單車市場將銷售主力集中在運動及高階產品，但其實這個市場相當小－就像鯊魚群在有限的水域獵食求生－被獵物噴出的鮮血染紅了海水。沒錯，頂尖族群是有利可圖的“紅海”市場，這群消費者掌握高額預算，找尋著最新、最炫的產品；但這個市場的成長空間非常有限－廠商為了搶攻市佔率不惜互相搏命廝殺。換另一個角度，那些不騎車族群的市場幾乎是無限的－就像一片無邊無際的“藍海”，蘊藏著無限的潛在商機。

全球專業的車界人士，往往擁有相似的觀點及價值觀。那不騎車的人是怎麼看世界的呢？車界該注意以下的例子。

有一回，TimeOut旅遊指南的記者到外地採訪二項任務。第一項為更新哥本哈根的旅遊指南，第二項則是參訪當地自行車展。這名記者所到的這個秀展並不像2011年台北車展是個國際商展，這大概是國內展的等級－針對國內單車族群。

這名女記者非常驚訝的發現，看單車的角度竟然可以如此多元。在哥本哈根的單車僅是作為每日通勤運輸，並非設計給專業的運動族群，或是給負擔不起汽車的人使用；這單車幾乎適用於男女老少、貧富貴賤等各階層。這些單車不是針對競速或運動設計，但也不是價格低廉的大賣場車。這些車價格昂貴、非常耐用，擁有舒適的騎乘角度。這是適合男女老少的單車，這些車沒有又髒又黑的鏈條、細細的輪胎、複雜的變速系統。騎這車也不用穿上專業的車衣－而是根據到達目的地的需求來選擇服飾。騎這種車不是高強度的競賽，所以也不會流汗－所耗費的體力跟步行差不多，但是速度及移動距離卻比步行快了3、4倍。

這名記者也發現，自行車展(成車及零配件)的目標族群是如此的小，僅僅聚焦在運動及男性市場。基本上，單車業者只對於懂車的人有興趣！至於像這名記者及90%以上不懂車、不玩車的族群，廠商則顯得興趣缺缺。對於不懂車的族群來說，他們在車展上看到的單車都長的同一副模樣。

在車界工作的朋友，可以在車架設計、幾何、重量、手把、角度、零件、避震器等細節，看到頗具巧思的創新－但這名女記者可是霧裡看花－她覺得這些所謂的創新產品完全不會讓她心動，畢竟她要的只是一輛代步車。

也許展場中會夾雜著幾台“生活車款”，但往往這些車都是躲在那些“創新車款”之後。廠商們對於展示生活車款相當意興闌珊－“怎麼會有人想買這種騎得不快、效率不高的車種”，“這新款可是比去年更輕了200公克”；還有人在騎“27速以下”的車嗎？－諸如此類專業術語，不勝枚舉－舒適的騎乘角度！這甚麼東西，“這表示不考量到空氣阻力”。這些都是所謂專業的自行車從業人員會說的話，這名記者只逛了20分鐘，覺得她跟車展格格不入，這裡男性主義太強了。

上述這台記者(安娜)的例子只是冰山一角，如果單車從業人員想知道不騎車人的想法，建議你到百貨公司的化妝品專櫃。在那裡你將會體驗到跟安娜在車展中所感受到的：琳瑯滿目的瓶瓶罐罐，看起來都是一副模子刻出來的。現在，換你幫心愛的另一半，挑個“胭紅”或是“粉底”，“睫毛膏”或是“眼線”？這活脫像是個不可能的任務！但這就是不騎車的人看到專業單車時的反應。

中文

座管的重要性

另外一個很好用來比喻自行車的方法，想想看我們是怎麼將手、腳動起來，這可分為兩個基本面：

1. 跑步－偶爾進行的專項活動－如運動、追求速度、休閒、健身。
2. 步行－每天極為普及的活動－交通、購物、工作、休閒、旅行、外出找朋友或當個獨行俠。

從事這兩種活動的族群，明顯得知，步行是一種幾乎適用於全人類的普遍活動；相較之下，跑步的族群則是相當的小。然而，目前的單車市場就像是“跑步工業”(1)－將主力市場聚焦在少量的“跑者”族群，反而忽視了更大的潛在市場。

以商業的角度來看－試想你是要賣人人每天都用得到的“鞋子”，還是專賣“慢跑鞋”給專業族群。一個是100%族群都可以使用；另外則是10%的狂熱族群市場。

日本大震 外貿協會祈願早日重建

與台灣近在咫尺的日本，3月11日下午於日本東北海岸發生芮氏規模8.9的世紀強震，引發10公尺高的大海嘯，加上核污染等災害威脅重創日本東北岩手、宮城、福島、茨城、仙台等縣市；台灣人民深感哀傷，所幸此天災未波及台灣。這場天災據媒體報導已超過一千人罹難，還有上千人下落不明，造成的人命與財產損失難以估計。中華民國對外貿易發展協會(TAITRA)為日本震痛祈福，讓正面的力量照向日本，化幽暗為光明，祈願災民即時脫困，早日重建家園。

CLEAN MOBILE 重回台北展 以電動助力系統著眼寬廣市場

N1230

在去年台北展中，Clean Mobile AG以一款運用於電動自行車的輕量、有效率的曲柄動力系統，初試啼聲即受到轟動注目；而第一款以HCD (Harmonic Chain Drive)為基礎的快速助力系統 ，於歐洲展後數個月已經出現在一些品牌如KTM、Corratec以及Ghost的車款上。

今年台北展這家來自德國的公司，將介紹第一項運用於電動自行車的廣泛領域，這系統具有速限控制於時速 25 km/h的功能。行銷部行政助理 Ira Frankenberger 表示：「我們以高效能、良好設計的傳動方式，做為我們進入市場的策略，而快速、獨特的助力系統已獲得肯定。」「以成果來看，第一套HCD傳動組，會在2011年第一季發表，以傳達產品特點包括流行性、吸引力、助力系統的耐用度，我們在2011年底之前也會推出符合速限25 km/h要求的產品。」

Clean Mobile的 Ira Frankenberger 與裝上 HCD系統的Third Element. “eSpire” 車款。

Clean Mobile的工作室監督 Thomas Zengerle，調教使用了HCD系統的Ghost電動助力車。

這家年輕的公司研發出提供輕電動車輛(LEVs)使用的高效率電動傳動系統，包括電動車、電動機車，並運用於消費者、運輸、及城市移動的各種方案。

目前消費者接受電動車輛最大的障礙在於：使用侷限、爬坡效能低以及設計不良，Clean Mobile 的新設計傳達於突破了這些重點 ，新的傳動系統將能有效運用電力動能達到80%，其中包括使用了智能鋰電池、高效率馬達結合變速系統與良好的電能管理系統。由德國Clean Mobile公司設計製造，這套系統已經出售給許多知名的輕電動車輛(LEVs)品牌。

以新的電動車傳動組設計，Clean Mobile將降低馬達輸出功率，並減少不需要的電池空間，Clean Mobile也開始了市場行銷活動，以刺激現有的消費者客戶。新量產版的 HCD系統，Clean Mobile也公布了新的公司形象LOGO，並且針對一般消費者及代工市場，發佈網路及市場行銷活動。■JB

太平洋自行車博物館

太平洋自行車(Pacific Cycles)自從九〇年代以來，由太平洋自行車董事長林正義率領工作團隊，開發別出生面的創新產品，享譽全球。2010年太平洋自行車在桃園成立自行車博物館，吸引成千上萬的遊客蜂擁而至。

太平洋自行車行銷經理葉斯偉表示：“當時桃園市市長建議我們將經典的自行車收藏於自行車博物館。”太平洋自行車擁有許多自行車品牌，在產品的開發過程中，夾雜著成功與失敗，我們在展館中重現這些真實的研發歷程，並不只是陳列經典款式。葉斯偉說道：“歷久彌新的單車並不多，失敗的設計佔了大多數，好的設計可真是一勝九敗、得來不易。”自從2010年夏季開館以來，至少有三千名遊客前來參觀。

太平洋在2009年擴增廠房。新廠引進紅外線催化烤爐技術(catalytic infrared oven technology)；舊廠則沿續熱處理、研發設計、車架焊接等。嶄新的紅外線催化技術可以大幅減少製程時間，從原本的25分鐘縮短到7分鐘，更減少使用30%的燃料。此科技是採用美國羅德島的Vulcan Catalytic系統。太平洋是自行車業界中率先使用該科技，林正義將此製程技術引進亞洲，提供該項技術服務，“銷售這技術比我們自行車事業還做得大”，林正義興奮的說。

林正義董事長引以為傲的Reach精實車。這部Reach可是有著輝煌的歷史，一位學生騎著這部車完成西藏壯遊。騎Reach的感覺跟全尺寸的公路車很類似，但還是有很多人懷疑小徑車的性能，特別是美國。

Birdy：折疊車的創新傳奇

德商Riese und Muller(R&M)是由兩名從著名工業大學Darmstadt University畢業的年輕人李斯(Markus Riese)及穆勒(Heiko Muller)所創立的。早在1992年時，李斯及穆勒就想要研發一台具高性能的折疊車，第一台原型車就在穆勒家中的車庫完成的。Birdy的創意使得 R&M得到1993年的Hessian Innovation Prize，在獲得這項肯定後，R&M在1994的IFMA展及Eurobike展中展出了Birdy並獲得不錯的反應。然而R&M仍無法將Birdy量產化，因為銀行不願提供資金在如此新又尚未成熟的產品上，況且當時全歐洲也找不到願意生產Birdy 的廠商。太平洋自行車林正義董事長慧眼獨具，相當看好Birdy的設計，將Birdy投入量產。2010年，超過10萬輛Birdy銷往世界各地。

太平洋自行車是自行車產業中率先使用紅外線催化烤爐技術(catalytic infrared oven technology)，此技術比起傳統烤可縮短製程時間，減少能源使用，進而達到更經濟的生產模式。圖為林正義董事長與Vulcan catalytic烤爐。

“Birdy”的推出讓折疊車市場東山再起，炒熱小折話題。其他高階小折品牌如Brompton、Moulton等也都受惠於這波熱潮，銷售成績大幅成長。

現今，Birdy的全球營運的狀況如下：由李斯及穆勒負責歐洲銷售，太平洋自行車則負責其他國家的銷售。太平洋自行車公司每年生產將近十萬輛Birdy。四分之三的Birdy及12吋Frog的銷售都集中在亞洲，五分之一在歐洲。Birdy銷售排行榜前三名分別是：日本、台灣、中國。現在更有電動版的E-Birdy，搭配BionX E-bike電動套件。

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Cratoni Evolution電動車安全帽提供完整的頭部保護。整合式尾燈設計，設計有防雨(風)套以因應刮風下雨。最特別的是，Evolution安全帽設計有可拆、可折疊的帽簷，多達10個通風口並附贈防雨套。共有二種尺寸：S/M (53-57cm)、M/L (57-61cm)，重量為250克。

L1222

Ciclosport HAC 6 頂級車錶

Ciclosport HAC車錶系列以頂尖功能聞名車界，是專業車隊的選擇。2011年HAC 6新增了更貼心的功能：如補給提示、維修提醒以及預估到達時間等。HAC車錶系列是首創能“戴”在腕上的車錶。HAC 6累積多年的精湛研發技術後，今年所推出的款式將具有大螢幕以及更方便拆裝的固定裝置。

S630

L0625

FOCUS BIKES 在台北自行車展產生新焦點

來自德國Derby自行車的頂尖品牌 Focus ，此次在台北國際自行車展中以參展廠商身份首次亮相。

「以我們的看法，非常具有參展價值的台北國際自行車展，已經漸漸由產業展轉型為商業展。」 Derby自行車的國際業務總監Joerg Arenz如此說道，「這也是為何越來越多的國際品牌在此亮相，我們都想在此與我們的代理商碰面，特別是亞洲及大洋洲，對他們來說這個展覽十分必要。」

Arenz又提到：「此外，我們希望利用展覽機會，針對尚未切入的市場，與有興趣的代理商見面討論，對於國際頂尖品牌如Focus，在許多亞洲新市場很具吸引力。我們過去在亞洲高級車市場有很好的成長表現。」

Focus是由前公路越野賽世界冠軍Mike Kluge於1992年創辦。目前由Derby自行車重金投資，特別是於2009年Focus贊助德國Milram職業車隊進軍環法賽，成為旗下頂尖的國際品牌。同年也由Derby自行車成立了 Focus USA的子公司。

Focus持續進軍高階職業車隊贊助，2011年環法賽將由俄羅斯頂尖職業隊 Katusha車隊，踩踏Focus進軍環法賽，現今 Focus品牌已經具有國際知名度，行銷超過40個國家。Focus以及香港及中國區代理商Wheelonbike公司，將在台北國際自行車展，展出最新的Focus車款。■JB

Joerg Arenz, Derby自行車國際業務總監。

從海上跨足陸地的力爭上游 720ARMOUR

K1129

2011年720armour新推出的A-Trak系列，Cross以大膽粗獷風格融入運動。

以衝浪運動風鏡聞名，在澳洲出生的720armour(後稱720)品牌，藉由台灣研發團隊的結晶，成功將720的活躍版圖從水上擴張到陸上。720於2003年進軍台灣市場，素以衝浪風鏡聞名的品牌會在台灣成功嗎？台灣四面環海，但從事戶外水上運動的人口有限，該如何在台灣開創市場。720市場分析後，投入單車運動風鏡開發，隨後因單車熱潮而打響名聲，720因此成為亞洲區知名的風鏡品牌，720副總經理許美惠表示。

“澳洲成長，台灣長大，開創新局進軍全球的產業故事”

打穩亞洲根基，720挑戰全球市場。720在2008年贊助法國的頂尖爭先賽車手凱文(Kevin Sireau)，凱文是目前200公尺計時賽的世界紀錄保持人。目前720的前三名銷售國家為英國、台灣、韓國，正積極尋求全球經銷商，讓720風鏡“被看”到世界各個角落。

高階的運動眼鏡大多具備換鏡片的特點，但是有很多消費者因為擔心安裝不當、刮傷等不當操作而不敢更換，換片因此成為華麗卻不實用的功能，許美惠這麼說。720於2011年推出專利的"A-Trak"飛磁換片科技，運用隱匿式磁吸換片構造，使鏡片拆換定位變得容易有趣且不易走位。利用強大的磁力讓更換鏡片在兩秒之內完成，完全不需要技術或蠻力。■張世昌

一加一大於二的新概念 2011年 桂盟不只做鏈條

鏈條不起眼，所以性能要更亮眼”，全世界鏈條最大供應商桂盟鏈條(KMC)副總經理吳幸娟這麼說。KMC連續3年贏得德國iF設計大賞，更別說在國際單車展上屢獲大獎肯定，桂盟鏈條總是有創意在最容易忽略的零件上再次創新。桂盟吳副總這麼比喻鏈條的地位，“桂盟鏈條就像是名牌服飾上的拉鏈，重要卻不是重點”。

在桂盟鏈條服務將近14年的吳幸娟，於2010年在碩大的中國踩踏著雙輪，完成由上海到北京長達1,500公里單車壯遊，擁有4年車齡的吳幸娟，週末假日最喜歡到台南安平、鹿耳門等騎車。

桂盟鏈條非常關注於國際單車賽事，在贊助公路車、登山車隊獲得良好成績後，2011年桂盟贊助環法職業車隊，透過贊助頂尖的車隊，選手能在嚴苛的賽事中發現問題，在與選手的溝通回饋中，讓桂盟鏈條的性能更上一層樓。“沒有最好的鏈條，只有更好的設計”，桂盟吳副總這麼說。

更具效率的動力傳輸是2011年桂盟鏈條的新突破，即將推出的Hybrid Toothed Chain and Sprockets不只是鏈條，而是連同飛輪一同販售的新組合，鏈條與飛輪之間因此能達到最佳的傳動效率，所以2011年的新鏈條是專為分秒必爭的計時賽所設計，如果使用在公路賽也會有更佳的傳動效率。

除了優良的產品，桂盟更以粉紅色系開發PinkLady鏈條，讓長期以男性為主的單車運動，增添了撫媚動人的元素，桂盟鏈條更將鏈條部份所得捐贈給乳癌基金會。吳幸娟這麼說“過去幾年，女性單車運動人口的成長相當迅速，這是因為男性騎車時大多孤軍奮戰，而女性騎車會呼朋引伴”。■張世昌

JD的新困擾？快前往攤位一探究竟!

J0408

以改良製造鋁合金滑板車而聞名的JD(久鼎金屬實業股份有限公司)，除了最近發表的TranzX e-bike系統，此次也重新發表了JD Bug產品線，這是一項為兒童設計的學習系列車款。

「繼成功發表e-bike產品到國際市場，充滿趣味的童車JD Bug系列將歡慶2011年的重生」JD的發言人George Pascal說道：「12年前JD最知名的項目是為其他頂尖品牌代工產品，如今我們開始行銷自有品牌。」

新的JD Bug產品線包括了Carver，這款專為五歲以下兒童設計的三輪滑板車，另一款First Bike則是一款為三歲兒童設計的學習騎乘車款。

「這是一款最佳的而有趣的學習車款，讓兒童學習到平衡感。」發言人Nils Niederheide說道。

這款First Bike最近贏得極具聲望的德國iF產品設計獎。■JB

JD Bug First Bike贏得德國 iF產品設計獎。
Photo: Jo Beckendorff

IBDC-第15屆全球自行車設計比賽特別報導

IBDC全球自行車設計比賽15年悠久歷史，孕育自行車原創設計，共計86國上萬件優秀創意曾於此角逐競賽，不斷引發出國際流行趨勢，更活化自行車產品新生命。全球自行車設計比賽的願景就是藉由此比賽孕育出有潛力，有創造力的設計師。

綜觀今年的作品，因應全球節能減碳的需求，設計師們窺探出綠色交通的重要性，除了能輕便搭配公共運輸工具的折疊自行車以外還有許多作品加入各式傳動的功能，更有部分作品已逐漸轉向多樣化功能性訴求之複合式代步新型載具，自行車已不再是一般印象中的交通工具，而是透過設計師們的巧思與創意，它可以為人們的生活增添許多意想不到的趣味性與實用性！

在2010年12月7日本年度決選評審團是由丹麥、德國以及四位國內知名人士共同組成。經過不斷的討論，終於決定了各項得獎名次！

★ BIHANDY

國藉：台灣

設計者：陳錡穀／蔡絜名／游元良

功能說明：Bihandy是一台便利而實用的自行車。它可以輕易地轉換成拖車，固定於另一台Bihandy車後，或是分開讓兩人騎乘。手提箱可以收納個人隨身物品，也可以輕易地取下隨身帶走。接駁與置物的概念適合潛在的機車族群，減少一般人短距外出過度依賴機車。

★ ARIA

國藉：義大利

設計者：Marco Mainardi

功能說明：「ARIA」是一台新款酷炫的公路車，結合鎂合金與碳纖材質的車架設計，除了增強強度也兼具彈性與輕量的優點。創新結構與內建車把設計，可讓使用者行進間輕鬆保持正確的騎姿。為了讓整車更具舒適性與省力坐墊與曲柄也採用碳纖材質設計。

★ GULUXUAN2010

國藉：中國

設計者：謝松壽

功能說明：GULUXUAN2010是一款專為城市人群代步設計的電動折疊自行車；創新的機構折疊設計，讓它僅通過兩個主要動作即可完成折疊。折疊後的GULUXUAN2010可以作為手推車攜帶物品。完全折疊後體積變小，易於收納。

★ PEDAL SQUARED

國藉：台灣

設計者：楊礎維／張楚忱

功能說明：Pedal 2是讓兩個人能輕鬆互動、共享騎車樂趣的雙人腳踏車。並排坐椅的設計較傳統協力車更穩定易操控，可調整的結構也讓騎乘更舒適。為鼓勵節能減炭，Pedal 2設計了足夠的置物空間，倡導以腳踏車取代小型車或摩托車成為短程購物或出遊的交通工具。

★ ECO-DRIVING KEY POINT

國藉：韓國

設計者：Joon-Ki Park／Myoung-Gwon Cho

功能說明：個人所使用的交通工具通常可以反映使用者的個性氣度，Eco-Driving Key Point Bike的外型設計帶給人強烈存在感且豪邁的印象。卻是一台簡單而實用的城市車，兼具越野性能的設計，讓使用者可以隨心所欲地騎乘於各種不同環境的城市中。

★ HYBRID GOLF

國藉：香港

設計者：何業成

功能說明：Hybrid Golf是一台集混合概念及混合動力的折疊自行車。前端的空間主要用於運載高爾夫球袋或較大件的行李。透過簡單的變形，便可以成為高爾夫球手推車，並提供使用者在不同的環境場地下選擇適合的動力模式以發揮車子的最佳效能。設計既安全又時尚，同樣地適用於作日常通勤或短程交通使用。

★ IPTEROMYINI

國藉：中國

設計者：陳巍／王凱

功能說明：iPteromyini是將自行車模組化的設計，通過簡單可靠的調整方式(更換輪胎和調整車身長度)使其轉換成不同類型的自行車，滿足使用者在不同環境下對於自行車的基本功能需求。另外，可分解的車體設計，在存放時也更為節省空間。

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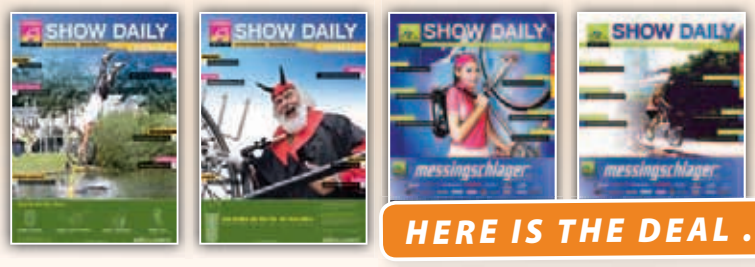

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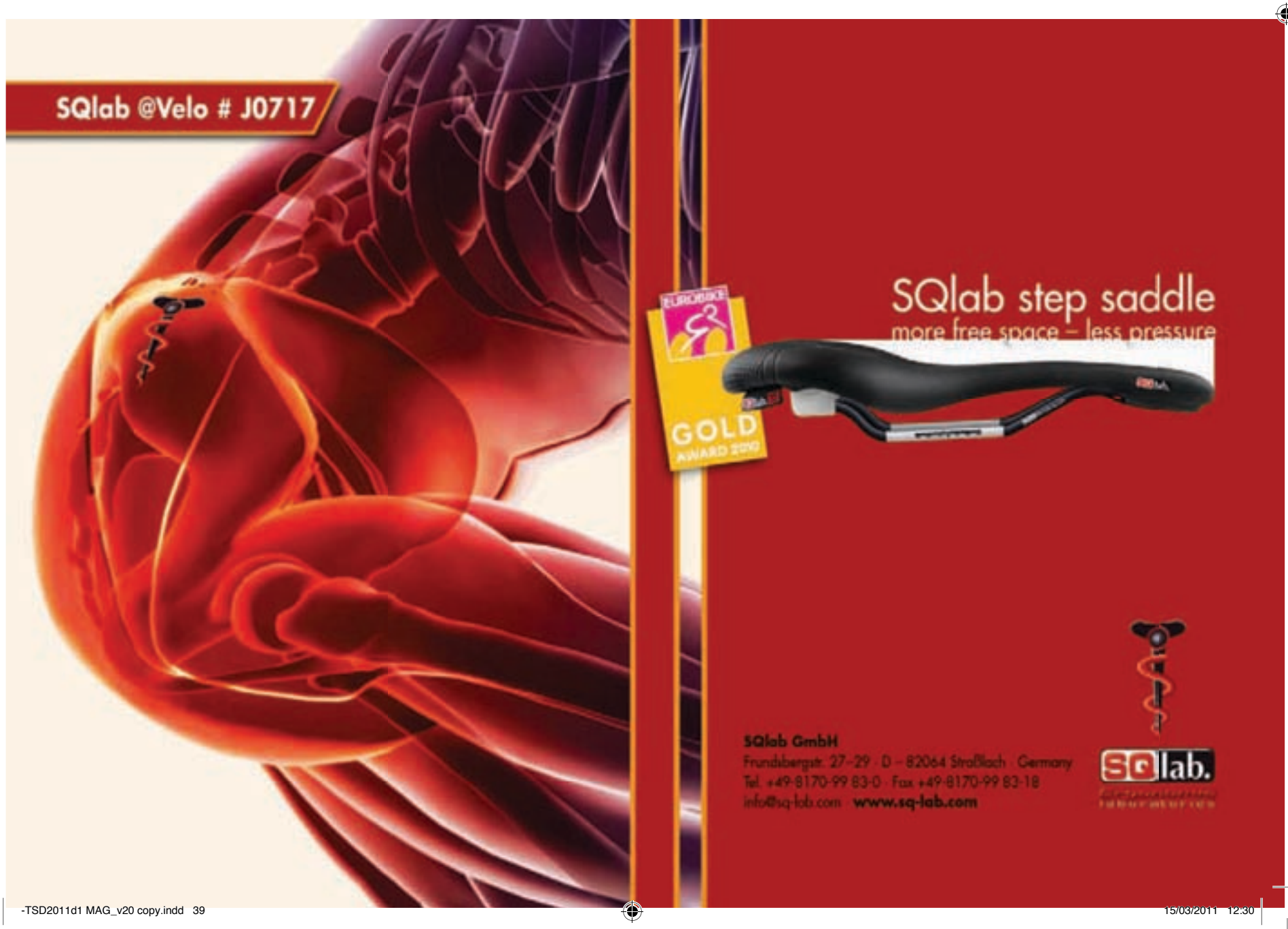

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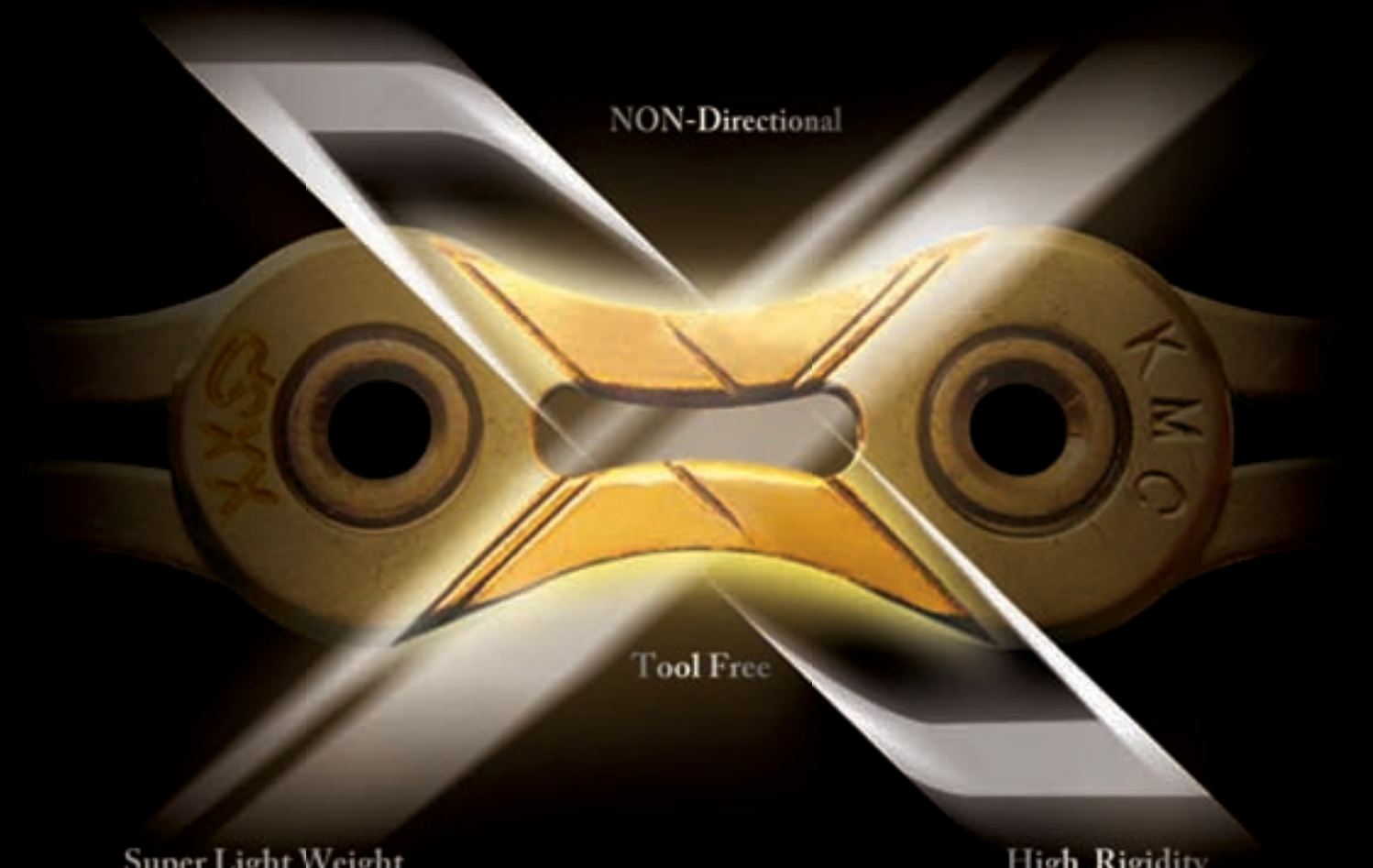

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